

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jan 30

V 116 #5

**ALREADY IN  
22 OF THE TOP  
25 MARKETS.**



**Debut III.**

Available for telecasting September 1989.

**MCA TV**

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50th Year 1989  
Instant replay on  
**NATPE**  
**'89**

# THE SECRET W





# ORLD



COME WITH US NOW TO A PLACE WHERE CIVILIZATION IS NO MORE THAN A MYTH AND BOW TO THE GODS AND SPIRITS OF... "THE SECRET WORLD."



Through the ages, mankind has been both mystified and horrified by things he cannot comprehend, by forces over which he can exert no control.

The trepidation is understandable, yet the lure is irresistible.

Who among us has never wondered whether ghosts and spirits might really exist? Each week, host Christopher Lee takes viewers on an exhilarating excursion into a world never before seen on television. A world of killer cats and man-eating wolves, of black magic and white sharks, of devilish demons and mystical mountains.

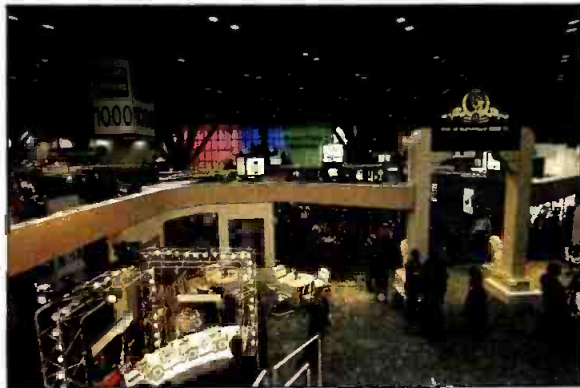
"The Secret World"... enlightening, enthralling and always entertaining. Its 24 half-hour episodes offer an invitation to a world never before exposed so deeply and dramatically on television.

## TURNER PROGRAM SERVICES

*Offices in Atlanta, New York, Los Angeles and Chicago.  
Phone (404) 827-2085 in Atlanta.*

## Showing off at NATPE...

Annual programmer gathering in Houston has become increasingly stratified, say



some observers of floor show. **PAGE 27.** Issues tackled during panel sessions included whether tabloid TV has gone too far, impact of local programming and regulatory issues facing television. **PAGE 36.**

**Affiliates meet...** ABC, NBC and CBS brief their respective affiliates on upcoming programming and promotional efforts. **PAGE 30.**

### 32/INDEPENDENT ISSUES

Independent broadcasters worry about cable program 'siphoning' and children's TV bill.

### 32/EISNER'S PROGRAMMING STANDARDS

Walt Disney Chairman and CEO Michael Eisner urges TV executives to "just say 'no'" to opportunistic television."

### 41/NBC SWEEPS UP

NBC-TV's winning streak continues in market-by-market Arbitron rankings for November 1988 sweeps.

### 42/PROMOTING THE 'BOSS'

Columbia Pictures Television hires former network promotion executive Steve Sohmer to create multimillion-dollar market-

by-market promotional campaign for syndication debut of off-network *Who's the Boss?*

### 45/AFTER CONSOLIDATION

Cable programmers continue to see their revenue base partially eroded with growing consolidation in cable industry.

### 48/SELLING RADIO

Radio Advertising Bureau's 1989 Managing Sales Conference this week is expected to draw full house, as radio executives head to Dallas for four days of workshops and in-depth forums.

### 50/CHANGE OF ADDRESS

NBC Radio Network's news operation moves into shared facilities with co-owned Mutual Broadcasting System in

Arlington, Va., in effort to solve problems of coordinating its newscasts and to cut costs.

### 54/ESPN ABROAD

ESPN unveils plans to step up international distribution of cable sports channel in Latin America and Pacific and enhanced sports syndication service to European television outlets.

### 56/GOING FOR 100% PARITY

Representatives Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) prepare legislation that would establish more stringent equal employment opportunity requirements for broadcasting and cable.

### 44/BEING THERE

Former Presidents Jimmy Carter and Gerald Ford, addressing Gannett Center



conference in New York, give advice to President Bush about his relationship to press and speak frankly about their use of media while in White House.

### 58/SLIM CHANCE

FCC's chances of successfully defending in court its rule banning indecent programming on 24-hour basis appear slight.

### 64/SMPTE '89

Society of Motion Picture and Television Engineers' meeting in San Francisco this week splits focus between current technology and high-definition TV.

### 69/NRB IN WASHINGTON

Religious broadcasters to

convene, hoping to put controversy behind them to focus on continued growth. Among those expected to attend: Vice President Dan Quayle and possibly President George Bush.

### 95/PRESIDENT'S 'OLD BUREAUCRAT'

President George Bush's press secretary Marlin Fitzwater has spent more than 20 years in government service, but for many recipients of his briefings, he is breath of fresh air.

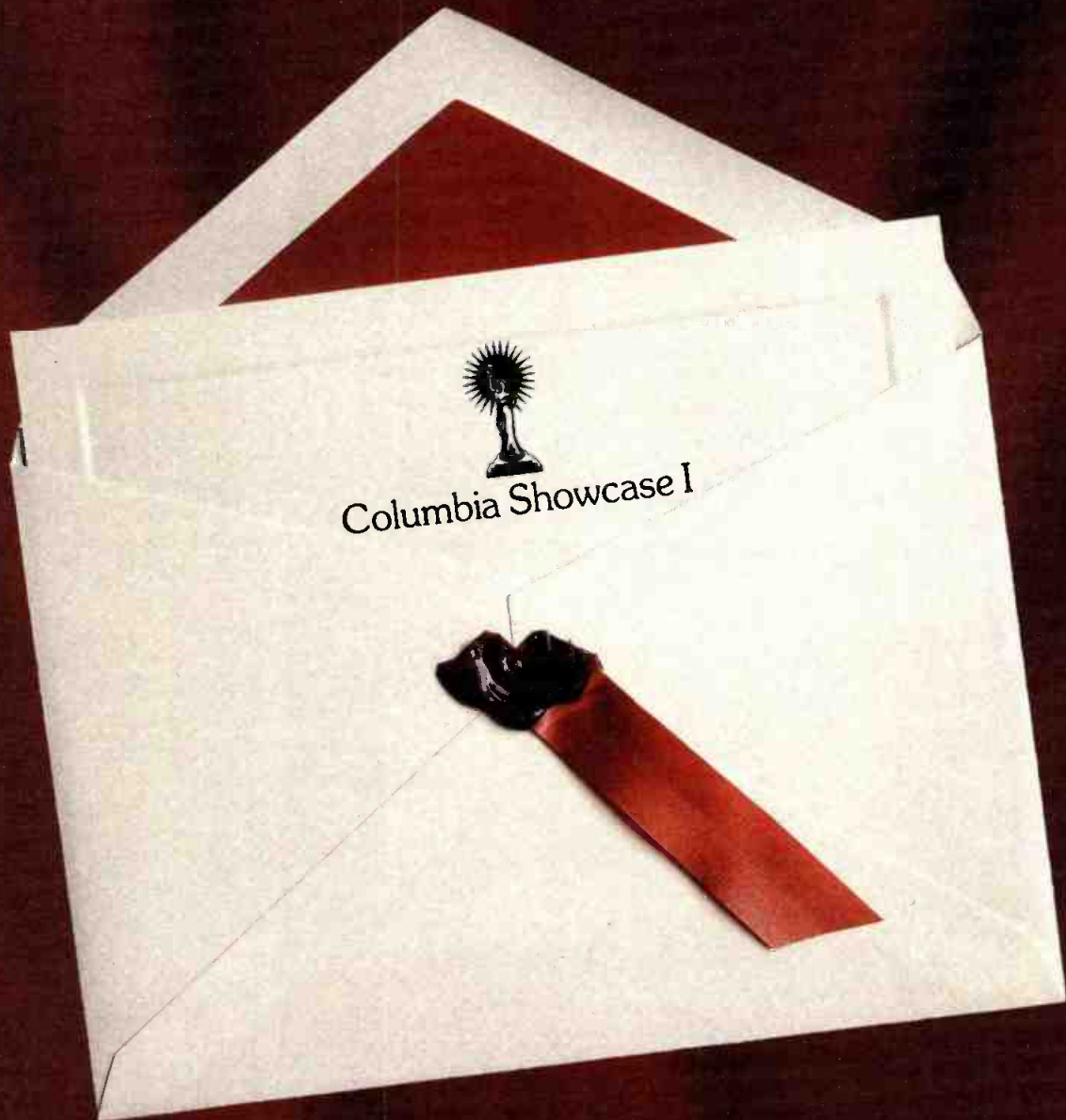
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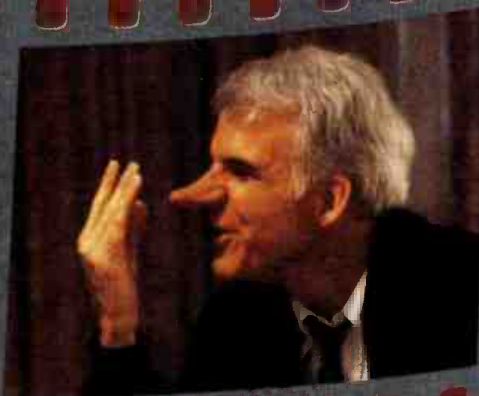
AND  
THE FIRST 50  
WINNERS  
ARE....



# COLUMBIA



SILVERADO



ROXANNE



LA BAMBA

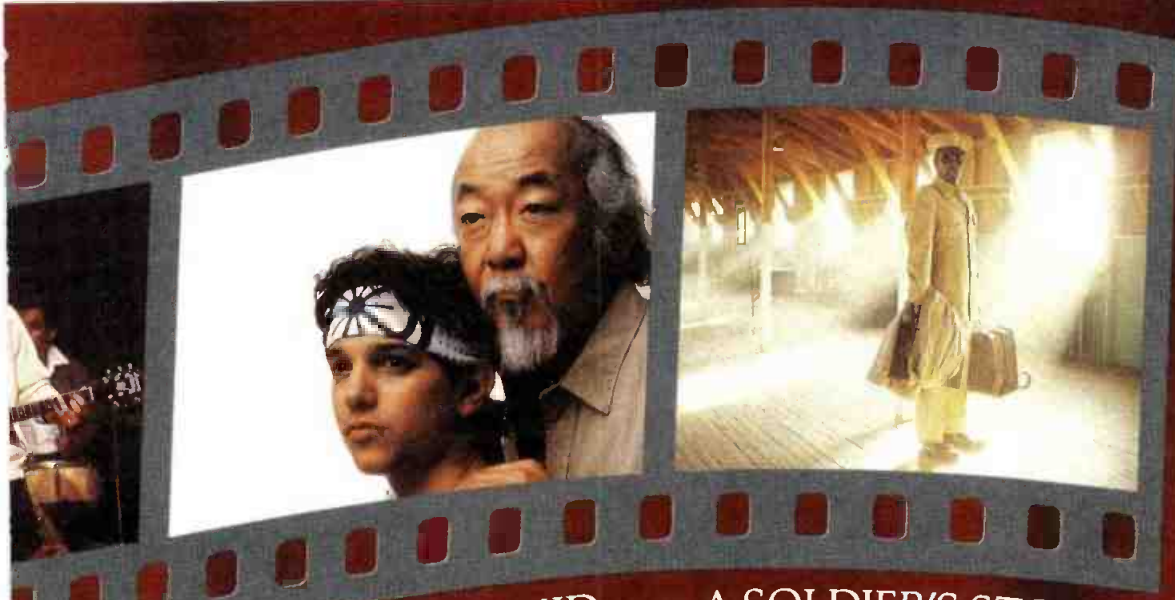
WPIX · New York  
WUAB · Cleveland  
WPGH · Pittsburgh  
WXIN · Indianapolis  
WJZY · Charlotte  
KABB · San Antonio  
WNRW · Greensboro,  
Winston-Salem  
WRLH · Richmond  
KADY · Santa Barbara  
KBBL · Palm Springs

KCOP · Los Angeles  
KHTV · Houston  
KPLR · St. Louis  
XETV · San Diego  
WTVD · Raleigh-Durham  
WTTO · Birmingham  
WVAH · Charleston-  
Huntington  
WCSH · Portland, ME  
KAME · Reno  
WOGX · Gainesville

WLS · Chicago  
WATL · Atlanta  
KNXV · Phoenix  
WOFL · Orlando  
WXMI · Grand Rapids  
WLNE · Providence  
WTVX · West Palm Beach  
KLAS · Las Vegas  
KJTV · Lubbock  
KIDY · San Angelo



# SHOWCASE I



THE KARATE KID  
PART II

A SOLDIER'S STORY

KBHK · San Francisco  
KMSP · Minneapolis  
KSCH · Sacramento-  
Stockton  
KPTV · Portland, OR  
WNYB · Buffalo  
WDRB · Louisville  
WRGB · Albany-  
Schenectady  
WTAT · Charleston, SC

WXON · Detroit  
KSTW · Seattle  
WBFF · Baltimore  
WVTM · Milwaukee  
KSTU · Salt Lake City  
WRGT · Dayton  
WSMH · Flint-  
Saginaw  
WYZZ · Peoria

KTVT · Dallas-Ft. Worth  
WSVN · Miami  
WTXX · Hartford-  
New Haven  
WZTV · Nashville

**Columbia Pictures Television**  
A Unit of Columbia Pictures Entertainment, Inc.



## Closing in

With Cabinet and other high-level appointments made, Bush administration is expected to turn soon—possibly very soon—to job of filling vacancies on independent regulatory agencies, including FCC. One name getting increasing attention as likely FCC candidate is Sherrie Marshall, FCC's director of legislative affairs who served on Bush transition team and is now on temporary duty at White House. One of her backers is said to be Jan Baran, member of Wiley, Rein & Fielding firm who served as general counsel for Bush campaign. (He had recruited her for Wiley firm before she joined commission.) Reports about communications attorney Susan Wing are mixed, with some saying her chances are dimming, others that likelihood of her selection is solid as ever. Candidacy of James Smith, lawyer with Pierson, Ball & Dowd, assumed added credibility when it was learned that he is being backed by Dean Burch, former FCC chairman who was partner in Pierson, Ball and is now director general of Intelsat. Burch has long been close to Bush, and his views would presumably carry weight with new administration.

Naming two to fill long-standing vacancies on five-member commission won't end job of naming FCC commissioners. Chairman Dennis Patrick is expected to resign later this year, creating another Republican vacancy, and term of Democrat Patricia Diaz Dennis ends June 30 (she has not indicated desire for reappointment). Only James Quello, of incumbent FCC, may be aboard by year's end.

## Curtain-opener

Turner Broadcasting System's Robert Wussler flew to Moscow over weekend to work on negotiations that could expand CNN's worldwide reach by bringing CNN into homes of Russian citizens. One deal would involve distributing CNN on VHF television frequency in Moscow, in exchange for fee from government. That mode of distribution has been used intermittently before, most recently during Moscow summit. Second deal would involve distribution of CNN on Russian satellite, Statsionar 13, over Indian Ocean.

## Allies

British Broadcasting Corp., world's largest co-producer of TV programs, has its first co-production in decade for prime time on one of America's big three, reflecting BBC shift toward increasingly commercial program co-ventures. Project

for ABC will be co-produced with new ABC nonfiction programming unit headed by former National Geographic producer, Dennis Kane. One-hour special, tentatively set to air in fall 1990, retraces air route through Africa of Britain's old Imperial Airlines (today's British Airways), with crew flying World War II PBV-5A amphibious aircraft from Alexandria to Mozambique. Production began last month.

## Double duty

Geraldo Rivera is investigating Spanish-language radio simulcast of his syndicated television talk show. He and Marcelino Miyares, president of Times Square studio where his show is taped and partner with Rivera in newly forming station group (BROADCASTING, Jan. 23), have apparently proposed idea to Eduardo Caballero, president of rep firm Caballero Spanish Media. Test-run would take place in 3 or 4 markets later this year. Biggest obstacle, according to Caballero, is that Spanish radio stations in markets where *Geraldo* airs in morning would be hesitant to cut into drive-time shows.

## School days

Network news division appetites may be whetted by Whittle Communication's plan to provide advertiser-supported newscast direct to middle and high schools (BROADCASTING, Jan. 23). However, at least one network, CBS, does not currently have free hand to attack market since distribution of news product to much of educational market was contracted to Harcourt Brace Jovanovich (HBJ) following sale of CBS Professional and Educational Publishing two years ago. Contract with HBJ expires at end of this year, at which time CBS intends to evaluate what arrangement will permit most aggressive marketing.

## Early warning

U.S. officials are concerned that International Telecommunication Union's upcoming plenipotentiary conference (Nice, France) in May could become as politicized as one held seven years ago in Nairobi. Then, U.S. found it necessary to exert enormous pressure, including warning it would walk out of conference and possibly leave ITU itself, to defeat Algerian-Arab resolution calling for expulsion of Israel from plenipotentiary and other ITU conferences (BROADCASTING, Oct. 25, 1982). Officials say there has been no "official" word on subject but confirm hearing "talk" that Arab countries are again considering seeking

Israel's expulsion, this time with twist: Vacancy left by Israel's expulsion would be filled by new Palestine state that Palestine Liberation Organization has declared on West Bank and Gaza.

U.S. has been making clear in its preparations for plenipotentiary—whose purpose is to review organization's charter, adopt budget and elect officers—its view that ITU member countries should avoid raising what one State Department official describes as "extraneous political issues." Official added that ITU members should have learned from 1982 experience that engaging in such matters is wasteful exercise. If issue should arise, U.S. position, he said, would be as unyielding as it was seven years ago.

## The in crowd

Connections of Wiley, Rein & Fielding with Republican administration continue to multiply. Partners Fred Fielding and Jan Baran are two of eight named to President Bush's ethics commission. (Baran also is general counsel to Republican National Committee as well as congressional and senatorial committees.) Robert Pettit, head of FCC transition team and formerly with Mimi Dawson at Department of Transportation, rejoins Wiley firm as partner. And Pam Wiley, daughter of Richard E. Wiley, starts work this week as personal aide to Marilyn Quayle, wife of Vice President.

## Revving up

Congressional interest in children's television may extend beyond advertising issue. Indeed, idea of creating federal endowment to fund children's programming is said to be circulating around Capitol Hill. Whether it will pick up any steam has yet to be determined. Legislation that would regulate amount of advertising on children's television is expected to emerge and hearings are planned in Senate and House.

## Weak signal

Sources say Boston-based Business News Broadcasting, proposed 24-hour satellite-delivered radio format that has had several scheduled launch dates since venture began in October 1986 as research project, may be fading into sunset. BNB reportedly just closed its corporate offices at Headquarters Companies, and telephone calls forwarded to BNB vice president of marketing and sales Joseph Knowles went unanswered last week.





## If You're Programming Business News, How Do You Know It Makes A Sound?

On The Wall Street Journal Radio Network,<sup>SM</sup> you can actually call our listeners listeners. That's because they trust our information to be timely, authoritative, and accurate. And they make important decisions based on it. In fact, The Wall Street Journal was recently rated the most believable source for economic

and financial news by radio listeners.

Measured against all broadcast networks, The Wall Street Journal Radio Network delivers the highest concentration of executives and professionals as well as listeners with household incomes of \$60,000 or more. For a free sample tape of the report that

doesn't fall on deaf ears, call Robert Rush, Dow Jones Director of Broadcast Services, at (212) 416-2381.

**The Wall Street Journal  
Radio Network**

Source: "Is Business News Music to Their Ears?" A Statistical Research Inc. Survey of Music Radio Listeners, Spring 1988 MRI. The Wall Street Journal Radio Network is a service mark of Dow Jones & Co., Inc.

# Where Things Stand

■ Solid box denotes items that have changed since last issue.

## AM-FM Allocations

FCC is expected to act in first quarter of 1989 to adopt new rules to improve technical quality of AM radio signals. Among new rules will be mandatory observance of National Radio Systems Committee standard. It is not yet known whether commission will mandate NRSC-1 audio standard, NRSC-2 emission standard, or both.

Also expected in early 1989 will be proposal on how to implement expanded AM band. Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC has indicated that some channels will be reserved for national licensees but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

Despite opposition of National Association

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<b>Antitrafficking</b>	<b>10</b>
<b>By the Numbers</b>	<b>10</b>
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<b>International</b>	<b>19</b>
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<b>Must Carry</b>	<b>82</b>
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<b>Syndex</b>	<b>82</b>

of Broadcasters, FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage

by permitting limited "short spacing" of FM stations. NAB believes move will lead to "AM-ization" of FM band.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

## Antitrafficking

Issue essentially boils down to reimposition of FCC's three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

## Cable Regulation

■ Cable television industry is under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio) has announced his plans to introduce cable rate regulation bill (BROADCASTING, Jan. 23). Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on cable through series of hearings. Bill would strengthen municipal authority to regulate cable rates.

Cities are unhappy with developments within industry and approved new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 this year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services.

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. Top motion picture and cable executives are holding talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

## Children's Television

Proponents of children's TV legislation suffered blow when President Reagan pocket vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress. Quick Hill action on revived version

## BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

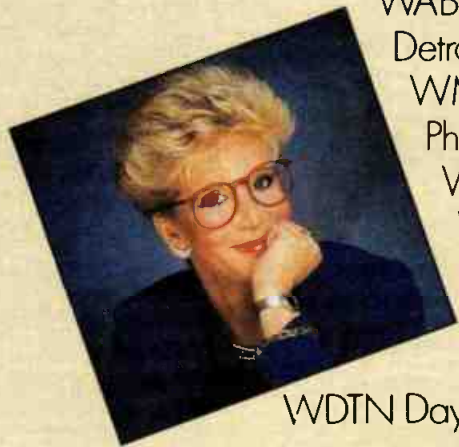
CABLE †	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration †	53.8%
Pay cable penetration	32%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. <sup>1</sup> Construction permit.



# NOTHING SUCCEEDS ...LIKE SALLY.

## And...\*



WABC New York • WPVI Philadelphia • WXYZ  
Detroit • WJW Cleveland • WPLG Miami  
WMAR Baltimore • WTNH Hartford • KTVK  
Phoenix • WCPX Orlando • KMBC Kansas City  
WLWT Cincinnati • WITI Milwaukee  
WCMH Columbus • WTVD Raleigh-Durham  
WWMT Grand Rapids • WTKR Norfolk  
WJAR Providence • WGAL Harrisburg  
WAVE Louisville • WBRE Wilkes-Barre

WDTN Dayton **and...**

- Sally is ranked number one or number two in 77% of her markets.
- In just two years her station lineup has grown to more than 140 stations.
- And she's increased her national ratings by 72%.



  
*Sally Jessy Raphael*

THE VISION OF SUCCESS.

\*These Sally Jessy Raphael stations are #1 in their time periods. Source: NSI Nov. 1988.

 MULTIMEDIA  
ENTERTAINMENT  
*First run for the long run.*

\*Nielsen NTI season average, 1985 through 1988 \*\*NSI, October 1988



**ACTION SPEAKS  
LOUDER THAN WORDS.**





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# Datebook

■ indicates new listing

## This week

**Jan. 28-Feb. 1**—*National Religious Broadcasters* 46th annual convention and exposition. Sheraton Washington and Omni Shoreham, Washington. Information: (201) 428-5400.

**Jan. 30-31**—*South Carolina Cable TV Association* winter meeting. Radisson Columbia hotel, Columbia, S.C. Information: (404) 252-2454.

**Jan. 31**—Deadline for entries in 14th annual Commendation Awards, sponsored by *American Women in Radio and Television*, recognizing "genuine and positive depictions of today's women in broadcast programming and advertising." Information: (202) 429-5102.

**Jan. 31**—Deadline for entries in *National Association of Broadcasters'* "Best of the Best" campaign, honoring radio promotions. Information: (202) 429-5420.

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

**Jan. 31**—Deadline for entries in awards contest sponsored by *Investigative Reporters and Editors*. Information: (314) 882-2042.

■ **Jan. 31**—*New York Women in Cable* meeting, "Investing in Cable Stocks." Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

■ **Jan. 31**—"Radio and Television Outlook," panel sponsored by *Sillerman-Magee Communications Management Corp.* Panelists include Jeff Smulyan, president, Emmis Broadcasting; Norm Pattiz, Westwood One; William Stakelin, Radio Advertising Bureau; Ken Swetz, Katz Radio Group; Nick Verbitsky, United Stations; Jim Joyella, Television Bureau of Advertising, and Les Goldberg, Interep. New York Helmsley hotel, New York. Information: (212) 557-0100.

**Jan. 31-Feb. 2**—*South Carolina Broadcasters Association* 41st annual winter convention. Columbia, S.C.

**Jan. 31-Feb. 3**—"Swing into Spring with Benny Goodman," screening at *Museum of Broadcasting*, New York. Information: (212) 752-7684.

**Feb. 1**—Deadline for entries in National Media Owl Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society." Information: Joyce Bolinger, Center for New Television, Chicago 60605; (312) 427-5446.

**Feb. 1**—*New York Television Academy* drop-in luncheon. Speaker: Nicholas Davatzes, president, chief executive officer, Arts & Entertainment. Copacabana, New York. Information: (212) 765-2450.

**Feb. 1**—Deadline for entries in *Radio-Television News Directors Association* regional awards. Information: (202) 659-6510.

**Feb. 1**—*Television Bureau of Advertising* workshop for TV stations, "The Marketing Approach to Retail Business Development." Downtown Marriott, Chicago. Information: (212) 486-1111.

**Feb. 2-4**—*Radio Advertising Bureau's* ninth annual Managing Sales Conference. Loews Anatole, Dallas. Information: (212) 254-4800.

**Feb. 3-4**—*Society of Motion Picture and Televi-*

*tion Engineers* 23rd annual television conference. Guest speaker: Julius Barnathan, president, ABC Broadcast Operations and Engineering. St. Francis hotel, San Francisco.

## Also in February

**Feb. 5-7**—*Michigan Association of Broadcasters* midwinter conference and exhibits with engineering seminars. Lansing, Mich. Information: (517) 484-7444.

**Feb. 6-7**—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Ramada Renaissance, Atlanta. Information: (202) 429-5420.

**Feb. 6-8**—*Arbitron Television Advisory Council* meeting. Doral hotel, Miami.

**Feb. 7**—Robert MacNeil and Jim Lehrer to speak on development and production of *MacNeil-Lehrer Newshow*, seminar sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-7684.

**Feb. 7-8**—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Speakers include: Laurence Tisch, CBS; Thomas Murphy, Capcities/ABC; Robert Wright, NBC; Peter Jennings, ABC; Kathleen Sullivan, CBS; Preston Padden, iNTV; Robert Alter, Cable Advertising Bureau; Barbara Corday, CBS Entertainment, and Hugh Downs, ABC. Plaza hotel, New York. Information: (202) 785-1525.

**Feb. 7-8**—*Arizona Cable Television Association* annual meeting. Sheraton Phoenix. Information: (602) 257-9338.

**Feb. 8**—*New York Television Academy* drop-in luncheon. Speaker: John Gault, executive VP, ATC, and chief executive officer, Manhattan Cable TV. Copacabana, New York. Information: (212) 765-2450.

**Feb. 8-9**—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

**Feb. 8-12**—*International Radio and Television Society* faculty/industry seminar. Theme: "Beyond Tomorrow: Electronic Media Star Wars." Keynote speaker: Kenneth Roman, Ogilvy Group. Roosevelt hotel, New York. Information: (212) 867-6650.

**Feb. 9**—*International Radio and Television Society* newsmaker luncheon. Speakers: Brandon Tartikoff, president, NBC Entertainment; Brandon Stoddard, president, ABC Entertainment, and Kim LeMasters, president, CBS Entertainment. Waldorf-Astoria, New York.

**Feb. 10**—Deadline for entries in *Corporation for Public Broadcasting's* Public Television Local Program Awards, "recognizing outstanding local programming in public television." Information: (202) 955-5211.

■ **Feb. 10**—"Risk and Reform," legal issues conference for journalists covering liability and insurance reform, co-sponsored by *Foundation for American Communications, Miami Herald* and *Florida Press Association*. Florida State Conference Center, Tallahassee, Fla. Information: (213) 851-7372.

**Feb. 10-12**—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

**Feb. 11**—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metro-*

*politan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

**Feb. 13**—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Information: (313) 764-2424.

**Feb. 13**—Deadline for entries in E.W. Scripps Award for service to the First Amendment, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

**Feb. 13**—Roundtable forum on libel reform proposal of *Annenberg Washington Program*. Panelists include libel specialists from law and journalism schools. Annenberg office, Willard office building, Washington. Information: (202) 393-7100.

**Feb. 13-14**—*Georgia Cable Television Association* annual convention. Omni International Atlanta. Information: (404) 252-4371.

**Feb. 13-18**—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

**Feb. 14-15**—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla. Information: (312) 827-9330.

**Feb. 14-15**—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

**Feb. 15**—*New York Television Academy* drop-in luncheon. Speaker: Michael Alexander, executive vice president, MCA Broadcasting. Copacabana, New York. Information: (212) 765-2450.

**Feb. 15**—Deadline for entries in 17th annual Clarion Awards "recognizing excellence and outstanding achievement in 57 areas of journalism and communications," sponsored by *Women in Communications*. Information: (703) 528-4200.

**Feb. 16**—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

**Feb. 16**—*National Academy of Television Arts and Sciences* presentation of Trustees Award to Peggy Charren, founder and president of Action for Children's Television. Marriott Marquis hotel, New York. Information: (212) 586-8424.

■ **Feb. 16-18**—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge. Information: (504) 383-7486.

**Feb. 16-19**—*American Women in Radio and Television* national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

**Feb. 20**—Deadline for entries in Charles E. Scripps Award recognizing "outstanding efforts in the battle against illiteracy," sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

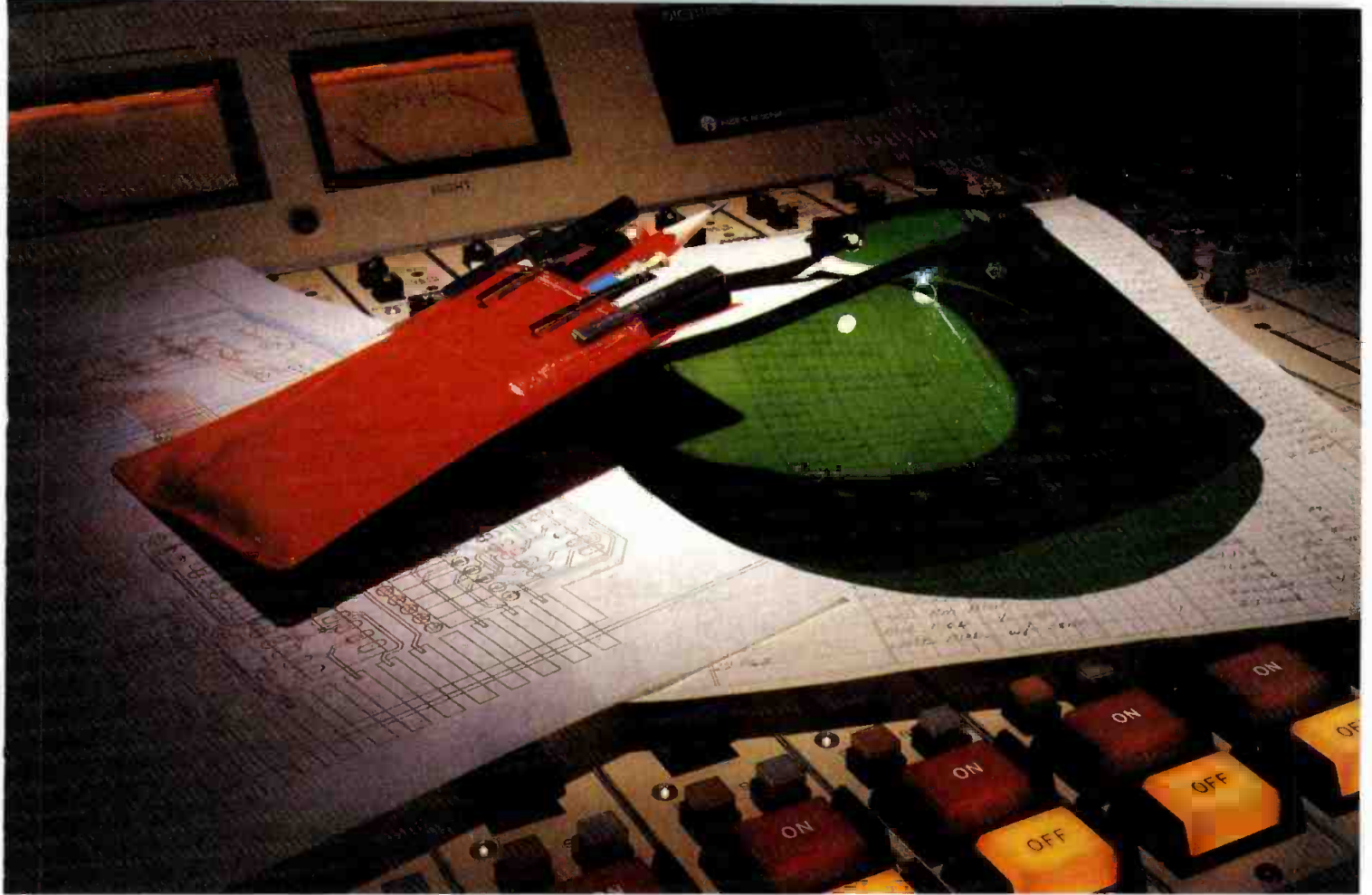
■ **Feb. 21-22**—"The Pennsylvania Cable Academy," seminar sponsored by *Pennsylvania Cable Television Association*. Holiday Inn East, Harrisburg, Pa. Information: (717) 234-2190.

**Feb. 22**—*National Press Foundation* awards dinner, featuring presentation of Sol Taishoff Award for excellence in broadcast journalism to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington hotel, Washington.

**Feb. 22**—*Illinois Broadcasters Association* college seminar. Normal, Ill.

**Feb. 22-24**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.





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**Feb. 23**—"The Future of Network News and the Changing Relationship Between Network and Local News." meeting of *Society of Professional Journalists*. Panelists: Barbara Matuso, author, "The Evening Stars: The Making of the Network News Anchor"; George Watson, Washington bureau chief, ABC News; Bob Richbloom, news director, WJLA-TV Washington, and Bret Marcus, news director, WRC-TV Washington. NBC, 4001 Massachusetts Avenue, Washington.

■ **Feb. 24**—Deadline for entries in *Long Island Advertising Club's* Best on Long Island award, recognizing outstanding marketing and advertising campaigns. Information: (516) 489-5746.

**Feb. 27-28**—*Illinois Broadcasters Association* congressional visit. Washington.

**Feb. 28**—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

## March

**March 1**—Deadline for receipt of applications for Harvard Journalism Fellowship for Advanced Studies in Public Health. Information: Margaret Gerteis, deputy director, Center for Health Communication, Harvard School of Public Health, 677 Huntington Avenue, Boston 02115.

**March 1**—Deadline for entries in awards for "outstanding coverage on television of stories about food science and nutrition," sponsored by *Institute of Food Technologies*. Information: (312) 782-8424.

■ **March 1**—Deadline for entries in *JC Penney-University of Missouri* Community Leadership Television Awards competition. Information: (314) 882-7771.

**March 1-2**—"What's Ahead for the 1990's?" public affairs seminar sponsored by *Women in Communications*. Key Bridge Marriott, Arlington, Va.

## Errata

**Bravo AIDS telethon on April 23 will also appear on all public television stations of New Jersey Network**, not only WLW(TV) Garden City, N.Y., as reported in Jan. 23 issue. Also, April 20, not April 23, is Bravo's National Cable Month day.

Jan. 23 "Fates & Fortunes" box on appointment of **Henry E. Catto** by President Bush to be ambassador to Great Britain incorrectly said he is married to Oveta Culp Hobby. He is married to **Hobby's daughter, Jessica**.

Information: (703) 528-4200.

**March 1-3**—*National Association of Broadcasters* leadership conference. J.W. Marriott, Washington.

**March 1-4**—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

**March 2**—*International Radio and Television Society* annual presentation of Gold Medal Award, this year to five recipients, in honor of 50th anniversary of IRTS: For news, Walter Cronkite; radio, Paul Harvey; TV, Bob Hope; advertising, Edward Ney, and cable, Ted Turner. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 3**—Deadline for entries in International Gold Medallion competition, sponsored by *Broadcast Promotion & Marketing Executives*. Information: Jay Curtis. (213) 465-3777.

**March 3-4**—Eighth convention of *Northern California chapter of Radio Television News Directors*

*Association*. Concord Hilton, Concord, Calif. Information: (415) 451-8760.

**March 5-6**—*Cable Television Public Affairs Association* Cable Forum '89. Vista International hotel, Washington. Information: (202) 639-8844.

**March 7-10**—*Audio Engineering Society* convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

**March 8-9**—*Ohio Association of Broadcasters* congressional salute. Sheraton Grande, Washington.

**March 12-14**—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

**March 13-14**—*National Association of Broadcasters* group head fly-in, "where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry." DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

**March 14**—*Ohio Cable Television Association* annual meeting and legislative reception. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

**March 15**—*International Radio and Television Society* newsmaker luncheon. Speaker: John Malone, president-chief executive officer, TCI. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 16**—45th annual dinner of *Radio & Television Correspondents Association*. Grand Hyatt hotel, Washington. Information: (202) 828-7016.

**March 21**—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

**March 21-23**—*Satellite Broadcasting and Communications Association/STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

## Major Meetings

**Jan. 28-Feb. 1**—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels. Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

**Feb. 2-4**—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

**Feb. 3-4**—*Society of Motion Picture and Television Engineers* 23rd annual television conference. St. Francis hotel, San Francisco.

**Feb. 13-18**—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

**Feb. 22-24**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

**March 1-4**—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4488.

**March 21-23**—*Satellite Broadcasting and Communications Association/STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

**April 9-11**—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

**April 9-11**—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

**April 9-12**—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

**April 21-26**—25th annual *MIP-TV, Marches des International Programmes des Television*, inter-

national television program market. Cannes, France.

**April 29-May 2**—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta. March 31-April 3, 1990; Las Vegas. April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**May 11-15**—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

**May 17-20**—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

**May 17-21**—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

**May 21-24**—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

**June 10-13**—*American Advertising Federation* annual national conference. J.W. Marriott, Washington.

**June 17-23**—16th International Television Symposium. Montreux, Switzerland. Information: 41-21-963-3220.

**June 20-23**—*National Association of Broadcasters* summer board meeting. Washington.

**June 21-25**—*Broadcast Promotion and Marketing Executives Broadcast Designers Association* 33rd annual seminar. Renaissance Center, Detroit.

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

**Aug. 27-29**—Eastern Cable Show, sponsored by

*Southern Cable Television Association*. Merchandise Mart, Atlanta.

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

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

**Oct. 3-5**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 5-8**—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: John Battison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

**Oct. 12-16**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

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

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

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

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

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



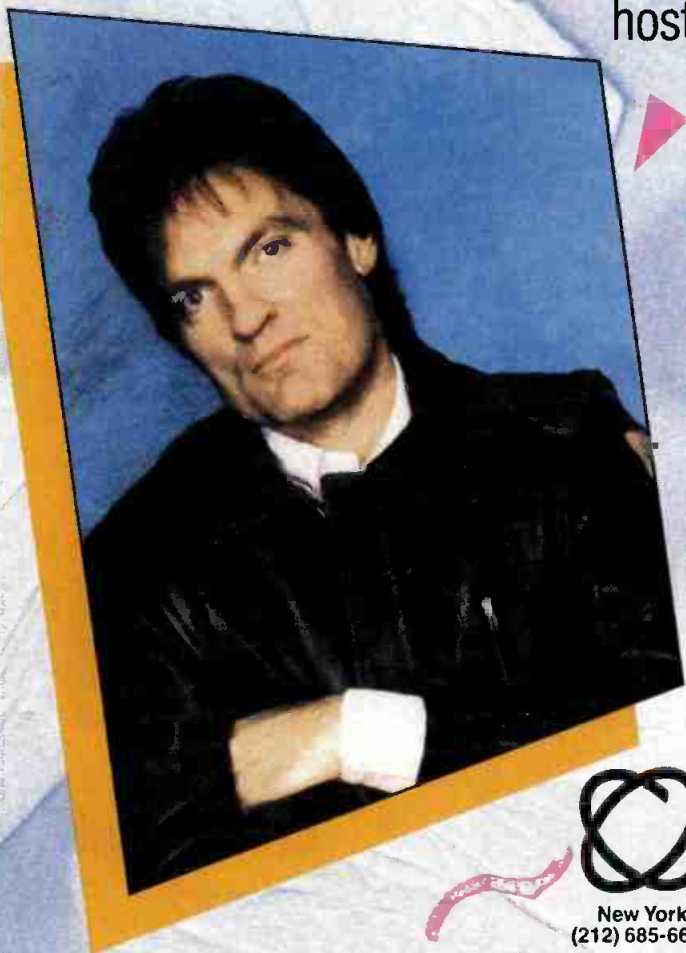
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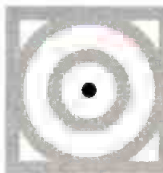


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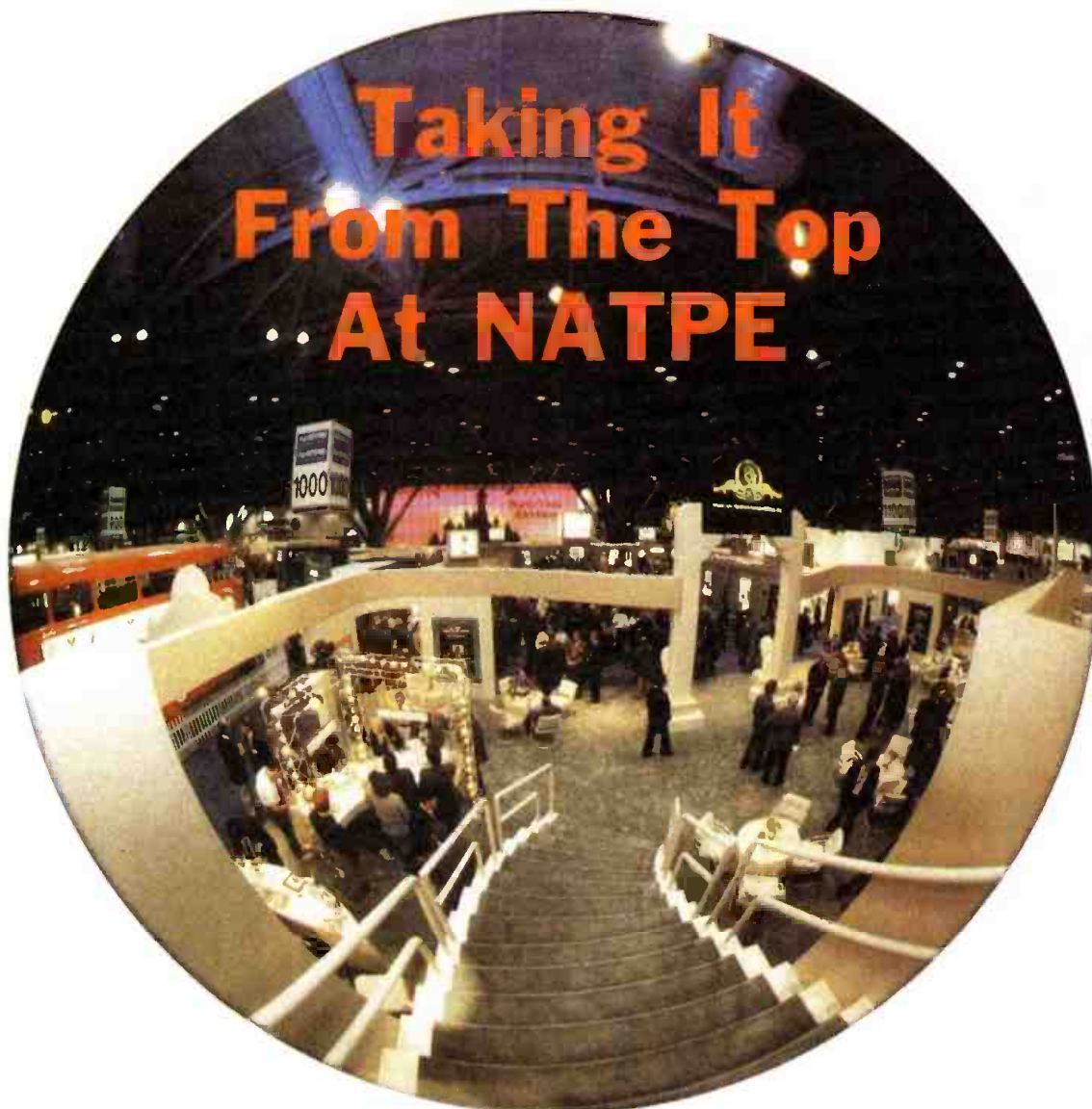
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KIXI-KMGI Seattle   WMHE-FM Toledo



# Broadcasting Jan 30

Vol. 116 No. 5



If last week's exhibit hall activity at the 26th annual NATPE International convention in Houston was indicative of anything, it was, executives said at the show, that the syndication business was becoming increasingly one of the haves and the have-nots.

"In many markets you can see the stations lining up so that there's a King World station, a Paramount station and a Warner-Lorimar station, almost like mini-networks," said James T. Lynch, president, Multimedia Broadcasting. Others also mentioned Buena Vista as one the "haves" that has been successful in creating a mini-network of independents with two animated series—*Duck Tales* and *Chip 'N' Dale's Rescue Rangers*—which it plans to expand to a two-hour block by 1990. And Columbia Pictures Television is often cited for its strength in the off-network side of the business.

Those companies and a handful of others, including Viacom and Fox Syndication, appeared to be among the busiest at the NATPE show. Paramount, for example, put two new shows over the top, including *Tabloid*, which benefited from the slow start three weeks ago of King World's *Inside Edition*.

With one day left to sell, *Tabloid* was cleared in 68% of the

country on 80 stations, including WCBS-TV New York, KNBC-TV Los Angeles and WMAQ(TV) Chicago. *The Joan Rivers Show*, which Paramount is clearing for Tribune Entertainment, has been sold to 85 stations covering 70% of the country, including WCBS-TV New York, KCBS-TV Los Angeles and WGN-TV Chicago. Most of those *Rivers* clearances are for the morning.

"The rich get richer," said Richard Kurlander, vice president, Petry Television, commenting on this year's program market. And the bigger companies appeared to be getting the lion's share of traffic at the show, much to the dismay of the smaller and medium-sized firms.

But even some of the larger companies sensed a less-than-bullish marketplace. "This has been a positive convention season for us with INTV [the Association of Independent Television Stations] and NATPE," said Shelly Schwab, president of MCA TV Enterprises. However, he added, "stations aren't showing any immediacy. They have some specific needs to fill, and [for] other time slots they are taking a wait and see attitude."

That disposition on the part of stations stems in large part from the current season's awkward start and the failure of several of last

year's crop of new first-run shows—such as *USA Today* and *Family Feud*—to perform well. However, stations are in a quandary because the new development season has not served up any singularly appealing programs to replace those shows. Thus, many stations have opted to see the results of the February sweeps before making tough programing decisions.

"It seems to be a convention without passion," said Schwab, a reference to the failure of any program to catch fire at the show. John Von Soosten, vice president, director of programing, Katz Communications, characterized the marketplace activity at the show as "predictable. Everything is derivative of something else," particularly in the game show and tabloid categories, he said. "It's a pretty weak crop of new shows," said Steve Leblang, vice president, programing, Fox Television Stations.

"The excitement of the show seems to be what to do in access," said Von Soosten, adding that many stations will come out of NATPE with that question unanswered.

By show's end, syndicated exclusivity seemed to be alive and well. Just prior to the show, Tribune Broadcasting agreed to purchase MCA's Debut III movie package without the stipulation that MCA not include a syndex clause in its licensing contracts with stations in other markets. To the dismay of many broadcasters, Tribune had been demanding the stipulation from MCA and others so that none of the cable systems carrying Tribune's superstation WGN-TV Chicago—it's seen in 25 million cable homes—would have to black out its programing. Under the FCC's new syndex rules, television stations that contract for syndex rights for a program may require local cable systems to black out the program on imported distant signals or superstations like WGN-TV.

During the show, Tribune further retreated from its insistence on protecting WGN-TV's programing from syndex blackouts. It picked up three other shows for the superstation (and its other stations) without blackout insurance: Quintex's one-hour *Roller Games*, TeleVenture's one-hour *21 Jump Street* and Buena Vista's two-hour *Disney Afternoon*. Commenting on the Buena Vista deal, Jerry Agema, vice president of operations and chief financial officer, Quintex, said: "It's more important for us to get the show to protect our local franchise than to get the national rights."

Tribune did strike a deal including syndex protection with Viacom for the weekly TV trivia game show, *Remote Control*. But, as part of the deal, Tribune agreed to carry the show on a week-delayed basis.



A NATPE run-through of MGM/UA's "Hotline"

A roundup of convention exhibit hall activity:

■ According to Lucie Salhany, president, domestic television, Paramount Television Group, the traffic at the Paramount booth was exceptional. Paramount's two big shows were *Tabloid* and *The Joan Rivers Show*.

*Tabloid*, launched in mid-October, has been cleared in 80 markets, representing 68% of the country. The show is cleared in predominantly access time periods as a news lead-in.

*The Joan Rivers Show* has been cleared in 85 markets representing 70% of the country. Scheduled for an October launch, the show is cleared in mainly morning time slots, with approximately 30% of the slots in the afternoon. According to Salhany, some stations are running the show in tandem with *Geraldo*.

*Entertainment Tonight*, now in its eighth year, was upgraded by

some 20 stations, 12 of which moved it to access time slots.

And *War of the Worlds* and *Friday the 13th* both received more than 100 renewals at the convention.

■ *Pictionary*, from MCA-TV, has been cleared in more than 60% of the country. "*Pictionary* came into NATPE with a great deal of momentum from INTV," said Shelly Schwab, president, MCA TV Enterprises. The clearances include the five Gaylord-owned stations and outlets in the New York, Los Angeles and San Francisco markets.

Sales for the new first-run series *Reward* have been slow. "The pilot was brought late," said Schwab, "so it's too early to tell, but response has been positive."

*Lassie*, a co-venture with Palladium, has been cleared in more than 75% of the country.

*Star\*Play*, another new first-run show, is being pulled back somewhat, said Schwab, "because of interest from one of the networks."

■ Viacom reported clearing *Remote Control* in more than 50% of the country and the animated *Super Mario Brothers* in 60% of the country. The company cleared *Trial by Jury* in Los Angeles on KCOP(TV) and announced it was reshooting its *Betcha* game show pilot with Monty Hall.

■ With its number-one and two syndicated shows *Wheel of Fortune* and *Jeopardy!* already clearing about 85% of the country through the 1991-92 season, news from King World last week centered on the early performance of its new tabloid strip *Inside Edition* and on the removal of a stumbling block in the development of a game show based on the board game *Monopoly*.

Steve Palley, King World chief operating officer, defended *Inside Edition* despite early, disappointing ratings, arguing that as a mid-season replacement, the show was, by definition, falling in "weaker time periods with weaker stations."

On *Monopoly*, King World announced at the convention that it has reached an agreement in principle with Merv Griffin Enterprises to develop and produce the game show with Griffin as executive producer. ABC-TV has a five-year option on the show for its daytime schedule, and the deal with Griffin will allow King World to simultaneously distribute a syndicated version.

Although Palley said the company will not go forward with the project until "we're satisfied we have the right format," he said the network version could be ready as soon as September, with the syndicated version ready a year later. No marketing plan has been developed for the show, he said, leaving open the possibility it could end up vying to replace or compete against the company's top two game shows.

In other news, King World barter division Camelot Entertainment has agreed to sell advertising time for Jim Henson's syndicated off-network *Muppet Babies*, which Claster TV has syndicated for September 1989 to 82% of the U.S.

■ Buena Vista Television has closed 71 markets for the *Disney Afternoon* block of children's programs, said President Bob Jacquemin. Representing 80% of the country, the mix includes 18 of the top 20 markets and five of the six Tribune stations. Disney's strategy for the block, which will include four shows by fall 1990, is to have a continual flow of product by the mid-1990's that can be rotated in and out of the block based on individual performance.

*Win, Lose or Draw* picked up 20 renewals at NATPE, Jacquemin said, the bulk of which were one-year signings. *Live With Regis*



and Kathie Lee was renewed in 40 markets, he said.

Gene Siskel and Roger Ebert will tape in April, for airing in June, a one-hour special billed as their 500th show together.

■ Turner Program Services reported clearing its new first-run game show, *The Last Word*, in 20% of the country. At deadline, TPS was negotiating with both Fox and the CBS-owned station group for the show. *Secret World*, a weekly first-run late-night program, has been cleared in 20 markets. No word on clearances for a planned series of entertainment specials with the Beach Boys, although the company said it was considering a number of offers.

■ Fox Syndication said *A Current Affair* has been renewed in 71% of the country for next season. The strip version (96 episodes) of *Small Wonder* has now cleared 65 markets, while *Mr. Belvedere* is in 91 markets. The company also introduced a package of mini-series and a small film package called Fox Hollywood Theater, which includes a re-colored version of "Miracle on 34th Street" and six other films.

■ MGM/UA Communications' *Straight to the Heart*, sold on a barter basis, has been cleared in 50 markets. The romance/game show premieres in March and will air in mainly afternoon time slots with some late-night clearances.

*The New Twilight Zone* is now cleared in more than 50% of the country and is sold on a barter basis. The show has 94 episodes, 64 from its original run on CBS and 30 new episodes.

*Hotline*, which premiered at the convention, did not receive any clearances. Targeted for early fringe-access, the interactive game show will have a 15-minute pilot from the taping of a show at the convention. The show is sold on a cash-plus-barter basis.

MGM/UA also launched *Remembering World War II* at the convention. The series consists of eight one-hour

specials that will air once each quarter for the next two years. According to Dick Cignarelli, executive vice president, domestic syndication, the performance of the specials will determine whether the company will begin production of 26 half-hours.

■ Quintex's *Rollergames* has been cleared in 75% of the country, including nine of the top 10 markets. The clearances include Tribune's six O&O's. Jonathan Shapiro, senior vice president, domestic sales, said the company expects the show to be cleared in 45 of the top 50 markets by next week. The show, sold on a barter basis, will premiere in September with a two-hour special.

*Crime Diaries*, another new first-run product, was moving considerably slower at NATPE. The show, sold on a cash basis, has been cleared in six markets, three in the top 10.

*National Lost and Found*, also new, is not a "go" said Shapiro. The series has been cleared in only 20 markets.

■ Fries Distributions' *Interceptor*, an outdoor game show looking like a non-fatal version of the game show featured in the Arnold Schwarzenegger movie "Running Man," has had its April pilot cleared in 60% of the country, said Ave Butensky, executive vice president, and is expected to clear more than 80%. The April pilot for *Tickets to a Dream*, an hour-long show hosted by Fawn Hall and Steve Garvey, has cleared about a quarter of the country, according to Peter Schmid, senior vice president. If it takes off, the series would probably run about three times a year, he said. The *Fries Family Theatre* series of six movies based on Mark Twain books has cleared 72%, Schmid said.

■ Worldvision announced a new program, *Your Home*, described as a commercial version of PBS's *This Old House*. The

company is positioning the weekly half-hour show as one that will deliver a small but desirable audience of 25-54 year-old home owners to home-improvement advertisers.

■ LBS has renewed its game show strip *Family Feud* in 30% of the country, including five of the top 10 markets, but last week remained unable to close deals to return it to the air in the top three markets. The company said it is in discussions with NBC stations in New York and Chicago to take back the show they both canceled last fall, possibly by this spring, and also has two stations talking in Los Angeles.

In the live special category, LBS said it has sold 70% of the country, including the six Tribune stations, for two new projects, *Hunt for Stolen War Treasure* (April) and the June 7 *Exploring Psychic Powers...Live*.

■ *USA Today* is looking for a 15% improvement in ratings, to a 7.5, in its February sweeps numbers, said GTG Marketing President Bob Jacobs. The first-run strip was given a near-total revamping earlier this month after its fall launch performance fell well below expectations. Jacobs said prime access clearances now stood at 60% (10 stations dropped it from the daypart after the launch),

with most of the rest, including New York and Philadelphia, playing it in late night.

With its Jan. 9 relaunch, however, the show has shown improved numbers in Los Angeles, Washington, Houston, Dallas and Sacramento, Calif., said Jacobs. In Washington, for example, Jacobs said the show's average share since the Jan. 9 relaunch was a 17, 30% above its November share, while Houston's 11 share had increased to 14's and 15's and Sacramento was up from a 12 to a 19-20 two weeks ago.

■ Group W promoted a new version of *Evening/PM Magazine*, a completely repackaged

effort hosted by KYW-TV Philadelphia's Nancy Glass. The new show has been sold in six markets (Miami; Rochester and Buffalo, both New York; West Palm Beach, Fla., and Santa Barbara and Eureka, both Calif.), according to Derk Zimmerman, Group W Productions president and chief executive officer. Zimmerman said he expected the 22 stations now carrying *Evening/PM Magazine* to remain with that show.

Group W's other new magazine entry, the half-hour *Mis- s- ing/Reward*, had no clearance information to report last week.

Animated half-hour *Teenage Mutant Ninja Turtles*, which is moving from a weekly version to strip form for next fall, has clearances in about 70% of the country, with signings last week of KCOP(TV) Los Angeles, KBHK-TV San Francisco and the Papaas station group. KCOP and KHBK-TV also signed up for the animated strip *Bugzbug*, also set for launch in September.

Group W also said it cleared 45 stations for 57% of the country for its game show strip *Couch Potatoes*, which began airing last week, and the daytime-early fringe work-in-progress *Can This Marriage Be Saved?* is being tested in some 26 markets.

■ Blair announced that it will be revamping *Divorce Court* for the fall to include more scenes outside the courtroom. Fall renewals include 10 of the top 15 markets, including KCOP(TV) Los Angeles and KPIX(TV) San Francisco, said vice president and general sales manager Michael Weiser.

■ *Highway to Heaven*, offered for barter this year after a cash offering last year failed to clear more than 20% of the country, has now been placed in 48 markets, including seven of the top 10, covering 45% of U.S. homes, according to distributor Genesis.



Paramount's "Great Wall"

New York and Chicago clearances are pending.

The Genesis talk-variety hour *The Byron Allen Show* has cleared 18 markets, including New York's WCBS-TV and Los Angeles's KABC-TV, as well as five Allbritton stations.

■ NBC's owned stations, apparently looking to fill the gap left by the loss of Major League Baseball in 1990, have picked up GGP's weekly half-hour sports game show, *Sports Challenge*, with Dick Enberg, for a weekend daypart. The barter show had run in syndication for more than a decade ending in 1981.

■ ITC Entertainment has acquired 10 motion pictures from CBS Theatrical Films, available through the company's 18-title Volume 8 film package.

■ JM Entertainment has cleared at least 50 markets for its seven one-hour teen-oriented specials, *Youthquake*, sold to WCBS-TV New York and WPWR-TV Gary, Ind. (Chicago), among others.

■ Barris Industries was closed-mouthed on clearances for the Kenny Rogers talk show, with Jim Ricks Jr., senior vice president and sales manager, confirming only the sale to WUSA(TV) Washington for early fringe.

■ Claster added to its clearances of Jim Henson's *Muppet Babies*, saying the show would premiere in syndication this fall with an 85% clearance, including 48 of the top 50 markets. *Marie's World* has cleared 55%, the company said.

■ *Celebrity Secrets* is a firm go for the fall, said Casablanca IV President Jack Allen. Among the stations carrying the show are the Fox stations and WSB-TV Atlanta, he said. Casablanca IV was also pitching a four-hour barter mini-series with an April-May window, *Champagne Charlie*—a "firm go," Allen said.

■ David Fox, chief executive officer of Fox/Lorber Associates, said the company had lifted clearances of *Michelob Presents Sunday Night* from about 55% coverage to 65% at NATPE.

■ Four Star International, whose 1952 film "A Christmas Carol" cleared 60% of the country in its barter airing last year, expects to clear 90% of the country with its new colorized, stereo version to be aired in this year's holiday season.

■ Select Media/Maltese Co. said it cleared a new weekend sports personality show, *InSport*, in five of the top 10 markets and almost 34% of the country.

■ Vestron Television announced a new series of two-hour quarterly specials on World War II, *Eyes of War*, available for next fall.

■ Palladium's *Jackpot*, scheduled for a fall 1989 launch, has been cleared in seven of the top 10 markets, including the Fox-owned stations.

■ Orion's *Crimewatch Tonight* has been cleared in 11 of the top 15 markets, representing 42% of the country. The breakdown between affiliate and independent clearances is even.

■ Orbis's *Thanks a Million* has been cleared in 10 markets, including New York (WNBC-TV), according to Bob Turner, the company's president. The show, sold on a cash basis and marketed as an early fringe series, was launched at the convention.

## ABC-TV briefs affiliates on mid-season programing plans

ABC-TV Affiliate Board Chairman David Lane, president of WFAA-TV Dallas, told the affiliates gathered in Houston last week that the network was planning an experiment in prime time on Saturday nights to reduce clutter.

Lane stressed the plan was still in the preliminary stages, but the idea is, he said, to create a "seamless Saturday [night]" of programming that would eliminate breaks between programs and perhaps shorten program openings and closing credits.

Promotional announcements, credits and public service announcements would also be reduced. The intent is to reduce non-program material clutter without reducing the load of commercial inventory, said Lane, in the face of increasing competition from cable and home video.

The network is expected to talk more about the plan at upcoming regional affiliate meetings in Dallas and Orlando, Fla., Lane said.

Entertainment committee chairman Clyde Payne, vice president and general manager, WBKO(TV) Bowling Green, Ky., briefed affiliates on network plans to test as many as five additional mid-season series, four comedies and a drama. The comedies up for mid-season consideration are *Coach*, starring Craig T. Nelson as a college coach; *Anything But Love*, with Jamie Lee Curtis trying to balance a home life with a career; *Have Faith*, about five priests in Chicago, and *The Robert Guillaume Show*, with the former *Benson* star as a divorced marriage counselor.

The one-hour drama up for mid-season consideration is *The Men*, the story of a group of card-playing buddies.

In daytime, ABC will have to give up *Growing Pains* reruns in the summer with that show's entry into syndication next fall. Payne said ABC was considering a number of alternatives, including *Perfect Strangers*, *Head of the Class* and the short-lived *Ellen Burstyn Show*. There was still no word on how the network will schedule Part II of the mini-series *War and Remembrance* in May, said Payne.

One 1990 program note: ABC will broadcast a mini-series entitled *The Kennedys of Massachusetts*, based on the book of the same name.

Squire Rushnell, vice president, children's and late night programs, briefed affiliates on the network's planned test of a new late night show, *Day's End*, which begins March 6 (BROADCASTING, Jan. 23).

On the issue of affiliate compensation, Lane said: "All I can tell you is there has been no plan [offered by the network] to reduce compensation." But talks on the issue continue, with the affiliate board "encouraging" the network to approach the issue from the standpoint of program clearances, said Lane.

## Iris Award Winners

At a luncheon on Friday, Jan. 27, NATPE International gave out its awards for excellence in local programing:

### Markets 1-20

**Public Affairs Programs**—*Youth Violence: Walking the Line*, WCIX-TV Miami  
**Program Segments**—*Traditions: Through the Years—Santa Clause*, WTAE-TV Pittsburgh.

**Sports**—*Driven to Win*, KOMO-TV Seattle

**Children**—*Home Turf*, KRON-TV San Francisco.

**Entertainment**—*Monica Kaufman: Closeups*, WSB-TV Atlanta.

**Information**—*Criminal Neglect: The Crisis in Massachusetts Prisons*, WCVB-TV Boston.

**Special Events**—*Children's Day Around the Bay*, KRON-TV San Francisco.

**Other**—*Joe Clark: The Myth and the Man*, WWOR-TV Secaucus, N.J.

**International**—*Are You Racist?*, Television Quatre Saisons, Montreal.

### Markets 21-50

**Public Affairs Programs**—*Teens and Co. "In Performance,"* KATU(TV) Port-

land, Ore.

**Program Segments**—*Fast Company with Len Clements*, KTSP-TV Phoenix.

**Sports**—*The Boxer*, WSMV-TV Nashville.

**Children**—*Popcorn!*, KATU(TV) Portland, Ore.

**Entertainment**—*Crabs #406*, Maryland Public Television, Owings Mills, Md.

**Information**—*Working in Mosaic*, WKRC-TV Cincinnati.

**Special Events**—*The Dayton International Air Show*, WHIO-TV Dayton, Ohio.

**Other**—*Ouelessebouyou: Mission for Life*, KUTV(TV) Salt Lake City.

### Markets 51-212

**Public Affairs Programs**—*Justice: Just Bluffing*, WJKS-TV Jacksonville, Fla.

**Program Segments**—*PM Magazine*, WMTV(TV) Madison, Wis.

**Sports**—*The Pikes Peak Marathon*, KRDO-TV Colorado Springs.

**Entertainment**—*Buddy DeFranco's Jazz Forum*, noncommercial WFSU-TV Tallahassee, Fla.

**Information**—*Lighthouses of the Oregon Coast*, KEZI-TV Eugene, Ore.

**Special Events**—*1988 Frankenmuth Parade*, WJRT-TV Flint, Mich.

**Other**—*Vietnam*, KGMB-TV Honolulu.





NBC's Tartikoff



NBC's Mapes



INTV's Padden

## CBS affiliates meet under wraps

CBS was the only network to close its affiliate meeting to the press at NATPE. The reason, said Peter Tortorici, vice president, planning and scheduling, CBS Entertainment, is that "affiliate meetings should be open and candid, and with the press present we don't feel that people will be as comfortable about making their feelings known."

Tortorici said the meeting was upbeat and that affiliates are not showing signs of panic, despite the fall season swoon that most new shows on the network felt. "The people in the room are experienced and know that we have work to do," he said, adding: "The important thing is that they are supporting the team that is in place."

A source inside the meeting concurred with Tortorici's evaluation of the mood during the meeting. "Things were pretty calm and positive," the source said. One announcement was made, he said, concerning a cross-promotional effort between *The Pat Sajak Show* and *CBS This Morning*.

Although the meeting was closed to the press to foster candid input from affiliates, Michael Mischler, vice president, promotion, CBS Entertainment, was not reticent on the network's recent promotion and marketing efforts, during a panel he participated in later in the day. Mischler, who took over the network's top promotion spot last June during the press tours, characterized CBS's recent promotion and marketing efforts "as a series of misfires and missteps." He said that in the 18 months following the departure of Steve Sohmer as head of the network's promotion and marketing department, the relationship between the network and its affiliates "decayed" and marketing and promotion were handled "almost without any regard for local stations and the problems they faced."

He added: "If there was a marketing plan, it was totally misguided."

## New daytime drama, talk and magazine shows on NBC's horizon

In a meeting with representatives of affiliated stations, NBC executives pushed the network's upcoming *Generations* serial drama and spoke extensively about other programming in 1989. Among the announcements were that the network plans a March test of a daytime talk show starring Rona Barrett, and that it is developing, for a summer debut, a magazine show to be supervised by the news division that would probably include "dramatic re-creations."

Additionally, NBC-TV Network President Pier Mapes reviewed the network's continued strong ratings performance, but he balanced his positive appraisal against inroads made by broadcast and cable competitors into the three major networks' share. Mapes also announced what he said would be a first step in improved communications between the network and its affiliates, the videocassette distribution of a speech made by NBC President Bob Wright.

*Generations*, the half-hour daytime drama debuting March 27, was the major subject of programming at the meeting. Mapes, who

started the meeting with a warning that competitors to the three major networks "are nibbling away at us," told the affiliates: "We have to have clearances on *Generations*." Vice president, daytime programs, Brian Frons presented the show, which features black and white "core" families, as a way for the network to gain a bigger black audience in daytime, which he said represents a disproportionately large segment of that daypart's audience. If NBC had "parity" with the other networks in black audience, he said, NBC would win the daytime daypart.

If *Generations* performs well, Frons said, it is possible the show will be expanded from its half-hour length (double fed at noon and 12:30 pm) to one hour. However, he said, NBC has no "foreseeable" plans to recapture the half hour in daytime that affiliates are scheduled to gain when the program premieres.

To help launch the show, Frons said, NBC has budgeted \$1 million for print promotion. To promote the show at NATPE, the show's creator, Sally Sussman, made an appearance, along with four of the show's stars.

Another daytime show appearing in March will be a test run of a half-hour strip featuring Rona Barrett chatting with three guests a day over a morning meal at her home. Scheduled to preempt *Sale of the Century* for the weeks of March 6 and March 13, the show will be brought back in the third quarter of 1989, if successful, Frons said.

In another move to improve NBC's daytime performance, Frons said the company is adding \$1 million to the annual casting budget of *Santa Barbara*.

The news magazine show under development would be "totally" supervised by NBC News, said NBC Entertainment President Brandon Tartikoff. Describing the show as a "concept" magazine that would not be a generalist-type show, Tartikoff said it might include "dramatic re-creations" and "scripting." The show would probably be produced by NBC Productions and an outside creative team, confirmed Warren Littlefield, executive vice president, prime time programs. If the expected eight-episode summer run of the one-hour show turns out successfully, Littlefield said, the expectation is that the show would continue production into the fall season.

Among movies scheduled for airing in February, said Tartikoff, are *Full Exposure: The Scandal of the Sex Tapes* (the title, Tartikoff said, is the most provocative part of the project), on Feb. 5; *Swimsuit*, about women who model for a magazine's swimsuit issue, for Feb. 19 (timed to coincide with the *Sports Illustrated* annual swimsuit issue), and a Feb. 26 airing of *Revenge of Al Capone*, which Tartikoff said had been moved up in the schedule following a positive reception at the recent Los Angeles press tour.

In further news about the previously announced mini-series *Roe v. Wade*, Tartikoff said Holly Hunter (of the movie "Broadcast News") would be starring in the dramatization of the landmark Supreme Court abortion case.

Other projects on line for airing later in the season, Tartikoff said, are movies about the Hillside strangler and Roxanne Pulitzer. Planned for May is a four-hour mini-series called *I Know My Name is Steven*, about a boy abducted from his family who is reunited with them after several years' absence. Responding to a question

from the audience expressing concern that the words "son of a bitch" were spoken in one of the promos screened at the meeting, Joe Candido, vice president, program marketing and administration, said the phrase would be edited out of the show. "We're trying to create a balance here between provocative and entertaining," Candido said.

Mapes said NBC's recent ratings performance has been "awesome," with the network winning 31 consecutive weeks, a feat not achieved since the early 1960's. This past week, he said, NBC's Super Bowl performance of a 43.5 rating and a 68 share was a "home run."

As the first step in a program to respond to affiliates' requests for improved communications, Mapes said NBC is sending to affiliate stations videocassette copies of a recent speech by NBC President Wright, outlining his "view for the future."

## Cable program 'siphoning,' children's TV bill worry independents

Independent broadcasters meeting at NATPE last Tuesday knocked distributors for trying to sell programs to basic cable prior to broadcast syndication, but also berated their own ranks for not putting up greater opposition to basic cable distribution windows.

Independent broadcast panelists also objected to the "siphoning" of sports programs from broadcast to cable and expressed concern over the impact of pending children's TV legislation during a discussion moderated by Association of Independent Television Stations President Preston Padden.

The broadcasters were unanimous that an additional distribution window is ill news. "There are only so many bites you can take from an apple before there's nothing left of it," said panelist Charles Edwards of KTVT(TV) Fort Worth. The sole dissenting panelist was cable service representative David Kenin of USA Network, who argued: "It is the nature of these products that they enjoy a continued life. It does diminish, but I don't think it ever goes away."

But Martin Brantley of KPTV(TV) Portland, Ore., argued: "The more you dilute the product, the less valuable it is to you."

Panelist Kevin O'Brien of KTVU(TV) San Francisco took broadcasters themselves to task for inroads against their place in the distribution cycle, accusing some of having an attitude of "benign neglect" concerning complex shifts in distribution patterns.

"We have to start using the power local TV used to have and still has," said O'Brien. "We have to stand up and say we won't take it anymore."

Another sign of a weakening in posture of the independents' industry that concerns Brantley is that stations are giving up so much advertising time to barter ad sales that they are becoming "quasi-affiliates." Brantley also worries that regulatory pressure to reduce advertising time, such as in a pending children's television bill, would hurt independents most.

A children's TV bill, Brantley said, will likely allow only 12 minutes an hour of advertising, while most syndicators and broadcasters are formatting shows for 13 minutes. "Who's going to eat that minute? The broadcasters will," he said.

Efforts by INTV to strengthen the independent sector's hand through plans for an unwired network to tap into the \$11 billion upfront advertising market, Brantley said, is meeting resistance from station rep firms and some station groups. He said INTV will continue its effort, but acknowledged it will take longer than initially expected. The association, however, is fielding calls from interested advertisers and will be represented at an upfront buying convention, which Brantley said is the first of its kind, sponsored by the Association of Advertiser-Supported Television in New York next March.

## Eisner's hope for TV in the '90's: BAP or MAP, no LOP

Agreeing with critics that so-called trash TV is like "feeding time in the Roman Coliseum," Michael Eisner, chairman and chief executive officer of The Walt Disney Co., predicted last week that



Disney's Eisner

the form would probably fade fast from the small screen.

"Viewers will lose interest," said Eisner. "Shock TV always demands a greater shock. There are limits," he added, for both viewers and advertisers. As the keynote speaker at last week's NATPE International convention, Eisner suggested that ever-increasing program choices in a competitive marketplace, coupled with increased viewer remote control "grazing," will make it difficult for trash TV and other shows not striving for "BAP"—best achievable programming—or "MAP"—most acceptable programming—to succeed over the long term.

"That should be the standard," said Eisner, as opposed to the 1960's programming theory that viewers will tune into "least objectionable programming" (LOP).

LOP, said Eisner, has also become a victim of viewer choice. "The viewer no longer has to settle for something less," he said. The adage that "mediocrity sells on Main Street" no longer holds in the television programming business, he said. "Just say 'no' to opportunistic television."

But while BAP may be Eisner's programming standard of choice, he stressed the importance of programmers retaining the right to "produce bad programming if they so choose." In his 25 years of producing movies and television programs, whether they met the BAP standard or not, Eisner said he "never considered what the government thought."

U.S. programmers, he continued, "can take creative freedom for granted.... May that silent Liberty Bell continue to ring."

## Television around the world

The "international" in NATPE International got its due at last week's convention, although foreign attendance remained flat with 1987's 700, and an experiment with international-only exhibit hours left most distributors traffic-less last Wednesday morning.

Among the international news:

■ An MGM/UA co-production is scheduled to premiere in the fall of 1990. *Poltergeist*, a foreign co-production introduced at the show, would involve MGM/UA and a "European-Canadian combination," according to Dick Cignarelli, executive vice president, domestic syndication. The show will probably be sold on a barter basis, and the presentation to stations will be made from material from the theatrical of the same name, he said.

■ Blair Entertainment said it had entered into a co-venture with London Weekend Television for production of six movies based on stories by Frederick Forsyth, author of "Day of the Jackal." Blair has North and South American distribution rights for the series, which LWT will produce with Forsyth's participation on scripts. Under discussion for the package is a U.S. cable or network exposure before syndication, said Alan Berkowitz, executive vice president and general manager of Blair Entertainment. Decisions on a cable run will be made within a month, he said.

"The story of this show is the foreign market," Berkowitz said. After the announcement of the Forsyth project, 15 foreign buyers expressed interest in the project, he said.

■ King World, which has already successfully brought reformatted versions of *Wheel of Fortune* to air on France's leading network, TF1, and Britain's Independent Television, has signed a



pan-European format licensing deal for both *Wheel* and *Jeopardy!* with Europe's leading advertiser, Unilever, through its ad agency Lintas:Worldwide.

Lintas was involved in the French and UK deals, has helped bring *Wheel* to West Germany and Denmark and expects it to launch during the first quarter in Belgium and Italy. The agency produces original, local versions of the show and licenses them to TV outlets on behalf of Unilever, for which it attempts to retain advertising time.

King World's Steve Palley said the company has just concluded a deal with France's TF1 to begin stripping *Jeopardy!* in April.

■ Hit Video USA reached an agreement with Dallas-based International Broadcast Systems to represent the music video program producer internationally on an exclusive basis. The Hit Video-IBS

offering totals 10 hours per day of original programming, including five weekly feature shows.

■ Key international appointments last week included the naming of ex-ITEL chief Tim Buxton as MTM Entertainment's executive vice president of international co-production and the selection of former BBC North America head John Reynolds as managing director for D.L. Taffner/UK Ltd., responsible for the company's London office.

■ David Fox, chief executive officer of Fox/Lorber Associates, said that international business had become a more important part of his company's sales, too. In the past two years, he said, international sales for Fox/Lorber have leapt from \$100,000 to \$1.5 million. For the first time, he said, the company had an equal number of international and domestic salespeople at NATPE. □

## Network news heads critique their craft

**Burke, Gartner, Arledge and Wussler discuss problems and roles of their business at duPont seminar**

Last Thursday (Jan. 26) the news division presidents of ABC, CBS and NBC were on the stage at the same time in a forum provided by the first duPont awards seminar (also see "In Brief"). Talk at that session, and at an earlier one featuring a panel of management and news professionals from affiliate TV stations, centered on the effect of corporate management, of government oversight and of opportunities and problems facing televised news into the 1990's. There was also some disagreement about the respective roles of network news divisions and station news departments. The seminar and that evening's awards were sponsored by the Columbia University Graduate School of Journalism.

In the afternoon session the three network news division presidents and TBS Senior Executive Vice President Robert Wussler defended the performance of network news. Contrary to talk of the network news divisions' demise, they will be more important in 10 years than today, said ABC News President Rooney Arledge. Agreeing with him was his former colleague and now competitor David Burke, president of CBS News, who noted there are now more regular prime time news division shows than ever before. The panel member newest to his post, NBC News President Michael Gartner, said that concentration on the public service responsibilities of the news division failed to recognize that entertainment and other programming provided by television is also a type of service to the public who watches it: "I think that *Cheers* serves the public interest just as the *Nightly News* does."

Asked by the session moderator, journalism school dean Joan Konner, whether the news divisions should be required to be profitable, the presidents of the respective news divisions said that it was in their interest to be profitable. Burke asserted that profitability reduced their dependence on the corporation, making it less likely that corporate executives will attempt to meddle in journalistic matters.

Gartner, a long-time newspaper executive, said what the network news divisions have recently been going through is analo-



News makers (l to r): Wussler, Gartner, Burke and Arledge

gous to what many newspapers have gone through: "rising costs, a declining circulation, a changing culture and a restless audience." Those newspapers that survived did so by "looking at their procedures and processes," said the NBC news president. Among their strategies, he said, were targeting audiences and cutting back on "frills and ancillary operations.... The parallels to broadcasting are everywhere," said Gartner.

The news division presidents also indicated it was not the case that each news show is expected to be profitable. NBC's Gartner, again making a comparison to newspapers, said newspaper publishers do not expect each individual section of a paper to be profitable, as long as a balanced overall product is made that, in total, is profitable. The NBC news president called the issue of news division costs a "red herring...the \$800,000 a day we have to spend would make Ben Bradlee [executive editor of *The Washington Post*] or Shelby Coffey [editor of the *Los Angeles Times*] envious."

The bigger uncertainty facing network news divisions, said Burke, is whether their parent networks will profitably survive. If not, he said, "there will be cable or direct broadcast satellites.... I would love to be able to produce direct-to-the-home news broadcasts for a specific audience which would pay a fee.... I would love the lack of a time constraint."

Wussler noted that although the seminar's overall rubric was "Broadcast News in the 1990's," it was cable news operations, especially TBS's own CNN, which had and would create many of the changes affecting electronic journalism. Among those changes, Wussler said, were expanding the number of foreign bureaus and "fly-away satellite coverage."

Gartner commented that the new cost constraints in broadcasting required that there be less duplicative coverage, and he said network news divisions should limit themselves to covering stories of national consequence while local newscasts should focus their resources on their own communities. In response, Phil Balboni, vice president, news, WCVB-TV Boston, said such a view implied that stations could rely on adequate coverage of national news, a judgment, he asserted, that was incorrect. He also questioned whether Gartner thought the editors of the *New York Times* or *Washington Post* should also restrict their coverage of national and international affairs.

The panel of station and news professionals from affiliate TV stations at the seminar's morning session bemoaned the deregulation of the past eight years, saying it had adversely affected the quality of stations' news broadcasts. "The age of mergers and acquisitions" has brought in "people who could care less about communications," said Ron Handberg, vice president and general manager of WCCO-TV Minneapolis, and

the session's keynote speaker.

He predicted that over the next decade, fewer TV stations would be doing local news: "A weeding-out process has already begun." He also said that those remaining would be affected by the baby boom, whose members, he noted, are leading busy lives: "TV stations will become more like AM radio...more news, more often."

The wiser and more efficient use of new newsgathering technology was another theme touched upon by the panelists. John Spain, news director of WBRZ-TV Baton

Rouge, La., said: "We are building an infrastructure...tons of technology...yet we don't quite know what to do with all of this magic." Noting that satellite technology and station consortia, such as Conus, have given him ready and economical access to between 350 and 400 stories a day, Spain said: "I think there will be people who will make sense of all this."

Local news operations were not immune to tabloid journalism, said Erin Hayes, an investigative reporter for WDAF-TV Kansas City, Mo. She decried "news as titilla-

tion...no substance, but it looks great in TV Guide ads."

Stations are also indirectly affected by the same forces influencing the networks with which they are affiliated, said WCVB-TV's Balboni. The explosion of viewing alternatives has reduced the audience available to watch local news, as has the decline in viewership of the network programs leading into local news. The combined impact, Balboni said, has caused a 25% decline in the local news audience over the past decade. □

## FCC adoption of counterproposal rule violated APA

### Decision by appeals court panel could undo commission's work in omnibus FM proceeding

It was not a good week for the FCC at the U.S. Court of Appeals in Washington. In a proceeding involving the Instructional Television Fixed Service, a panel of the court remanded the case, telling the FCC it had misconstrued its own rule (see page 61). But that was a relatively minor matter. Then there was the rough treatment the FCC counsel received at the hands of a panel hearing arguments on a petition for stay of the FCC's new rule banning indecent programming on an around-the-clock basis (see page 58). The panel granted the stay, but it has yet to rule on the merits in that proceeding.

Then there was the case involving the omnibus proceeding in which the commission authorized nearly 700 new FM channels. Yet a third panel held that the commission had violated the Administrative Procedure Act in adopting without notice or comment a rule governing the submission of counterproposals, that is, proposals for alternative or mutually exclusive channel allotments. That one could be serious.

The panel acted on a petition for review filed by three disappointed applicants—James A. Reeder, L.M. Communications Inc. and Marine Broadcasting Corp. But the consequences could extend far beyond their cases. Conceivably, the decision could lead to the undoing of much of the commission's work in the omnibus FM proceeding, even in those situations where grants have been made and stations built. Lawyers on both sides of the case who offer that grim possibility say it is a worst-case scenario. As for a best-case scenario, they point to what some lawyers see as an "out" offered by the panel. But commission officials last week said they were unsure of the effect of the panel's decision, and uncertain as to the agency's next move.

The case has its roots in the commission's decision in 1983 (in docket 80-90) to authorize three new intermediate classes of FM stations with less restrictive mileage separation requirements than the higher class channels B and C. As an incidental effect, the commission's action made it possible for some low-power Class A stations to upgrade their coverage to one of the new channels without violating mileage separation requirements. All of which made it possible for the commission to initiate a subsequent rulemaking (Docket 84-231) in which it sought com-

ment on the allotment of channels to the communities selected.

It was in that notice of proposed rulemaking that the commission, in the panel's view, began going wrong. Because of concern that a change in an allotment could lead to interference with a channel allotted to a second community, potentially causing a ripple effect throughout the country, the commission adopted a special rule governing counterproposals: Existing licensees seeking to substitute channels for those allotted in order to upgrade facilities would be required to make a "compelling showing of need or a showing of commission error." In responding to petitions for reconsideration, the commission agreed the no-substitution policy was a departure from past practice. But it justified the "compelling need" requirement on the ground the rule was merely procedural.

Petitioners Reeder, Communications and Marine, each of whom hoped to upgrade existing facilities, disagreed. So did the panel, which comprised Circuit Judges Harry Edwards and Stephen F. Williams and District Judge John W. Reynolds Jr., of the Eastern District of Wisconsin, who was sitting by designation. "We agree with the petitioners that the procedure by which the FCC adopted the so-called interim counterproposal rules did not comply with the requirements of the APA," said the panel, in a per curiam decision. The FCC, the panel said, did not provide adequate notice of plans to abandon the long-standing practice regarding upgrading, nor did it provide "an adequate opportunity for comment."

Accordingly, the panel granted the three petitions for review, and remanded the case for further proceedings.

What now?

The panel offered what seems to be an escape hatch in the comment it made after remanding the case: "If the FCC chooses to reinstate the counterproposal rules after proper notice and comment, the court makes no judgment as to the merits of those rules. It may be that the magnitude and complexity of the omnibus allotment proceeding justify more restrictive arrangements for the handling of counterproposals."

Does that mean the commission could simply invite comments on a proposed rule that would reflect what it has done, then adopt it? That would settle the matter.

But the rulemaking might generate a rash of comments making strong arguments as to why the proposal lacked merit in terms of the

law and policy. How would the FCC defend the action that added 689 channels to the Table of FM Allotments? The petitioners whose arguments caused the panel to remand the case would almost certainly go back to court with new petitions for review. And this time, they might be joined by a host of others whose applications had been rejected on the basis of the no-substitution rule. And if the FCC action was overturned and the FCC was obliged to accept the applications, it might find the allotments it was making starting a ripple effect of interference throughout the country. Years of controversy and complicated rulemaking might lie ahead.

Lawyers who have had a day or two to ponder the matter have produced other possible scenarios. A commission attorney could envisage the commission benefiting from an avalanche of counterproposals. The commission, according to this script, could argue in court that it was to avoid a proceeding that would take years to conclude that it adopted the course that it did. And there is the hope, perhaps wishful, expressed by some that if the commission is confronted with the obligation to accommodate only a handful of would-be upgraders, ways can be found to work out compromises that would not cause extensive ripples.

The story continues to unfold. □

The panel was also concerned with two other matters involving the commission's actions in connection with the omnibus FM proceeding. In one, it agreed with Roxboro Broadcasting Co. and LCH Broadcasting Group Inc. that the commission had erred in allotting an FM channel to Semora, N.C., rather than South Boston, Va. The panel said the commission had failed to apply its "quiet village doctrine," under which the agency has refused to favor a grant to very small communities in a multiple party proceeding. And Semora has a population of 150, South Boston, one of slightly more than 7,000. In the other case, the panel found no merit in JAB Broadcasting's complaint regarding a commission grant it said frustrated its plans to upgrade its station at Chickawa, Ala. The panel said it was not necessary to consider JAB's allegation it had received adequate notice and opportunity to comment, since, it said, JAB had received a full hearing on reconsideration. □





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## Telcos, fairness doctrine provide spark for debate

Panel representing various communications fields squares off over 'hot regulatory issues'

Perhaps the most aptly named panel at the NATPE convention in Houston last week was the one on the "Hot Regulatory Issues Facing Television." Sparks flew from a group representing disparate views on a host of regulatory topics. Comprising the flint and steel were Brenda Fox of the National Cable Television Association, Washington; Jim Graf of Contel and the U.S. Telephone Association, Washington; Norman Horowitz, MGM/UA, Los Angeles; Jay Kriegel, CBS, New York; Preston Padden, Association of Independent Television Stations, Washington, and Don West of BROADCASTING magazine. The panel was moderated by Carl Grant of the U.S. Chamber of Commerce's *Nation's Business Today*.

On the issue of telco entry into video services, Graf called fiber optics "the key to building the network for the information age." To drive that conversion to fiber, to the "bandwidth and transmission capacity that only fiber provides," he said, telcos would like the freedom to "engage in packaging and other programing functions." Brenda Fox of NCTA warned of bringing on fiber conversion "too soon," on the pretext of video. She said she is not against fiber, pointing out that 12 of the top 15 cable MSO's are employing fiber in some systems. But she is concerned there will be a "tremendous" cost to the public in the form of rates to pay for a "too speedy" conversion to a technology not yet needed.

Graf responded that although the entry of telcos into video services would carry with it a "good deal of regulatory safeguarding"—particularly to prevent cross-subsidizing—the issue of whether fiber is needed "now, or next week or next year [is one] that really should be left to our competition in the marketplace and not in the halls of government."

CBS's Kriegel, representing, as he put it, the "former monopolists wishing they were monopolists again," said he is amused to see the "current monopolists fighting over the spoils." Cable, he said, has a "legal license to steal our signal and turn around and charge consumers for it." And now the new guys [telcos] are going to come in, take our signal and make us pay for it. If telcos can come to the table with an economic arrangement that is "more equitable" in the broader scheme of broadcasting, then "we should listen," he said. Otherwise, "let's stick with this miserable group of felons and survive."

On the issue of possible recodification of



L-r: West, Padden, Kriegel, Horowitz, Graf, Fox and Grant

the fairness doctrine, Padden explained his association's assignment of low priority status to fighting recodification. The problem with pursuing a print model, he argued, is that the same total dedication to free market principles that embodies the print model, he says, would also lead to auctions, spectrum fees and competition simply for the sake of competition, which could, ultimately, he argued, "lead to undermining the foundation of our system of free broadcasting."

West described what he said was a shift in the nature of the fairness doctrine debate. The industry had for years been trying to achieve full First Amendment rights, and that remained true "as long as we were talking journalism." It has, he said, become "an issue of business, and even more, of survival." Nonetheless, he said: "The people who are now the temporary custodians of the broadcast marketplace have no right to trade away a First Amendment future that the entire country has fought for for 200 years."

When an audience member asked whether broadcasters have acted differently since the repeal of the fairness doctrine, Padden said he thinks they acted responsibly both before and after, and that the lack of a difference between a pre- and post-fairness doctrine environment is one reason INTV chose not to fight it, particularly, he said, if the doctrine is important to Congress, to whom "we will look...for help in preserving the free over-the-air system." West agreed there has been no change in broadcasting, but attributed it to their fear of a backlash: "They have a conditioned reflex

of 40 years standing," he said.

Horowitz reduced the regulatory debate, particularly over financial interest and syndication and telco entry, to what he feels is its common denominator—money, and the interplay of vested interests, including his own. Public interest may sound good at seminars, he said, but "it's about profitability." As a program supplier, he said, his main interest is in having the maximum opportunity to supply programs, whether the outlet is cable, telcos, broadcast TV, satellite or some other delivery system. (Horowitz was not reticent on his view of some of those gatekeepers, calling both cable and broadcast "arrogant monopolies.")

Fox argued that producers should be concerned about telcos making programing decisions. She argued that because telco rates are reviewed and must "pass muster" with local officials, they will be more concerned about maintaining good will, and will avoid controversial programing. Graf said it would not be a case of "substituting one monopolist for another," because telcos know they must talk "realistically" about must carry and a "meaningful" access requirement.

CBS's Kriegel, in arguing against the finsyn rules, said Fox, Disney, MCA and Paramount, programers who also own TV stations, "should also be subject to those rules and prohibited from selling their syndicated fare to their stations."

Horowitz said, and Padden agreed, that there is a "tremendous difference" between an MCA or Paramount owning a station and CBS's ownership and operation of a network. The networks still have "awesome" power in the marketplace, Horowitz said. Without finsyn, there would be no NATPE, he said. Networks "would and did warehouse programing."

If the bottom line is simply money, asked an audience member, is that not the best

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argument for reregulation? Horowitz said that, as he had once said of the international marketplace, he would rather see the most vicious competitive marketplace control programming than the most well-meaning regulator. "The regulatory process sucks and it destroys the vitality of the industry and creativity."

When Kriegel suggested finsyn might be an exception to Horowitz's regulatorless playing field, he answered: "Except when it deals with arrogant monopolies." The networks, he said, have been operating "in conscious conspiracy for 25 to 30 years, bringing you the same programming at the same time, priced the same way. All the time, they have the temerity to come here and talk about themselves as operating in a competitive marketplace. I find it appalling. And I'm going to go right over there and try to sell them another show." □

## Broadcasters demonstrate impact of local programming

**Even low-budget productions can be socially responsible and profitable**

Locally produced programming outside of the evening news can be powerful, socially responsible and profitable, demonstrated panelists in a seminar entitled "Local Program Impact." Screening clips from local shows that included a documentary on child prostitution in Atlanta and a tribute to teachers in Florida, panelists expressed confidence that these local programming efforts brought in new advertising dollars, distinguished their stations from competitors and benefited the community.

With a station containing one three-camera studio and one editing suite, the staff of KLJB-TV Davenport, Iowa, totalling 34 employees, produces a farm report, a weekly comedy show, hour-long documentaries and more, said station President and General Manager Gary Brandt. "We do all of this for profit," Brandt said. "We can go home each night with a satisfied smile on our faces," he added.

As an example of the work that the station produces, Brandt showed part of a documentary on the victims of drunk drivers. The program, which featured a dramatic, yet bloodless re-creation of a fatal accident, had a low budget—\$1,000 beyond employee time, Brandt said. Sponsorship of the station's documentaries, he said, was pitched as a way for advertisers to present a community-oriented image. Because of the station's small staff, Brandt said, KLJB-TV leaves much of the responsibility of show promotion to its advertisers.

When WSB-TV Atlanta aired its *Nowhere to Run* documentary telling the story of teenage runaways who turn to prostitution, the station did a 26 rating and a 40 share, said director of local programs Mark Engel. The five-person local programming department makes a small profit, he said. The Atlanta station pre-sells documentaries to



L to r: Schwartzel, Rice, Patton, Engel, Brandt and Kurtis

underwriters on the basis of titles, he said. Noting that WSB-TV was producing a series of documentaries under one project title, Engel said that the project banner made for an easier sale, especially in light of a recent documentary that the station did on infant mortality.

Pat Patton, program director of KMBC-TV, Kansas City, Mo., described an 18 month anti-drug public service project that the station ran in conjunction with local high-school students. Using the strategy that teenagers would be more receptive to an anti-drug campaign that came from their peers rather than from adults, the station established teenage theatrical companies that performed student-written anti-drug skits.

The show was performed for about 40,000 high school students in the Kansas City area over the course of a year. Afterwards, the station taped and aired a video version of the show. Patton said that the students were extremely dedicated to the project. "That was the only way we were able to do it," he said.

Karen Lee Rice, programming and creative services manager of KOIN-TV Portland, Ore., said that the station's *Positively Oregon!* campaign of news items and infomercials had generated \$135,000 in new revenue for the station last summer. The campaign, which the station will be running again this year as a boost to slow summer ad sales, highlights people, businesses and communities contributing to the state's economic health, Rice said, adding that for the campaign, the station sells ads adjacent to news stories and 30-second vignettes with the *Positively Oregon!* theme. The state's governor, who appeared in one of the infomercials, was "delighted" with the campaign, Rice said. "He campaigned on the Oregon comeback theme."

Joe Schwartzel, vice president and general manager of WINK-TV Fort Myers, Fla., outlined the competition he faced in his local, approximately 100th-ranked market: cable penetration of 77%, with basic service averaging 30 channels, and VCR penetration of 61%. The station has to differentiate itself from the competition, he said. "The way we do that is through local programming," Schwartzel said that the station's local programming was "very saleable" and that in local programming, the station, not a syndicator, controls the programming costs.

As part of the business community of southwest Florida, the station would like to broaden the local economy's base beyond tourism-related industries, Schwartzel said. A major obstacle to attracting *Fortune* 500 companies, he said, was the current quality of the local school systems. Although local businesses can't increase teacher pay, he said, they could give teachers greater recognition for their achievements. This is how the station got involved in the Golden Apple teacher recognition program, which in its launch last year awarded five highly-regarded local teachers \$2,000 apiece in an awards ceremony broadcast live in prime time on WINK-TV. The recognition had an impact, Schwartzel said: "There were tears from every teacher."

Rounding out the panel, moderator Bill Kurtis, news anchor at WBBM-TV Chicago, screened part of his locally produced 1978 documentary exposing the illnesses linked to the Agent Orange defoliant used in Viet Nam. Saying that documentaries have to be commercially viable to come back, Kurtis said that Citicorp was sponsoring his local *New Explorers* series because "they were looking for something that would get them into the community in a big way." □

## Hollywood bound

**Cable programmers say their medium is moving more and more toward Hollywood programming as it is better able to afford it and can offer producers incentives broadcast networks can't**

A panel on the state of cable production posed the question: Is cable the place for Hollywood's best? Answering with an unqualified 'yes' was Gerry Hogan of Turner Broadcasting System, two of whose four networks, TNT and superstation WTBS(TV) Atlanta, rely on Hollywood product. Al Rush of MCA, which is both program supplier and part owner of the USA Cable Network, said yes also, provided cable is willing to pay for it. Tom Freston of MTV said that although his company's cable networks began with a reliance on programming in-house, they were moving toward more Hollywood product.

The proof of Hollywood's draw, Hogan said, is the ratings. TBS continues to lead

basic cable services in ratings, he said. But what does cable offer Hollywood?, he asked. It represents a major new window for their program, with the task to convince programmers that cable should be higher up on that "food chain." He has seen that change begin in the past 18-24 months, he said, citing the sale of two programs to the USA Network (*Miami Vice* and *Murder, She Wrote*). Hogan said there is a good chance that that window will move in front of broadcast television.

As evidence, he cited a trend in made-for-TV-movies, a form which he said was "slipping away from the broadcast industry." He said he calculated that Hollywood will produce 65 to 70 made-fors for broadcast TV this year, and 40 or 50 for cable, but that the dollars spent on the cable offerings will equal that for the network productions. In 1990, he said, cable will order more made-fors than broadcast, "and the economics will be better for the producer in cable." TBS, he said, pays the producer the agreed upon cost of the production up front, as opposed to networks which, he said, force producers to operate at a deficit, then try to recoup in syndication, or to produce the movie "on the cheap." What

TBS asks in return for removing that risk, he said, is the domestic license in perpetuity. With us, he said, the producer "never strikes out, has a chance for a home run and always hits a single or double."

Rush, while he said he agreed with much that Hogan had said, felt that domestic rights in perpetuity might be too steep a ticket price to get into the game. As a producer, he said, he welcomed all outlets, including cable. Cable will still be at a disadvantage in ordering made-fors, he said, because of the financial interest and syndication rules, which preclude the networks from becoming involved in syndication. So, "if a producer wants to go for a home run," he said, they are almost "impelled" to go to a network first. Under the existing rules, he said, a producer with a star vehicle who sees a good return in syndication will go to ABC, NBC or CBS first.

What we want most, said Rush, is to see cable really become "players" in original programming. To do that, they must negotiate for it, he said, and take it away from other bidders. Rush believes that there is "life after basic," as moderator Char Beales of the National Academy of Cable Programming put it; that a show can work as

well after a cable window as before. To an audience comment that independents at a nearby meeting entitled "We Don't Do Windows" (see "Top of the Week") were being encouraged to accept no basic cable window in syndicated programming, Rush, chiding that "today's heroes are tomorrow's bums," said the effort was bound to fail. If broadcasters at the local station level eschew programs after a cable run, the programmer will "recycle it back to cable," or perhaps to DBS or some other form.

Freston, whose networks include MTV, VH-1, Nickelodeon and Nick at Nite, said that his company consciously tried to develop an alternative to Hollywood, which does not, he said, occupy a central place in program development at his company. Keeping the creative process in-house, he said (Nickelodeon, for example, produces 50% of its own programming), was in a sense a throwback to the networks in the 1950's, before they became "overreliant on outside producers." The company chose that route, he said, because it was looking for creative control and flexibility. Having established the identity of the network, and some financial stability, his company, he said, is looking more at independent producers. □

## Panel urges three P's for programming success

**Among keys to station prosperity are personality, promotion and public service**

Personality, promotion and public service were three elements that participants in one panel suggested were crucial to a successful programming strategy.

In a seminar entitled "Where to Find Your Next Hit," speakers said that personalities, rather than ideas, seemed to be taking on a greater role in shows' success. Panelists, including Fred Silverman and Quantum Media President Bob Pittman, talked about the increasing importance of promotion in launching shows and the need for greater market testing of proposed shows. One panelist, though, questioned whether stations' highest priority should be looking for a hit, saying instead that they should seek to position themselves using public service campaigns in the community.

Starting off the discussion, moderator

Silverman injected a dose of realistic expectations into the proceedings, saying: "If I really knew the answer to this question, I would have retired 10 years ago." Silverman, who headed the programming departments at each of the three major networks, said picking hits "ultimately...gets down to instincts, or your guts."

Saying that the key to a hit is an idea that is "unique and special to itself," Silverman said it was easier for a programmer to find a unique personality with "magic" and "star power" than to come up with a good idea for a show. He suggested that in the current era of crossover between news and entertainment, stations should look for local air talent that could drive a show. He reminded the audience of the local station roots of Phil Donahue, Mike Douglas and Oprah Winfrey.

Pittman said it is important today to use promotion to differentiate a show from its competition—which, he said, includes not only other programming, but other forms of

home entertainment such as video games and home computers. "In this era of fragmentation," Pittman said, "it's hard to get a program noticed." Audiences, he said, do not have the patience to slowly learn to enjoy a show. One has to turn the local launch of a show, he said, into an event that will get the show noticed.

Stations must not only have a plan to sell a show to the public, Pittman continued, but the programmers should also understand the shift in advertising from media to promotion. Mentioning the heavy involvement of MTV (which he helped create) in advertiser promotions, Pittman said programmers have to find ways to tie in advertisers "from day one."

Simone Halberstadt Harari, chairman and chief executive officer of Paris-based Tele Images, had a one-word answer to the question of where to find the next hit: "Paris." She said: "Europe is able to produce programming acceptable to your audience." Because of the breakdown of protected markets in Europe, Harari said, producers will no longer be able to survive by programming only for their native countries. In fact, the new obsession in Europe, she said, is: "Will it play in Peoria?"

Hinting that Europeans will be able to produce shows for the U.S. as successfully as Americans produce for Europe, Harari invited the audience to "join us in producing them rather than let us invade you."

The question should not be "what is my next hit?" but "how do I become a smart advertiser and marketer of my TV station?" according to Deb Zeyen, director of syndication and development for Group W TV Sales. She said she admired Nickelodeon's consciousness of the service's marketing niche. Broadcast stations, she said, can no longer look at prime time programming to



L-r: Dauphinee, Zeyen, Harari, Pittman, and Silverman



differentiate themselves from competitors. Stations also have to satisfy advertisers that question the utility of appearing in a cluttered environment. One way for stations to set themselves apart, as well as a way for advertisers to distinguish themselves, is through the use of public service campaigns, such as the Group W-syndicated *Time to Care* and *For Kids' Sake*.

Jim Dauphinee, director of King World

Productions' R&D network for programing development, likened the network to testing a play on the road before opening it on Broadway. Currently being tested on the network that King World is running with six station groups is a comedy called *Off-shore TV*. Dauphinee said the show, which is being tested as both a strip and a weekly series, appears to be more successful as a weekly programed either adjacent to or

against *Saturday Night Live*. The network will be testing a talk show around March or April, he said.

Zeyen said that as a programmer, the current situation of being sold shows without a pilot was "crazy." To the applause of the audience, she said she thought all producers should be responsible for pre-testing on their own research and development networks the shows they offer for sale. □

## Resignation over fairness codification

**Most members of Washington panel think legislation putting doctrine into law, while unwise, is probably inevitable**

The fairness doctrine—or the threatened re-codification thereof—dominated much of a NATPE panel devoted to an update on Washington policy issues. The consensus: although two FCC commissioners, the president of the National Association of Broadcasters and many in the audience deplored such an intrusion by the government into program content, most thought it only a matter of time until Congress passes a new law.

Said Representative Mickey Leland (D-Tex.): "We will see legislation as long as John Dingell lives. But the outcome is still questionable." (Dingell is the Michigan Democrat who chairs the House Committee on Energy and Commerce.)

Moderator Eddie Fritts, president of the NAB, began the session with an assertion that broadcasters can help shape their own destinies by knowing the issues and the regulators/legislators who determined their outcomes. Leland, one of the latter, remarked on the "constructive and objective tensions between independent agencies and Congress," and described how the Reagan administration and its FCC supported a free marketplace, deregulatory approach. "In Congress we were more moderate to liberal in philosophy; we wanted to advise what ought to be programed," he said, citing equal employment opportunity and affirmative action as areas that led to "a lot of tension, even acrimony." Leland suggested the Bush FCC would be more compromising and less ideological. (Jim May, NAB's executive vice president for government relations, was scheduled to appear on the panel but was sidelined by an illness he came down with during NAB's board meeting the preceeding week in Phoenix. He was expected to return to Washington last weekend.)

Quello faulted the nation's broadcast journalists for not lobbying Congress on the fairness issue. Their voices would carry the greatest weight on Capitol Hill, he said. "You're fighting a huge, inept sleeping giant in fighting for your interests."

Describing his friendship with Dingell, Quello said: "I think he should be reelected and he thinks I should be reappointed."

Commenting on the division that has arisen between the FCC and Congress since the doctrine was declared unconstitutional, Commissioner Patricia Diaz Dennis said: "You have to give deference to congressio-



L-r: Leland, Quello, Dennis, Baumann, Fritts

nal intent but the agency has to be independent.... The government has no business in content regulation—the First Amendment is too fragile to be left to bureaucrats. I too would again vote against fairness but [the FCC] could be faulted on sending up the alternative report. That was a mistake."

(Dennis referred to the FCC's sending to Congress—just minutes before it voted on fairness—a report that spelled out a number of alternatives to the doctrine.)

Asked what Congress would do if the courts ultimately hold fairness unconstitutional, Leland said it might draft a constitutional amendment.

Jeff Baumann, the NAB's general counsel, asked the two commissioners to predict the FCC's major thrust over the next few years. Dennis said it would be "a period of consolidating issues and bringing home dockets already started," and singled out the cable-telco issue and HDTV as two requiring priority attention. Quello said a lot would depend on who would fill the two existing vacancies and on whether Dennis would be reappointed (her term expires June 30).

Quello also voiced his determination in maintaining "universal free [television] service for the American public," and expressed his belief in a "public interest standard and the public trustee concept." He said broadcasting was the only medium licensed to serve the public interest and said it had the right to reach the public "uninterrupted and on its own channel."

Leland, defining Congress's priorities, said they were HDTV, children's television and fairness.

A question about the FCC's reexamination of its territorial exclusivity rules brought Quello's declaration that "we ought to keep the 35-mile limit—doing away with it would just help the big get bigger and the small get smaller," while Dennis, saying she was the "swing vote on this one," found it "consistent with the

overall approach" of the syndex proceeding, of which she said it was an offshoot.

Leland said cable "has to be reexamined," saying the 1984 Cable Act had given that industry "infant status and an opportunity to grow." But it's time to go back in on oversight, he said. "We will next year, if not now." □

## Program directors: getting back in decision-making loop

**Panelists advise getting to know other functions at station to attain greater role in its operation**

Some 26 years ago, five program directors met in New York City, marking the first NATPE convention. The purpose of the gathering was to exchange programing ideas and strategies. Today, the job of program director is being redefined and in some cases eliminated. Program directors are becoming less involved in program acquisitions for their stations, and NATPE is becoming more of a meeting place for sales staffs and station managers than for program directors.

A panel, appropriately titled "What's My Job Tomorrow?," examined how program directors could get themselves reinvolved in the decision-making process at their stations, and also showed how they could position themselves for job opportunities outside of the programing department.

Moderator of the session, Derk Zimmerman, president, Group W Productions, opened the discussion by asking what skills program directors should acquire or fine tune for a more leading role in the operation of their station. According to Brad Marks,

managing partner, Korn Ferry International, his firm looks for a program director with the "ability to create and produce original programming, understand and utilize research, monitor the competition's programming and familiarize yourself with all functions of the station."

"The essence of success for stations is promotion and marketing," said Bill Castleman, executive vice president, Act III

Broadcasting. "Therefore, program managers should have marketing, promotion and acquisition strategy knowledge."

On the topic of program directors moving into station general manager positions, Castleman said that he believes programmers have more opportunities than those on the sales side. "I think where program directors fail in going after [general manager] jobs is not knowing enough about other

functions at the station. Program directors have to become more knowledgeable about sales," he said.

Bobbi Gablemann, account executive, Paramount Television, reiterated that point by telling program directors not to underestimate what the salespeople know. "Go out with the salespeople and learn what the clients are saying; sales is where it's at," she said. □

## Talking tabloid: How far is too far?

**'All of us go too far' agrees panel of tabloid TV hosts, but say taking risks leads to compelling stories**

Have tabloid television shows and other programs such as *The Morton Downey Jr. Show* and *The Sally Jesse Raphael Show* gone too far? Indeed they have, but only on occasion—according to several producers and hosts of such programs, who appeared at a NATPE panel session entitled "TV With a Bite: New Directions in Talk and Magazine Shows."

Maury Povich, host of the popular *A Current Affair*, responded, "Damn right," when asked if he felt his program ever went too far. As an example, he cited the story his show did on the late Jessica Savitch, where a reenactment of her death by drowning was used in a piece focusing on a biography of her troubled life.

The use of the reenactment, said Povich, was "downright tasteless. All of us go too far. "But I would rather go too far than not take the risk" that leads to a compelling story.

Povich cited a story done on Robert Chambers, the convicted New York "preppy" murderer, as one of the best stories *Current Affair* has done. It showed photographs of Chambers at a party on the eve of his trial where he "mocked death by tearing off the head of a doll. We showed him for the low life he really is," said Povich.

Povich also said he gladly accepts the label "tabloid" that has been tagged to his show. "But if we are tabloid, the first tabloid show was *60 Minutes*," he said. "We're just a fresh-legged version of what *60 Minutes* was 20 years ago."

Morton Downey Jr. acknowledged that he and his producers try to titillate their audience. "Sure we do. We want to entertain." But as for going too far, Downey said he would draw the line at "when the host punches a guest right in the mouth," something he has not done on his program to date.

Burt Dubrow, executive producer, *The Sally Jesse Raphael Show*, said that to date, that program has killed one episode, entitled "Love Secrets," which featured a necrophiliac. "But we decided the show just had no value," said Dubrow.

But, by and large, Dubrow said the *Raphael Show* has done what it's been doing without change for the last six years and that he was at a loss to explain all the recent press attention and charges of sleaze and



Downey, Dubrow, Arbus and Donlon

lowering standards. "We're not doing anything new or different than when we started," he said.

Brian Donlon, a television reporter for *USA Today*, commented that there is without question an audience for confrontational television. "There's a 19-month [studio audience] waiting list for *Downey* because those people can't get hockey tickets," he quipped. "But why flood the marketplace with it?"

Loreen Arbus, executive producer for Orbis Communications' *Crimes of Passion*, defended shows like hers and *Unsolved Mysteries* as "part of the new cutting edge." And it may titillate, but it's not trash, she said. "Every word is documented."

As to the future of the form, Nick Bolton, general manager, WBRC-TV Birmingham, Ala., said "viewers will shut these shows down if they go too far."

But Downey noted the opposite could also happen—that viewers could turn the shows off if they don't go far enough. It could turn out, said Downey, that "five years from now we'll be considered so wimpy and mild they'll wonder how we ever got on the air." □

## Panelists discuss different programming options for children

The business of children's programming was the topic of discussion at a panel hosted by actress Shelley Duvall, president and chief executive officer of Think Entertainment, called "Kids: Do the Numbers Make Cents?" Duvall's company currently produces mainly children's programming, in-

cluding *Faerie Tale Theatre*.

The panel consisted of Phyllis Vinson, vice president, children's programming, NBC; Bruce Marson, vice president, programming, WNEV-TV Boston; Geraldine Laybourne, executive vice president and general manager, Nickelodeon and Nick at Nite; Andy Heyward, president, Dic Enterprises Inc., and Bob Behrens, president, Behrens Productions.

Sparking some debate was a children's early morning show produced by WNEV-TV Boston called *Ready To Go*. Fashioned after adult early morning programs such as *Good Morning, America*, the show includes interviews with young TV and movie personalities, has exercise segments, tips on what to do in an emergency, and news and weather segments within the hour program. Some members of the NATPE audience felt that news programming within a children's show was inappropriate. Some felt that children were growing up too fast, and being subjected to news only hastened that process. Others, however, countered that being aware of current events better prepares children to deal with problems in society that they are forced to handle.

The futures of toy-driven programs and live action shows were also discussed. "Toy-driven programming doesn't work in and of itself," said Andy Heyward. "If you take a popular product with good characters and you write solid storylines, then you can develop a quality show," he said.

"I think what has happened in the area of toy-driven programming is an example of what has happened in all areas of television," said Geraldine Laybourne, citing the rush of copycat programs that follows a new, popular series. "Everyone saw the success of *He-Man: Masters of the Universe* and rushed out to duplicate it," she said.

According to Heyward, live-action is an



important component of children's programming. "It's important that we have programming where children can watch other children performing," he said. "The problem with live action is that it doesn't survive in the long run, especially against animation," he said.

According to NBC's Vinson, there are no plans at the network to get out of Saturday morning children's programming. She said that NBC Entertainment head Brandon Tartikoff last year was quoted as saying that the network was looking at rescheduling Saturday morning with older-skewing programming. "He was somewhat misquoted," said Vinson. She added that she sees the networks owning their own children's programs in the future. □

## Petry's Kurlander and Fentress rate syndicated fare

In their annual review of the new syndication season announced at the NATPE convention, Petry Television programming executives

Dick Kurlander and Jack Fentress gave *Perfect Strangers* their highest score for new off-network product.

On a scale of one to 10, *Perfect Strangers*, which debuts in syndication in 1990, got an eight, based on its "star network performance."

227, also scheduled for 1990 syndication release, was given a 7.5, based on its "very good urban appeal." However, the two executives said the show was priced "on the high side."

In the one-hour off-network category, *Highway to Heaven* was rated a marginal 5, and those interested in the program were advised to try to get the barter component reduced.

Among new game shows, Warner Bros.' *Third Degree* was rated highest with an 8, followed by *Couch Potatoes* and *Star\*Play*, each with a 6, and *Celebrity Secrets* and *Jack Pot*, each with a 5.

In the reality magazine strip category, the top four shows were *After Hours*, 8; *Crime Watch Tonight*, 5.5, and *Reward and Tabloid*, each with a 5. *Crime Stoppers 800*, a weekly show in the same category, received a 6. The new court show from Viacom, *Trial By Jury*, received a 5, despite "bad acting" in the pilot. The executives also

cautioned stations about the show's "strange" barter split of 1.5 minutes within the program, plus an additional 1.5 minutes spun off to a different time period.

A lot of hoots came from the crowd of Petry clients when Kurlander and Fentress awarded the new *Roller Games* a 7.5. While the crowd thought that was high, the two executives stressed the show's good counterprogramming value.

Ratings for weekly first-run half-hours came down as follows: *Byron Allen Show*, *Crimes of the Century* and *Lassie* all got 7's, while *InSport* and *Remote Control* received 5's.

Two new talk shows each received a 6—the *Joan Rivers Show* strip and the weekly *CopTalk*.

In the animation category, *Denver, the Last Dinosaur*, this season's weekly that goes to strip next year, and *Super Mario Brothers* each received 8's. *Muppet Babies* got a 7, *Police Academy* a 6 and *The New Archies*, a 5. *Pictionary*, the new children's game show, received a 5.5.

Three proposed projects announced for next fall are already dead, according to Kurlander and Fentress—two—GTG's *Beverly Sills Show*, Palladium's *I Guess* and Buena Vista's *20 Questions*. □

# Programming

## NBC's sweeps streak continues

Once again, NBC-TV posted a commanding lead in the market-by-market Arbitron rankings for the November 1988 sweeps (BROADCASTING, Dec. 5, 1988).

According to BROADCASTING's analysis of Arbitron's sweeps of TV households during prime time for the 212 markets measured, NBC scored 106 outright wins and

10 ties. ABC came in second with 59 wins and seven ties, while CBS had 36 wins and six ties.

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

Numbers are in thousands (add 000). Bold-faced numbers indicate market winners. Dashes indicate no primary or secondary affiliation in that market. The information is copyright © 1989 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron.

ADI (rank)	1989 TSA households (000)			ADI (rank)	1989 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	17	15	<b>21</b>	Bowling Green, Ky. (193)	<b>18</b>	—	—
Albany, Ga. (153)	—	—	<b>50</b>	Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	21	38	<b>56</b>
Albany-Schenectady-Troy, N.Y. (53)	<b>74</b>	72	72	Buffalo, N.Y. (38)	94	57	<b>95</b>
Albuquerque, N.M. (56)	<b>70</b>	38	<b>70</b>	Burlington-Plattsburgh, Vt. (92)	15	<b>38</b>	28
Alexandria, La. (166)	6	—	<b>40</b>	Butte, Mont. (188)	7	<b>9</b>	6
Alpena, Mich. (211)	—	4	—	Casper-Riverton, Wyo. (191)	3	6	<b>12</b>
Amarillo, Tex. (116)	<b>32</b>	19	23	Cedar Rapids-Waterloo-Dubuque, Iowa (78)	46	39	<b>57</b>
Anniston, Ala. (192)	—	<b>10</b>	—	Charleston, S.C. (108)	28	34	<b>41</b>
Ardmore-Ada, Okla. (175)	<b>21</b>	20	16	Charleston-Huntington, W.Va. (51)	60	55	<b>93</b>
Atlanta (12)	195	176	<b>232</b>	Charlotte, N.C. (31)	<b>88</b>	<b>92</b>	52
Augusta, Ga. (104)	<b>36</b>	29	26	Charlottesville, Va. (198)	—	—	<b>10</b>
Austin, Tex. (69)	<b>51</b>	45	<b>36</b>	Chattanooga (83)	45	38	<b>56</b>
Bakersfield, Calif. (145)	<b>22</b>	18	<b>22</b>	Cheyenne, Wyo.-Scottsblf. Neb.-Strling, Colo. (186)	—	<b>12</b>	—
Baltimore (22)	156	116	<b>163</b>	Chicago (3)	<b>494</b>	309	472
Bangor, Me. (157)	15	<b>20</b>	<b>20</b>	Chico-Redding, Calif. (143)	<b>32</b>	19	12
Baton Rouge (93)	<b>54</b>	47	43	Cincinnati (29)	97	87	<b>117</b>
Beaumont-Port Arthur, Tex. (126)	29	30	<b>37</b>	Clarksburg-Weston, W.Va. (162)	—	<b>22</b>	18
Bend, Ore. (207)	—	—	<b>4</b>	Cleveland (11)	<b>272</b>	182	246
Billings-Hardin, Mont. (164)	<b>12</b>	<b>12</b>	<b>12</b>	Colorado Springs-Pueblo (99)	28	29	<b>32</b>
Biloxi-Gulfport-Pascagoula, Miss. (158)	<b>31</b>	—	—	Columbia, S.C. (86)	29	27	<b>73</b>
Binghamton, N.Y. (136)	13	<b>34</b>	18	Columbia-Jefferson City, Mo. (151)	16	22	<b>29</b>
Birmingham, Ala. (47)	<b>90</b>	34	103	Columbus, Ga. (115)	<b>38</b>	23	18
Bluefield-Beckley-Oak Hill, W.Va. (144)	17	—	<b>26</b>	Columbus, Ohio (33)	92	91	<b>121</b>
Boise, Idaho (137)	<b>26</b>	14	<b>26</b>	Columbus-Tupelo, Miss. (131)	8	26	<b>47</b>
Boston (6)	295	226	<b>338</b>	Corpus Christi, Tex. (122)	<b>30</b>	21	28

ADI (rank)	1989 TSA households (000)			ADI (rank)	1989 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Dallas-Fort Worth (8)	286	209	209	Indianapolis (26)	118	96	127
Davenport, Iowa-Rock Island-Moline, Ill. (79)	45	43	57	Jackson, Miss. (85)	29	45	60
Dayton, Ohio (49)	70	77	70	Jackson, Tenn. (180)	23	—	—
Denver (19)	171	108	182	Jacksonville, Fla. (57)	44	64	60
Des Moines (66)	51	52	57	Johnstown-Altoona, Pa. (88)	11	38	71
Detroit (7)	263	204	335	Jonesboro, Ark. (176)	27	—	—
Dothan, Ala. (159)	9	32	—	Joplin, Mo.-Pittsburg, Kan. (121)	27	24	26
Duluth, Minn.-Superior, Wis. (123)	32	23	27	Kansas City, Mo. (30)	102	97	122
El Centro, Calif.-Yuma, Calif. (181)	6	4	9	Knoxville, Tenn. (60)	59	37	75
El Paso, Tex. (102)	37	23	40	La Crosse-Eau Claire, Wis. (129)	18	21	37
Elmira, N.Y. (169)	11	—	12	Lafayette, Ind. (194)	—	9	—
Erie, Pa. (141)	20	16	32	Lafayette, La. (113)	33	47	—
Eugene, Ore. (120)	24	26	19	Lake Charles, La. (173)	—	—	36
Eureka, Calif. (187)	—	5	7	Lansing, Mich. (105)	—	40	43
Evansville, Ind. (91)	43	29	39	Laredo, Tex. (199)	3	2	4
Fargo, N.D. (109)	26	27	28	Las Vegas (94)	32	28	35
Flagstaff, Ariz. (205)	—	—	8	Laurel-Hattiesburg, Miss. (165)	—	6	31
Flint-Saginaw-Bay City, Mich. (58)	73	35	85	Lexington, Ky. (75)	34	44	45
Florence, S.C. (132)	17	41	—	Lima, Ohio (197)	—	—	17
Fort Myers-Naples, Fla. (98)	25	34	37	Lincoln-Hastings-Kearney, Neb. (95)	21	36	13
Fort Smith, Ark. (140)	23	23	18	Little Rock, Ark. (55)	72	59	80
Fort Wayne, Ind. (101)	43	30	33	Los Angeles (2)	609	441	614
Fresno-Visalia, Calif. (62)	50	37	52	Louisville, Ky. (46)	55	78	94
Gainesville, Fla. (167)	21	—	—	Lubbock, Tex. (150)	15	18	22
Glendive, Mont. (212)	—	1	1	Macon, Ga. (130)	19	35	20
Grand Junction, Colo. (179)	7	10	5	Madison, Wis. (90)	33	39	35
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	75	64	93	Mankato, Minn. (208)	—	10	—
Great Falls, Mont. (182)	12	8	7	Marquette, Mich. (184)	—	18	—
Green Bay-Appleton, Wis. (67)	64	43	62	McAllen-Brownsville, Tex. (114)	22	21	19
Greensboro-Winston Salem-High Point, N.C. (48)	76	74	78	Medford, Ore. (152)	14	15	29
Greenville-New Bern-Washington, N.C. (106)	26	32	56	Memphis (41)	61	89	130
Greenville-Asheville-Spartanburg, S.C. (36)	77	81	112	Meridian, Miss. (177)	16	6	6
Greenwood-Greenville, Miss. (170)	20	11	—	Miami (14)	185	141	181
Hagerstown, Md. (196)	—	—	14	Milwaukee (28)	93	78	110
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	58	54	92	Minneapolis-St. Paul (13)	175	174	157
Harrisonburg, Va. (199)	13	—	—	Minot-Bismarck-Dickinson, N.D. (148)	10	19	30
Hartford-New Haven, Conn. (23)	117	125	83	Missoula, Mont. (174)	19	10	18
Helena, Mont. (209)	—	—	4	Mobile, Ala.-Pensacola, Fla. (63)	61	65	74
Houston (10)	239	145	198	Monroe, La.-El Dorado, Ark. (118)	14	45	30
Huntsville-Decatur-Florence, Ala. (80)	44	37	48	Montgomery-Selma, Ala. (107)	13	31	60
Idaho Falls-Pocatello (160)	13	13	18				

## Sohmer to create extensive promotional campaign for 'Boss' syndication debut

Columbia Pictures Television has hired former network promotion guru Steve Sohmer to create a multimillion dollar market-by-market promotion campaign for the off-network *Who's The Boss?*, which debuts in syndication next fall.

Sohmer was among the most widely praised network promotion executives of his time, at both CBS and then NBC, where he created the "Be There" campaign, which was implemented during the network's climb from the cellar to first place.

He left NBC in 1986 to become president and chief operating officer of Columbia Pictures, and formed his own production and marketing company in October 1987.

The creative details of the *Boss* promotion will be announced at the Broadcast Promotion and Marketing Executives/Broadcast Designers Association in June.

But Columbia officials and Sohmer stressed last week at a press conference that Sohmer was hired to develop a campaign not unlike those he developed at the networks that were praised for their attention to individual affiliate needs.

The approach will be to promote and position not just the show itself, but also the entire early fringe and news time block or news-access block, depending where the

show is scheduled. "This will be a station driven campaign," said Sohmer. "We will think through the programing environment the show is in." Actor Tony Danza and the rest of the *Boss* cast will cooperate in producing station-tailored promos, as their schedules permit, said Sohmer.

Sohmer was somewhat critical of the way *The Cosby Show* has been promoted by Via-

com, suggesting that that company put too much emphasis on promoting the show itself and not enough focus on positioning the show within the schedule. "Where was Bill Cosby saying stick around for the best news in town?" Sohmer asked, adding that Cosby has so far failed to give the substantial boost to lead-out programing that Viacom suggested it would. □

## NBC hopes boxing is one-two punch

**Network is putting more resources behind 'NBC Boxing Tour' to woo more advertisers and viewers**

Already reacting to the certain loss of baseball telecasts in 1991, NBC has decided to add muscle to its boxing telecasts, and last week it announced a new marketing plan for the 1989 "NBC Boxing Tour." The network is planning to beef up its rights acquisition budget and is hoping to get additional sponsors to supplement the existing commitment of Anheuser-Busch. Jonathan Miller, NBC sports vice president for program planning and development, said the new effort should "help to keep boxing on network TV."

The plans were unveiled at a press conference last Wednesday (Jan. 25) held to promote its first matchup, a junior middleweight championship bout between Robert (Bam Bam) Hines and Darrin (The Schooboy) Van Horn, to be telecast from Atlantic City on Sunday, Feb. 5. One source sug-

gested that NBC spent more than \$300,000 to secure the rights to that fight—which will air on *NBC SportsWorld*—significantly more than the network was said to have traditionally spent. Since the networks rarely bid against each other for fights, NBC is hoping the extra money will be able to land rights for higher quality match-ups. TV boxing rights, according to several network executives, have been flat or moderately lower in recent years.

The network's boxing tour also serves as an illustration of how the broadcast networks are working hard to market their programing to advertisers. In addition to Anheuser-Busch it has also signed Castrol motor oil as a sponsor. The network has promised sponsors they will be able to choose the site of at least one bout, enabling them to use the fight more effectively for their own marketing.

Recently, most boxing sponsorship has been done by Anheuser-Busch and other beer companies. Many other advertisers are



ADI (rank)	1989 TSA households (000)			ADI (rank)	1989 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Nashville (32)	83	102	132	San Diego (24)	113	89	86
New Orleans (35)	82	102	109	San Francisco-Oakland-San Jose (5)	289	217	262
New York (1)	948	694	988	Snt Brbra-Snta Mria-Sn Lus Obspo. Calif. (112)	28	18	21
Nrflk-Prtsmth-Nwrpt Nws-Hmptn, Va. (42)	76	65	87	Sarasota, Fla. (155)	24	—	—
North Platte, Neb. (210)	—	—	7	Savannah, Ga. (103)	19	39	35
Odessa-Midland, Tex. (146)	23	18	20	Seattle-Tacoma (15)	197	113	175
Oklahoma City (39)	79	78	92	Shreveport, La.-Texarkana, Tex. (65)	58	52	67
Omaha (72)	55	45	57	Sioux City, Iowa (128)	30	8	30
Orlando-Daytona Beach-Melbourne, Fla. (25)	127	96	134	Sioux Falls-Mitchell, S.D. (100)	36	44	22
Ottumwa, Iowa-Kirkville, Mo. (204)	15	—	—	South Bend-Elkhart, Ind. (84)	38	43	58
Paducah, Ky.-Cape Girardeau, Mo. (76)	31	50	62	Spokane, Wash. (77)	47	38	51
Palm Springs, Calif. (178)	8	—	6	Springfield, Mass. (96)	36	—	39
Panama City, Fla. (171)	17	—	24	Springfield, Mo. (82)	23	45	60
Parkersburg, W.Va. (183)	—	—	9	Springfield-Decatur-Champaign, Ill. (74)	39	46	57
Peoria-Bloomington, Ill. (110)	33	23	32	Syracuse, N.Y. (68)	55	50	62
Philadelphia (4)	447	314	396	Tallahassee, Fla.-Thomasville, Ga. (117)	11	42	11
Phoenix (20)	152	105	126	Tampa-St.Petersburg-Sarasota (17)	172	155	192
Pittsburgh (16)	214	154	166	Terre Haute, Ind. (125)	12	26	34
Portland, Ore. (27)	105	83	104	Toledo, Ohio (64)	52	60	78
Portland-Poland Spring, Me. (73)	51	29	49	Topeka, Kan. (138)	16	24	21
Presque Isle, Me. (203)	—	6	—	Traverse City-Cadillac, Mich. (134)	18	35	32
Providence, R.I.-New Bedford, Mass. (44)	82	51	98	Tucson, Ariz. (81)	48	27	49
Quincy, Ill.-Hannibal, Mo. (154)	—	20	26	Tulsa, Okla. (54)	75	63	70
Raleigh-Durham, N.C. (34)	94	82	43	Tuscaloosa, Ala. (185)	—	8	—
Rapid City, S.D. (168)	20	—	13	Twin Falls, Idaho (202)	—	7	3
Reno (119)	26	17	20	Tyler-Longview, Tex. (124)	50	11	19
Richmond, Va. (61)	61	61	61	Utica, N.Y. (161)	12	—	21
Roanoke-Lynchburg, Va. (70)	37	55	58	Victoria, Tex. (206)	4	—	6
Rochester-Austin, Minn.-Mason City, Iowa (147)	23	16	23	Waco-Temple, Tex. (97)	22	40	32
Rochester, N.Y. (71)	53	42	52	Washington (9)	243	200	223
Rockford, Ill. (139)	27	21	31	Watertown-Carhage, N.Y. (172)	5	13	13
Roswell, N.M. (195)	—	9	—	Wausau-Rhineland, Wis. (133)	30	28	14
Sacramento-Stockton, Calif. (21)	131	101	141	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	54	29	85
St. Joseph, Mo. (189)	12	—	—	Wheeling, W.Va.-Steubenville, Ohio (142)	—	32	32
St. Louis (18)	127	146	203	Wichita-Hutchinson, Kan. (59)	49	59	55
Salinas-Monterey-San Jose, Calif. (111)	48	14	39	Wichita Falls, Tex.-Lawton, Okla. (135)	18	19	23
Salisbury, Md. (163)	13	19	18	Wilkes Barre-Scranton, Pa. (52)	83	48	74
Salt Lake City (40)	81	62	85	Wilmington, N.C. (149)	25	6	54
San Angelo, Tex. (190)	—	9	—	Yakima, Wash. (127)	24	24	24
San Antonio, Tex. (43)	73	64	82	Youngstown, Ohio (89)	41	37	48
				Zanesville, Ohio (201)	—	—	10

said to be reluctant to be associated with the sport, although some are associated indirectly through the various sports anthology shows, where ABC, CBS and NBC carry much of their boxing. Kevin Monaghan, director of boxing for NBC Sports, said that obtaining sponsorship for boxing will allow the network to obtain "a solid advertising

base instead of relying on the scatter market."

By going after better fights, NBC may also be hoping to overcome the ratings decline which has affected boxing telecasts on the three networks. The decline extends, according to one sports advertiser, to even the targeted male demographic which box-

ing has been especially effective in delivering. In addition to slight declines in household ratings for the sports anthologies over the past three years, A.C. Nielsen data shows that boxing special events on network TV dropped from a 3.8 household rating in 1986, to a 3.4 in 1987, to a 3.2 last year. □

## Super Bowl XXIII scores a 43.5/68

The Super Bowl matchup of the San Francisco 49er's and the Cincinnati Bengals delivered an average 39.3 million households, surpassing Super Bowl XXII's 41.9 rating/62 share, or 37.1 million households. The 37-minute post-game show pulled in a 32.5/49, to take second place for the prime time week (week 18, ended Jan.

22). NBC won six of the week's seven nights, conceding Friday to ABC's 14.8/24.6. The final ratings averages for week 18: NBC, 20/32; ABC, 12.1/19.5, and CBS, 12.0/19.3. ABC's *World News Tonight* won the evening news race, with an 11.7/20 over CBS's 11.6/20 and NBC's 11.5/20.

Nielsen	□	Net	Nielsen	□	Net	Nielsen	□	Net			
1.	43.5/68	N	Super Bowl XXIII	26.	15.7/27	A	20/20	51.	11.1/18	A	ABC Sunday Movie
2.	32.5/49	N	Super Bowl XXIII, postgame	27.	15.7/27	N	Midnight Caller	52.	11.1/18	C	CBS Sunday Movie
3.	25.3/39	N	Cosby Show	28.	15.6/23	N	Hogan Family	53.	11.1/17	C	Equalizer
4.	22.7/33	A	Roseanne	29.	15.4/24	A	Moonlighting	54.	10.6/17	C	Judds, Across the Heartland
5.	22.7/34	N	Cheers	30.	15.4/26	N	Bob Hope's Super Bowl Special	55.	10.3/17	C	Beauty and the Beast
6.	22.1/33	A	Who's the Boss?	31.	15.3/25	C	Dallas	56.	9.9/18	A	Fine Romance Special
7.	21.4/32	N	Different World	32.	14.8/25	A	Perfect Strangers	57.	9.7/17	A	ABC Saturday Movie
8.	21.1/36	N	Golden Girls	33.	14.7/24	N	Father Dowling Mysteries	58.	9.8/14	C	Tour of Duty
9.	20.9/35	N	NBC Sunday Movie	34.	14.8/22	C	Kate and Allie	59.	9.4/17	N	NBC News Special
10.	20.5/34	N	L.A. Law	35.	14.4/23	N	My Two Dads	60.	8.3/16	C	West 57th
11.	19.8/30	N	Unsolved Mysteries	36.	14.0/21	C	Murphy Brown	61.	7.7/14	A	Murphy's Law
12.	19.7/31	A	Growing Pains	37.	14.0/25	C	Wiseguy	62.	7.1/11	A	Heartbeat
13.	18.6/29	N	In the Heat of the Night	38.	13.5/22	A	Mr. Belvedere	63.	6.7/10	F	Married, With Children
14.	18.4/28	N	Dear John	39.	13.4/20	C	Designing Women	64.	6.6/11	A	All Star Salute to the President
15.	18.3/28	A	Head of the Class	40.	13.2/21	A	Just the Ten of Us	65.	6.6/10	A	Knightwatch
16.	18.3/27	N	Mallock	41.	13.2/20	A	MacGyver	66.	6.6/9	F	America's Most Wanted
17.	18.1/27	N	ALF	42.	13.2/23	C	Falcon Crest	67.	5.9/9	A	ABC Movie Special
18.	18.0/28	N	NBC Monday Movie	43.	13.0/20	A	Hooberman	68.	5.9/10	C	Viva Miami
19.	17.1/26	N	Night Court	44.	13.0/20	C	Newhart	69.	5.3/8	C	TV 101
20.	16.9/26	C	Presidential Inaugural Gala '89	45.	12.5/18	C	Murder, She Wrote	70.	4.8/7	F	21 Jump Street
21.	16.6/26	A	ABC Monday Movie	46.	12.5/19	C	60 Minutes: Retrospective	71.	4.7/7	F	Garry Shandling Show
22.	16.5/25	A	Wonder Years	47.	12.0/21	A	thirtysomething	72.	4.6/7	F	Tracey Ullman Show
23.	16.4/27	C	Knots Landing	48.	12.0/20	C	CBS Tuesday Movie	73.	4.2/7	F	Duet
24.	16.1/29	N	Nightingales preview	49.	11.4/20	C	Dolphin Cove	74.	2.8/5	F	Beyond Tomorrow
25.	15.8/26	A	Full House	50.	11.2/19	N	Miami Vice	75.	2.5/4	F	Reporters

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## Carter, Ford appraise relations between press, President

**At Gannett Center panel, ex-Presidents describe their experiences and offer suggestions for newcomer Bush**

"I don't think he can count on a continuation of the eight years of a Teflon presidency. There may be some Velcro mixed in." That was former President Jimmy Carter's opinion of the media relations that George Bush should expect in his presidency.

Carter and former President Gerald Ford spoke at a conference in New York on the relationship between journalists and the presidency, sponsored by the Gannett Center for Media Studies. Interviewed together by Robert MacNeil of *The MacNeil/Lehrer NewsHour*, both men gave advice to Bush regarding his relationship to the press and spoke frankly about their efforts to use the media to get their message across.

Given the "friendly atmosphere" currently surrounding Bush's relations with the media, Ford said Bush should quickly make a "maximum effort to sit down with the leading people in the news...and try to communicate to them what he thinks the problems are and how he thinks he can best solve them."

Bush's relations with the press are of "preeminent" importance, Carter said. "The only way that a president can deal effectively with the public, both here and abroad, is through the press," he said. The frankness with which Bush deals with the press will determine how long his presidential honeymoon will last, he continued.

Both presidents said Bush's decision to retain Marlin Fitzwater as White House press secretary seemed to be a good idea. They suggested that the most important criterion for selecting a press secretary was a rapport between the press secretary and the President.

When the discussion turned to how presidents try to set the agenda of discussion and coverage in the press, Ford said that when he was President, his administration would plan a set of news items each week in an effort to set a public policy agenda. "That's what an administration seeks to do and ought to do," Ford said, if the administration wants to set the agenda. Carter said despite his efforts to disseminate his agenda each day, "I was never able to do it."

"If a President can get away with presenting his tenure in the most favorable light, he should," Carter said.

When MacNeil asked whether the press was "oxygen" for good government or an obstacle to it, Carter said his subjective impression was that the President sees members of the press as antagonists who distort the President's news in order to get attention. But with the objectivity that Carter joked came from being out of office, he



Robert MacNeil (l) with former Presidents Carter and Ford

said the press was "the oxygen that makes democracy breathe."

To say that the press is an obstacle to good government is "an excuse for not governing," Ford said. "I don't buy that." Later on, he said that the press had done a "lousy" job of covering the budget deficit, including Congress's shortcomings in its handling of the budget process.

Addressing the question of whether a President's public relations effort controls the rest of the presidency, Carter said, "That is a strong trend. This 1988 election shows that the entire campaign was conducted on 30-second spots." Carter said that his impression was that public relations would have less of an effect on Bush's presidency than Reagan's. Ford said he thought that there was an overemphasis in the most recent campaigns on sound bites, photo opportunities and polls.

To get his message through to the people, Carter said, the best vehicle for a President is a live press conference. The worst mechanism, he said, is a taped interview that producers are free to edit. At another point in the interview, Carter said that one could predict up to 90% of the questions that would be asked at a press conference, based on observation of the media in the days leading up to the press conference. "The other 10% to 15% are the ones that really bother you," he said.

Talking about the coverage of his presidency, Ford said: "Overall, despite some ups and downs, I had reasonably good, certainly fair, treatment by the press." He did say that his pardon of Nixon had a negative effect on the press's attitude to-

ward him. Carter, though, disagreed with Ford's assessment of his press coverage. "He's probably the best athlete who's ever been in the White House," Carter said, but the media, for a long time, focused on Ford's ostensible physical inability. "I thoroughly enjoyed it," Carter said, but he added, "I think it hurt him politically."

The two former Presidents also talked about the honesty of their relations with the press. "When I was in the White House," Carter said, "telling the truth was very important." Lying to the press, he said, was justifiable on occasions when telling the truth "may cause catastrophe." As an example of such an occasion, Carter said that the only time, to his knowledge, that his press secretary, Jody Powell, made an untruthful statement was when a reporter asked him whether any mission was being planned to rescue the American hostages held in Iran.

Ford added that in the post-Watergate era of his presidency, the administration tried to fight cynicism in the press and the public by being "as open and as frank as we possibly could."

Ford said that he thought it was "totally wrong" for a press secretary to say the President had said something when he hadn't, but he made a distinction between fabrication and a press secretary's collaboration with the President. A press secretary can help a President devise a statement, Ford said, because "the press secretary oftentimes has better phraseology than the President. And if that, in the mutual discussion, ends up in what the President says, there's nothing wrong with that." □



## Study finds network election coverage balanced and issue-oriented

Network television news coverage of the presidential election—frequently bashed for alleged bias and/or superficiality—was neither, according to a study by the Center for Media and Public Affairs. The study, based on an analysis of 735 general election stories that appeared on the ABC, CBS and NBC evening news programs from Aug. 19 through Nov. 7, concluded that the coverage was notable for its “balance, toughness and focus on the issues.”

The study, by Center researchers Dr. Robert Lichter, Daniel Amundson and Richard E. Noyes, appears to refute each of the major criticisms that have been directed at television news.

The charge that the media have a weakness for “horserace” journalism is, the study notes, “a hardy perennial,” although a study four years ago found a shift away

from such stories. And in 1988, the researchers found that horserace stories were a function of the large number of polls. But the study shows that the networks covered policy issues almost twice as often as the horse race—282 stories to 168. The issue covered most often was crime (142 stories), followed by national defense and the economy (121 stories each).

Another major complaint was that George Bush's media consultants had manipulated and misinformed the press. The study accepts the conventional wisdom that Bush's media campaign was more effective than that of his opponent, Massachusetts Governor Michael Dukakis. But it says that both candidates suffered from a preponderance of bad press. The negative comments about them outweighed the positive by the same two-to-one margin (66% to 34%). The ratings were derived from 1,137 judgments from all sources on their personal characters, campaign styles, job performance and stands on issues.

However, Bush was fortunate in the timing of his good press. The study shows that for two weeks after the Republican convention in late August, Bush's press was 3 to 1 positive, while Dukakis's was 3 to 1 nega-

tive. It was during that period that Bush moved out in front in the polls.

“So, did television give Bush an unfair boost after all? We think not, unless the canons of media fairness are interpreted to require balanced coverage during every week of the campaign,” the researchers say. They note that Bush's good press dropped even before Labor Day and trailed Dukakis's the rest of the fall. What's more, they add, at the time, “the notions of a media boost for Bush seemed absurd. The question being raised in late August was whether the media had done in the Bush campaign by its aggressive coverage of the Quayle controversy.”

In the 12 days after his selection as Bush's running mate, Senator Dan Quayle was the subject of 93 stories on the evening news—more coverage than any presidential candidate other than Bush received during the entire primary campaign. And his positive rating from nonpartisan sources of 21% was almost as low as the researchers logged for Gary Hart during the Donna Rice episode in May 1987.

The study appears in the January/February issue of the center's *Public Opinion* magazine. □

## Business

### MSO consolidation hits revenue of cable services

#### But losses are offset by narrowing of volume discounts, ad revenues and new subscriber stream

The growing consolidation in the cable industry—which extends the volume discounts of major MSO's to more subscribers—means less money in the pockets of cable programmers. Although not a new phenomenon, cable programmers continue to see their revenue base partially erode with each new cable deal.

That erosion is offset, somewhat, by additional subscriber gains by programmers (see page 76). Most of the top services added between five million and six million subscribers in 1988, which translates into higher revenues from affiliate fees and advertising. And the disparity in the volume discounts between top and bottom is narrowing, say both cable operators and programmers.

The latest sales—Cooke Cablevision to a consortium of buyers including Tele-Communications Inc., and New York Times Cable to Comcast and Lenfest Group (48% owned by TCI)—are expected to allow the new owners to use their volume discounts to buy programming. As MSO's such as Group W, Storer, American Cablesystems, Rogers and Centel exit the business, larger MSO's have taken their place.

Seymour Kaplan, Lifetime senior vice president, affiliate relations, acknowledges that consolidation “will impact your revenue line.” But, he said, it is not good

business “to constantly go for rate hikes.” Kaplan said Lifetime “tries to anticipate to some extent” marketplace changes and “build them into the budget cycle.”

And, he said, “you try to build into agreements continuity of existing rates where possible” so a new purchase does not automatically mean lower affiliate fees, at least until the contract is renegotiated. In the meantime, Kaplan said, Lifetime also looks to advertising revenue to help make up for the shortfall.

Kaplan said TCI is “being more sensitive” on programming costs as their volume discounts are extended to other purchases. “The major MSO's have been sensitive to what's going on,” he said, because they realize “they need the programming to support their investments...They know the value of that programming.”

USA Network President and Chief Executive Officer Kay Koplovitz agrees that valuable programming is the key to the growth of cable, but she does not necessarily see a newfound sensitivity as consolidation in the industry continues. “Nobody wants a rate increase,” she said, but “USA has a good working relationship with our affiliates.”

There are some volume discounts for USA, she said, but they are not as widespread as others. “It is shrinking over a period of time from top to bottom,” she said.

“Our money is on the screen,” Koplovitz continued, as USA has increased its

original production schedule, funded by nickel increases to cable operators in 1989 and 1990. The ultimate objective is to satisfy the consumer, she said. “Our growth is interdependent.”

TCI has maintained that the volume discount gap has been closing. “Our sense of it is that the rate structures are beginning to flatten out,” said Robert Thomson, TCI vice president, government relations. “The disparity between companies is getting less,” he said, as many of the early long-term contracts, at advantageous rates for MSO's, have expired.

Thomson said TCI “has always been a supporter of improving the quality and variety of cable programming” and when presented with “reasonable requests,” TCI has not “been terribly stingy.” Although, he said, “we reserve the right to make judgments” on programming, “I don't think any cable operator should micromanage cable programming services.”

Rob Stengel, senior vice president, programming and marketing, Continental, the third largest MSO, said, “as a general proposition, more and more services are either eliminating or reducing the gap between top and bottom” on their rate cards, said Stengel. There is the perception that there is an enormous gap in volume discounts, said Stengel, but “the reality is somewhat different.”

Stengel points out that every year, programming rates are going up, “some fairly significantly...As a company, I'm not terri-

bly happy about that," he admits. "The problem is that everybody wants bigger piles of revenue to develop programing," said Stengel. But industry estimates put all the major cable services in the black, he said, and "more and more are getting into developing revenue from the backend."

The discounts are only part of a larger redefinition of the business relationship between operators and programers. "What we are going through is evolutionary changes," said Kaplan. Both sides agree cable needs better programing, but the question is, who will pay for it? □

## CNBC mulling over sports component; charter affiliation deadline nears

Service leaves open possibility that sports may show up on SportsChannel; Feb. 1 charter deadline said to be flexible

NBC and Cablevision officials were due to meet last Friday (Jan. 27) to iron out further details on CNBC and SportsChannel—the two services they jointly own—with CNBC's weekend sports component a likely topic of discussion.

Reports circulated within the cable indus-

try last week that CNBC planned to drop its weekend sports component, channeling its sports energies into SportsChannel America. Some operators believe that since NBC owns 50% of SCA, any additional weekend sports on CNBC would be superfluous.

An NBC spokesman said the company is "listening to lots of operators" and "looking at the proposals advanced by the cable industry" regarding sports. "What we will do will reflect the desire of the operators," a spokesman said, adding that "the SportsChannel America deal provides an excellent way to have NBC Sports resources and experience in cable." Getting NBC Sports into cable had been the intent for the sports weekend component of CNBC, announced months before the NBC-SportsChannel deal.

On the affiliation front, the NBC spokesman said the Feb. 1 charter affiliation deadline date is flexible enough that if an operator expresses "solid interest," but has yet to sign a contract, he will still be covered on the charter agreement terms.

The charter agreement calls for MSO's to commit to 25% of their sub base at launch, 50% by the end of year one, 75% by the end of year two and 90% by the end of year three. Charter affiliates receive a rebate from CNBC based on 20% of net advertising revenue in years three through five. The rate card begins at seven cents per subscriber per month, and rises one cent each year. Cable systems receive three minutes of lo-

cal advertising time each hour.

Many large MSO's remain unsigned, although several appear close. Jones Interchangeable President Greg Liptak said Jones has made "a verbal commitment" to carry the service, and the two sides are working on final wording of the contract.

Rob Stengel, senior vice president, programing and marketing for Continental, said CNBC has been making the rounds of Continental's regional division, explaining to them what CNBC is all about. Stengel said Continental is "still in earnest conversations" with CNBC about carriage, and that Continental is "broadly supportive" of the concept.

CNBC said it has signed Tele-Communications Inc. and its owned and affiliated companies United Artists, United Cable and Heritage, Cox, Comcast, Newhouse, Cablevision Systems (which owns 50% of CNBC), Adelphia, Post-Newsweek, Prime Cable and Scripps Howard. But several large MSO's remain on the sidelines, including American Television & Communications, Continental, Warner, Viacom, Times Mirror, Sammons, Century and Paragon (which will soon have Rogers Cable-systems under its belt).

For some it is a question of channel capacity; for others, it is a matter of not knowing exactly what the programing will look like. "Frankly there is a higher threshold they have to cross in terms of giving people information," said Stengel.

A spokesman for the largest unsigned affiliate, ATC, with upwards of four million subscribers, said the company has met with CNBC "on and off," and said there has been no agreement and no time frame under which to secure one.

For Viacom Cable, it is a question of channel capacity. Said Executive Vice President Ed Bennett: "We're in a lot of major markets with a lot of existing broadcast signals." San Francisco, for instance, has 17 off-air alone. Since Viacom hasn't and won't take them off the air, said Bennett, "we have less channel capacity than other operators... I'm tight on channel capacity and until we rebuild, I can't give them the support they want."

Dean Gilbert, vice president, marketing and programing at Paragon, said, "We are in discussions" with CNBC, adding that the door is neither open nor closed. CNBC has done a good job on research, said Gilbert, but he has questions on exactly where they are headed with the sports programing, slated for Saturday and Sunday.

Operators also continue to wrestle with the "FNN-CNBC—either/or, or both—question." Said Bennett: "To the extent that CNBC is going to be similar, I don't want to waste valuable channel capacity by overserving one market segment at the exclusion of another."

Gilbert was more emphatic: "We are not going to carry both... There is a limit to what consumers can consume." As cable matures, Gilbert said operators need to make carriage decisions more carefully, making greater use of empirical data to determine what programing subscribers want. □

## Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Lee Enterprises	First	\$70,124	7%	\$10,500	5%	\$0.44
M/A-COM	Year	\$424,201	-3	18,375	NM	\$0.65
Orion Pictures	Third	\$92,385	6	\$1,204	6	\$0.06
Park Communications	Fourth	\$42,980	4	\$6,395	5	\$0.46
	Year	\$160,357	7	\$19,098	12	\$1.38
TCA Cable TV	Fourth	\$18,143	14	\$3,304	196	\$0.27
	Year	\$68,938	14	\$9,573	89	\$0.79
United Cable TV	Second	\$75,813	18	469	NM	\$0.01

**M/A-COM** reported net loss of \$35.4 million for fiscal year ended Oct. 3, 1987 (53 weeks).

■ **Orion Pictures'** revenue from segment including broadcast television and basic cable was \$26.5 million for quarter ended Nov. 30, 1988, down 36% from corresponding quarter year before. Revenue from home video direct distribution increased 223% to \$23.9 million over same period. ■ Roy H. Park, chairman and chief executive officer, **Park Broadcasting**, said company results "were helped by strong holiday sales, which offset soft political revenue and flat national advertising in both newspapers and broadcasting." Operating cash flow for year was up 10%, to \$32.3 million. ■ **TCA Cable TV** said that its per-subscriber revenue increased from \$18.23 in October 1987 to \$20.08 in October 1988, because of increased rates and sales of incremental service. ■ **United Cable Television** reported operating income of \$31.4 million for fiscal quarter ended Nov. 30, 1988, up 18% from same quarter one year earlier.

□  
**NSI additions.** A.C. Nielsen said that WCCO-TV and KSTP-TV, both Minneapolis, became fourth and fifth commercial stations in that market to sign up for rating company's National Station Index (NSI). Local ratings service was introduced to Minneapolis in October 1988, bringing number of markets served by NSI to 17, with three more markets—St. Louis, Milwaukee and Indianapolis—set to be included in 1989. A.C. Nielsen also said that Earle Palmer Brown, Washington-based advertising agency, had signed up as NSI client.

□  
**Up.** Park Broadcasting joint rating on \$50 million of 6% convertible subordinated debentures was raised, to Ba1 from Ba3, by Moody's Investors Service.



# Stock Index

	Closing Wed		Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)		Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)			
	Jan 25	Jan 18 *	Jan 25	Jan 18 *						Jan 25	Jan 18 *							
<b>BROADCASTING</b>																		
N (CCB) Capital Cities/ABC	359	5/8 355	4	5/8	01.30	21	5,818		N (MGM) MGM/UA Commun...	14	5/8 14	3/8	1/4	01.73	-8	732		
N (CBS) CBS	173	1/4 173	3/4	-	1/2	-00.28	9	4,093	A (NHI) Nelson Holdings	7/16	7/16			00.00	-4	11		
A (CCU) Clear Channel	13	5/8 12	3/4	7/8	06.86	24	52		A (NWE) New World Enter...	2	7/8 2	3/4	1/8	04.54	7	31		
A (HTG) Heritage Media	4	3/4 4	7/8	-	1/8	-02.56	-5	53	O (NNET) Nostalgia Network	11/16	11/16			00.00		3		
O (JCOR) Jacor Commun	6	1/2 6	3/4	-	1/4	-03.70	-14	63	N (OPC) Orion Pictures	15	1/8 14	3/4	3/8	02.54	13	261		
O (LINB) LIN	82	7/8 75	3/8	7	1/2	09.95	53	4,282	O (MOVE) Peregrine Entertain	1	1/16 1	1/16		00.00	-35	2		
O (MALR) Mairite	10	3/4 10	3/4			00.00	-23	146	N (PLA) Playboy Ent...	12	5/8 12	1/2	1/8	01.00	14	118		
O (MALRA) Mairite 'A'	10	7/8 10	5/8	1/4	02.35	-15	148	O (QVCN) QVC Network	9	1/4 9	1/8	1/8	01.36	-19	93			
O (OBCCC) Olympia Broad	3	3				00.00		7	O (RVCC) Reeves Commun	5	3/4 5	7/8	-	1/8	-02.12	28	72	
O (OSBN) Osborn Commun	7	1/4 7	1/4			00.00	-6	36	O (RPICA) Republic Pic. 'A'	8	3/4 7	3/4	1	12.90	97	37		
O (OCOAC) Outlet Commun	24	3/4 24	1/2	1/4	01.02	-9	162	O (RPICB) Republic Pic. 'B'	8	3/4 7	3/4	1	12.90	62	6			
A (PR) Price Commun	8	1/8 7	1/4	7/8	12.06	-6	78	O (SMNI) Sat. Music Net	5	3/8 5	5/16	1/16	01.17	48	48			
O (SAGB) Sage Broadcasting	3	1/4 3	1/4			00.00	-4	12	N (WCI) Warner	38	7/8 38	1/2	3/8	00.97	20	4,904		
O (SCRPP) Scripps Howard	87	70		-	3	-04.28	54	691	O (WONE) Westwood One	8	7/8 8	1/2	3/8	04.41	12	127		
O (SUNNC) SunGroup Inc	2	1/8 2	1/8			00.00	-3	5	<b>SERVICE</b>									
O (TLMU) Telemundo	7	1/4 7		1/4	03.57	-1	55	O (AMEA) A.M.E. Inc.	12	7/8 13		-	1/8	-00.96	13	63		
O (TVXGC) TVX Broadcast	3	5/8 4		-	3/8	-09.37		21	O (AGRP) Andrews Group	3	3/4 3	5/8	1/8	03.44	-1	24		
O (UTVI) United Television	30	1/4 28		2	1/4	08.03	49	331	O (BSIM) Burnup & Sims	18	3/4 17	1/2	1	1/4	07.14	40	299	
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>																		
N (BLC) A.H. Belo	25	24	5/8	3/8	01.52	10	263	N (CO) Comsat	26	5/8 26	1/2	1/8	00.47	-10	488			
O (ASTV) Amer. Comm. & TV	1/32	1/32			00.00		2	N (FCB) Foote Cone & B.	22	3/4 23	5/8	-	7/8	-03.70	11	189		
N (AFI) American Family	14	14			00.00	12	1,133	O (GREY) Grey Advertising	121	119		2		01.68	16	147		
O (ACCMA) Assoc. Commun.	44	1/2 40	1/4	4	1/4	10.55	424	O (IDBX) IDB Communications	11	3/4 9	1/4	2	1/2	27.02	47	47		
O (BMAC) BMA Corp	33	1/2 33		1/2	01.51	90	351	N (IPG) Interpublic Group	38	36	7/8	1	1/8	03.05	16	852		
N (CCN) Chris-Craft	26	22	5/8	-	3	3/8	14.91	57	O (OGIL) Ogilvy Group	30	3/4 31		-	1/4	-00.10	15	438	
N (DNB) Dun & Bradstreet	52	1/2 53	5/8	-	1	1/8	-02.09	20	O (OMCM) Omnicom Group	20	1/2 20	1/4	1/4	01.23	14	504		
O (DUCO) Durham Corp.	31	1/2 33	1/4	-	1	3/4	-05.26	26	N (SAA) Saatchi & Saatchi	19	3/4 18	5/8	1	1/8	06.04	9	2,877	
N (GCI) Gannett Co.	37	3/8 35	3/8	2		05.65	18	6,051	O (TLMT) Telemation	1	3/8 1	3/8		00.00	5	6		
N (GY) GenCorp	16	7/8 17	3/8	-	1/2	-02.87	1	535	A (UNV) Unitel Video	12	1/4 12	1/2	-	1/4	-02.00	18	26	
O (GMXC) GMX Commun	1/16	1/16			00.00		1	535	<b>CABLE</b>									
O (GACC) Great Amer. Comm.	9	3/8 9	3/8		00.00	9	246	A (ATN) Acton Corp	13	12	3/4	1/4	01.96	2	15			
N (JP) Jefferson-Pilot	32	1/4 32	5/8	-	3/8	-01.14	14	1,273	O (ATCMA) Amer. TV & Comm.	33	3/8 31	5/8	1	3/4	05.53	74	3,630	
N (KRI) Knight-Ridder	46	3/8 45	3/8	1		02.20	17	2,637	O (CTEX) C Tec Corp	48	1/2 47	1/2	1		02.10	21	266	
N (LEE) Lee Enterprises	26	26			00.00	18	645	A (CVC) Cablevision Sys. 'A'	33	1/4 31	1/4	2		06.40	-11	699		
N (LC) Liberty	37	3/8 37	1/4	1/8	00.33	14	346	O (CNCA) Centel Cable	42	41	3/4	1/4	00.59	135	1,050			
N (MHP) McGraw-Hill	66	5/8 68		-	1	3/8	-02.02	20	3,212	N (CNT) Centel Corp	60	5/8 57	3/8	3	1/4	05.66	16	2,636
A (MEGA) Media General	34	1/8 34	3/8	-	1/4	-00.72	22	962	O (CMCSA) Comcast	19	1/8 17	1/4	1	7/8	10.86	-86	854	
N (MDP) Meredith Corp.	30	1/4 30	1/8	1/8	00.41	12	581	A (FAL) Falcon Cable Systems	21	1/4 21	1/4			00.00	-66	135		
N (MCG) Mich. Energy	30	3/8 30		3/8	01.25	19	82	O (JOIN) Jones Intercable	14	13	3/8	5/8		04.67	43	178		
O (MMEDC) Multimedia	78	76		2		02.63	75	858	T (MHRQ) Maclean Hunter 'X'	13	7/8 13	3/4	1/8	00.90	38	1,022		
A (NYTA) New York Times	28	1/2 26	7/8	1	5/8	06.04	14	2,336	T (RCI.A) Rogers Commun. 'A'	92	84		8		09.52	-141	1,138	
N (NWS) News Corp. Ltd.	18	7/8 18		7/8	04.86	10	5,029	T (RCI.B) Rogers Commun. 'B'	84	1/2 71	1/2	13		18.18	-130	1,045		
O (PARC) Park Commun.	26	7/8 26	3/4	1/8	00.46	21	370	O (TCAT) TCA Cable TV	33	3/4 32	1/4	1	1/2	04.65	66	407		
O (PLTZ) Pulitzer Publishing	28	25	3/4	2	1/4	08.73	19	293	O (TCOMA) Tele-Commun.	27	7/8 26	3/8	1	1/2	05.68	55	4,218	
N (REL) Reliance Group Hold.	4	5/8 4	5/8		00.00	5	346	N (TL) Time Inc.	112	3/8 107	3/8	5		04.65	26	6,567		
O (RTSY) Reuters Ltd.	33	1/8 30	3/8	2	3/4	09.05	22	27,503	O (UACI) United Art. Commun.	30	7/8 28	1/2	2	3/8	08.33	257	1,268	
T (SKHA) Selkirk	49	1/2 49	1/2		00.00	42	401	N (UCT) United Cable TV	35	1/4 34	3/4	1/2		01.43	-185	1,313		
O (STAU) Stauffer Commun.	130	130			00.00	43	130	N (VIA) Viacom	34	1/2 31	3/4	2	3/4	08.66	-4	1,840		
N (TMC) Times Mirror	33	1/2 32	7/8	5/8	01.90	16	4,334	N (WU) Western Union	1	1/4 1	3/8	-	1/8	-09.09	39			
O (TMC1) TM Communications	9/32	5/16		-	1/32	-10.00	1	2	O (WSMCA) WestMarc	19	1/4 18	1/4	1		05.47	24	276	
N (TRB) Tribune	37	1/8 36	7/8	1/4	00.67	20	2,832	<b>ELECTRONICS MANUFACTURING</b>										
A (TBSA) Turner Bcstg. 'A'	23	5/8 19	7/8	3	3/4	18.86	-4	514	N (MMM) 3M	65	3/4 60	7/8	4	7/8	08.00	16	14,957	
A (TBSB) Turner Bcstg. 'B'	23	3/4 19	1/8	4	5/8	24.18	-3	517	N (ARV) Arvin Industries	21	1/4 20	5/8	5/8	03.03	8	404		
A (WPOB) Washington Post	205	1/4 209	1/4	-	4	-01.91	14	2,636	O (CCBL) C-Cor Electronics	23	20	1/2	2	1/2	12.19	38	46	
<b>PROGRAMING</b>																		
O (SP) Aaron Spelling Prod.	6	7/8 7		-	1/8	-01.78	5	126	N (CHY) Chyron	4	3	7/8	1/8	03.22	14	40		
O (ALLT) All American TV	2	7/8 2	3/4	1/8	04.54		3		A (CXC) CMX Corp.	13/16	3/4	1/16		08.33	9	7		
O (BRRS) Barris Indus	8	3/8 7	1/4	1	7/8	15.51	-4	65	A (COH) Cohu	12	1/4 13		-	3/4	-05.76	11	22	
N (KO) Coca-Cola	45	3/8 44	1/2	7/8	01.96	18	17,034	N (EK) Eastman Kodak	47	1/8 45		2	1/8	04.72	13	15,970		
A (CLR) Color Systems	1	3/4 2		-	1/4	-12.50	-1	9	N (GLR) Gen. Instrument	27	7/8 27	3/8	1/2	01.82	-20	931		
N (KPE) Columbia Pic. Ent.	14	1/8 13	1/8	1		07.61	201	N (GE) General Electric	45	7/8 45	1/4	5/8	01.38	19	41,991			
O (CAVN) CVN Cos.	14	3/8 15	7/8	-	1	1/2	-09.44	12	O (GETE) Geotel Inc.	11/16	11/16			00.00	-2	2		
A (DEG) De Laurentiis Ent.	1	2	5/8	-	1/8	-20.00		5	N (HRS) Harris Corp.	28	27	7/8	1/8	00.44	12	1,146		
O (dcp) dick clark prod.	3	7/8 3	7/8		00.00	9	32	O (ITEL) Intel Corp.	20	1/2 18	3/8	2	1/8	11.56	47	544		
N (DIS) Disney	72	68	1/8	3	7/8	05.68	21	9,545	N (MAI) M/A Com. Inc.	8	7/8 8	5/8	1/4	02.89	-6	240		
N (DJ) Dow Jones & Co.	31	1/4 31	1/2	-	1/4	-00.79	14	3,009	N (IV) Mark IV Indus.	12	1/8 11	1/4	7/8	07.77	7	131		
O (FNFI) Financial News	7	1/8 7	1/4	-	1/8	-01.72	32	85	O (MCDY) Microdyne	4	1/4 3	3/8	7/8	25.92	-2	18		
A (FE) Fries Entertain.	2	5/8 2	5/8		00.00	11	13	O (MCOM) Midwest Commun.	4	3/4 5		-	1/4	-05.00	11	14		
N (GW) Gulf + Western	40	1/4 40	1/2	-	1/4	-00.61	7	2,419	N (MOT) Motorola	43	3/4 41	1/4	2	1/2	06.06	18	5,656	
O (ONTX) Hal Roach	3	3/4 3	5/8	1/8	03.44	-8	26	N (OAK) Oak Industries	7/8	13/16	1/16		07.69	8	66			
A (HHH) Heritage Entertain.	1	3/4 1	5/8	1/8	07.69	1	8	A (PPI) Pico Products	2	1/2 2	3/8	1/8	05.26	-50	8			
A (HSN) Home Shopping Net.	4	5/8 4	5/8		00.00	21	403	N (SFA) Sci-Atlanta	14	1/8 13	5/8	1/2	03.66	11	331			
N (KWP) King World	26	5/8 25	3/4	7/8	03.39	17	767	N (SNE) Sony Corp.	56	3/8 58		-	1/8	-02.80	92	13,035		
O (LAUR) Laurel Entertain.	3	2	3/4	1/4	09.09	6	7	N (TEK) Tektronix	21	7/8 21	3/8	1/2	02.33	729	606			
A (LT) Lorimar-Telepictures	13	3/8 13	3/8		00.00	-4	619	O (TLCR) Telecrafter	3	3/4 4		-	1/4	-06.25	17	5		
N (MCA) MCA	48	5/8 47	1/8	1	1/2	03.18	26</											

## Full house expected for RAB sales conference

**Conference, to run Feb. 2-5, will feature 25 workshops and six in-depth forums; it appears unlikely successor to Stakelin will be named before meeting**

Attendance at the Radio Advertising Bureau's 1989 Managing Sales Conference at the Loew's Anatole hotel in Dallas this week (Feb. 2-5) appears to be heading toward a full house. By the middle of last week, RAB reported about 1,230 of the 1,500-person capacity had already been confirmed.

Plans for the ninth annual RAB Managing Sales Conference forged ahead last week as the RAB continued its search for a replacement for outgoing RAB President and Chief Executive Officer William Stakelin. The RAB had originally hoped to name Stakelin's successor in time for the conference, but that possibility now appears unlikely (BROADCASTING, Jan. 23). Whether or not a successor is named this week, Stakelin is scheduled to make his farewell speech as RAB president during a luncheon at the conference Feb. 3.

The conference begins with an opening



Loew's Anatole hotel, Dallas

**We are pleased to have represented  
CBS Inc in purchasing WWJ/WJOI Detroit  
from Federal Enterprises for  
\$58 million**



**Radio's Blue-chip Broker**

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reception on Thursday, Feb. 2, at 6 p.m. and runs through the morning of Sunday, Feb. 5. This year's gathering will feature approximately 25 workshops and six in-depth forums. The latter, each running about two-and-a-half-hours and many of which will be repeated to accommodate attendees, are: "Beginners Vendor Promotion" and "Advanced Vendor Promotion," both presented by Don Hurt, president, Hurt & Associates, Winter Park, Fla.; "The Five Systems Sales Managers Must Know," with Chris Lytle, president, Lytle & Associates, Madison, Wis.; "Creative Decision Making," with consultant Cortney Price; "Food Brokers: What We Don't Know is Costing Us Millions," with Bill Grier, president, Retail Merchandising Group, Chattanooga, Tenn., and "Procrastination: The Creative Art of Self-Destruction," with consultant Alyce Selby.

Among the workshops offered: "Inventory Control: Maximizing Your Return Per Commercial"; "Small Market Special: What To Do When the Chains Move In", and "The Anatomy of a 'Killer' Sales Presentation".

Attendees will also be given the opportunity to exchange ideas in free-form workshops focusing on a number of topics ranging from sales promotion to training.

Among the speakers at this year's conference will be Harvey MacKay, author of *Swim With The Sharks Without Being Eaten Alive*, who will launch the day's sessions Friday, Feb. 3. Following later that day will be forums, workshops, and an entrepreneur's panel during lunch that is



## An Open Letter to Radio Broadcasters

As Bill Stakelin leaves the Radio Advertising Bureau, he leaves an organization that has re-earned a healthy, genuine respect from the industry it serves. His skill as a speaker, an advocate and as an evangelist has raised radio's profile, attracted clients' attention and improved our morale.

Today, RAB is growing in both numbers and prestige. This year alone, several large groups and 100 stations have been added to the roster that look to the RAB for sales and marketing leadership and assistance. Under Bill's direction, RAB has given radio a new image among the decision-makers at major clients and agencies. Under Bill's guidance, RAB has become radio's retail and sales training expert, providing the best research and sales tools available anywhere.

After five years at the helm, Bill Stakelin leaves behind an association that is committed to excellence and prepared for the challenges of the future. Bill, from the RAB Board of Directors and the radio industry, thanks for a job well done and best of luck.



Jim Arcara  
ABC/Capital Cities Radio  
Outgoing Chairman  
RAB Board of Directors



Carl Wagner  
Great American Broadcasting  
Incoming Chairman  
RAB Board of Directors

scheduled to feature Norm Feuer, executive vice president and chief operating officer, Noble Broadcast Group; Paul Fiddick, pres-



ident of radio group, Heritage Media Corp.; Norman Pattiz, chairman and chief executive officer, Westwood One; Robert F.X. Sillerman, chairman and chief executive officer of Sillerman-Magee Communications Management Corp., and Jeffrey Smulyan, president, Emmis Broadcasting.

On the following morning, RAB will present a Socratic dialogue conducted by broadcast veteran Fred Friendly. The forums and workshops will continue throughout the day on Saturday, Feb. 4, closing with a dinner sponsored by Interep and a performance by The Flash Cadillac Band, courtesy of Transtar Radio Network. Saturday's luncheon will feature keynote speaker Alan Cimberg, a sales trainer with 20 years, experience in the consumer, industrial and direct marketing fields.

The final day of the conference, Feb. 5, will feature separate presentations by Hugh Thrasher and Og Mandino. Thrasher, executive vice president of marketing and development for Motel 6, will relate the story of his company's revolutionary advertising campaign. Mandino, author of *The Greatest Salesman in the World* and seven other books, will share his motivational sales methods.

Scheduled for release at the conference will be the results of a national survey of 1,100 radio, television and newspaper

salespeople and media buyers conducted by the RAB and the University of Kentucky. The results will offer demographics on media salespeople along with media buyer attitudes toward those salespeople.

The RAB said that included among the findings are the following statistics on the makeup of today's radio salesperson: about

half are women; two-thirds fall between the ages 20-35; most have one to five years, experience, and the majority have held their position for one to two years. RAB said that among buyers, the qualities most often looked for in a media salesperson are "industry knowledge" first and "product knowledge" second. □

## NBC Radio to move to Virginia

**Network's news operation will share facilities with co-owned Mutual in effort to solve problems coordinating its newscasts and to cut costs**

The NBC Radio Network, no stranger to consolidation since its acquisition by Westwood One more than a year ago (BROADCASTING, Oct. 31, 1988), last week learned that the days are numbered for its New York news facilities. Beginning this week, the network's news operation will move into shared facilities with Westwood One's Mutual Broadcasting System in Arlington, Va.

The move is intended to solve problems of coordinating its newscasts and to cut costs, according to Westwood One News Vice President Ron Nessen, who was in New York last Monday (Jan. 23) to discuss future options with the staff there. Presently, most of the NBC newscasts and six of the Mutual newscasts originate from the New York facilities, which Nessen said staffs about 25 full-time and 20 part-time employees.

"I'm hopeful we can come pretty damn close to offering jobs to all the producers and editors," said Nessen. He said some full-time staffers had agreed last week to accept a move, while others "wanted some time to think about it." (In addition to Arlington, he said the news operations have positions available in London, Los Angeles and its planned one-person New York bureaus.) Offers would "probably not" be made to the part-time staffers currently in New York, he said.

Nessen acknowledged that at least two full-time editors have indicated they would not be remaining with the company since hearing the news earlier this month. On Jan. 5, NBC Radio Networks' News and Programing Vice President Dave Bartlett

issued an inter-office memo stating that the overnight and weekend news operations would be moving to new facilities "as part of our continuing effort to trim expenses in a very difficult budget year."

Nessen said he was hopeful that all of the New York-based anchors would move to the Arlington facilities for "complete continuity" of its newsfeeds. The move begins Feb. 4, when the company's overnight and weekend reports are scheduled to shift to the Arlington facilities. The rest of the operation is lined up to move April 3.

Nessen stressed that the Mutual and NBC broadcasts would remain two distinct enti-



Nessen

ties, although both will share the one-person bureau in New York. He said New York news will also be available from Westwood One's WYNY(FM) New York and, pending FCC approval, from the company's interest in WNEW(FM) New York.

Nessen pointed to the ABC Radio Networks and CBS Radio Networks as other networks that have consolidated their news operations into a single facility. While most of the ABC reports are fed from New York, the company said that its Information Network continues to broadcast its morning and evening drive reports from Washington. CBS has traditionally anchored its radio news reports from New York and will continue to do so, according to a company spokeswoman, although anchor Rob Armstrong will reportedly be moving to Washington next month.

Having facilities divided between New York and Washington has created "coordination problems," said Nessen, particularly in time spent feeding tape between the bureaus. "It's also going to save some money," he added, not specifying a figure. □

**HEALTH NEWSFEED**

RADIO REPORTS VIA SATELLITE FROM  
THE JOHNS HOPKINS MEDICAL INSTITUTIONS

Broadcast quality reports on timely medical topics to fit into local newscasts or stand alone as a sponsored feature.

**February is National Heart Month --**

Call Doug Levy today at (301) 955-2849 to find out how your station can use our 10 special reports on the latest heart health research.  
The service is free, fed weekly via satellite.



## DIR expands its radio division

Key company executives shifted to radio; formation of television division expected next month

DIR Broadcasting Corp., the New York-based program producer and distributor that entered the radio business 15 years ago and has since expanded into television production, last week announced the first phase of a major company restructuring. Several of the company's key personnel were shifted into an expanded radio division, with the establishment of a television division expected to follow within a few weeks.

For radio, the move is likely to be good news. The newly structured division has already scheduled a number of radio specials and is readying for a March release a weekly two-hour call-in show hosted by popular announcer Rick Dees.



Dees

"The radio side has just grown and grown, and I'm happy to say it needed this kind of structure," said Bob Meyrowitz, DIR president and co-founder. With the formation of a television division about three weeks away, he stressed that the company intends to have a "separate, but equal" relationship between its radio and television arms.

Heading the radio division is Tom Gatti, a four-year company veteran who most recently served as senior vice president and director of sales for DIR Broadcasting. In his new capacity as senior vice president and general manager of DIR Radio, he will oversee affiliate relations, sales and marketing and research in New York and in the company's Los Angeles and Chicago regional offices.

Gatti's first announcement in his new position last week was the division's plan to introduce *Rick Dees' On The Line*, a weekly series featuring live telephone call-ins, guest contemporary hit artists and a "much freer" format than Dees's popular nationally syndicated countdown show.

DIR's four-hour *Rick Dees Weekly Top*



—Sanford Coben  
General Manager  
KFNN/Phoenix

# "The ratio of sales appointments to the number of phone calls is PHENOMENAL."

Prior to going on the air with Business Radio Network, KFNN signed ten long-term advertising contracts. Now, it's common for the sales staff to schedule seven appointments for every ten phone calls.

Why are advertisers so interested?

Because their customers need to stay informed. Business listens to business. Successful people want a steady diet of business news and talk. And BRN delivers the information they seek, 24 hours a day.

During our first seven months on the air, we've added 23 stations to the network. Our list of affiliates now includes:

Cleveland (WHK-AM)	Denver (KDZR-AM)
Houston (KTBT-AM)	Atlanta (WAVO-AM)
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Washington, D.C. (WPGC-AM)	Phoenix (KFNN-AM)

Both the sales potential of our format and its rapid growth are testament to one fact:

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Call for more information:

**1 (800) 321-2349**

(Inquiry)

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*Radio's Business Solution.*



**Business Radio Network**

Forty show is heard on more than 350 stations nationally, according to the company, and his audience reach does not stop there. His *American Music Magazine* is heard on the Armed Forces Network, and he has been among the top-rated morning personalities in Los Angeles radio for the past five years. Last July, he renewed his contract with contemporary hit KIIS(FM) Los Angeles through 1994.

Gatti said that Dees will also host two radio specials for DIR, scheduled for Memorial Day and July 4th. Among DIR's other planned radio specials this year is an Aug. 16 salute to Elvis Presley, a follow-up to the company's successful Jan. 4 *Elvis: Live From Graceland* radio special.

Assisting Gatti with the radio division's plans will be Michael Abramson, newly appointed vice president of programing. Abramson, former vice president of affiliate relations for DIR, will now oversee production, engineering and talent acquisitions at DIR Radio. Former DIR affiliate relations representative Margie FitzMaurice has been named director of affiliate relations. DIR said that Ray Hockstein, former research director at Eastman Radio, Viacom Broadcasting and, most recently, Christal Radio, has been named director of research for DIR.

A DIR spokeswoman said the company currently employs about 40 people but that the number will rise with the planned formation of its TV division. DIR has already selected an unnamed person to head the new division, she said.

DIR's role to date as a television produc-

er has included several specials for HBO and Cinemax, including HBO's December 1988 Amnesty International concert special and Cinemax's October 1988 Les Paul concert special. DIR has previously indicated its intentions to eventually produce a music-oriented weekly television series.

On the radio side, programs currently available from DIR include: *Music Weekend*, a four-hour weekly adult contemporary show hosted by WNSR(FM) New York personality Bill Neil; *Scott Muni's Ticket to Ride*, a one-hour weekly tribute to the Beatles; *This Date in Baseball* and *This is The*

*NFL*, both 90-second weekday features provided on a seasonal basis; *Live From The Improv*, a 90-second weekday feature; *Scott Muni's World of Rock*, a weekly four-hour AOR series hosted by the WNEW-FM New York personality and launched in July 1988, and *The King Biscuit Flower Hour*, a weekly series of taped rock concerts.

DIR began in 1973 with *The King Biscuit Flower Hour*. Meyrowitz, who sold the company he co-founded with Peter Kauff to Lorimar Telepictures in late 1985 for a reported \$12 million, bought the company back in May 1988 for an undisclosed sum.



### NAB Hall of Fame

Veteran sportscaster Walter (Red) Barber and Spanish-language broadcasting pioneer Nathan Safir have been named recipients of this year's National Association of Broadcasters' Broadcasting Hall of Fame Award. Said NAB Radio Board Chairman L. Lowry Mays: "Both men are true pioneers in their fields and richly deserve this honor."

Barber, who turns 81 on Feb. 17, got his first play-by-play job in baseball in 1934, calling the plays for the Cincinnati Reds. He switched to the Brooklyn Dodgers in 1939 before moving to the



Safir



Barber

New York Yankees 14 years later. He is a former CBS director of sports and the author of six books, and since 1981, he has done a weekly sports commentary on National Public Radio's *Morning Edition*. Said Mays: "Red Barber is a national treasure. His wry sense of humor and down-home manner of sportscasting endeared him to generations of baseball fans."

Of Safir, vice president and general manager of Spanish-language KCOR(AM)-KQXT(FM) San Antonio, Tex., Mays said he has "contributed greatly to radio's ability to serve all communities. He has never wavered or doubted the ultimate success of the Spanish format."

Safir began his radio career as assistant news editor for WQAI(AM) San Antonio in 1937 before moving to KABC(AM) (now KKTX(AM)) San Antonio in 1938. In 1940 Safir produced, directed and announced a two-hour Spanish language program on KTSB(AM) San Antonio, and during World War II he produced and announced Spanish programs for Armed Forces Radio while stationed in London.

Safir is also vice president of Tichnor Media, which has Spanish-language radio stations in San Antonio, Houston, Chicago, Harlingen, Tex., and El Paso.

NAB will present the awards May 1 during the association's annual convention.

### Radio revenue

National spot radio billings for December 1988 were \$71,778,700, an 8% increase from December 1987's \$71,190,600, according to Radio Expenditure Reports Inc., Mamaroneck,

Children's

## FREE HEALTH NEWS FEED

Coming in February

--a free, weekly radio news service concentrating on pediatric health and medical topics.

Feeds will be available via satellite and long distance telephone.  
Produced and reported by Marge Kumaki,  
an 18 year veteran of radio broadcasting.

This radio news feed service will be offered by  
Children's Hospital National Medical Center in Washington, D.C.,  
one of the nation's premier pediatric health care facilities.

Upcoming topics include  
winter sports injuries  
eating disorders,  
kids and high cholesterol.

For more information on this news feed,  
contact the News Bureau at  
Children's Hospital National Medical Center,  
(202) 939-4500.



N.Y. The year-to-date figure as of December 1988 was \$985,073,200, a 6.6% rise over \$924,502,700 during year-to-date December 1987. RER compiles figures from the top 15 rep agencies.

Network radio advertising revenue for 1988 closed at \$381,911,715, a 3% rise over last year's \$370,870,750, according to the Radio Network Association. RNA also reported that revenue during the month of December 1988 was \$35,071,342, an 18.7% increase over the same period last year. The association, which did not include Olympics and election dollars in its 1988 figures, based its results on financial information collected each month from network companies by the accounting firm of Ernst & Whinney.

On the local level, advertising during the month of October 1988 grew 3.3% over the same month in 1987, according to the Radio Advertising Bureau. Year-to-date local radio revenue, as of October 1988, increased 8.4% over the same period last year, based on the RAB's composite of 96 metro markets.

## Shannon to become Westwood One VP

As expected, Westwood One said last week that Scott Shannon would be leaving his duties at number one New York station WHTZ(FM) Newark, N.J., to become vice president of the Westwood One Radio Station Group. Industry sources said the deal should guarantee Shannon a minimum \$7 million to \$8 million over four to five years. Duties will include: programing responsibility for the company's radio stations (WYNY(FM) New York and, pending FCC approval, WNEW(AM) New York and KIQQ(FM) Los Angeles); hosting the morning show on KIQQ(FM), and consulting the company's network programing (including the Westwood One Radio Networks, the NBC Radio Networks and the Mutual Broadcasting System). Shannon will also continue to host Westwood One's *Scott Shannon's Rockin' America Top 30 Countdown*.

Shannon was scheduled to exit his roles as "Z-morning zoo" announcer and vice president of programing and operations at WHTZ last Friday (Jan. 27). Station owner Malrite Communications Group will maintain a "very substantial noncompete protective clause" with Shannon and he may or may not serve as a consultant to the station in the future, according to WHTZ(FM) General Manager Gary Fisher.

Meanwhile, former WBSB(FM) Baltimore announcer Brian Wilson starts today (Jan. 30) on the WHTZ(FM) morning show, joining the same cast that worked with Shannon. The move reunites Wilson with cast member Ross Brittain, a duo with a track record that includes stops at WZGC(FM) Atlanta and WABC(AM) New York. Wilson worked at WBSB(FM) with former station program director Steve Kingston, who will replace Shannon at WHTZ.

**NPR revises budget.** Midway between its December and February meetings, National Public Radio staff has issued to its directors a proposed fiscal year 1990 budget totaling approximately \$21 million expenses. Expense increases in the budget are only half as large as spelled out in an options paper issued late last year (BROADCASTING, Dec. 12, Dec. 19, 1988).

Meeting with the board's finance committee, and most other board members via atelephone conference Jan. 25, NPR President Doug Bennet and vice president, finance and administration, Sidney Brown, discussed proposals that would add up to an estimated 16% member dues increase for the average full-service station next year—down from an estimated 20% to 25% dues increase that would have resulted if all the original options were taken. Options foregone for the time being include the possibility of long-term savings through entering into early renegotiation of NPR's Washington headquarters lease.

Planning for NPR's second year of unbundled programing (1990), the staff will also propose separate new NPR top-of-the-hour newscasts, the *Fresh Air* series and *Performance Today*, each to be purchased by stations through fees separate from fees for news or cultural performance programing. Stations, as a group, will be assessed less than \$200,000 system-wide for each service they choose to use. The 1990 breakdown for *Performance Today* (which is already a service separate from the news and performance services) includes \$1.4 million from nonstation sources (including a large Chrysler Corp grant), \$100,000 from NPR's Arts and Performance Fund and \$175,000 from users.

To single stations—taking the newscasts, for example—the proposal will mean a separate fee of between \$1,000 and \$3,000, depending on the station's size and level of nonfederal funding. That fee, said news Vice President Adam Powell, will increase to an estimated \$2,000-\$6,500 in 1992, as more stations use the newscasts entirely in place of other news services on the market. In readying for the launch of the newscasts next summer, he said, NPR is looking for 10 stations to launch the service by raising an additional \$100,000 in trade for promotion and other services.

## RAB finance committee

The Radio Advertising Bureau has nominated and approved the following members to serve on its finance committee: Glenn Bell, president and chief executive officer, Stoner Broadcasting; Bill Clark, president, Shamrock Broadcasting; Glenn Mahone, president, Paco-Jon Broadcasting; Herb McCord, group vice president, radio,

Greater Media Inc.; Allen Shaw, executive vice president, Beasley Broadcast Group; Nicholas Verbitsky, president, United Stations Radio Networks; Alexander J. Williams, president, Great Trails Broadcasting Corp., and Thomas L. Young, president, Young Broadcasting. Committee Chairman Richard Buckley, president, Buckley Broadcasting, has served in the post since Jan. 1. The committee directs RAB's financial matters.



## Newton takes \$5 million

Entertainer Wayne Newton filed papers with the U.S. Circuit Court in Los Angeles, accepting a reduced libel award of \$5.275 million (\$6 million, including interest) against NBC imposed by Judge M.D. Crocker, who presided over the case initially tried in Las Vegas. Crocker had, which was reduced the initial jury award exceeding \$19 million and, subsequently, ruled Newton's choice of accepting a reduced award or retrying issue of damages in Los Angeles. Newton attorney Morton Galane indicated that his client believes he has been publicly vindicated by \$6 million award, and that recent survey "confirmed that the public believes that the reporting of a high libel award in favor of Mr. Newton would be perceived by others as a restoration of a positive public image." NBC said it would appeal the entire case the U.S. Court of Appeals for the ninth circuit. "Mr. Newton's refusal to put his case before a Los Angeles jury speaks for itself on all issues, including whether

NBC libeled Mr. Newton," said NBC News Vice President Tom Ross.

## 'Morning' push

One word from the CBS affiliates meeting (BROADCASTING, Jan. 23) was a promotional push for *CBS This Morning* planned for the February sweeps. Now that the network seems satisfied with the show's hosts, Katharine Sullivan and Harry Smith, it plans to spend more than \$1.5 million in print and radio spots, along with on-air support. Among the three network morning shows, *CBS This Morning* was the only one to improve its household ratings for the just-completed fourth quarter versus the same period a year ago—but it still lags behind the other two shows by two-to-one in the adult demographics.

## Birthday bash

*Late Night With David Letterman* will celebrate its seventh anniversary with a 90-minute prime time special on Thursday, Feb. 2, at 9:30-11 p.m.

## Moyers, and others, challenged again

Bill Moyers's Public Affairs Television Inc. production company has won nearly a quarter of public television's \$10-million Program Challenge Fund support for the coming year. Moyers, who left CBS-TV News for PBS when the 1987 Challenge Fund, then in its first year, offered him \$2.4 million in production money, said he plans to use his new grant of \$2.2 million to produce at least five documentaries or specials on "lingering and explosive racism" implicit in the Howard Beach incident, style as a "national preoccupation," the roles of money, the media and news in the 1988 presidential campaign and a series on love.

Four new public TV series also won support from the Challenge Fund, which is funded on a 50-50 basis by PBS member stations and the Corporation for Public Broadcasting (fiscal year 1989, beginning last Oct. 1, is the third year in a three-year \$24-million commitment to the fund).

WNET(TV) Newark, N.J., was awarded \$2 million to produce an eight-part series, *The Dance Project*, an anthropological and historical, as well as artistic, study of "the world's cultures through dance." WGBH-TV Boston won \$2.1 million to produce two new series: *Inside Gorbachev's USSR*, a four-part series on

Soviet modernization, hosted by author Hedrick Smith, and *Skyscraper*, a five-part series examining the development of the modern skyscraper. And WETA-TV Washington, in association with Varied Directions Inc., was awarded \$300,000 to complete a six-part series, *Making Sense of the Sixties*, which received \$2 million in previous rounds from the Program Challenge Fund, which will award \$3.4 million later this year.

## War and Peace at PBS press tour

The PBS press tour in Los Angeles earlier this month occasioned an international flap—State Department denial of a visa to Soviet General Gely Batenin, scheduled to appear at a press conference promoting the upcoming 13-part PBS series *War and Peace in the Nuclear Age*—an event harking back to rifts between public TV and the State Department six years ago over Saudi Arabian objections to the PBS documentary, *Death of a Princess* (BROADCASTING, Oct. 25, 1982).

The State Department said FBI "internal security" concerns prompted the visa denial, according to *The Los Angeles Times*, and last week did not return telephone calls for further comment. Retired U.S. Air Force General Russell Dougherty participated in the

event, sitting next to an empty chair intended for Batenin. Both men appear in the documentary.

## Wholey returns

On March 25, noncommercial WTVS(TV) Detroit will launch a revival of *LateNight America with Dennis Wholey*, a live PBS call-in/interview show that will air Saturdays at 11 p.m. ET. Each two-hour show will feature five interviews. WTVS(TV) teamed with Wholey for a series of the same name from 1981 to 1985.

## Training program

In an effort to recruit skilled minority workers and train minority youth for careers in broadcast communications, the Foundation for Minority Interests in Media announced the formation of a "Media Partners in Progress" campaign. The program calls for a computerized information service to match employers with experienced minority men and women. It also calls for an "adoption" program that will provide guidance and counseling for chosen minority students from high school through college, along with priority consideration for employment upon graduation. Companies providing support include Capital Cities/ABC Inc., Fox TV, NBC television stations and Wpix Inc.

# International

## ESPN to distribute sports service to Latin America, Pacific

### Company will also offer enhanced sports syndication service in Europe

ESPN, moving to exploit what it believes could be its most meaningful long-term growth opportunity, last week unveiled plans to step up international distribution with new dedicated sports channels in Latin America and the Pacific and an enhanced sports syndication service to European TV outlets.

According to ESPN's Andrew Brilliant, senior vice president, international and legal affairs, the company will launch a satellite-delivered version of its U.S. ESPN service to Latin American viewers by March 1989, probably via the new PanAmSat Service.

Another version of the channel is scheduled to go to viewers in the Pacific Rim before the end of the year.

A Japanese ESPN, in partnership with investors there and planned for launch later this year, has also been in the works for some time. A signing is expected soon, said Brilliant.

In Europe, Brilliant explained ESPN does not plan to offer a dedicated channel, in part to stay out of competition with satel-



Brilliant

lite sports channel Screensport, of which it owns 25%.

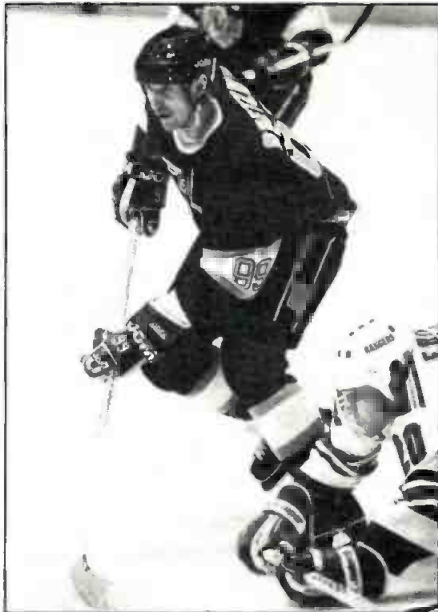
Instead, the company will begin satellite delivery this year in Europe, through either PanAmSat or Intelsat, to bolster distribution of its sports programs to broadcasters and other clients. Screensport is ESPN's principal European client, but others include Reteitalia of Italy, Canal Plus of France and Independent Television in the UK.

A similar effort to syndicate to broadcasters will be made with the Latin American and Pacific channels, Brilliant added.

The international versions of ESPN will be formatted like the U.S. service and telecast for 15 hours a day. The channel, however, will be subject to black-out restrictions for programs to which ESPN does not have international rights.

ESPN holds overseas rights to sports including NHL hockey, karate and tennis. Brilliant acknowledged that soccer, widely popular around the world, is largely missing from the current international catalog, but said the company would seek to fill gaps with acquisitions, for instance, picking up rights to European matches for telecast in Latin America.





ESPN currently holds overseas rights to NHL hockey, karate and tennis

ESPN will ask cable operators and other carriers (in Latin America including satellite master antenna TV, microwave TV and subscription TV) for per-subscriber fees and retain a certain amount of advertising time, possibly to be sold by local agents, Brilliant said.

The channels will be encrypted within two-three months of launch, he added, and while no decision has been made on the system, he said it will not be Videocipher. □

## Distant Signals

Latin American TV and home video rights to two libraries have been acquired in separate deals. Atlanta-based **Turner Program Services** has acquired rights to **Weintraub Entertainment Group's** library, consisting of between 1,100 and 1,500 films and TV products, future theatrical releases and TV movies and network series in development, according to TPS President Russ Barry. Barry also said the companies are continuing talks about representation of the library by TPS in other territories. The catalog, which encompasses the Weintraub-held Thorn-EMI library, includes recent films "My Stepmother is an Alien," "Fresh Horses," television productions such as the made-for-TV movie **The Karen Carpenter Story** and library features "The Deer Hunter," "Plenty" and others. Barry said the acquisition was not made with the intention of helping to launch a Turner Latin American entertainment network, although the company sees that as a "distant prospect." In a second deal, **Harmony Gold** of Los Angeles has acquired Latin American TV and home video distribution rights to more than 1,800 hours of programming from Australian producer **Crawford Productions**, as well as rights to all of Crawford's new programming during the next three years. The programs include

features, mini-series and series.

□  
Rupert Murdoch's **Sky Television UK** satellite service has acquired pay TV and basic rights to films in production by Jeremy Thomas, producer of the Oscar-winning "The Last Emperor." The projects are "Everybody Wins," "Passion Play," "King of the Cannibal Islands," "The Sheltering Sky" and a new film from Japanese director Nagisa Oshima (director of "Merry Christmas Mr. Lawrence").

□  
CBS-owned radio stations **KMOX(AM)-KLOU(FM) St. Louis** were scheduled to begin a monthly exchange with Moscow Radio, with the first broadcast last Thursday, Jan. 19, at 9-10 a.m. The broadcasts, which will include commentators from Moscow Radio and KMOX, as well as Soviet callers, will be translated simultaneously. Future broadcasts will be heard in different dayparts the third Thursday of each month.

□  
**Madison Square Garden Television Productions** has chosen Cancun, Mexico, as the site of the 1989 Miss Universe pageant. The program will air over CBS on May 23.

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## Lawmakers prepare more stringent EEO bill for broadcasting and cable

**It includes 100% parity and tougher penalties for noncompliance; announcement of pending legislation made during conference at which FCC officials hail EEO progress**

Dissatisfied with current levels of minority and female employment in broadcasting and cable, Congressmen Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) are preparing to introduce legislation that would establish more stringent equal employment opportunity (EEO) requirements for both industries.

Leland aide Patrice Johnson announced the initiative last week at a two-day FCC-sponsored EEO conference during which FCC officials repeatedly applauded the agency's EEO enforcement efforts.

Both Leland and Collins authored EEO legislation in the last Congress which would have applied the EEO guidelines from the 1984 Cable Communications Policy Act to the broadcasting industry. But now the congressmen feel 50% parity (as stated in the Cable Act) is insufficient for both industries. The new bill would mandate 100% parity in overall employment and in the top four job categories, according to Johnson.

That means that the percentages of minorities and women in a station's or cable system's overall employment and top four job categories would have to be the same as the percentages of minorities and women in the local workforce.

The measure, although still in draft form, would establish stricter penalties for non-compliance, such as a minimum fine of 1% of a company's gross revenue, explained Johnson. It would also apply to broadcast networks and their headquartered operations. And if broadcasters and cable operators fail to comply with the annual certification requirements it could trigger an investigation, she said. Moreover, the con-

gressmen are considering revising the definition of the top four job categories. Today, the top four categories are officials and managers, professionals, technicians and sales workers.

Johnson told the FCC's conference attendees that there has "got to be a change in numbers." Moreover, she felt the FCC's employment statistics showing steady gains in minority and female employment were "misleading" (see box, below). She said broadcasters can either "drag their feet" or "get on board and get some plans that work." As for cable, Johnson said the employment trends were "not all that great," especially in the professional categories.

The views of Leland, as expressed by Johnson, run counter to those of FCC officials who spoke at the conference and felt generally that current EEO laws and policies were working.

Opening the conference, FCC Chairman Dennis Patrick highlighted the agency's accomplishments and claimed that this is the strongest EEO program that "we've ever had in the commission."

In her keynote speech, FCC Commissioner Patricia Diaz Dennis declared: "Affirmative action works." And, she said, the FCC takes EEO enforcement seriously, citing the \$10,000 fine the FCC levied against KYFC(TV) Kansas City, Mo., last fall. (The FCC announced during the first day of the conference that it had fined Prime Cable of Austin, Tex., \$18,000 for EEO violations [see box, page 58].)

Prospects for the legislation becoming law—at least as it is now conceived—are considered dim because of anticipated opposition from the affected industries and from within Congress. However, some observers believe that some broadcast EEO legislation could be attached to expected legislation aimed at revamping broadcast license renewal procedures.

During the closing session of the conference, Antoinette Cooke, who is with the Senate Commerce Committee, indicated that no immediate action on EEO was planned in the Senate. However, that does not reflect a lack of interest in the issue, she said, while emphasizing that the Senate would be "monitoring" the situation.

In responding to questions about the proposed Leland-Collins bill, panelist Dwight Ellis, vice president for minority and special services, National Association of Broadcasters, said NAB views the legislation as "not necessary." In some cases, he said, "NAB feels the current EEO regulations are too onerous." Ellis, however, also emphasized that there has been progress on the EEO front and that broadcasters are "going to have to work harder."

Decker Anstrom, executive vice president of the National Cable Television Association, said that cable is the "only industry" that has agreed to EEO legislation. He said he felt the current law was "achieving its objective." In earlier remarks, Anstrom said cable has made "important progress," but that "more progress can and must be made."

The issue of minority ownership and the apparent dearth of minority males employed by the broadcast and cable industries cropped up throughout the conference. According to some of the participants, employment figures for minority males shows little growth over the last 15 years. And some conference attendees expressed fears that the FCC's continuing deregulation policies are hurting minority ownership.

The FCC's data on minority employment patterns in the broadcasting and cable industries stimulated debate among the seminar participants on one panel. Not only did they offer different interpretations of the agency's statistics, but some even produced their own data.

According to Vernon A. Stone of the University of Missouri's School of Journalism, over the last 15 years women have more than doubled their presence in the TV and radio news workforce, while minority men in general and black males specifically have showed no substantial gain. Citing his national surveys, Stone said that in 1972 women held 10% of all jobs in TV and radio news. That number has dropped to 32% today. The losers, according to Stone, are minority men. In 1972, minority men held 11% of the jobs in TV and radio news. That figure has dropped to 8% in TV and 6% in radio. Employment figures for white men have also gone from 79% in 1972 to 60% currently.

When asked why minority men are not as well represented as the categories of all

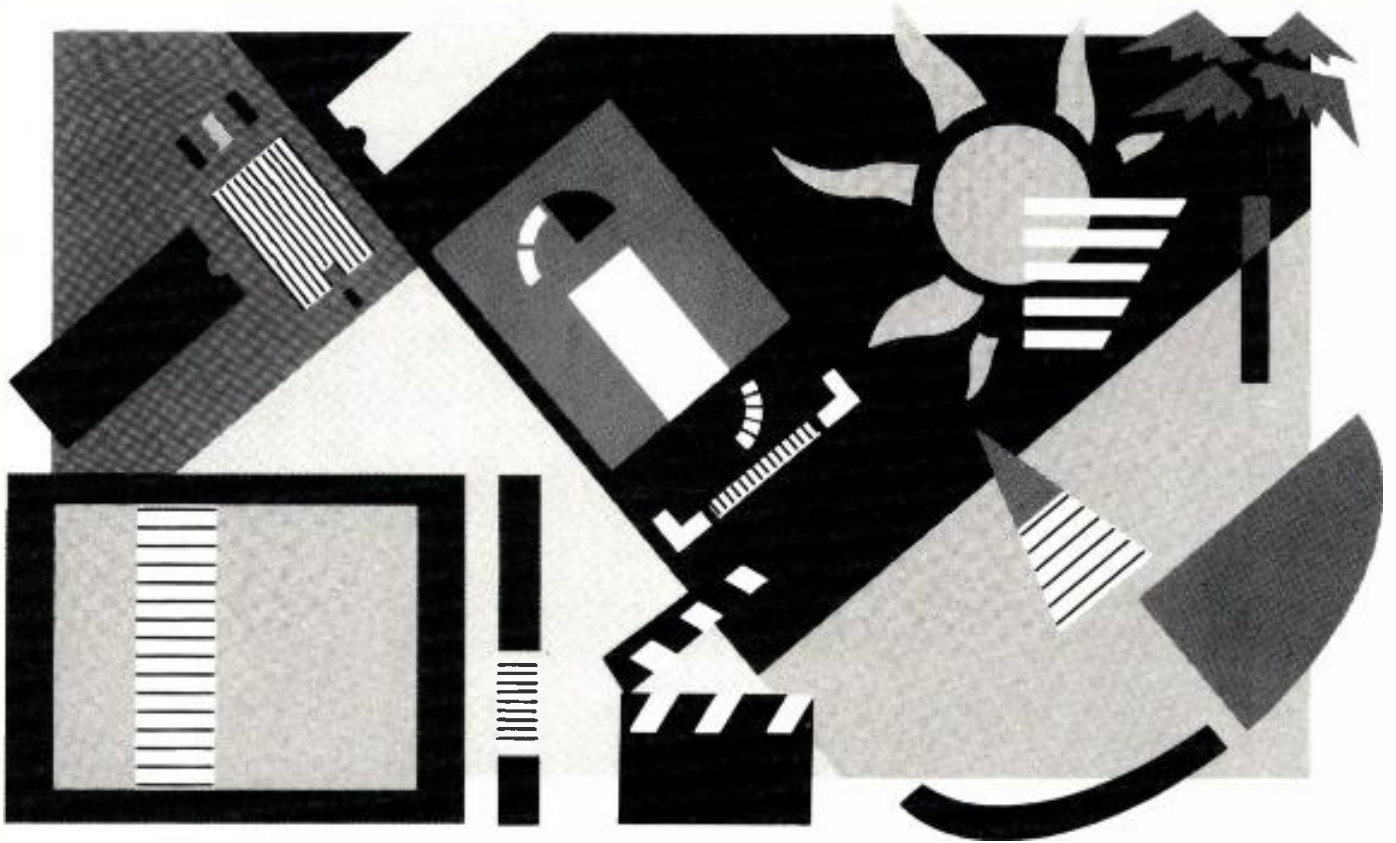
**Counting heads.** The number of women and minorities employed in the broadcasting and cable industries has increased over the past year, according to the FCC's *1988 Broadcast and Cable Employment Trend Report*. Of all the jobs in the broadcasting industry, the report said, 38.3% were held by women (up from 37.8% in 1987). Over the last five years, employment for women in broadcasting has increased at a rate of .4% a year, while minority employment increased from 16.2% in 1987 to 16.8% in 1988. Minority employment has increased at a rate of .46% over the last five years.

According to the FCC, the minority breakdown for the broadcast industries is as follows: 4.7% black males, 4.4% black females; 0.6% Asian/Pacific Island males, 0.7% Asian/Pacific Island females; 0.3% American Indian/Alaskan males, 0.2% American Indian/Alaskan females; 3.5% Hispanic males and 2.3% Hispanic females.

As for the cable industry, employment for females increased from 40.4% in 1987 to 40.7%, while minority employment increased from 19.5% to 21.0% currently. The breakdown for minorities in the cable industry is: 6.3% black males, 5.9% black females; 1.0% Asian/Pacific Island males, 0.5% Asian/Pacific Island females; 0.4% American Indian/Alaskan males, 0.2% American Indian/Alaskan females; 3.8% Hispanic males and 2.8% Hispanic females.



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women and minority women are, Stone suggested that minority men may see TV and radio as deadend jobs. Many minorities in the industry are involved in technical jobs which are usually the lowest paying. He also feels that a renewed commitment to affirmative action is needed and that minorities themselves must be more assertive.

James Winston, general counsel for the National Association of Black Owned Broadcasters, criticized the FCC for having only four minority commissioners since 1969 (when the commission adopted equal employment opportunity rules) and for never appointing a minority to head the Mass Media Bureau. This, Winston said, is reflective of the situation in private industry and sends a message to minorities: "You can be Tonto but you'll never be the Lone Ranger." Winston also discussed the need for more minority owners and managers and the need to bring an end to "institutional racism" in white stations or what Winston called the "old boy network."

To increase minority ownership, Winston suggested that the FCC hold a minority ownership conference and take a hard look at how deregulation affects minorities. The commission's multiple ownership rules favor big corporations and increases ownership concentration, argued Winston. Furthermore, he thinks the duopoly policy contributes to concentration of ownership and hurts potential minority owners. Winston also suggested that changes need to be made in the comparative hearing process.

The FCC, in a comparative hearing among seven applicants for a new FM in Marco, Fla., permitted a company not among the original seven to come in and buy out the others. The new policy, said Winston, allows a nonminority to enter the process and outbid minorities.

(In a related development, the National Black Media Coalition asked the FCC last week to reconsider the Marco decision and restrict "such outside party buyouts" to

those that will foster diversification of mass media ownership. "The manner in which this can best be accomplished would be to permit such buyouts if the result of the buyout will be to place the construction permit in an entity which is controlled by members of minority groups," it said.)

Panel member Anthony Pharr, a legal and business advisor at the United Church of Christ's communications office, feels the FCC's statistics should be viewed with "skepticism." According to Pharr, stations often misclassify employees into the top four categories. This gives the impression that

minorities hold more high level positions and negates the data.

Representing the cable industry at the panel was Cynthia Brumfield, NCTA vice president of research and policy analysis. She said that based on cable employment statistics (available since 1978) there has been a "surge in minority and female employees." According to Brumfield, in 1978 2,800 minorities (12%) were employed in the cable industry. By 1987 that figure grew to 16,000 (20%). Women employees grew from 7,200 (30%) in 1978 to 34,000 (40%) in 1987. □

## Chances slim for 24-hour FCC ban on indecency

### Appeals court panel grants stay of FCC rule

The FCC's chances of successfully defending in court its rule banning indecent programming on an around-the-clock basis—which never seemed strong—now appear decidedly weak. About one hour after the close of oral argument Monday on a petition to stay the Jan. 27 effective date of the commission rule, a three-judge panel of the U.S. Court of Appeals in Washington granted the stay. It was not only the swiftness of the panel's action that impressed those following the proceeding; it was the complete lack of patience the three members showed the commission counsel who argued against the stay.

The argument on the petition filed by 17 media and citizen group parties offered the members of the panel an opportunity to express their feelings regarding the 24-hour rule. It is a rule the commission adopted last month in response to a statute passed by Congress on Oct. 1. And while the argument was not, technically, about the merits of the appeal opponents of the rule have filed, the judges found it hard to ignore the substance of the case.

For it is one in which Congress appears to have challenged the court on a First Amendment issue. The court on July 29 affirmed the commission's authority to regulate the airing of indecent material, but remanded the case to the commission with orders to hold a proceeding to determine the times at which indecent programming might be aired. The court said the First Amendment required the channeling of indecent material. And while the commission had specified midnight to 6 a.m., it had not, in the court's view, adequately explained why it reduced the safe harbor it had previously allowed, one that began at 10 p.m. Congress wanted no safe harbor, and said so, in the legislation the commission said it was obliged to obey.

Commission counsel Sue Ann Preskill had barely begun her argument against the stay when Judge Ruth Ginsburg, who had written the opinion directing the commission to consider the safe harbor question, interrupted to remind her that that decision was about "reasonable channeling. It's best you know what the panel decided," she said. Judge Laurence H. Silberman said,

"The statute is in conflict with this court." And Judge Abner Mikva, the third member of the panel, wondered if there were "any way" the law Congress passed could be squared with the court's last indecency decision. Preskill said, "Yes, but the channeling would be into another form of media. This material is available from other sources." But Mikva wondered whether that was the kind of channeling the court had in mind.

Preskill's principal argument seemed to be that Congress had elected to eliminate channeling on the ground that, no matter the hour, it was impossible to separate children from adults in the audience. In such a situation, she said, "there is a basis for holding the statute constitutional."

But she was given little opportunity to make her case. And the lead counsel for the petitioners, Timothy Dyk, who had argued first, apparently thought the judges had made his case for him. He had saved four minutes for rebuttal, but when Preskill sat down, Dyk said, "I have nothing to add."

The court has yet to set a schedule for briefs and argument on the merits in the case. □

## Decision refusing paper's request for grand jury names let stand by high court

The Supreme Court has let stand a lower court ruling denying the press access to the names of grand jurors investigating a notorious double-murder case in Missouri. The justices refused to hear an appeal by Pulitzer Publishing Co., which had argued that the identity of grand jurors is public information. (Grand juries work behind closed doors, but traditionally the names of their members have been made public to insure confidence in their actions.)

The case involved a request by a *St. Louis Post-Dispatch* reporter for the names of grand jurors investigating James and Joann Williams in connection with the mur-

**Fined.** The FCC last week fined Prime Cable of Austin, Tex., \$18,000 for repeated violation of the agency's equal employment opportunity (EEO) rules. According to the Mass Media Bureau, Prime Cable is the first cable system to be fined for violating the EEO rules established by the 1984 Cable Communications Policy Act.

The FCC notice states that "an EEO audit of Prime's headquarters revealed that Prime had not complied with the rules for the years covered by the 1986, 1987 and 1988 annual employment reports." The notice goes on to state that Prime failed to contact potential female and minority candidates whenever a job vacancy occurred nor did it have a program to insure that promotions were made in a non-discriminatory manner. Prime also failed to encourage minority and female entrepreneurs to do business with its operations and it failed to analyze its EEO efforts. Prime has been given 30 days to respond concerning its ability to make payments.



ders of Walter Scott and Sharon Williams. Judge Lester Duggan, who was overseeing the work of the Charles County grand jury, denied the request, and the Missouri supreme court affirmed his decision.

The newspaper's lawyers, in seeking Supreme Court review, said the judge's refus-

al to make the names public raised the danger that the grand jury would become "nothing more than a new star chamber where secret participants may conduct secret proceedings with the power to indict for crimes."

The judge's lawyers said the judge has

the discretion on whether to disclose names, particularly since grand jury proceedings are closed under state law. They also said that Duggan had determined that the safety and welfare of the grand jury members outweighed the public's right to know their identity. □

## Helping telecommunications industry on Mosbacher's agenda

**Commerce Secretary-designate is concerned about erosion of U.S. position in technology; sees HDTV as area in which country needs to become leader**

President George Bush's choice to be Secretary of Commerce—Robert A. Mosbacher—made it clear last week that he favors action to promote the development of the U.S. telecommunications industry in general and of high-definition television in particular. Indeed, he indicated government would help industry overcome the lead he said the Japanese and Europeans have over the U.S. in the development of HDTV.

Mosbacher expressed his views both in written answers to questions put to him by members of the Senate Commerce Committee and later, on Tuesday, in a hearing the committee held on his nomination to head the Commerce Department. He was treated gently by committee members and the committee's approval of his nomination, probably this week, seemed assured.

The Texas millionaire oilman who served as finance chairman for President Bush's election campaign said in answer to a written question from Senator Ernest F. Hollings (D-S.C.), chairman of the committee: "The United States cannot afford to see its traditional technological and commercial leadership in [telecommunications and information goods and services] further eroded." He said that "removing unwarranted domestic and international barriers to the ability of U.S.-based companies to compete in telecommunications and information services will continue to be a major Commerce Department priority."

And in a possible effort to reassure members of Congress concerned that a recent reorganization of the department will result in a reduction of the influence of the National Telecommunications and Information Administration, he said: "I intend to work directly and personally with the NTIA assistant secretary on these policy priorities."

Mosbacher's discussion of the HDTV issue came in response to a question from Senator Lloyd Bentsen (D-Tex.). He said the U.S. is "losing the advantage" with which it started in the high technology area. And he said the importance of that slippage is in the fact HDTV is more than simply another consumer item. "It may be the beginning of a whole new generation of electronic development," he said.

Mosbacher said the Japanese and Europeans have made the technology "a high priority item" and may have gotten ahead of the U.S. through a forging of ties between the government and the private sec-

tor. The time for government support of American industry, he suggested, may be at hand. "It's late in the day, but not so late that we can't get back in the game," he said. And although he was not specific, Mosbacher said government might provide seed money or relax the antitrust laws to allow companies to pool their resources to develop and manufacture HDTV.

In suggesting a relaxation of the antitrust laws, Mosbacher was tracking views ex-



Mosbacher

pressed last month by his predecessor at Commerce, C. William Verity, and Attorney General Richard Thornburgh. They suggested that approach as a means of overcoming the advantage America's competitors have enjoyed in areas like HDTV because of government support and the creation of industry consortia.

However, Mosbacher's apparent interest in enlisting government support for the development of high technology products

does not extend to giving the Department of Defense a leading role in promoting research in commercial technologies. The Defense Science Board has recommended institutionalizing Defense Department involvement in the country's defense-related industrial and technology base. And last month, the Pentagon's Advanced Research Projects Agency disclosed its plans to solicit proposals for the production of an advanced high-resolution video display screen. The Pentagon not only needs the technology to help train its soldiers, sailors and airmen, it hopes the project will revitalize essential video-display and semiconductor manufacturing industries (BROADCASTING, Dec. 26, 1988). But Mosbacher thinks it is Commerce's job, not the Defense Department's to promote research in commercial technologies.

"DOD is really concerned about the industrial base for its own use," Mosbacher said in answer to one of Hollings's written questions. "To the extent that DOD technology has dual use, it should certainly be exploited by the commercial sector. However, precompetitive technology, by its nature, needs to be developed across a broad front. DOD funds only those areas related to its mission." Commerce, on the other hand, he said, "needs to pull together its resources and responsibilities to help U.S. industry by developing policies and programs that will make it easier for industry to develop and exploit technology for commercial purposes." He said Commerce has the expertise in trade policy, economic analysis and science and technology, and has the industry contacts. □

## Citizen groups say they've spotted unidentified paying object

**ACT and UCC want FCC to examine instances of companies advertising on TV shows in exchange for product appearances in program**

Action for Children's Television and the United Church of Christ have called on the FCC to launch an investigation into "in-program promotions" that they believe violate the statutory requirement that broadcasters identify paying advertisers.

"The law says you have to identify a plug...for what it is," said Andrew Blau, assistant for communications policy, Office of Communications, UCC. Unidentified sponsorship is, in essence, deceptive, he said. "By blurring the lines, it reduces the

ability of viewers to know how to respond to the material."

"Some broadcasters have been engaging in advertising and programing practices which deceive the audience by failing to identify commercial matter for what it is," the citizen groups said in a joint petition for inquiry filed with the FCC on Jan. 19. "Such practices include the display of particular products or brand names, for consideration, with no acknowledgement that such matter was presented by a commercial advertiser and no mention of precisely who such advertiser is."

The groups urged the FCC "to open an inquiry to gather information as to these unlawful practices from broadcasters, ad-

vertisers and program producers so as to make clear the requirements of the Communications Act."

The groups' interest in in-program promotions was aroused by a Jan. 9 article in *Insight* magazine, a weekly supplement of the *Washington Times*. The article, by Richard Marin, reported that CBS's marketing division cut a deal with the Coca-Cola Co., whereby a Coke machine would be placed in the corridor of the school featured in the CBS series *TV 101* in exchange for Coca-Cola's promise to "advertise heavily during the show."

The *Insight* piece also reported that major advertisers have hired third parties such as Norm Marshall & Associates of Los Angeles to get their products into movies and television shows. Marshall has gotten Lowenbrau's name in NBC's *Miami Vice* repeatedly, it said.

According to the citizen groups, both practices run afoul of Section 317 and Section 508 of the Communications Act, which require broadcasters to announce "as paid for or furnished" any programming for which they receive directly or indirectly "any money, service or other valuable consideration."

The Coca-Cola/CBS deal "falls squarely within this section," the groups said. "The promise to advertise heavily is one worth hundreds of thousands of dollars to the network...."

When Congress amended the section in 1960, they continued, it clearly "wanted the audience to be informed whenever there was a commercial plug, whether it was blatant or more subtle."

According to the groups, because of Section 508, which is aimed at outlawing "payola," the Section 317 requirements apply equally to products or brand names slipped into programs as a result of deals between program producers and advertisers or companies representing advertisers.

When payment is made for the inclusion of any matter, the audience is entitled to be informed of the fact, the groups said. "As the FCC has held, to do otherwise 'would nullify the basic intent and purpose of Sections 317 and 508....' Yet it appears that this requirement is being ignored in the rush to turn programming into advertising vehicles," they said.

"What we are concerned about is that there seems to have been a de facto change in policy," Blau said. Although the practices are violations of the act and widespread enough to warrant an article in a general-circulation magazine, he said, "the commission doesn't seem to be making much of an issue out of all of this. If this continues to be the law, it should be enforced."

The *Insight* article said Matthew Margo, CBS vice president for program practices in New York "defends" the *TV 101* Coca-Cola deal, and quoted him as saying he was "comfortable with a move in this direction, provided the commercialism is blended into the program in a noninvasive way."

Margo told BROADCASTING last week he was not speaking specifically about the Coca-Cola deal, of which he has no first-hand knowledge, but about the practice on

in-program promotion in general. To get by him, he said, any such promotion must be handled in a way that is "acceptable" to viewers and in full compliance with the FCC rules and policies.

Carol Altieri, Margo's Los Angeles counterpart, said whether the "marketing arrangement" that led to the use of the Coke machine complies with the law is a question for the lawyers. But, she noted: "The language is there every week at the end of the credits: 'Sponsored, in part, by Coca-Cola.'"

Charles Kelly, chief of the FCC's mass media bureau's enforcement division, said

## Must carry law germinating in Congress may not survive, predicts attorney

**Cable's use of public rights of way will probably influence court to adopt more limited use of First Amendment, he says**

The attorney who twice convinced the U.S. Court of Appeals in Washington to strike down on First Amendment grounds FCC must-carry rules, predicted that the must-carry law now being cooked up by Congress at the urging of the National Association of Broadcasters and with the support of the National Cable Television Association would also fall to constitutional challenge.

But there is a limit to the First Amendment protections that will be accorded to cable operators, Washington attorney Jack Cole also predicted in a speech at the Colorado Cable Television Association meeting in Denver last week. Because cable operators must make permanent use of municipal rights of way, he said, the Supreme Court will affirm some measure of municipal regulation, adopting a "more limited First Amendment status" for cable than it has for newspapers.

The court of appeals, in striking down the FCC must-carry rules requiring cable systems to carry local broadcast signals, established that cable systems' selection of the programming they choose to carry (or not carry) is protected by the First Amendment, said Cole. "If these special freedoms are once more, in the name of political expediency, to be compromised on the basis of trade association accords, they will, if vigorously challenged, meet the identical fate of their predecessor schemes.

"By this, I don't mean to suggest that any inter-industry agreements or consensus legislation is necessarily destined to undergo constitutional challenge," said Cole, who challenged the two sets of FCC rules on behalf of cable clients. "But wouldn't it be great sport to mount such a charge?"

NAB will be pushing hard for a must-carry law on Capitol Hill this year. And, for the sake of inter-industry harmony, NCTA has said it will support NAB's efforts. NCTA and NAB were parties to a compromise that led to the FCC's second set of rules.

"With due respect to all of those who find virtue in legislated must carry, which I

the law requires broadcasters to make disclosures—"Promotional consideration paid by..." is the standard language—for products or brand names used in programs if the broadcasters or the producers receive payment (or other valuable consideration) in connection with the use and if the use is not "reasonably related" to the program.

"The mere fact a product is seen or mentioned on a TV show does not constitute a problem," Kelly said. It is only when the broadcaster or producer converts the appearance or mention of a product into an advertisement by highlighting it and accepting payment for it that broadcasters become obliged to make a disclosure, he said.

must acknowledge to be something more than a splinter movement, I say only that when the framers barred governmental intrusion into such matters, they made no exception, as some apparently now believe, for the wishes of political clout of the broadcaster lobby," Cole said. "To the contrary, because the founders were so acutely conscious of the vicissitudes of the body-politic, and the potential for relevant abuse, they decreed such matters to be beyond the reach of government—thus eliminating at the threshold even the temptation for transgression."

The protections of the First Amendment are not likely to shield cable operators from the local regulations that are part and parcel of the franchises operators receive to use municipalities' rights of way, Cole also said. Although local regulations and the franchising itself have been challenged repeatedly in federal courts, he said, the Supreme Court has yet to speak clearly on their constitutionality. When it does, he said, it will probably stop short of granting cable the same protections now afforded newspapers, and affirm local regulation to some extent.

Unlike the must-carry rules and the anticipated law, which involve "solely the issue of content supervision," he said, local regulation of cable systems also involves the use of rights of way—"an element of conduct including disruption and permanent usage of public property." The element will permit courts to "distinguish, in a constitutional context, between content and franchise regulation," he said.

A person's right to use city streets and parks are "expansively protected" by the First Amendment, said Cole. "The critical factor...is that, unlike the placard carrier, or the parading demonstrators, or indeed the soapbox orator in the public park, the cable operator comprehends a permanent, physical installation of a complex of wires and associated electronics over and under the public domain," he said. "And it is this distinction between fair or reasonable usage on the one hand, and permanent installation, that will, I feel, ultimately precipitate in the high court a modified, more limited First Amendment status or protection for cable television in this complex area of franchising relationships."



A First Amendment standard for cable will evolve along the same lines as did the one for broadcasting, Cole said. "Broadcasters, because of their specially privileged status in the dissemination of their own speech—in other words, the right to

use designated public spectrum on a geographically exclusive basis—must, in turn, surrender to society some small part of their individual speech rights."

Also, Cole said, courts abhor social upheaval, especially that which results for

their actions. "And for that reason alone, my prognosis is that the justices will search out a reasonable way in which essentially to preserve the status quo with respect to that system of local cable franchising evolving to date." □

## Appeals court says FCC incorrectly read rule

### Commission is told it erred in its interpretation by granting ITFS channels to Florida college

A panel of the U.S. Court of Appeals in Washington last week took the unusual step of telling an expert agency—the FCC, as it happens—that it had misconstrued one of its own rules. The panel did so in directing the commission to give further consideration to a case in which it had authorized an applicant to use 12 channels in the Instructional Television Fixed Service. The panel said the commission had not adequately explained why the grant did not violate the commission rule limiting such grants to four channels for a single area of operation.

The appeal had been filed by Hispanic Information & Telecommunications Network Inc., whose application for channels B1-B4 in Orlando, Fla., had been denied because of the grant to Daytona Beach

Community College. DBCC was granted the use of those channels for a relay station in Deland. It was also granted the use of eight other channels in three other cities—New Smyrna Beach, Daytona Beach and Flagler Beach. The four stations were to offer identical programming.

At issue was the definition of "area." The commission had buttressed its position that it was operating within the limits of its four-channel rule with two arguments:

First, it held that the rule was "never intended...to preclude the establishment of relay stations that are not designed to serve the same area and are, in fact, located in separate and distinct communities considerable distances apart and which are necessary to retransmit the same programming from a central origination point to different receive sites in adjacent areas." The panel said the commission seems to be saying that stations whose programming is directed to

different audiences are, for that reason, in different areas.

But Chief Judge Patricia Wald, writing for a unanimous panel, said that in determining whether two stations share the same area of operation, "it is simply not enough to ask whether they serve distinct audiences." Wald said the focus "must be on whether the stations' signals overlap in such a way that, within a substantial geographical region, prospective licensees would be precluded from the use of *both* groups of channels." Wald noted that the area served by DBCC's Deland station "would appear to include Orlando," over 30 miles distant. But she said the panel was not concluding that DBCC's proposed stations create "such areas of preclusion." Rather, Wald said, the panel's point is that "the FCC failed to undertake the inquiry."

The second commission argument was that the rule does not apply in situations "where the overlap occurs between an originating station and relay station transmitting only four discrete channels of programming." To the panel, that suggests that the purposes underlying the rule are not implicated so long as only four channels of programming are presented, even if a particular licensee's stations use more than four channels with a given area. The panel disagreed.

"With respect," it said, "we believe that such a notion fundamentally misconceives the purposes behind the four-channel rule." The problem, it added, is not that a single programmer "will present too much information" but, rather, that "other applicants will be excluded from the airwaves and that the range of programming available to the public will consequently be less diverse."

Accordingly, said Wald, in the opinion in which she was joined by Judges Spottswood Robinson III and Harry Edwards, the case must be sent back to the commission for its consideration as to whether DBCC's proposed ITFS system would violate the four-channel rule. Wald indicated the panel was acting with reluctance, aware that, as the court held in an earlier case, courts "must show considerable deference to an agency's expertise" on highly technical questions. But, she said, the problem in the case at hand is that "application of the four-channel rule calls for a technical judgment which the agency simply did not make."

However, on other matters raised by HITN, the panel held in favor of the commission. It said that the commission had acted properly in granting an absolute preference to local applicants and that HITN was not entitled to a comparative hearing. The panel also said that HITN received adequate notice of DBCC's mutually exclusive application. □



**Pressler champions wireless cable.** Senator Larry Pressler (R-S.D.) is making good on his promise of last year to help the wireless cable industry, introducing last week a bill that would prohibit cable programmers from granting volume discounts and "exclusive distributorships" to cable operators.

The Wireless Cable Association has alleged that cable programmers have discriminated against wireless cable operators in pricing, and have sometimes denied them access to programming altogether. The "technology neutral" legislation would require programmers to deal with all media on equal terms.

"I want farmers and ranchers who cannot get cable but own satellite dishes, to be able to purchase the programming they want at a reasonable price," said Pressler at a Capitol Hill press conference. "I want to protect the small cable operators in the small towns of rural America from being priced out of the market for premium programming," he said. "I want rural and small town Americans to be able to receive this programming from their local wireless cable operator."

The Senate Commerce Committee member said he is seeking co-sponsors and has already asked the committee leadership for a hearing.

WCA President Bob Schmidt and 15 members of the WCA board attended the briefing, interrupting a lobbying foray that took them into the offices of about a dozen lawmakers. Pictured l-r: Peter Frank, Multichannel Media; Jim Clark, Conifer Corp.; Schmidt; Ralph Destefano, Baltimore & Columbus Wireless Cable TV; David Conroe, Telecable of Puerto Rico; Pressler, and Chuck Mauszycki, Family Entertainment Network.

National Cable Television Association President Jim Mooney vowed to "vigorously oppose" the measure. The bill, "if enacted, would amount to nationalization of the cable programming industry," he said.

# A not-so-rosy evaluation of deregulation

**Article by communications attorney Victor Ferrall says policies begun under Fowler FCC have hurt broadcasters; says they should push for license protections in exchange for programing obligations**

The grumbling of some broadcasters and their attorneys regarding the deregulatory policy initiated and vigorously pursued by former FCC Chairman Mark Fowler has been given voice by a communications lawyer who does not stop with that. He proposes an unscrambling of the Fowler omelette and the institution of a "mercantilist alternative," one in which broadcasters would enjoy the economic advantages of oligopolist status in return for providing public service programing. Communications attorney Victor Ferrall argues that the six Fowler years—from 1981 to 1987—produced a marketplace brand of regulation that has harmed broadcasters, and programing marked by sameness, not the innovation Fowler had promised.

Ferrall, writing in the winter issue of the *Journal of Communications*, published by the Annenberg School of Communications at the University of Pennsylvania, says the deregulation has had the effect of stripping broadcasters of the protection that had been one of the consequences of regulation—a view now gaining increasing currency among established broadcasters—and at a time when broadcasters were being subjected to increased competition from new technologies—from cable television to videocassette recorders. He notes that the result of that competition has been a continuing erosion of audience shares, an erosion experienced by stations and networks alike.

Ferrall cites two principal themes running through the Fowler-initiated deregulation.

One involves actions that, Ferrall says, "encouraged, facilitated and accelerated new entry into broadcasting markets, particularly by individuals with little or no prior experience and with inadequate financial backing." He cites the loosening of the restriction on station ownership (licensees can now own 12 AM, FM and TV stations instead of seven of each), the repeal of the antitrafficking rule that prohibited individuals from selling a station within three years of acquisition and the abandonment of a requirement that applicants for construction permits show their financial qualifications (with the result, he says, that some new licensees find themselves paying "near-usurious rates" for the financing they obtain).

The other theme cited involves actions that "increased the amount of commercial time...each station had available for sale to advertisers, and...drastically reduced regulatory pressure on stations to present unremunerative public service programs." He noted the elimination of limits on commercial time. He noted as well the elimination of program content regulation—from rules

and polices requiring the airing of public affairs and news programing to the fairness doctrine—that, he says, resulted in programs that did not easily attract advertisers. Then, too, there was the repeal of a requirement to air programs that "educate and inform" children, another category of programing Ferrall says is difficult to sell to advertisers.

The elimination of the regulation-required programing, he contends, led to the introduction of "more commercially viable programs, thereby effectively increasing the supply of commercial availabilities."

So "overall," he writes, "the Fowler commission's broadcast deregulatory actions tended to significantly increase com-



Ferrall

petition, both by making it easier for new stations to be put into operation and by eliminating regulations that directly or indirectly restricted the supply of commercial availabilities." The economic advantages of oligopoly power—of discouraging new entry and restricting output so as to be able to raise prices, without at the same time either giving competitors a marketing advantage or violating the antitrust laws—were gone. And without, Ferrall says, producing the public benefits of increased competition that might have been expected.

For competition, according to Ferrall, does not work for a service like "free" television as it does in those areas where services are exchanged for cash or barter or trade. The result, he says, is "lowest-common denominator" programing." Since programs are free to viewers, he says, there is no price mechanism available to viewers for showing the intensity of their program choices, of demonstrating that "Cadillac" or special programs can be economically justified by networks or stations." And marketplace competition, he adds, "has yielded relatively little program variety in television." Among other reasons, he cites the high cost of television programing. Ferrall says it "makes network and station operators adverse to risk, reluctant to experiment or innovate, especially at stations

saddled with great debt."

Ferrall's recommendation for dealing with Fowler's legacy—which remains the dominant influence of FCC policymaking under the current chairman, Dennis Patrick—is to adopt a 20th century version of the mercantilist policy followed by some 17th century European countries as a means of employing private commerce—the joint stock companies of England, such as East India and Hudson Bay, are examples—in the service of the government. Ferrall says the mercantilist proposal, as he views it, contemplates a trade-off. For their part, broadcasters would be expected to provide public service programing. For its part, the FCC would recognize "the extremely limited value of marketplace competition in achieving program diversity and stimulating public service programing," and would "protect and preserve, not undercut, the economic value of the oligopoly license in exchange for which programing obligations are extracted."

In a number of respects, Ferrall's "mercantilism" involves a return to a past more recent than the 17th century. In either case, it could be termed "a return to the future."

He sees the restoration of a number of abandoned FCC regulations. Reinstitution of the three-year rule (as advocated by Commissioner James Quello), he says, will dampen station price escalation and "augment the obligation of stations to operate in the public interest." He would at least tighten the station ownership rule, if not reduce the 12-12-12-station limit. And he would restore commercial time limits and the requirement that stations devote "a significant portion of their broadcast time to public service programing." (Those two actions, he says, would reduce commercial time inventories and assure sufficient support for public service programing.) For all of that, Ferrall says the emergence of new technologies, such as cable, means that the lush profits television enjoyed in the 1970's are not likely to be recaptured. But he says Congress and the FCC should "bend every effort to ensure that the competition is fair."

Ferrall acknowledges that "unscrambling" the omelette will not be easy. And, he says, "there will be no chance of success if the commission does not refurbish its own commitment to the public interest in local television public service." But he also says that congressional support for a proposal to assure broadcaster profitability is "remote" unless the industry accepts the reimposition of regulatory-required programing commitments as an essential element of the "mercantilist equation." And he says that "even" the National Association of Broadcasters seems "to have seen the error of its members' ways" in having supported Fowler's deregulatory policy. Ferrall's footnote is to the NAB white paper, issued last June, which asked the question, "Is More Necessarily Better?" and answered, "No" (BROADCASTING, July 4, 1988). □



## Broadcast equipment suppliers look to prosperous new year

**Although sales spurs such as Olympics and elections are over, manufacturers see continued growth in upgrades**

Purchases of broadcast equipment in 1989 are expected to hold at about the level of 1988 purchases. Events that traditionally lead to increased purchases by the networks, such as the Olympics, and from both the networks and local stations, such as the Presidential and local elections, have passed. But rather than seeing a drop in the market, both broadcasters and manufacturers contacted by BROADCASTING indicated sales will continue to be fueled by ongoing equipment upgrades that began in 1987 and 1988.

A settling in the mergers and acquisitions of radio and TV stations also has fueled expenditures for equipment purchases, according to Douglas I. Sheer, co-director of Sheer and Chashelson Research Inc., New York, consultancy to equipment manufacturers in the U.S., Europe and Japan. "It was a go-go [station trading] market in '87 and '88," Sheer said. That trend slowed in 1988, clearing the way for several stations to resume buying. "In 1989, we see a continuation of that," he said.

Many said that if 1989 can be generalized, it should be called "the year of automation." Growth is expected in the sales of multicart videotape systems, controlled by computer to play back commercials and programs and to automatically record satellite-delivered programs. Robotic cameras

will also generate interest. "We're going to be after automation in a big way in '89 and '90," said Steven Bonica, NBC vice president, engineering. "We have an automation initiative. We intend to automate both programs and commercial playback more extensively than ever before."

It will be a year of experimentation for the component digital (D-2) videotape format, which is eventually expected to replace one-inch Type C in broadcast studios. Two companies began deliveries of D-2 decks in 1988 and another is scheduled to begin in 1989. While the networks plan to buy a few decks for experimental purposes and some limited post-production work, manufacturers see D-2 gradually penetrating the broadcast market through automated cart systems adapted to D-2. But possibly cutting into any inroads that D-2 is achieving will be a new format: the half-inch composite digital system introduced in prototype at the 1988 fall conference of the Society of Motion Picture and Television Engineers by Matsushita's Panasonic Broadcast Systems, Secaucus, N.J. (BROADCASTING, Oct. 24, 1988).

At both the network and station levels, half-inch component analog appears to be the format of choice for the near future in multicart applications, and nearly all others. All digital studios are planned for their next upgrades, but for this year, additional decks, editors and other equipment built for the two competing half-inch formats, MII and Betacam SP, are planned.

Broadcasters are steadily converting their

ENG tube cameras to CCD (closed-coupled device) chips. Less maintenance and less smear when shooting directly into light sources make such cameras preferable in the field. But whether CCD's will make a deep penetration into the broadcast studio is still a question.

In radio transmission, the industry is not currently in a cycle to install new AM transmitters. But FM transmitter sales are expected to pick up, especially with many FM stations expected to raise power and move up in class due to rule changes now being put in place at the FCC.

Other TV gear, such as test signal equipment and studio equipment, reportedly sold extremely well last year. Their positive swings are credited to decisions being made in the marketplace about which tape format to buy. "I think people have pretty much decided it's time to get on with it, even though there isn't a clear industrywide acceptance or definition of standards," said Steve Kerman, director, sales and marketing, of test equipment manufacturer Tektronix, Beaverton, Ore.

More special effects are becoming available to broadcasters at lower prices. "Our strategy the last couple of years has been to broaden the base of people who use ADO and continue to expand the market," said Neil Selvin, general manager, special effects systems, Ampex Corp., Redwood City, Calif. Digital layering and other advances are attracting "customers who may not have as much money as the top-end houses, but are still anxious to compete with them and have to put a good look on the air."

Broadening of the graphics and effects product line is also a goal for Chyron Corp., Melville, N.Y. In March, the company will begin a new, less expensive version of its SCRIBE system, JR SCRIBE, according to Isaac Hersly, Chyron vice president, marketing and product planning. Other lower-cost models to come out in the spring are the ACG character generator, which will sell for around \$10,000, and the VT2, for \$2,995. "Many broadcasters do need a \$10,000-\$11,000 character generator, just as many need one for \$35,000 and up," Hersly said. "We're aware of that and we have put a lot of development into lower-cost systems."

An apparent trend is the diversifying of product offerings. Larger companies are broadening their lines to provide "one-stop shopping." "Being a test equipment manufacturer," said Kerman, "we have to provide test equipment for people no matter what they choose to do." He often consults with related companies as they make their

**Setting up office of HDTV experts at FCC.** A special Advanced Television (ATV) task force is needed at the FCC to step up the progress toward achieving a high-definition television transmission standard for the United States, the Association of Maximum Service Telecasters (AMST) declared last week. In reply comments to a second FCC inquiry on advanced TV (initial comments were submitted last month), AMST asked the commission to seek additional funds from Congress to set up an office of experts at the FCC devoted only to HDTV matters. "An ATV task force could bring together the technical, economic and regulatory aspects of this proceeding and coordinate planning for the implementation of ATV by terrestrial broadcasters," AMST wrote.

AMST Vice President Greg DePriest said last week that a task force is needed to give the FCC the opportunity to be more involved in the activities of its advisory committee on advanced television service (ATS) and other forums of HDTV deliberation. "The commission did a very good thing by getting the advisory committee rolling, but if you look around the room at many of these working party meetings, you find very few commission people there," he said. "That's unfortunate. The reason those people are not there is because of the budgetary constraints."

DePriest said that there has been a constant eroding of technical expertise at the FCC due to cost-cutting. The latest examples, he said, are the upcoming early retirements of Wilson LaFollette, Jonathan David and others from the Mass Media Bureau ("Closed Circuit," Jan. 23). "They are the brain trust on a lot of commission international activities. That same thing has been happening in other technical areas as well," DePriest said.

AMST plans to provide a more detailed explanation of its task force proposal in its "action memo" to the House Telecommunications Subcommittee, requested by Edward Markey (D-Mass.), the subcommittee's chairman (BROADCASTING, Sept. 12, 1988).

product introduction plans, he said. The companies looking to the broader-appeal strategy are the "big guys who have more than a single product line...And I think you'll probably see a lot of companies try to expand their range so that they can provide the total package." Among the companies Kerman put in this category are Ampex, Sony and the Grass Valley Group.

The broadcast division of Harris Corp. is another that has been promoting one-stop shopping. The Quincy, Ill., manufacturer and marketer of TV and radio transmitters, microwave equipment and some radio studio equipment was able to fill in its product lines when Harris acquired Allied Broadcast Equipment Corp., Richmond, Ind. (BROADCASTING, Sept. 5, 1988). "You will be able to come to Harris [at the National Association of Broadcasters convention] and then go next door to Allied to buy an entire broadcast studio," said Tom Yingst, vice president and general manager of the Harris broadcast division.

As expected, Olympics and elections boosted Sony Corp.'s bottom line last year, according to Sony Communications Products Co. President Richard Wheeler. "Any time there is an election year, there's an awful lot of advertising and any time there is a lot of advertising, it makes the broadcast and production business very good," Wheeler said. Meanwhile, Sony's rival, Ampex Corp., reports it had a record sales

year with over \$700 million in revenues in 1988 ("Closed Circuit," Jan. 16). Ampex credits the growth to record sales, in part, the record sales of its ADO special effects systems and better than expected sales of both D-2 and Type C equipment.

"We're competing in graphics against the new tape technologies and videotape cartridge devices," Chyron's Hersly said. But he still places graphics in the top five of the typical broadcaster's shopping list in 1989.

Since last year, stations have been "retooling and getting ready for the next generation of equipment. Some are retiring things and others are going into expansion as broadcasters do more and more post production, even on a small scale." That trend should continue, he said. Another trend is computer controlled graphics and character generators. In recent years, computerized newsrooms have progressed from being luxuries to tools that are increasingly in use by broadcasters. "And it's not exclusive to newsrooms. A lot of the morning shows and other productions can use a computerized newsroom," he said. Chyron graphics equipment interfaces with Basys and Dynatech NewStar newsroom computer systems.

Yingst said sales are up between 20% and 30% for the broadcast division of Harris. Much of it he attributed to sales in the radio industry. New rules favorable to FM's, allowing them to upgrade to higher

classes, also helped.

Manufacturers were almost unanimous in their belief that sales in 1989 will surpass those of 1988. Jerry Spencer, marketing manager for Panasonic, cited the strong performance of the U.S. economy in general as an indicator that broadcasting equipment sales will remain up. "Broadcasting tends to follow the economy, except during severe down turns, when it doesn't seem to have as severe a downturn as the rest of the economy," he said. "One thing that is obvious is that the impact on broadcasting of the October '87 [stock market] crash was not as severe as on nonbroadcasting," said consultant Douglas Sheer.

Spencer reported that his company's sales were up 50% in 1988 and he expects the same success this year. "That is one of the few times that I can say there is an advantage to being a start-up company," he said. Panasonic Broadcast Systems was established in 1986 to build market share for the MII format.

This year will see "a real move to accept CCD cameras into the studio, beyond ENG," Sheer said. Al Jensen, manager of marketing communication, BTS Broadcast Television Systems, Salt Lake City, said BTS already has several LDT 900 production cameras in use by customers. Jensen said that of the cameras now being purchased from BTS, a little less than half of them are either studio or ENG CCD's. Ex-

## SMPTE conference splits focus between today and tomorrow

### Two day gathering stresses current technology and high-definition TV

The trend toward greater emphasis on high-definition television production and transmission technology at a Society of Motion Picture and Television Engineers conferences continues with more than half of the technical papers scheduled for its annual television conference in San Francisco on HDTV subjects. The two-day conference opens this Friday, Feb. 3, at the Westin St. Francis hotel.

Consultant Peter Hammar, program chairman for the TV conference, said the conference schedule reflects a compromise reached between those on the conference committee in favor of stressing current technology and those favoring a focus on the future.

The first day will be devoted to current production and distribution technologies, such as half-inch and digital tape formats, fiber optic standards and enhanced-definition TV. (The day will feature a speech by Julius Barnathan, president of broadcast operations and engineering, Capital Cities/ABC.) On the second day, engineers will look to the future. "Clearly, the 10-to-20-year future of television is indeed high definition. It's inevitable," Hammar said.

Past SMPTE television conferences have included small equipment exhibitions in which companies displayed gear and technology referred to in their paper presentations. But because of the expense of transporting and setting up equipment for even a small exhibition, SMPTE decided to end

that part of the show, following last year's TV conference in Nashville. In the future, technical demonstrations sponsored by SMPTE working groups will be held instead.

This year's conference features two such demonstrations. The ad hoc group on HDTV production colorimetry will display pictures showing the improvement in color produced by the SMPTE 240M standard (1,125/60) compared to NTSC color. The wide spectrum of colors that is available through 240M and the difference between pictures with constant and nonconstant luminance will also be emphasized.

A second demonstration, expanding on one that was shown at last year's TV conference, will be on monitor calibration. The demonstration is intended to show that consistent quality can be maintained during NTSC production if studio monitors are situated in optimal viewing conditions, SMPTE said. The SMPTE working group on professional and studio picture monitor systems is sponsoring the demonstration.

The first day of paper presentations will include a session on some of the latest implemented video production and the state of the art in transmission. Techniques for digital post-production studios will be the subject of papers by representatives from Abekas Video Systems, Redwood City, Calif.; The Moving Picture Co., London, and One Pass Film and Video, San Francisco. On the analog side, David Layne of KCNC-TV Denver will discuss his station's conversion to the half-inch, component color MII format.

Fiber optic delivery of video signals will be a main topic of the afternoon session, as both Robert J. Blackburn of Bell Communications Research, Morristown, N.J., and Howard Meiseles of Capital Cities/ABC, review advancements toward establishing the DS3, 45 megabit-per-second standard for transmission. The system is being tested for network distribution to affiliate stations.

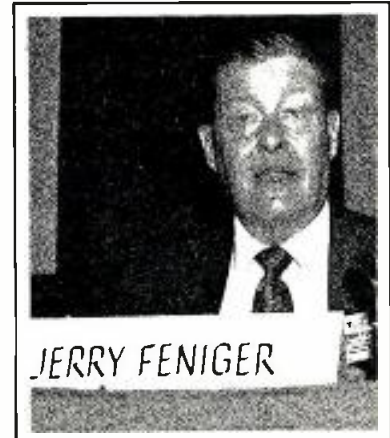
On Saturday morning (Feb. 4), speakers from England, France, Japan and the U.S. will discuss HDTV production issues. Papers from the Japanese Sony Corp., Dentsu Inc. and Imagica will cover the latest in HDTV cameras, graphics and recording in the 1,125/60 standard. From Europe, where the Eureka consortium funded by the Common Market countries has developed a 1,250/50 production system, representatives from the BBC will give the position of the European Broadcasting Union, the European equivalent of SMPTE. NBC's alternative, 1,050/59.94, proposed at the SMPTE fall conference in New York (BROADCASTING, Oct. 17, 1988), will also be a paper subject.

The conference will come to a close with a session on HDTV transmission. Five of the 13 transmission system proponents before the FCC's advisory committee on advanced television service will participate, including NBC, the Massachusetts Institute of Technology, the New York Institute of Technology, NHK and Zenith Electronics Corp. (Faroudja Laboratories Inc., also a proponent, will present a paper on its improved-NTSC system during the Friday afternoon session.) □





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pansion of chip-based cameras in ENG is also expected to continue. Jensen estimated that about 30%-35% of all ENG cameras now in use are CCD's. There are some stations that are "hanging on to their tubes as long as they can," Jensen said. "Anyone that's in a position to buy is buying CCD's."

Some broadcasters seem to be approaching studio CCD cameras cautiously. Only one CCD camera is planned for one studio at Group W Broadcasting's KPIX(TV) San Francisco, according to Joseph Gianquinto, vice president, broadcast operations and technical services. "These are not the full-blown studio CCD's. These are high resolution field cameras" which KPIX will adapt to a robotic camera system to be installed there, he said.

"It's a tough call," said Andy Setos, senior vice president, broadcast operations and ENG for Fox Inc., parent company of Fox Television Stations. He said he could see moving CCD's into the studio for limited applications, but could not say whether the quality of the images as the cameras are built today warrant a complete conversion.

Both Setos and Gianquinto said complete CCD conversion is coming in ENG, where it is definitely better suited than tubes. They said that as tube cameras wear out, they are routinely replaced by CCD's.

The rate of growth is expected to hold steady at Harris, Yingst said. He sees that growth coming from the TV transmitter end, where he believes a cycle of transmitter purchases is about to begin. Large TV groups "were spending more on the studio side than they were on transmission," he said. "We see some of that changing."

One cautious voice was Wheeler's. He expects "moderate growth" in 1989 for Sony Communications Products Co., with capital outlays by broadcasters slightly up. "I don't think we can expect to see the growth in '89 that we've seen in '87 and '88. We think that some of our customers, especially in the broadcast area, probably over-purchased in 1988 because of the elections, and will probably amortize into 1989."

The executives overseeing purchasing for all three networks and some large TV groups foresee capital expenditures for broadcast equipment to be about the same as last year. For one network, CBS, the plan is to gradually institute its broadcast advancements between 1990 to 1992, in preparation for its coverage of the winter Olympics in Albertville, France. "Mainly because the technology is changing so fast," said Charles Dages, CBS vice president, television engineering, "the longer we can extend purchases for the '92 Olympics, the better off we are as these trends continue."

NBC's Bonica said that expenditures "might be a little lighter this year" after the completion of its Korean Olympic coverage. Many of the editors and other studio gear that was used there is now being integrated in various NBC-owned facilities around the country.

For 1989, however, the networks all said that purchases of equipment designed to reduce operational costs will be emphasized. "We're not just updating things for

the sake of updating anymore," Dages said. Other common threads were plans to purchase automated equipment and D-2 decks and to complete upgrades to half-inch videotape equipment.

The potential of making a station run more cost effectively through automation could lead some to look closer at it, Sheer said. Videotape library systems, robotic cameras, newsroom computers and others are being explored because they could eventually save money and make stations more profitable. Group W Broadcasting plans to equip two of its stations with video libraries and robotic camera systems in 1989, Gianquinto said. The other three stations are scheduled for similar installations in 1990.

The camera robotics will be purchased from TSM Inc., Valley Cottage, N.Y. A decision about the cart systems will be made after the NAB convention. Group W has not yet decided whether its cart systems will hold its chosen half-inch format, Betacam SP, or D-2 decks. The group has had Basys newsroom computers in all its stations for several years and upgrades its software regularly. "We have always been conscious of productivity and efficiency. We were one of the first groups of stations to automate at all way back in the early '70's," Gianquinto said. "We've always felt that we've been on top of that technology."

But broadcasters should be careful to avoid over automating, Fox's Setos said. "You can't reduce the number of people [operating equipment in a TV studio] to zero," he said. Setos said Fox would look at the multicart libraries, but would not use them to store stations' entire videotape libraries. They would be used to program no more than one day's shows and commercials. Robotic cameras are a possibility for simple newscasts, but Setos does not foresee expansion to more complicated applications.

NBC's goal for automated cart systems is to expand the use of playback and record of commercials and programs, Bonica said. It is now in the process of installing 24 of Panasonic's M.A.R.C. systems, designed for MII cassettes, at the network headquarters in New York and at owned stations. Panasonic's Spencer said that so far over 40 of the systems have been sold nationwide and 29 have been delivered. About half of those deliveries have been to NBC, Panasonic's biggest MII customer.

At ABC and CBS, cart systems will be purchased for the Sony Betacam SP format. (ABC buys most of its studio equipment from Ampex, which is licensed to sell Betacam SP gear.) ABC has budgeted for systems to be used mainly in commercial integration.

"We're in the process of building a facility known as the Broadcast Origination Center, which will use cart machines for originating," said CBS's Dages. "That's definitely a 1989 project."

Both Sony's Wheeler and Peter Zakit, general manager, recording systems, Ampex, predicted that D-2 will find its way into broadcast studios through the automated cart systems. "You can see it happening," Zakit said. "The on-the-air spots

look better than the production people at the station can do. They start yelling and screaming and want access to the cart machine to make recordings. That doesn't work very well. Eventually there is a requirement for studio machines."

Network executives indicated they will take a more cautious approach to expanding into digital equipment. Max Berry, ABC vice president, broadcast engineering, said the network will look at D-2 "very carefully" in 1989, but will not make any major purchases. Bonica said NBC would "not make any significant use" of D-2 this year. Digital will be the next upgrade after the half-inch CAV's become outdated. "In the 90's, we will have all digital plants, including tape, post-production, production and all-digital cameras," Bonica said.

By that time, Panasonic hopes its half-inch composite digital format will have become a strong D-2 competitor. Following up its prototype introduction last fall, Panasonic has a production model unveiling planned for the NAB convention this spring in Las Vegas. Deliveries on the new system are planned to begin by the end of the year.

But analog may have a place for some time to come. As Ampex's Zakit observed, last year was a very successful one for Type C. "It seems like it took a decade to kill off [two-inch format] Quad. It's going to take a number of years to kill off Type C."

"We are going to get our last penny's worth out of Type C," Setos said. Although the group does not intend to buy any more Type C equipment, it does not expect to replace it in the near future. Fox has yet to decide whether it will extend its ENG Betacam SP format into playback applications or will turn instead to D-2. The decision will not be made on the basis of comparative picture quality, Setos said. "We are more concerned about performance at cost-effective level and digital and analog are just two different ways of achieving that." □

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## What's next for ATSC?

### Direction of committee up in air in wake of Henry resignation

Broadcasters and engineers involved in the proceedings of the Advanced Television Systems Committee (ATSC) were saddened by E. William Henry's decision to resign as chairman of the group ("In Brief," Jan. 23). Henry, a former FCC chairman and ATSC chairman since its formation in 1983, will step down effective Feb. 23. While some were optimistic that a successor would be found and that ATSC will have a role to play in HDTV transmission system standardization, others said that the group's lifespan may be coming to an end.

Joseph Flaherty, CBS vice president, engineering and development, was "still reeling" from the news when contacted last week. He praised the work Henry had done for ATSC over the years. "It's hard to get competent people for any job," said Flaherty, who was not sure whether a succes-



sor of equal quality could be found.

"It took me by surprise. I had no idea he was contemplating resigning," said Greg DePriest, vice president of the Association of Maximum Service Telecasters, who sits with Flaherty on the ATSC executive committee. "I'm very sorry to see him go. He is going to be one tough guy to replace, assuming that people want to replace him."

ATSC was formed by about 50 companies and associations in the broadcasting and cable industries to develop voluntary technical standards for high-definition television production, transmission and display. Its major achievement was the adoption of the 1,125/60 production standard in



E. William Henry

January 1988. It has since been a voice for its establishment as a world standard. Following ATSC approval of that system, the Society of Motion Picture and Television Engineers and American National Standards Institute followed suit. However, advancement of a European 1250/50 system to hardware and the proposal of a 1,050/59.94 system by NBC have placed 1,125/60's chances of world approval in doubt.

The job is "quite time-consuming," Henry said. "There is never a good time to resign. I really don't want to resign, but my head tells me that I've got to." Henry, a communications attorney with the law firm of Ginsburg, Feldman & Bress, Washington, said that the ATSC chairmanship required about 20% of his time. "It was a fine, reasonable salary.... It was not what I could be making when working with other clients," he said.

Renville McMann, who serves as chairman of ATSC's technical group on production systems, said he could understand Henry's reasons. "He's been very influential in steering the ATSC in the right direction. But he has been doing it for a number of years, and he has always felt that there is a limit to how long you want to do the same thing, particularly when it is not his full-time line of work," McMann said. He said that he believed that ATSC would choose another chairman and continue the work it has begun without interruption.

ATSC Executive Director Robert Hopkins agreed with McMann's assessment. "We will miss Bill, no question about that. I would not expect it to have a significant

effect on the organization in that we will work around the loss." Hopkins said that the question of Henry's successor would likely be a main topic of discussion at a scheduled ATSC executive committee meeting on Feb. 17. He could not speculate whether the committee would consider the naming of a new chairman a top priority.

Henry listed the adoption of 1,125/60 as the top ATSC achievement of the past six years. That list also included ATSC's leadership in U.S. delegations to the International Radio Consultative Committee (CCIR) in efforts to establish 1,125/60 as a worldwide standard. That effort was among the main tasks for the committee in the future. But he did not feel that his exit from ATSC would harm its influence toward that end. "I'm sure there are any number of people who could do a fine job as a replacement for me," he said.

Since the production standard's adoption, activity at ATSC has been in a lull as many of its activities toward transmission system standardization have been picked up by other groups, such as the FCC's Advisory Committee on Advanced Television Service (ATS), the Advanced Television Test Center (ATTC) and Cable Laboratories Inc. ATSC should coordinate with these groups during the process of selecting a transmission system, although, he said, "it is not altogether clear" how they would work together. "One thing, however, seems clear. At some point in the future the FCC and other interested U.S. government bodies should seek private sector recommendations on advanced television transmission standards. The ATSC, I believe, is the organization best suited to perform that function," Henry said.

Julius Barnathan, president of broadcast operations and engineering, Capital Cities/ABC, said that ATSC's usefulness has passed. "Most of their work is being done by other people now. I don't really understand their purpose anymore anyway."

"[Barnathan] is right in the sense that ATSC now has to define what its role, if any, is in the future," AMST's DePriest said. ATSC is in a period of "self-evaluation" now, he added, in which it must work out how it will fit into future standards decisions. "Bill Henry leaving provides an opportunity to put ATSC on hold, if you want to, or hire somebody new and start charging off again. It provides a wider range of options than would have been there if Bill had stayed on."

Steve Bonica, NBC vice president, engineering, said that network has in the past been critical of ATSC's emphasis on setting international standards such as 1,125/60. As far as its place in domestic issues today, "maybe, in fact, [ATSC] has become eclipsed by the sizeable efforts that are going on through the FCC's 'blue ribbon' committee. They did miss an opportunity to play a significant role in the shaping of America's next television system," Bonica said.

Henry said that he plans to stay active in HDTV standardization, but he did not know in what capacity. He indicated that he would ask ATSC Committee Chairman Richard Wiley to allow him to hold his seat on that group's blue ribbon committee. □

# SOLD!

KROY-FM, Sacramento, California, has been sold by Commonwealth Broadcasting of Northern California, for \$11,800,000 to Great American Broadcasting, Carl Wagner, President.

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# Changing Hands

**KHGI-TV Kearney, KSNB-TV Superior, and KWNB-TV Hays Center all Nebraska** □ Sold by Gordon Broadcasting Inc. to Sterling Communications Inc. for \$11 million. **Seller** is owned by Robert Gordon, who also owns NTV Network, Kearney, Neb. **Buyer** is principally owned by Jeannine R. Custardo, Arlington Heights, Ill.-based broadcast executive, with no other broadcast interests. KHGI-TV is ABC affiliate on ch. 13, with 316 kw visual, 31.6 kw aural, and antenna 1,110 feet above average terrain; KWNB-TV is satellite on ch. 6, with 100 kw visual, 11.2 kw aural and antenna 737 feet above average terrain, KSNB-TV is also satellite on ch. 4, with 100 kw visual, 12.6 kw aural, and antenna 1,311 feet above average terrain.

**WWTv(TV) Cadillac, and wwup(TV) Sault Ste. Marie, both Michigan** □ Sold by Wilson Communications Inc. to Heritage Broadcasting Co. of Michigan for \$10.4 million. **Seller** is owned by Ralph C. Wilson Jr., who also owns KICU-TV San Jose, Calif., wevv(TV) Evansville, Ind., and KCIT(TV) Amarillo, Tex. **Buyer** is principally owned by Mario F. Iacobelli, and also owns KEZB-AM-FM El Paso, Tex; WXXA-TV Albany, N.Y., and is selling WOMP-AM-FM Bellaire, Ohio, pending FCC approval ("Changing Hands," Jan. 16). WWTv is CBS affiliate on ch. 9, with 316 kw visual, 63.1 kw aural, and antenna 1,635 feet above average terrain; wwup is CBS affiliate on ch. 10, with 253 kw visual, 50.5 kw aural,

and antenna 1,210 feet above average terrain.

**WCRM(FM) Dundee, Ill.** □ Sold by CLW Communications Group to Atlantic Morris Broadcasting Inc. for \$1.5 million. **Seller** is Chattanooga-based group of two AM's and two FM's, headed by James Leverett. **Buyer** is subsidiary of Saddle River Holdings, which, through subsidiaries, also owns WKTU(FM) Ocean City, N.J., and WALL(AM)-WKGL(FM) Middletown, N.Y. WCRM operates on 103.9 mhz with 3 kw and antenna 287 feet above average terrain. **Broker: The Mahlman Co.**

**WALY-FM Bellwood (Altoona), Pa.** □ Sold by Mid-Atlantic Radio Inc. to S&P Broadcasting L.P. I for \$1 million. **Seller** is principally owned by Gregory Guise, who also owns interest in WADJ(AM) Somerset, Pa. **Buyer** is owned by John C. Piccirillo, is former general manager of WVAZ(AM)-WWLI(FM) Providence, R.I., with no other broadcast interests. **Broker: Robert A. Chaisson Inc.**

**New FM Salladasburg, Pa.** □ Sold by Salladasburg Broadcasting Co. to North Penn Broadcasting Inc. for \$982,000. **Seller** is owned by tktktk. **Buyer** is principally owned by Harold G. Fulmer III. Fulmer also owns WOBG(AM)-WQXA(FM) York, WXXW(AM) Allentown, WMGH(FM) Tamaqua, WLSH(AM) Lansford, WMIM(AM) Mount Carmel and WSPJ(FM) Shamokin, all Pennsylvania. CP is on 95.5 mhz with 3 kw

and antenna 105 feet above average terrain.

**WJDW-AM-FM Corydon, Ind.** □ Sold by Life-styles Inc. to Power Communications Inc. for \$720,000. **Seller** is owned by Dennis Hill and John Walsh, who have no other broadcast interests. **Buyer** is owned by Marcia Greenberg and Linda A. Burbridge. WJDW is day-timer on 1550 khz with 250 w; WJDW-FM operates on 96.5 kw with 3 kw and antenna 200 feet above average terrain. **Broker: Thoben-Van Huss & Associates Inc.**

**KPRB-AM-FM Redmond, Ore.** □ Sold by BBS Communications Inc./Bachelor Broadcasting Co. to Redmond Broadcasting Group Inc. for \$500,000. **Seller** is principally owned by Donald E. Smullin, who also owns KLOG(AM)-KFAT(FM) Corvallis, Ore. **Buyer** is principally owned by Donald L. McCoun, who also owns KUIK(AM) Hillsboro, Ore. KPRB is fulltimer on 1260 khz with 1 kw, and KPRB-FM operates on 102.9 mhz with 25 kw and antenna 354 feet above average terrain. **Broker: William A. Exline Inc.**

## CABLE

**Systems serving Boca Raton, Deerfield Beach, Pembroke Pines and portions of Palm Beach County, all Florida** □ Sold by Communications & Cable Inc. to Tele-Media Corp. for \$24.5 million. **Seller** is New Jersey-based company headed by Joseph Weingard. It has interest in CATV system in Chicago, and also owns IMNET Corp., Pinebrook, N.J.-based electronic information storage firm. Systems serve approximately 24,450 subscribers.

**System in Maple Shade, N.J.** □ Sold by Maple Shade Cable Co. to TKR Cable Co. **Seller** is principally owned by Charles Nase, Roger Davis and Harold Davis. It owns system serving Newtown, Pa. **Buyer** is joint venture between Knight Ridder Inc. and Tele-Communications Inc. It serves 280,000 subscribers in 10 systems in New Jersey and New York. System serves 6,065 subscribers with 8,800 homes passed and 55 miles of plant.

**System serving Manistique, Mich.** □ Sold by Star Cablevision to Bresnan Communications Co. **Seller** is Fond du Lac, Wis.-based MSO principally owned by Donald Jones. It serves approximately 225,000 subscribers in six states. **Buyer** is White Plains, N.Y.-based MSO serving approximately 125,000 subscribers in four states. System serves approximately 1,800 subscribers with 2,388 homes passed.

**Systems serving Howland, Medway, Oakfield, Smyrna, West Enfield and Weston, all Maine** □ Sold by Cooney Cable Associates Inc. to Vista/Narragansett Cable L.P. **Seller** is Worcester, Mass.-based MSO principally owned by John Cooney. It serves approximately 20,000 subscribers in New York, Ohio and West Virginia. **Buyer** is affiliated with Narragansett Capital Inc., and headed by Neil McHugh, Rick Singer and Charlie Davis, former senior managers of Adams-Russell. Financial backing is being provided by Narragansett Capital Inc., Providence R.I.-based venture capital firm, which has interest in three AM's and four FM's, through affiliated company. **Buyer** serves approximately 8,200 subscribers in Maine, Mississippi, Tennessee and Alabama. Systems serve approximately 1,275 subscribers with 1,750 homes passed. **Broker: Waller Capital Corp.**

For other proposed and approved sales, see "For the Record," page 77.

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## NRB: Shifting focus from 'sordid scandals' to 'basic motivations'

**Religious broadcasters launch new audit requirements, focus on expansion; Vice President Quayle, possibly President Bush, to attend annual convention**

Members of the National Religious Broadcasters are gathered in Washington this week, hoping to use their annual convention to put controversy behind them and to celebrate continued growth.

This year the theme is "Jesus Christ Is Lord," and NRB Executive Director Ben Armstrong said last week that the association "wants to shift the focus from the sordid scandals, involving a few of our members over the past two years, to discussing our basic motivations."

Nevertheless, he said that last year's "Accountability to God and Man" theme will still echo around the Sheraton Washington and Omni Shoreham hotels. The lead news from the 1988 convention was the NRB's adoption of a permanent Ethics and Financial Integrity Commission (EFICOM), requiring that all members submit annual independent audit reports—a move, in part, designed to distance NRB ethically from PTL founder and former president Jim Bakker.

One month after that convention, however, top televangelist Jimmy Swaggart followed Bakker into a highly publicized scandal (BROADCASTING, Feb. 29, 1988), and Armstrong was again left answering questions about the integrity of association membership.

Bakker and Swaggart are now both former NRB members. But NRB leadership expects implementation of EFICOM this year to "dominate many convention workshops, NRB business meetings and informal discussions," Armstrong said. Non-profit members have until Feb. 15 to apply for EFICOM status, which involves arranging for an independent audit. Tax-exempt 501(c) members, he said, "risk their membership" in NRB if they do not apply. Only half of the eligible members had done so as of last week.

"Part of the problem," said Armstrong, "is educating our members. They don't all have MBA's. It's one thing to vote for a commission to enforce" accountability, he said. "It's much harder for a member to change his organization's financial systems or restructure her ministry's board of directors."

Noting the House Ways and Means Oversight Subcommittee's, and the IRS's, ongoing investigations into religious broadcasting, particularly in respect to the tax-exempt half of NRB's membership (29 IRS investigations are now pending [BROAD-

CASTING, Jan. 23]), Armstrong said part of the message to the 4,500 attendees will be that "self-regulation could preclude government regulation." Several workshops over the five days of the convention fall under the rubric "Ethics, Integrity and Accountability."

The executive director hopes, however, that over 70 other workshops on the business itself and a guest list featuring Vice President Dan Quayle and possibly President George Bush (at the 1:30 p.m. ET "Presidential Plenary," today, Jan. 30); Senators Bill Armstrong (R-Colo.) and Dan Coats (R-Ind.), and Labor Secretary Elizabeth Dole, will allow other issues to come to the fore.

Although the Bakker and Swaggart scandals were damaging, Armstrong said, "the damage was localized to those involved," and contributions to many television and radio ministries, such as Billy Graham's, has continued to grow through the negative publicity.

"We see nothing but growth" for reli-

gious broadcasting, Armstrong said, pointing to research conducted by NRB as it put together its 1989 Directory of Religious Broadcasting. According to NRB, between 1978 and 1988 the number of radio stations carrying religious programming has grown 39%, from 1,067 to 1,485, with three-quarters of those devoting a majority or all of their air time to religious programs. During that same period, the number of TV stations carrying religious programming has increased 1,100%, from 25 to 336 stations, and the number of religious TV programmers has increased 400%.

With that terrestrial broadcasting infrastructure established, Armstrong expects more attention will shift to cable television and direct broadcast satellite (DBS) television and radio, beginning with this week's convention.

Cable, the area of "fastest development in the last five years" for religious programmers, will continue to offer the greatest opportunities, he said. "Time on over-the-air television is so expensive in major mar-

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kets," he said, that NRB now has as a central goal "to have a religious channel in every community in the nation." The expansion of cable channel Vision Interfaith Satellite Network next month (BROADCASTING, Dec. 12, 1988) to existing cable channels, combined with the stability of Heritage Ministries' (formerly PTL's) The Inspiration Network and ACTS, may widen the opportunities for religious programmers.

Beginning with the top cable programmers and MSO's, however, is not the only viable strategy, the NRB executive director said. "Cable technology opens great opportunities for innovative grassroots participation. We must move now to develop new programs, train on-camera talent and encourage local churches to utilize cable."

The launches of DBS services in Japan and Europe, as well as the potential for domestic DBS launches, he said, also help to explain the high profile of international subjects among the workshop agenda. "We must decide now whether we are going to allocate money and manpower to DBS, which has the potential to reach vast TV and medium-wave radio audiences everywhere," including the Soviet Union, he said, which "may be willing to move away from their closed-skies policy."

Following the opening of the 275-plus-exhibitor NRB Media Expo at 8 a.m. ET this morning and the 1:30-3:30 p.m. "Presidential Plenary" on today's agenda (Jan. 30), there will be other workshops on such topics as "spiritual lifestyle," license renewal, research and audience building and new opportunities in international television service. After dozens of other workshops from 3:30-5 p.m., the "Awards Plenary" will feature Christian Broadcasting Network Chief Executive Officer Pat Robertson, recipient of this year's Christian Broadcaster of the Year Award, and Senator Bill Armstrong (R-Colo.), winner of the NRB Board of Directors Award.

Senator Armstrong and Prison Fellowship president and former Nixon White House aide Chuck Colson will be featured at the Tuesday, 7 a.m.-9 a.m. congressional breakfast. Punctuating another full day of workshops, FCC Mass Media Bureau Chief Alex Felker will address the 12:30-2:30 p.m. FCC luncheon, moderated by former FCC Chairman Richard Wiley. The 5-7 p.m. International Banquet will be fol-

lowed by the annual musical concert, featuring Billy Graham, who will accept the NRB President's Award.

Televangelist Rex Humbard will be keynote speaker for the Wednesday Broadcast Pioneers Fellowship Breakfast. And among the scheduled 9:30-11 a.m. Wednesday workshops, "Ethics, Integrity and Ac-

countability" will offer a question and answer period featuring the NRB's Armstrong, NRB President Jerry Rose, NRB First Vice President and former PTL bankruptcy trustee David Clark and EFICOM Chairman Thomas Zimmerman. Jerry Falwell will speak Wednesday, 6-9 p.m., at the 46th Annual Anniversary Banquet. □

## Satellite operators seek changes in domestic orbital assignments

**AT&T and Contel ASC are alone in not filing comments at FCC**

The competition among satellite operators for the best spots in the sky, as well as disputes among them over potential interference caused by a new, more powerful generation of satellites, reached new heights at the FCC last week.

As the clock ticks away, leaving only two years for some operators to build, launch and find customers for domestic satellites in the 1990's, five of the seven companies assigned 19 domestic fixed satellite service (FSS) orbital slots last November have filed petitions for reconsideration of one or more of those assignments at the commission (BROADCASTING, Nov. 21, 1988).

GE Americom, National Exchange, Hughes Communications, GTE Spacenet and Alascom all filed comments and were joined by IBM subsidiary Satellite Transponder Leasing Corp., which was not among those authorized late last year but which operates two in-orbit FSS satellites it believes may be adversely affected by two other authorized birds. Only AT&T and Contel ASC, each authorized to launch two birds in the next decade, had not filed by last week.

Although the petitioners expressed a variety of concerns, the most controversial conflict of interest may involve the status of two as yet unassigned orbital locations, 93 degrees and 127 degrees west longitude—slots designated for both C-band and Ku-band use that may or may not remain vacant when all is said and done. GE Americom, National Exchange and GTE Spacenet each requested they be considered in the assign-

ment of one or both of those locations, each of which is considered "prime," in part because of operators' desires to offer service to all 50 United States.

GE Americom, whose applications to replace its in-orbit Satcom birds were filed by the deadline last September, but not in time for comments or consideration in the mass allocation last November, argued that it should not be disadvantaged because of that timing.

Disadvantages, Americom said, are evident in the mass allocation. While only one of its five C-band assignments falls within the "prime arc" positions (85-105 degrees and 121-135 degrees), it said, five of eight Hughes Communications C-band assignments, four of four AT&T C-band assignments and two of three GTE and Contel ASC C-band assignments fall within those 50-state slots.

Attempting to document an equally bleak Ku-band assignment picture, the Americom proposal includes a C/Ku-band co-location option, requesting that the commission assign GE's new C-band Satcom C-4 and its in-orbit Ku-band Satcom K-1 (now at 67 degrees) to 93 degrees. This would add one C-band and one Ku-band Americom assignment to the "prime arc" slots, without requiring a move by another satellite.

Without a viable share of the "prime arc" slots, Americom said, it cannot compete with Hughes and others to continue serving its current cable television customers, nor to sign new cable programmers, including regional cable sports networks, which it said are also looking to expand to cover the entire country. "Simply put," it said, "GE Americom cannot be shut out from the most desirable orbital locations while its competitors are given the lion's share" of 50-state slots.

Newcomer National Exchange (Nexsat) and GTE Spacenet are also vying for 93 degrees, both also motivated by the need to offer full national coverage to potential customers. All three companies said in their filings that the commission had given Nexsat tacit approval for at least one of the two slots in question, 93 or 127, if Nexsat could demonstrate that its hybrid SpotNet satellites' high-power Ku-band spot beams could be coordinated with adjacent satellites at two-degree spacing without interference.

Although Americom noted commission policy to assign a prime slot to new applicants, it argued, noting its pioneer status in the industry, that its own claim to serve existing cable programmers with 50-state

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coverage "is at least as compelling as the claim of Nexsat, an untested and unproven supplier."

The Nexsat filing, which requests both slots, disputes the commission's decision to assign SpotNets 1 and 2 to the set aside high-power segments of the FSS arc because of interference concerns. Arguing that its previous filings provided "uncontradicted demonstration that its proposed VSAT services could not co-exist within six degrees of the video services for which" the high-power segments were created, Nexsat said it "is confident that it can, through the good faith efforts of affected parties, demonstrate its ability to coordinate with SpotNet neighbors" outside those segments. Those neighbors, with which it said it has already initiated talks, would be STLC's SBS-4 (95 degrees), GTE's GStar-3 (125) and Contel ASC's Contelsat-2 (129).

(Nexsat President Clay Whitehead is reportedly acting as a middleman, representing a group of cable programmers in negotiating next-generation C-band capacity [BROADCASTING, Dec. 5, 1988].)

None of its proposals, Americom said, would require an involuntary assignment move on the part of other operators. If Nexsat wins 93 degrees, Americom proposes moving one of two C-band birds, Satcom-2R (72 degrees) or C-4 (81 degrees), to 85 degrees, now occupied by AT&T's Telstar 302 (due to reach end of life in 1994). Or, if Nexsat moves from 135 to 127, Americom proposes moving in-orbit spare Satcom C-1 from 139 to 135.

Additionally, the Alascom request that its Aurora II satellite be moved from 137 to 139 degrees would also involve Americom, which shares transponders on that bird. This move, said Alascom, could take place if SpotNet 1 is moved from 135 to 127 and Satcom C-1 is assigned 135.

Yet another Americom alternative asked that, should the FCC respond to an HBO filing requesting reassignment of Hughes's Westar III replacement from 91 degrees, Americom be assigned that prime arc slot.

GTE Spacenet, which said that "over the past several months [it] has faced an increasing demand for C-band capacity from users desiring service from orbital locations between 81 and 103 degrees," also requested reassignment of its Spacenet-II (69 degrees) and/or its replacement, IIR, to 93 degrees, if Nexsat is not awarded that slot. Otherwise, it requested the Spacenet bird be reassigned to any other available slot between 79 and 103 degrees. GTE said it believes, however, that Nexsat cannot coordinate the SpotNet birds outside the high-power segments without interference as those satellites are now designed.

Indeed, differing testimony over the potential interference attending a new more powerful generation of satellites provided the common denominator to virtually all of the filings.

Concerned with the higher power of some next-generation birds, STLC said that the launch and operation of AT&T's Telstar 402 (at 89 degrees) and GTE's GStar-I and IR (at 121 degrees) "could result in unacceptable levels of interference to operations

of [STLC's] SBS-4 and SBS-5" at 91 and 123 degrees, respectively. The investment banking company Salomon Brothers, which owns the SBS-4 transponders, also said that if AT&T, GTE and STLC cannot come to coordination agreements, the FCC may have to step in.

Hughes, like Americom, proposed a C/Ku-band co-location, requesting that its Ku-band Galaxy B be moved from 131 to 133 degrees, where C-band Galaxy-I and

IR are already assigned. Hughes, which completed its acquisition of, and began operating, Western Union's three in-orbit Westar satellites 10 days ago Jan. 20, also requested that it be allowed to change "milestone dates" associated with replacing Westar V. Hughes proposed to begin construction of Westar VR (likely to be renamed Galaxy 5) in February 1989, complete construction in May 1991 and launch the bird in November 1991. □

## Public TV meets to refine program funding processes

**Task force hears from congressional aides; CPB board to shuffle programing dollars at meeting this week**

Noncommercial television's National Program Funding Task Force held a closed session meeting in Washington last Monday and Tuesday (Jan. 23-24) to further define criteria for changes in the way it spends money for national programing, said Bernie McGuire, research director, the National Association of Public Television Stations (NAPTS), coordinator of the task force. Those changes could lead to more centralized decision-making at the Public Broadcasting Service.

First organized late last summer, partly in response to congressional scrutiny of

public television's fiscal efficiency (BROADCASTING, Oct. 3, 1988), the task force, McGuire said, has narrowed its options to three: 1) Leaving in place current program funding mechanisms, including the Program Fund at the Corporation for Public Broadcasting, the Program Challenge Fund, jointly administered by CPB and PBS, and the Program Development Fund at PBS; 2) Consolidating those multiple mechanisms under one executive at PBS, or 3) Creating two national programing funds at PBS, one overseeing long-range development of programs for the national schedule and another overseeing more short-term projects that is able to take advantage of sudden acquisition opportunities.

The task force, whose membership in-

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cludes representatives of CPB, PBS, NAPTS, regional networks, minority consortia and individual stations, is also looking at potential improvements in the central mechanism for series renewal, the Station Program Cooperative, a multi-round annual lottery involving PBS station votes to support specific programs.

In every case, said McGuire, the task force is "concerned about maintaining diversity" while streamlining decision-making, adding that none of the options would take money away from the stations to be used by PBS or CPB.

In addition to moving toward specific options to present to stations at public TV's annual April meeting, the group heard from CPB Program Fund Director Gene Kaat,

one of the 30 task force members, about fiscal 1990 budget proposals that CPB staff will propose to CPB's board of directors today and tomorrow, Jan. 30-31, in San Juan, P.R.

As a way to fund the new \$6 million a year Independent Production Service (IPS) (a congressionally mandated fund for independent producers) and a \$3 million boost in minority programing support (also mandated by Congress's 1991-1993 CPB authorization), Kaat said, money will have to be reallocated from other CPB pockets. The budget proposals include a cut of about \$3 million in the Program Fund's annual \$6.5 million open solicitations; a 50% cut in the \$2 million a year Station Independence Program, and a \$1.6 million cut in CPB's \$26

million continuing series support.

"We don't kid ourselves that the burden won't be on the rest of the system" to fill the voids in those reduced CPB programs, Kaat said, adding, that the "zero-sum game" means that losses in some areas within CPB will be offset by new programs from the IPS and minority consortia.

The group also heard from David Leach, counsel to the House Telecommunications Subcommittee, and Toni Cook, counsel to the Senate Communications Subcommittee, which, in lieu of its original proposal to move most national programing funds from CPB to the stations, last year ordered CPB and the public TV system to submit a plan by January 1990 to improve program funding efficiency. □

## Public diplomacy integral to foreign policy, says advisory commission

**Report calls for USIA to reexamine VOA modernization program; expresses skepticism of TV version of Radio Marti**

The U.S. Advisory Commission on Public Diplomacy is calling for a major overhaul of some of the means by which the U.S. Information Agency conducts the government's international cultural and informational programs—its public diplomacy. The commission stresses the need to treat and fund public diplomacy as "a strategic com-

ponent of United States foreign policy." And it cites as a major reason "the extraordinary new challenges and opportunities" it says are stemming from Soviet leader Mikhail Gorbachev's policy of glasnost and the changes in East-West relations.

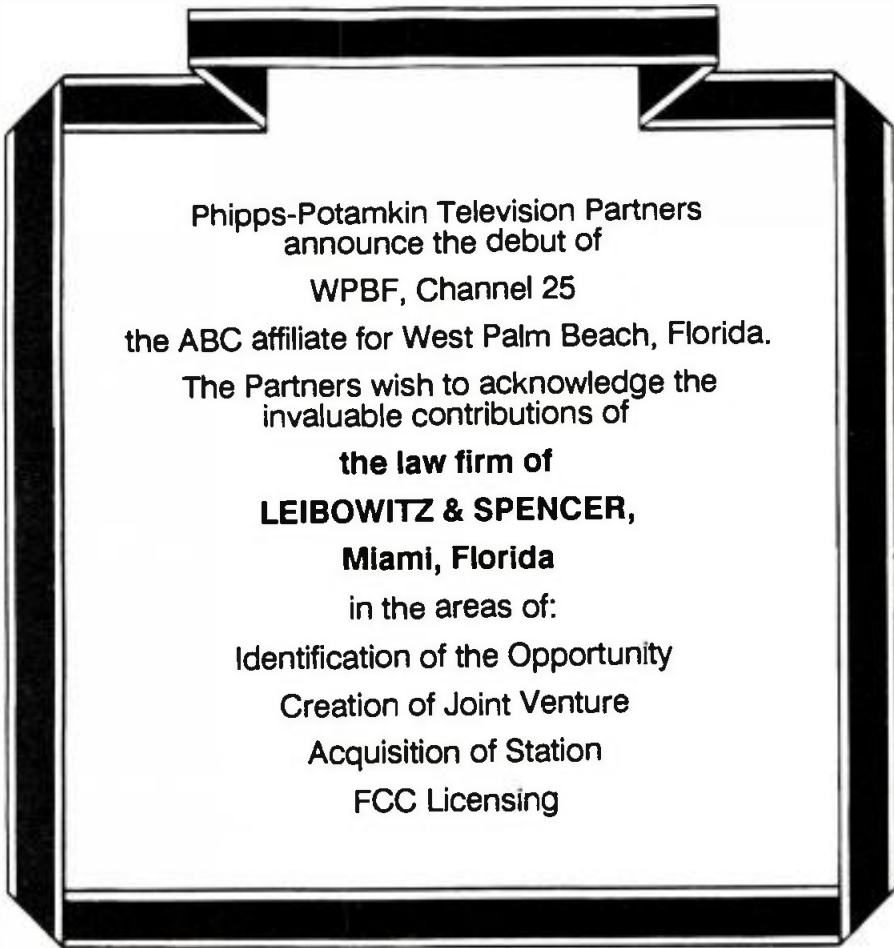
The commission, in its annual report to Congress and the President, urges a reexamination of the Voice of America's modernization program. The report refers to changing national needs and resource requirements and alternative signal delivery systems—as well as VOA's failure to meet

the program's goals. It also calls for a resumption of daily Worldnet satellite system broadcasts of news and public affairs programs. But the report expresses skepticism about the proposal to establish a television version of Radio Marti, which broadcasts to Cuba. The report says funding for the project should await congressional hearings and a "thorough interagency review" of the legal, technical and policy issues involved.

But the main theme of the report is the commission's view that public diplomacy is an essential component of traditional statecraft, particularly in the age of Gorbachev. Commission Chairman Edwin J. Feulner, in releasing the report, cited "the media skills of Soviet leader Gorbachev and significant improvements in Soviet information programs," and added, "The United States has yet to respond adequately to the Soviet challenge or face up to its full implications for the funding, staffing and content of USIA programs." Too often, the report says, "USIA is not called upon to advise the National Security Council and the Department of State on the public affairs consequences of proposed policies."

One proposed change suggested by some policy makers, including Senator Claiborne Pell (D-R.I.), chairman of the Senate Foreign Relations Committee—one that the commission vigorously opposes—is the breakup of USIA, with the VOA operating as an independent organization and other elements absorbed into the State Department. The report says the agency has functioned well under the framework adopted after hearings that House Foreign Affairs Committee Chairman Dante Fascell (D-Fla.) conducted in 1977. It adds that in the commission's view, "the broader purposes of public diplomacy can best be served by leaving the management of this nation's overseas information programs, educational exchanges and radio broadcasting activities in USIA."

As for the tools now used by USIA to tell America's story to the world, the report says VOA's shortwave broadcasting service "will continue to be a vital national asset and a primary means of reaching audiences



Phipps-Potamkin Television Partners  
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in many parts of the world well into the next century." And it says modernization of the VOA plant "remains an urgent priority." But it also expresses concern that the program, announced by President Reagan in 1982, has failed to meet its objectives; the original completion date has been moved back from 1989 to 1994 "and likely beyond," with total cost estimates rising from \$1.3 billion to \$1.8 billion—and with two major shortwave projects postponed indefinitely (BROADCASTING, Oct. 24, 1988). The report says the NSC and Congress, along with USIA, should reexamine the modernization program "in terms of national needs, broadcast requirements, resource priorities and alternative delivery systems."

For while it contends that international radio broadcasting "is not a dying medium," the report says that to remain competitive, the VOA's "programs must be interesting, and its signal delivery systems must be the best available." And in that regard, the report recommends a variety of "supplements" to shortwave: an expanded use of AM and FM radio, of cable, of Worldnet transponders, and of leasing and facilities-barter arrangements, of direct and package program placement, and of dial-in audio services. It also mentions the possibility of such new technologies as direct broadcast satellite and single sideband services, but says they "seem unlikely answers at the moment." Still, the report says VOA should continue to monitor the regulatory, technical and political developments relat-

**New exhibit.** The Museum of Broadcasting received the International Monitor Awards collection (1984-88) from the International Teleproduction Society. The International Monitor Awards is a worldwide competition that recognizes excellence in all areas of video production and post production. The collection is comprised of 18 areas of television programming, including entertainment, commercials, sports, news/documentaries, computer animation and children's programs. The programs will become part of the museum's permanent collection and will be available to the general public. Programs in the donation include: *NBC Overnight's* "Summer Comes to an End" for best editing (1984); *ESPN's Live America's Cup Race* for best direction (1988), and *Pee Wee's Playhouse* for best video effects (1988).

ing to those technologies.

The report also says that, in view of the likelihood of continued funding uncertainty and "unusual dynamism in VOA's communications environment," USIA along with NSC and the State Department should "assess the cost-effectiveness of VOA's language and English services." But the cessation of Soviet jamming of VOA broadcasts is not seen by commission members as an opportunity to reduce VOA programming costs. Indeed, the lowering of the electronic curtain is seen as raising new problems for the agency. Chairman Feulner said at a briefing for reporters on the commission report that the Voice now must produce "more fresh programming." For in the days of jamming, individual programs would be repeated frequently in hopes at least one version would make it through the interference.

The report strongly supports Worldnet and calls for legislative action to permit the satellite-delivered television service to resume daily news and informational programming. Congress ordered Worldnet's "passive" services because of what it felt was an inadequate audience—some 234,000 viewers in Europe. Termination of the daily program service, the report says, "deprives the United States of an important communications tool, adversely affects USIA's credibility with indigenous television stations and government officials, and forecloses options to future administrations in conducting public diplomacy by satellite." The USIA has placed TVRO dishes at 150 of its posts, and plans to install another 35.

A better indication of the depth of the commissioners' feelings than that indicated by the report was provided by Vice Chairman Tom Korologos at the briefing. He said the television service "has grown up. Its growing pains are behind it." Then he said, "For those guys [Congress] to cut it off is a gross abomination, and they should be bloody ashamed of themselves."

But as for TV Marti, the commission reflects the same lack of enthusiasm exhibited by a number of USIA officials. The report notes, with some displeasure, that Congress dipped into VOA modernization funds for \$7.5 million for TV Marti start-up costs, including those for a test of television broadcasting to Cuba. It then says the project raises a number of questions "for public diplomacy and U.S. foreign relations"—among them, its legality and technical feasibility, its implications for American television stations and the programs that would be aired. And it says that,

unlike the original \$7.5 million, any additional funding should be contingent on congressional hearings, authorizing legislation and thorough interagency review of relevant technical, legal, regulatory policy and programming issues. It also says whatever funds are provided, they should not be taken from VOA or other public diplomacy accounts.

Left unsaid by the report was a comment expressed by Korologos in the briefing for reporters. He said the necessary research had not been done before the money was appropriated, then stated the reason why: "We recognize the politics of it." The Cuban-American community, he noted, has lobbied hard for the project.

The commission's views on TV Marti were warmly endorsed by Senator Pell. He issued a statement calling the report "a timely caution light on proceeding with TV Marti." He noted that he had opposed TV Marti when the funding issue came before the Senate in September—"without hearings or authorization." He said his trip to Cuba in November further convinced him that TV Marti is "the wrong idea in the wrong place at the wrong time." In Pell's view, American television, which can be seen in Cuba, "is the best way to get our message across." And he thought that, at a time when the Soviet Union has ended jamming of U.S. broadcasting, "we should clearly refrain from intrusive broadcasting that would have the effect of jamming television in Cuba—with spillover interference on American TV and potential hazard to air traffic."

The Reagan administration had begun interagency studies of a plan to use a tethered balloon, floating some 14,000 feet above the Florida Keys, as the platform for the television transmitter. However, Feulner said the technicians reviewing the matter had not settled on a balloon. He said an airplane is under consideration.

Pell's statement is one of the few kind ones he has directed at the commission. He is the principal author of legislation that Congress enacted last year that could result in the six members of the commission (there is one vacancy) becoming lame ducks. The bipartisan commission, whose members serve overlapping terms, has been in existence for 40 years. But the Pell amendment eliminated the requirement that the members be appointed on a bipartisan basis and provided for service at the pleasure of the President rather than for fixed three-year terms. The changes became effective Jan. 20. □

December, 1988  
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## Jones-USA update

Both Jones Intercable and USA Network were claiming victories of sorts after a decision by a federal district court in New York that rejected USA Network's request for a preliminary injunction to block Jones Intercable from dropping the service from its systems. Jones began dropping USA late last year, saying the network's programming was too violent, and largely completed its action on Jan. 1. In most places, Jones replaced USA with TNT.

USA, however, was encouraged by the wording of the judge's written opinion that stated there is the "prospect of a large damage award in this case." Later, he wrote: "We are talking not only about significant direct damages, but potentially momentous consequential damages as well." USA President and Chief Executive Officer Kay Koplovitz, who maintains USA has a contract with Jones for carriage until Dec. 31, 1990, said USA will go to trial for damages from breach of contract. "Basically we're gratified by the opinion, which upholds the contract," Koplovitz said. She also was pleased that the same judge who ruled on the preliminary injunction will hear the damages suit.

Jones spokesman Jim Carlson downplayed the judge's wording on damages. The information Jones provided during this phase of litigation, Carlson said, addressed only the questions surrounding the preliminary injunction. It is not "an apples to apples comparison," he said, because Jones did not spend time in arguments talking about contractual issues.

To prevent Jones from dropping USA, the network had to prove irreparable harm, a difficult proposition since USA lost only a fraction of its overall subscriber count when Jones dropped the service.

## Robbing Peter to plug Paul

Turner Broadcasting System said it will buy \$1.2 million worth of advertising time on its four cable networks to advertise home video releases from its Turner Home Entertainment division. The releases include programming from Turner's library and new productions from TNT.

## Emmy eligible

The Academy of Television Arts & Sciences and the National Academy of Television Arts & Sciences announced that cable programs will be eligible for Daytime Emmy consideration. A large portion of the cable networks will be included since the qualifying criterion is that the services be available in markets representing 50% of U.S. television homes, the same criterion, ATAS/NATAS



**Ad conclave.** Executives from the BBC, Arts & Entertainment and the advertising community met in New York two weeks ago to discuss the advertising benefits of co-productions between the two program services. On hand (l-r) were Will Wyatt, deputy director, BBC Television; H. Bart McHugh, senior vice president, director of TV programming, DDB/Needham; Nickolas Davatzes, president and chief executive officer, A&E; Tom Fuld, associate media director, BBDO; and Martin Gilbert, official biographer of Winston Churchill.

said, as that used for cable programs participating in the prime time Emmy competition.

Programs and individual achievements therein are eligible. Programming entries during the 2 a.m.-6 p.m. block, presented between March 6, 1988, and March 5, 1989, are eligible. The entry deadline for this year's awards is March 24, with NBC telecasting the ceremony live from New York on June 29.

## Equipment dispute

Florida Circuit Court Judge Howard Rives has set June 5 as the trial date for the lawsuit Home Shopping Network has brought against GTE Corp. The shopping service alleges that GTE supplied HSN with defective communications equipment, a charge GTE denies.

## Selling time

National Cable Advertising has added a sixth sales office, in Dallas, in addition to its

offices in Boston, New York, Los Angeles, Atlanta and Chicago. The Dallas office will be headed by Michael Donaldson, former director of advertising for Home Sports Entertainment.

## Madison news

Cablevision Systems released partial results of a survey dealing with its refusal to carry Madison Square Garden Network on a basic service. Cablevision said 83% of the 24,000 responses tabulated (there are another 101,000 to go through as of last week) favor keeping local sports as an option to interested subscribers.

Cablevision said 26% indicated they would subscribe to MSG carrying the Knicks, Rangers and Yankees. Of those, 61% said they would pay an extra \$2 per month, 24% said they would pay another \$6 and 6% said they would pay another \$10 for that service. Cablevision said the survey was conducted by Survey Tabulation and Research Systems and was sent to Cablevision subscribers in the New York area (southern Connecticut,

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Bronx, Brooklyn, Yonkers and Long Island) between Jan. 2 and 10.

MSG Said, "The survey appears to have been conducted in a self-serving manner and therefore lacks credibility."

Elsewhere, several Suffolk County, N.Y., legislators have introduced a resolution that would authorize the county to file an amicus brief in support of a seven-person class-action suit filed against cablevision. And a state assemblyman plans to introduce a bill that would require cable operators to credit subscribers for programing they drop. Cablevision has been criticized for not dropping rates on the tier from which MSG was dropped.

## **BET up**

Black Entertainment Television said it ended 1988 with 21.5 million subscribers, after additions by United Cable in Abilene, Tex. (28,000 subscribers), and Adelphia in Niagara Falls, N.Y. (24,500 subscribers).

## **Production help**

The National Academy of Cable Programing will hold its second annual "Local Programing Seminar" in Washington, March 19-20, which and is designed to provide local cable programers with ideas on new production skills.

Sessions include "How Local Cable Programing Fits Into Cable's Overall Agenda," "Format Conversion: Which One's for You and How Do You Justify It?" "50 New Ideas to Increase the Value of Local Programing," "Special Effects," "Is My Local Programing Worth Money and How Do I Negotiate It?" "Filling Your Channel," "Methods for Improving Your Production Department's Bottom Line," "Where Do I Go From Here?" and "View from the Inside." There will also be a workshop on how to compete and judge for the system ACE competition.

## **Hockey season finish**

SportsChannel America has completed its coverage of 14 games between 14 National Hockey League teams and two teams from the Soviet Union. The series ended 6-6-2, although the NHL took the series trophy because of an edge in goals. SportsChannel estimated that between 11 million and 13 million subscribers had the chance to view all or part of the games on SportsChannel America's five owned-and-affiliated sports networks, along with Prime Sports Network, Home Sports Entertainment, Prime Ticket and Pro AM Sports Service.

As part of the series, viewers pledged \$1 million in earthquake relief funds to help residents in Soviet Armenia. An address and toll-free number were shown periodically throughout the games to raise money for medical supplies, food and clothing for the victims.

## **Credit creation**

Tele-Communications Inc. has

announced that it will syndicate a \$300 million revolving credit facility in the international market for its subsidiary, TCI Central. "This new credit is another step in our previously announced intent to develop and strengthen our relationships with major foreign banking institutions," said Bernard Schotters, TCI vice president of finance, in a company statement.

## **New name in Northwest**

The Northwest Cable Interconnect has changed its name to Northwest Cable Advertising. General Manager Penny Taylor announced. Taylor said the name change more accurately reflects the business and makes it easier to sell to agencies and advertisers.

## **Has a Hart**

Pollster and public policy strategist Peter Hart will be the keynote speaker at the Cable Television Public Affairs Association Cable Forum '89, March 5-6 in Washington. The forum is designed to help cable operators and programers communicate with their subscribers, community leaders, government officials and the media.

## **'Crook' caught**

The Nashville Network has gained the exclusive rights to *Crook and Chase*, which will remove the half-hour weekday program from its 72 syndicated markets. Nashville said the agreement takes effect April 1.

## **More Nostalgia**

The Nostalgia Network said systems serving 403,000 subscribers will add the service in January, giving it an overall count of 4.4 million. Among the MSO's adding Nostalgia are Comcast, Lenfest, Post-Newsweek, Rifkin, Sammons, TCA, U.S. Cable and Scripps-Howard.

Country Music Television announced it reached an affiliation agreement with the National Cable Television Cooperative. The co-op represents small operators who band together and buy programing at bulk rates. CMT reaches 8.5 million homes.

## **Wrestling opportunity**

Titan Entertainment said that its *Wrestlemania V* pay-per-view match on April 2 will be made available to cable systems on a stand alone basis. The event originates from Trump Plaza in Atlantic City at 4 p.m. that day. Jim Troy, Titan senior vice president, said, "Over a period of years, the number of buys achieved by stand-alone systems has significantly outperformed those achieved by service-affiliated systems."

## **Growth rates**

The Discovery Channel said it gained 11.1 million subscribers in 1988, the largest growth of any network, according to Nielsen, which did not include TNT in its

full-year calculations. TNT, which launched Oct. 3, ended the year with 20 million subscribers. Discovery ended the year at 38.1 million homes. Nick at Nite was next in growth, adding 8.5 million homes.

They were followed by Arts & Entertainment (daytime), 6.9 million; Nickelodeon, 6.7 million; Lifetime and Nashville, 6.4 million; FNN, 6.1 million; CNN, 6 million; VH-1 and CBN Family, 5.9 million; Headline News, 5.8 million; A&E (night) and MTV, 5.6 million; Weather Channel, 5.5 million; USA, 5.4 million; WTBS(TV) Atlanta, 5.1 million; ESPN, 4.7 million, and BET, 3.6 million.

## **Silent partners**

Raymond Horn Syndication and the Silent Network have reached an advertising and syndication agreement. Horn will employ a sales representative to sell advertising time on the network. In return, Horn will handle syndication sales for much of the network's programing.

The Silent Network will expand from two hours to four hours per week in July, which will nearly triple the advertising time from 48 minutes per month to 140 minutes. Horn will syndicate 157.5 hours of programing throughout the country, aimed at the hearing impaired.

## **Adding news in Manhattan**

Manhattan Cable, which does not carry the Discovery Channel, has made a separate agreement to carry Discovery's *World Monitor* news program. It is being carried at 7 p.m. ET on Manhattan Cable's ch. 26, home to the Home Shopping Network from midnight to 6 p.m.; Chinese programing 8 p.m. to midnight, and other local programing between 6 p.m. and 8 p.m.

## **Expanding weather coverage**

The Weather Channel said it will produce and carry 11 feature-length programs in 1989, more than double the 1988 figure. The programs will begin appearing monthly in February, and will focus on weather-related topics.

Among the topics for the one-hour documentaries are weather gathering and information, weather resources and responses to weather emerging.

## **Sting time**

HBO has bought exclusive television rights to a concert by Sting, recorded in Tokyo last October. HBO plans to carry the concert later this year, the first time Sting has appeared solo on U.S. television.

## **Singing a new song**

Singer Judy Collins will debut her new cosmetics line on FNN's *TeiShop* beginning in February. Collins will present her Judy Collins Harmonics line exclusively on *TeiShop* from February to April, FNN said.



# For the Record

As compiled by BROADCASTING from Jan. 19 through Jan. 25 and based on filings, authorizations and other FCC actions.

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

## Ownership Changes

### Actions

■ WDLK(AM) Dadeville. AL (BAL881128EB: 1450 khz; 1 kw-U DA-1)—Granted app. of assignment of license from Fidelity Broadcasting Inc. to Dale Broadcasting Inc. for \$185,000. Seller is owned by Frank L. Pearson. It has no other broadcast interests. Buyer is owned by Walter K. King, 24.92%; William F. Dodds, 24.92%; Ann W. Goree, 9.77%; Charles A. Farrow, 7.82%; James R. Dean, 7.81%; Maury J. Farrell, 4.88%; James W. Whatley, 7.50%. and Charles H. Whatley, 7.50%. It has no other broadcast interests. Action Jan. 12.

■ KDTU(TV) Tucson. AZ (ch. 18, 2510 kw vis; 251 kw aur; HAAT: 1,970 ft.)—Granted app. of assignment of license from Roman Catholic Church to Clear Channel Communications Inc. for \$8.5 million ("In Brief," Nov. 7). Buyer is principally owned by L. Lowry Mays, J. Daniel Sullivan, Thomas F. Klein, Bonnie K. Liebmann. Clear Channel Communications Inc. is licensee of WOAI(AM)-KAJA(FM) San Antonio. KPEZ(FM) Austin. KXTC(AM)-KHYS(FM) Port Arthur and KTAM(AM)-KORA(FM) Bryan. all Texas; KAKC(AM)-KMOD(FM) Tulsa. KTOK(AM)-KJYO(FM) Oklahoma City. all Oklahoma and WELI(AM) New Haven. CT; WQUE(AM)-WQUE(FM) New Orleans; WHAS(AM)-WAMZ(FM) Louisville. KY. Action Jan. 11.

■ KUUZ-FM Lake Village. AR (BALH881118HE: 95.9 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from Foxcom Limited to Walter John Giller Jr. for \$18,364. Seller is headed by Monte Lyons and has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 11.

■ KYOS(AM)-KMYT(FM) Merced. CA (AM: BAL881202EC: 1480 khz; 5 kw-U DA-N: FM: BALH881202ED: 97.5 mhz; 50 kw; HAAT: 490 ft.)—Granted app. of assignment of license from Radio One Inc. to Merced Radio Partners L.P. for \$1,755,000. Seller is owned by Maurice (Doc) Hill and has no other broadcast interests. Buyer is owned by Edward G. Hoyt Jr., 1%; Overland Communications Group Inc. L.P., 99%. Overland Communications Group Inc. principals are Allan Jordan and Scott Binder. It has no other broadcast interests. Action Jan. 17.

■ KXDC(AM) Monterey and KXDC-FM Carmel. both California (AM: BAL881121EC: 630 khz; 1 kw-U DA-2: FM: BALH881121ED: 101.7 mhz; 800 w; HAAT: 590 ft.)—Granted app. of assignment of license from Carmel Broadcast Associates Inc. to Western Media Group Corp. for \$2.65 million ("Changing Hands," Nov. 28). Seller is

headed by Jack L. Woods, president. Woods is also president of Ventura Broadcast Associates, licensee of KOGO(AM)-KBBY(FM) Ventura. CA. Buyer is headed by Thomas K. Scallen. It has no other broadcast interests. Scallen owns the Harlem Globetrotters and the Ice Capades. He formerly owned KTAB-TV Abilene. TX. It has no other broadcast interests. Action Jan. 10.

■ WPRY(AM)-WNFK(FM) Perry. FL (AM: BAL880624EC: 1400 khz; 1 kw-U; FM: BALH880624HM: 105.5 mhz; 345 ft.)—Granted app. of assignment of license from WPRY Radio to RAHU Broadcasting Co. for \$550,000. Seller is owned by H.S. Hagan Jr., who has no other broadcast interests. Buyer is owned by Jerry C. Razor, Don W. Hughes, Barbara G. Hughes and Terry Reaves. It also owns WGKR(AM) Perry. FL. Action Oct. 6, 1988.

■ WBIW(AM)-WQRK(FM) Bedford. IN (BAL881201EA: 1340 khz; 1 kw-U; FM: BALH881201EB: 105.5 mhz; 2 kw; HAAT: 400 ft.)—Granted app. of assignment of license from Mid-America Radio Group Inc. to Ad-Venture Media Inc. for \$1 million plus \$200,000 non-compete agreement. Seller is owned by David C. Keister. It purchased station last year as part of group ("Changing Hands," Sept. 5, 1988). It also owns WMLA-AM-FM Bloomington. IL; WCBJ(FM) Lebanon. WBAT(AM) Marion. WKBV(AM)-WFMG(FM) Richmond and New FM Van Buren. all Indiana; WABJ(AM)-WQTE(FM) Adrian. MI. and WBEX(AM)-WKKJ(FM) Chillicothe. OH. Buyer is owned by L. Dean Spencer, 65%; Barbara Spencer and Lora Holdman, 15%; Brent Steele, 10%; George W. Sorrells, 10%. It has no other broadcast interests. Action Jan. 17.

■ WTGE-FM Baton Rouge (BAL881122EF: 100.7 mhz; 100 kw; HAAT: 690 ft.)—Granted app. of assignment of license from Vetter Communications Co. to Church Point Ministries Inc. for \$450,000. Seller is headed by Cyril E. Vetter. and has no other broadcast interests. Buyer is

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Ray Stanfield

### KANSAS CITY

816/932-5314  
Bill Lytle

### SALT LAKE CITY

801/753-8090  
Greg Merrill



nonprofit corporation headed by Rev. Dwight Pate, and has no other broadcast interests. Action Jan. 13.

■ **KBMO(AM)** Benson, MN (BAL881202EE; 1290 khz; 500 w-D)—Granted app. of assignment of license from Joseph John Garamella to Garamella Broadcasting Co. for \$1. Seller has no other broadcast interests. Buyer is equally owned by Joseph John Garamella and Todd Jonathan Garamella. Garamella Broadcasting Co. is licensee of KMSR(FM) Sauk Centre and KBJJ(FM) Marshall, both Minnesota, and KJJG(FM) Spencer, IA. It is purchasing KSCR-FM Benson, MN. Action Jan. 18.

■ **WGRM(AM)** Greenwood, MS (BTC881128EA; 1240 khz; 1 kw-U)—Granted app. of transfer of control of Twelve Forty Inc. from Frances G. Ewing to Clay Ewing for no consideration. Buyer has no other broadcast interests. Action Jan. 13.

■ **KGBX(AM)** Springfield, MO (BAL881130EB; 1400 khz; 1 kw-U)—Granted app. of assignment of license from KGBX Communications Inc. to Sunburst II Inc. for \$155,000. Seller is headed by Allan Thompson. Buyer is owned by John M. Borders. It has no other broadcast interests. Action Jan. 17.

■ **KSRC(AM)** Socorro, NM (BAL881121EI; 1290 khz; 1 kw-D DA)—Granted app. of assignment of license from Robert Sparks, receiver, to Walter C. Shrode for \$18,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 12.

■ **WZFM-FM Briarcliff Manor, NY** (BALH881101GE; 107.1 mhz; 3 kw; HAAT: 330 ft.)—Granted app. of assignment of license from Sage Broadcasting Corp. of Briarcliff to West-Land Communicators Inc. for \$5 million ("In Brief" Oct. 24, 1988). Seller is Stamford, CT-based group of eight FM's and six AM's headed by Gerald Poch. Buyer is group of New York City investors headed by Bobby Lewis, who also owns WRKL(AM) New York. Action Jan. 11.

■ **WAES(AM)-WROQ(FM)** Charlotte, NC (AM: BAL881202EA; 610 khz; 5 kw-D 1 kw-N DA-2; FM: BAPLH881202EB; 95.1 mhz; 100 kw; HAAT: 570 ft.)—Granted app. of assignment of license from Adams Radio of Charlotte Inc. to Tenore Broadcasting Co. for \$8.5 million. Seller is Tampa, FL-based group of four AM's, five FM's and five TV's owned by Stephen Adams. Buyer is owned by Frank D. Tenore and Sandra S. Tenore. Action Jan. 17.

■ **WIDU(AM)** Fayetteville, NC (BTC880913EC; 1600 khz; 1 kw-D)—Granted app. of assignment of license from Eleanor B. Belche, executor of estate of William B. Belche, to Charles W. Cookman for no compensation. Seller has no other broadcast interests. Buyer is president of station. Action Jan. 17.

■ **WCDN(AM)** Chardon, OH (BAL881205EA; 1560 khz; 1 kw-D, DA)—Granted app. of assignment of license from Kendeo Broadcasting Co. to Music Express Broadcasting Corp. for \$150,000. Seller is owned by Deanna D. Baker and Kenneth D. Baker. It has no other broadcast interests. Buyer is owned by Warren Jones, Theodore T. Jones, and Alison C. Jones. It has no other broadcast interests. Action Jan. 18.

■ **KOKH(TV)** Oklahoma City (ch. 25; 1410 kw-V; HAAT: 1,540 ft.)—Granted app. of assignment of license from KOLN Inc. to Pappas Telecasting of Oklahoma for \$9 million, plus assumption of liabilities up to \$7 million. Seller is subsidiary of Busse Broadcasting, Kalamazoo, MI-based group of five TV's headed by Lawrence Busse. Buyer is Visalia, CA-based group of three TV's, principally owned by Harry J. Pappas. Action Jan. 10.

■ **WUNO(AM)** San Juan and **WFID(AM)** Rio Piedras, both Puerto Rico (AM: BTC881028EA; 1320 khz; 5 kw-D 1 kw-N; FM: BTCH881028HF; 95.7 mhz; 50 kw; HAAT: 800 ft.)—Granted app. of assignment of license from Acosta Broadcasting Corp. of San Juan, Puerto Rico, to Win Communications for \$7,799,078. Purchase includes Noti Uno News Network and Beautiful Music Services sub-carrier background channels in San Juan. Seller is owned by Jose Acosta, 50%; Victoria Acosta, 30%; Carol Acosta Camero, 20%, and has no other broadcast interests. Buyer is M.L. Media Partners L.P. company, that operates M.L. Media's radio group and is headed by Walter Tiburski, president, and Anthony S. Oepek, vice president. M.L. Media is headed by Elton H. Rule, chairman, and I. Martin Pompadour, chief executive officer. It owns 1 AM, 5 FM's and 2 TV's. Action Jan. 11.

■ **WKYB(AM)** Hemingway, SC (BAL881121EJ; 1000 khz; 10 kw-D, 5 kw-CH)—Granted app. of assignment of license from Hemingway Broadcasting Co. to William Howard Burckhalter for \$80,000. Seller is headed by Gilbert Darroll Evans and has no other broadcast interests. Buyer owns 51% partnership interest in CP for Johnsonville, SC. Burckhalter is also 100% owner of WCBW-FM Trenton, FL. Action Jan. 12.

■ **WSLV(AM)** Ardmore, TN (BAL881109EK; 1110 khz; 2.5 kw-D, DA)—Granted app. of assignment of license

from Bernie Bishop Broadcasting & Advertising Co. to B & E Broadcasting Inc. for \$85,000. Seller is owned by Bernie Bishop. Buyer is equally owned by Ernest B. Ashworth, Elizabeth H. Ashworth and Paul W. Ashworth. Ernest B. and Elizabeth H. Ashworth are shareholders, officers and directors of B & E Broadcasting of Kentucky Inc., licensee of WOAM (AM) Elkton, KY. Action Jan. 13.

■ **WXRQ(AM)** Mt. Pleasant, TN (BAL881031EC; 1460 khz; 1 kw-D)—Granted app. of assignment of license from Radio Maury County Inc. to New Life Broadcasting Inc. for \$75,000. Seller is principally owned by Carlton D. Swafford, 51%; Michael D. Swafford, 15%, and James F. Swafford, 10%. Carlton and Michael have interest in WXY(AM) Milan, TN. Buyer is owned by Donald W. Paul, 50%, and Kenneth L. Jenkins, 50%. It has no other broadcast interests. Action Jan. 17.

■ **WRFB(FM)** Stowe, VT (BALH881116GH; 101.7 mhz; 3 kw; HAAT: 1,485 ft.)—Granted app. of assignment of license from Justice Broadcasting L.P. to Sage Broadcasting Corp. of Burlington, VT, for \$900,000 ("In Brief," Nov. 21). Seller is Falmouth, MA-based group of three FM's principally owned by Larry Justice. Buyer is Stamford, CT-based group of eight AM's and eight FM's headed by Gerald Poch. Action Jan. 17.

## New Stations

### Applications

■ **Tucson, AZ** (BPED890109MB)—Arizona Board of Regents for University of Arizona seeks 89.1 mhz; 3 kw; 3 m. Address: KUAT Modern Language Bldg., University of Arizona, Tucson, AZ 85721. Principal is headed by Edith S. Auslander, Diane Bishop, Esther N. Capin, Herman Chancan, Andrew D. Hurwitz, Patrick McWhorter. Filed Jan. 9.

■ **Saipan Garapan, AS** (BPH890103MA)—Serafin Delacruz seeks 99.5 mhz; 100 kw; 429 m. Address: P.O. Box 2632, Saipan, MP 96950. Principal has no other broadcast interests. Filed Jan. 3.

■ **Mount Shasta, CA** (BPED890112MS)—State of Oregon Acting by and Through State Board of Higher Education seeks 88.1 mhz; 2.28 kw; 727 m. Address: P.O. Box 3175, Eugene, OR 97403. Principal is owned by Richard F. Hensley, Mark S. Dodson, Robert R. Adams, John W. Alltucker, George E. Richardson, Bob Bailey and Miss Kasey. Filed Jan. 12.

■ **Santa Rosa, CA** (BPED890111MB)—Rural California Broadcasting Corp. seeks 91.1 mhz; .17 kw; 223 m. Address: 5850 Labath Ave., Rohnert Park, CA 94928. Principal is owned by Lounibos Leroy, Libarle Marc, Martinelli David, Potter Nancy, Lopez Josue, Leach Joseph. Filed Jan. 11.

■ **Pueblo, CO** (BPH881228)—Dr. John M. Boyd seeks 104.5 mhz. Address: 876 N. Batavia, Orange, CA 92668. Principal has no other broadcast interests. Filed Dec. 28, 1988.

■ **Five Points, FL** (BPH890112MK)—Carol Jean Lamons seeks 106.5 mhz; 3 kw; 100 m. Address: P.O. Box 1479, Cross City, FL 32628. Principal has interest in WDFL-AM-FM Cross City, FL. Filed Jan. 12.

■ **Five Points, FL** (BPH890110MC)—Entertainment Communications Inc. seeks 106.5 mhz; 3 kw; 100 m. Address: 100 Presidential Blvd., Ste. 10, Bala Cynwyd, PA 19004. Principal is owned by Joseph M. Field, Thomas H. Ginley Jr., Herbert Kean. It also owns WEEP(AM)-WDSY(FM) Pittsburgh, PA; KLDE(FM) Houston, TX; KITS(FM) San Francisco, CA; KTAC(AM)-KBRD(FM) Tacoma, WA; KLTE(FM) Oklahoma City, OK; WAYL(AM) Richfield and KLXK(FM) Minneapolis, both Minnesota; WKTK(FM) Crystal River, and WXCRC(FM) Safety Harbor, both Florida. Filed Jan. 10.

■ **Cedartown, GA** (BPED890109MC)—Immanuel Educational Broadcasting Inc. seeks 89.5 mhz; 3 kw; 100 m. Address: 206 Main St., Cartersville, GA 30120. Principal is owned by Ed Tuten, Brian Barrette, Jane Tuten, Wayne Cline, Terry Cline, Alan Harris, and Yvonne Teems. It has no other broadcast interests. Filed Jan. 9.

■ **Elmwood, IL** (BPH881221MU)—Maureen Inc. seeks 97.3 mhz; 25 kw; 100 m. Address: 1573 West Chicago St., Coldwater, MI 49036. Principal is owned by Maureen P. Hutchinson, Wayne S. Reese. It has no other broadcast interests. Filed Dec. 21, 1988.

■ **West Lafayette, IN** (BPED890105ME)—Von Tobel Foundation Inc. seeks 101.3 mhz; 3 kw; 100 m. Address: 256 South Washington Street, Valparaiso, IN 46383. Principal is owned by Paul J. Von Tobel III, Candace J. Von Tobel, John Mark Von Tobel. It has no other broadcast

interests. Filed Jan. 5.

■ **Davenport, IA** (BPED890111)—Black Hawk College seeks ch. 36, 5.5 kw v; 85 m. Address: 6600 34th Avenue, Moline, IL 61265. Principal is owned by Herbert C. Lyon, Hannelore Huisman, Thomas G. Miller, Steven Spivey, Jerry Brotman, Robert E. Lee, Douglas Strand, Donald Vandersnick, Karen Morris. Filed Jan. 11.

■ **New Hampton, IA** (BPH890104MB)—Mega Media Ltd. seeks 95.1 mhz; 3 kw; 100 m. Address: 207 N. Main St., Charles City, IA 50616. Principal is owned by James B. Hebel, who also owns KCHA-AM-FM Charles City, IA. Filed Jan. 4.

■ **Liberal, KS** (BPH890105MC)—KBUF Partnership seeks 105.1 mhz; 50 kw; 150 m. Address: 1309 East Fulton, Garden City, KS 67846. Principal is owned by Robert E. Ingstad, Scott Smith, Michael D. Triebold. Filed Jan. 5.

■ **Liberal, KS** (BPH890103MB)—Thunderbird Broadcasting seeks 105.1 mhz; 50 kw; 64 m. Address: Box 1511, Liberal, KS 67905. Principal has no other broadcast interests. Filed Jan. 3.

■ **Cumberland, KY** (BPH890105MA)—Roger C. Noe seeks 102.7 mhz; .08 kw; 555 m. Address: 111 Third Street, Harlan, KY 40831. Principal has no other broadcast interests. Filed Jan. 5.

■ **Elizabethtown, KY** (BPED890111MC)—Western Kentucky University seeks 90.9 mhz; 7.5 kw; 180 m. Address: Academic Complex 153, Bowling Green, KY 42101. Principal is headed by Joseph Iracane. Filed Jan. 11.

■ **Deer River, MN** (BPH890104MA)—Radio Ingstad Minnesota Inc. seeks 105.5 mhz; 1 kw; 149 m. Address: P.O. Box 907, Valley City, ND 58072. Principal is owned by Robert E. Ingstad and Jan Ingstad. Filed Jan. 4.

■ **Cuba, MO** (BPH881230MC)—Lake Broadcasting Inc. seeks 102.1 mhz; 3 kw; 72 m. Address: Rte. 3, Box 4881, Lake Road 54-24, Osage Beach, MO 65065. Principal is owned by Michael S. Rice, Kenneth W. Kuenzie, Dennis J. Klautzer, Kuenzie has interest in KBMX(FM) Eldon, KFXE(AM) Camdenton, both Missouri. Rice has interest in WBOW(AM)-WZZQ(FM) Terre Haute, IN. Filed Dec. 30, 1988.

■ **Great Falls, MT** (BPED880317ML)—Brightness Ministries Inc. seeks 90.7 mhz; 100 kw; 145 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is owned by John W. Smith Jr., and has no other broadcast interests. Filed March 17, 1988.

■ **Bridgeport, NY** (BPH890110MB)—Four County Broadcasting Inc. seeks 99.5 mhz; 3 kw; 100 m. Address: 431 S. Wilbur Avenue, Syracuse, NY 13204. Principal is owned by Robert J. Raide and Francis G. Toce. It has no other broadcast interests. Filed Jan. 10.

■ **Bridgeport, NY** (BPH890112MG)—Bridgeport Minority Women Broadcasters Inc. seeks 99.5 mhz; 3 kw; 100 m. Address: 1119 San Antonio Street, EL Paso, TX 79901. Principal is owned by Michelle Haston, and has no other broadcast interests. Filed Jan. 12.

■ **Bridgeport, NY** (BPH890112MI)—Edwards-Gray Communications Inc. seeks 99.5 mhz; 3 kw; 100 m. Address: 33 Flying Point Road, Southampton, NY 11968. Principal is owned by Harrison Gray and Matt Edwards. It has no other broadcast interests. Filed Jan. 12.

■ **Bridgeport, NY** (BPH890112MP)—Valerie E. Wooten Broadcasting Co. seeks 99.5 mhz; 3 kw; 100 m. Address: 320 Marguerite Ave., Syracuse, NY 13207. Principal is owned by Valerie E. Wooten and Robert Burkweit. It has no other broadcast interest. Filed Jan. 12.

■ **Bridgeport, NY** (BPH890112MR)—Elizabeth Lee Stackiewicz seeks 99.5 mhz; 3 kw; 100 m. Address: 4561 East Lake Road, Casenovia, NY 13035. Principal has no other broadcast interests. Filed Jan. 12.

■ **Bridgeport, NY** (BPH890112MO)—Programmed Communications Inc. seeks 99.5 mhz; 3 kw; 100 m. Address: P.O. Box 728, Syracuse, NY 13214. Principal is headed by Timothy Kuhl. Filed Jan. 12.

■ **Plattsburgh, NY** (BPED890110MC)—Northeast New York Public Telecommunications Council Inc. seeks 91.9 mhz; .38 kw; 260 m. Address: Box 617, Plattsburgh, NY 12901. Principal is headed by Gerald K. Bates. It has no other broadcast interests. Filed Jan. 10.

■ **McArthur, OH** (BPH890112MF)—T.C. Monte Inc. seeks 98.7 mhz; 3 kw; 68 m. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel. It has no other broadcast interests. Filed Jan. 12.

■ **Arecibo, PR** (BPH890103MC)—San Luis Broadcasting Inc. seeks 106.5 mhz; 15 kw(h), 13.3 kw(v); 190 m. Address: P.O. Box 543, Arecibo, PR 00612. Principal is owned by Pablo M. Llerandi, and has no other broadcast interests. Filed Jan. 3.

■ **Lebanon, TN** (BPH890112MM)—Native American



Broadcasters seeks 98.9 mhz; 3 kw; 100 m. Address: 4837 Cascade Dr., Old Hickory, TN 37138. Principal is owned by Fritz Niggeler and Lynwood Eaton. Filed Jan. 12.

■ Lebanon, TN (BPH890112ML)—Pointe Broadcasting Inc. seeks 98.9 mhz; 3 kw; 100 m. Address: 211 Ligon Dr., Lebanon, TN 37087. Principal is owned by Betty J. Sanders and William Sanders. It has no other broadcast interests. Filed Jan. 12.

■ Lebanon, TN (BPH890112ME)—B&G Inc. seeks 98.9 mhz; 3 kw; 100 m. Address: 1457 W. Main Street. Lebanon, TN 37087. Principal is owned by Jalal Bachour, Bobby Lewis, and Howard M. Gosser. Filed Jan. 12.

■ Lebanon, TN (BPH890112MN)—High Level Ventures seeks 98.9 mhz; 3 kw; 100 m. Address: 9072 Kildoon Court, Dublin, OH 43017. Principal is owned by Susan Pidcock. Filed Jan. 12.

■ Waynesboro, TN (BPH890105MB)—Thomas J. Johnson seeks 94.9 mhz; 3 kw; 100 m. Address: 544 Wilson Bridge Drive, # C-1, Oxon Hill, MD 20745. Principal has no other broadcast interests. Filed Jan. 5.

■ Waynesboro, TN (BPH890104MC)—Pioneer Radio Inc. seeks 94.9 mhz; 3 kw; 100 m. Address: 100 Public Square South, P.O. Box 100, Waynesboro, TN 38485. Principal is owned by Steven J. McDonald, Max W. Hall, Eugene F. Mullin, George Daniels. Filed Jan. 4.

■ Kilgore, TX (BPED890109MA)—Kilgore Junior College seeks 88.7 mhz; 7 kw; 150 m. Address: 1100 Broadway, Kilgore, TX 75662. Principal is headed by Bob Barbee, James E. Muckleroy, R.E. Spradlin, O.G. Johnston, C.G. Mata, Charlie K. Mcconnico, Bruce D. Swan. It has no other broadcast interests. Filed Jan. 9.

■ Lufkin, TX (BPED890110MD)—Louisiana State University and A&M College seek 88.9 mhz; 35.5 kw; 203 m. Address: One University Place, Shreveport, LA 71115. Principal is owned by Elaine D. Abell, Jack A. Andonie, Clarence L. Barney, Sheldon D. Beychock, Patrick T. Caffery. Filed Jan. 10.

■ Kelso, WA (BPH890112MQ)—Arnak Broadcasters Inc seeks 94.5 mhz; 3 kw; 100 m. Address: P.O. Box 96, Longview, TX 98632. Principal is owned by Howard T. Kynaston and Steven T. Kynaston. It has no other broadcast interests. Filed Jan. 12.

■ Kelso, WA (BPH890112MD)—Clare E. Marohn seeks 94.5 mhz; 3 kw; 100 m. Address: 921 Surrey Trace, Tumwater, WA 98501. Principal has no other broadcast interests. Filed Jan. 12.

## Actions

■ Hamburg, AR (BPH880328MF)—Returned app. of Philip W. O'Bryan for 99.5 mhz; 3 kw H&V; 100 m. Address: 1005 Eagle Ridge Drive, Birmingham, AL 35242. Principal has no other broadcast interests. Action Jan. 13.

■ Pine Bluff, AR (BPH870514MF)—Granted app. of Madison Hodges for 101.3 mhz; 3 kw H&V; 100 m. Address: 1231 Azalea Dr., Tallahassee, FL 32301. Principal has no other broadcast interests. Action Jan. 10.

■ Pine Bluff, AR (870515NE)—Dismissed app. of Barnhart Broadcasting Inc. for 101.3 mhz; 3 kw H&V; 100 m. Address: Rte. 2, Box 904, Pine Bluff, AR 71603. Principal is owned by Ronald L. Barnhart, Rose Mary Barnhart. Barnharts have interest in KPOW(AM)-KLZY-FM Powell, WY, Ronald L. Barnhart is general manager of KOTN(AM)-KFXE-FM Pine Bluff, AR. Action Jan. 10.

■ Pine Bluff, AR (870515MC)—Dismissed app. of Moody Communications for 101.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 6038, Pine Bluff, AR 71611. Principal is owned by Sidney A. Montclair and Jay W. Dickey Jr., Elvis L. Moody. Moody owns KJEM(AM) Bentonville, AR, and has interest in KHHC(FM) Seligman, MO. Action Jan. 10.

■ Moorpark, CA (BPED880425MA)—Dismissed app. of Family Stations Inc. for 88.1 mhz; 4.3 kw H&V; minus 107 m. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is Sacramento, CA-based group headed by Harold Camping. Action Jan. 13.

■ San Clemente, CA (BPH850712VH)—Returned app. of Lazy D. Enterprises Inc. for 104.9 mhz; 2 kw (H&V); 120 m. Address: 300 S. El Camino Real, Suite #200, San Clemente, CA 92672. Principal is owned by Franklin J. Dimino and Anthony R. Digiovanni. Action Jan. 5.

■ San Clemente, CA (BPH850712SK)—Returned app. of Hispanic Broadcasters of San Clemente Inc. for 104.9 mhz; 1.2 kw (H&V); 159 m. Address: 33546 Avenida Calita, San Juan Capistrano, CA 92675. Principally owned by Yolanda O. Swenson. It has no other broadcast interests. Action Jan. 5.

■ San Clemente, CA (BPH850712SH)—Returned app. of San Clemente FM Service Partners Ltd. for 104.9 mhz; 0.9 kw (H&V); 183 m. Address: 999 N. Doherty Drive, Los Angeles, CA 90069. Principal is owned by Michael J.

Miller, Connecticut Corridor Cellular L.P., Richard Miller, David S. Gottesman, Allen S. Boorstein, William Spier, Michael Hanson, Leon R. Perkinson, Douglas B. McFadden. Hanson has interest in WNCK(AM)-WNLK-FM Norwalk, CT. Boorstein has interest in WXXA(TV) Albany, NY. Action Jan. 5.

■ San Clemente, CA (BPH850711NT)—Returned app. of Pamela McClatchey for 104.9 mhz; 1.58 kw (H&V); 452 m. Address: 808 Bluebird Circle, Anaheim, CA 92807. Principal has no other broadcast interests. Action Jan. 5.

■ Harlan, KY (BPH860317MR)—Granted app. of Eastern Broadcasting Co. for 105.1 mhz; 3 kw H&V; minus 250 m. Address: 102 S. Cumberland Ave., Harlan, KY 40831. Principal is owned by Harold P. Parsons and Donald G. Parsons. It also owns WFSR(AM) Harlan, KY. Action Jan. 11.

■ Berwick, LA (BPH870909MH)—Granted app. of Mary Frances Doiron for 105.9 mhz; 1.8 kw H&V; 123 m. Address: 3013 Lake Palourde Dr., Morgan City, LA 70380. Principal has no other broadcast interests. Action Jan. 10.

■ Traverse City, MI (BPED870521MG)—Granted app. of Good News Media Inc. for 89.9 mhz; 10 kw; 141 m. Address: Morgan Hill, P.O. Box 1400, Traverse City, MI 49685. Principal is owned by Ron Fite, Doug Wigton, Dale Perin, Don Dooley, Jack Kinnanc, Don Breardon, and Ken Haven. Action Nov. 30, 1988.

■ Blackduck, MN (BPH880426MB)—Granted app. of Roger E. Paskvan for 98.3 mhz; 3 kw H&V; 100 m. Address: 3516 Mill St., Bemidji, MN 56601. Principal has no other broadcast interests. Action Jan. 11.

■ Stephenville, TX (BPH850711PS)—Granted app. of Breckenridge Broadcasting Co. for 98.3 mhz; 3 kw; 327 m. Address: Route 3, Box 14, Breckenridge, TX 76024. Principal is owned by Owen D. Woodward, J. David Bullion. It also owns KEGG(AM) Daingerfield, KROO(FM) Breckenridge and KEAS(AM) Eastland, all Texas; KTAT(AM)-KYBE(FM) Frederick, OK. Action Jan. 10.

■ Coalville, UT (BPH871005MH)—Granted app. of Gene Guthrie for 92.5 mhz; 0.33 kw H&V; minus 42 m. Address: 11728 Casper Road, Sandy, UT 84092. Principal has interest in KRPN(FM) Roy and KRGO(AM) West Valley City, both Utah. Action Jan. 11.

■ Coeburn, VA (BPH870827NH)—Granted app. of Preston Lawrence Salyer for 99.7 mhz; 89 kw; 179 m. Address: Rte 3, Box 361, Coeburn, VA 24230. Principal has no other broadcast interests. Action Jan. 11.

■ Rocky Mount, VA (BPH870529MB)—Granted app. of WNLB Radio Inc. for 99.9 mhz; 3 kw; 100 m. Address: P.O. Box 602, Rocky Mount, VA 24151. Principal is owned by William W. Geasey, Glenn D. Lynch, Sandra M. Cundiff. It owns WNLB(AM) Rocky Mount, VA. Action Jan. 5.

## Facilities Changes

### Applications

#### AM's

■ Barrow, AK, KBRW 680 khz—Jan. 11-Application for Mod of CP (BP880107A1) to change TL: 8.9 km SE of Barrow, AK: 71 15 15N 156 30 27W.

■ Hialeah, FL, WRFM 830 khz—Jan. 9-Application for CP to increase day power to 5 kw.

■ East Point, GA, WMLD 1160 khz—Jan. 10-Application for Mod of CP (BP860529AR) to change TL to 2383 Connelly Drive, East Point, GA: 33 41 45N 84 27 57W.

■ Huron, SD, KOKK 1210 khz—Dec. 27, 1988-Application for Mod of License to operate transmitter by Remote Control from main studio location.

#### FM's

■ Augusta, AR, KABK-FM, 97.7 mhz—Jan. 6-Application for CP to change ERP: 12 kw H&V; HAAT: 303 m H&V; TL: 2 miles W of Hwy 11, near Des Arc Bayou, 2 miles NW of Des Arc, AR: class: C2 (per docket 87-564).

■ Chicago, IL, WUSN 99.5 mhz—Jan. 3-Application for CP to change ERP: 8.3 kw H&V; HAAT: 358 m H&V.

■ Quincy, IL, WWQC 90.3 mhz—Jan. 6-Application for CP to change ERP: 1 kw H&V; HAAT: 155.4 m H&V; TL: Ellington Road at Illinois State Rte 336, Quincy, IL.

■ Opelousas, LA, KFND 105.9 mhz—Jan. 6-Application for Mod of CP (BPH870910NB) to change ERP: 1.7 kw H&V; HAAT: 131.5 m H&V; TL: .35 km N of intersection of 149 and Flagg Station Rd. in Ward 1, St. Landry Parish.

LA.

■ Ketchum, OK, KGND 107.5 mhz—Jan. 3-Application for Mod of CP (BPH870304MB) to change HAAT: 150 m H&V; change from 4-bay to 6-bay antenna.

■ Conway, SC, WYAV 104.1 mhz—Dec. 30, 1988-Application for CP to change HAAT: 299 m H&V; TL: 1.2 miles S of Burgess, SC

■ Knoxville, TN, WEZK 97.5 mhz—Jan. 5-Application for CP to change HAAT to 395 m H&V.

### TV's

■ Washington, DC, WETA-TV ch. 26—Jan. 11-Application for CP to change ERP: 2296 kw (vis); HAAT: 766 ft.; ANT: RCA Dielectric TFU-25G (H) Polarizer/Omni (V); TL: 5202 River Road, Bethesda, MD.

■ Columbus, GA, WJSP-TV ch. 28—Jan. 11-Application for CP to change ERP: 5000 kw (V); HAAT: 1511 ft.; ANT: Andrew ATW23H3-HTC4-28H (DA); TL: Hwy 85W, 3 miles S of Warm Springs, GA: 32 51 08N 84 42 04W.

■ South Bend, IN, WNIT-TV ch. 34—Jan. 11-Application for Mod of CP to change ERP: 1384 kw (vis); ANT: RCA TFU30J.

■ Calais, ME, WMED-TV ch. 13—Jan. 10-Application for CP to change ERP: 100 kw (vis); HAAT: 442.2 ft.; ANT: Dielectric TW-7A13; TL: near top of Conant Hill, Meddybemps, ME: 45 01 44N 67 19 24W.

■ Frederick, MD, WFPT ch. 62—Jan. 10-Application for CP to change ERP: 2475 kw; HAAT: 503 ft.; ANT: Andrew ATW30H2-ESC-62 (DA); TL: Approx. 2 miles SSE of Urbana, .3 miles W of I-270; 39 17 53N 77 20 35W.

■ Roanoke, VA, WBRA-TV ch. 15—Jan. 10-Application for CP to change ERP: 3112 kw (vis); HAAT: 2062 ft.; ANT: Harris TAZ-38UR (DA); TL: On Poor Mtn., .6 km W of intersection of Rt. 916 and 612, Roanoke, VA: 37 11 56N 80 09 02W.

### Actions

#### AM's

■ Little Falls, MN, KLTF 960 khz—Jan. 17-Application (BP880721AH) granted for CP to change antenna system; increase height and change TL to County Rd 261, .62 km NNE of Little Falls, MN; 46 00 16N 94 19 42W.

■ Republic, MO, KSWM 940 khz—Jan. 17-Application (BMP880217A1) granted for Mod of CP (BP860404AA) to change Antenna System; TL: 3 miles E of Republic, .3 miles S of Hwy 60, Brook

■ Cincinnati, OH, WCIN 1480 khz—Jan. 12-Application (BP880815A1) dismissed for CP to change from DA-2 to ND-U and reduce power to C.25 kw Night, 1 kw Day.

■ Pawtucket, RI, WICE 550 khz—Jan. 17-Application (BP870501AC) dismissed for CP to increase power to 3.4 kw Night and 5 kw Day, install DA-2 and make changes in antenna system.

#### FM's

■ Fresno, CA, KFNO 90.3 mhz—Jan. 10-Application (BMPED860529IH) granted for Mod of CP (BPED840301CC) to change TL: 41990 Radio Lane at KKDJ Site, Auberry, CA: ERP: 1.34 kw H&V; 37 04 23N 119 25 51W.

■ Lemoore, CA, KQYZ 104.9 mhz—Jan. 10-Application (BPH881020IC) granted for CP to change HAAT: 100 m H&V; TL: 3.2 km N and 1.81 km W of Grangeville, CA: 36 22 22N 119 43 42W.

■ Crestview, FL, WAAZ-FM 104.9 mhz—Jan. 10-Application (BPH880513IA) dismissed for CP to change FREQ: 104.7 mhz; TL: Corner of Lindberg Ave. and First St., Crestview, FL; HAAT: 150 m H&V, ERP: 50 kw H&V; class: C2; 30 46 01N 86 35 07W; Per docket 86-455.

■ Lehigh Acres, FL, WOOJ-FM 107.1 mhz—Jan. 11-Application (BPH881025IG) granted for CP to change ERP: 50 kw H&V; HAAT: NNE of Bonita Springs, FL; class: C2 (per docket 87-435)

■ Canton, GA, WCHK-FM 105.5 mhz—Jan. 13-Application (BPH880701IA) granted for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; antenna supporting structure height; TL: Hause Rd., Lebanon, GA; FREQ: 298; class: C2.

■ Mountain Home, ID, KJCY 99.3 mhz—Jan. 13-Application (BPH880912IF) granted for CP to change FREQ: 99.1 mhz; ERP: 100 kw H&V; HAAT: 114 m H&V; per docket 87-507.

■ Frostburg, MD, WFWM 91.5 mhz—Jan. 10-Application (BPED880809NB) granted for CP to change FREQ: 91.7 mhz; HAAT: 434.1 m H&V; TL: Summit of Dans Rock.

■ St. Louis, MO, KBDY 89.9 mhz—Jan. 10-Application (BPED880803IE) dismissed for CP to change ERP to .01 kw H&V.

- Seligman, MO. KJEM 95.3 mhz—Jan. 10-Application (BPH880829IA) granted for CP to change ERP: 1.2 kw H&V; HAAT: 162 m H&V.
- Henderson, NV. KWNR 95.5 mhz—Jan. 10-Application (BPH880630IC) granted for CP to change ERP: 91.8 kw H&V; HAAT: 366 m H&V; antenna supporting-structure height; TL: Black Mtn., approximately 3.4 km SW of Henderson, NV.
- North Las Vegas, NV. KJUL 104.1 mhz—Jan. 11-Application (BMPH880628IC) granted for Mod of CP (BPH810909AII) to change HAAT: 360 m H&V; TL: 3.4 km SW of Henderson, NV: 36 00 31N 115 00 22W.
- Buffalo, NY. WGR-FM 96.9 mhz—Jan. 10-Application (BPH880623IA) granted to change ERP to 15.5 kw H&V.
- Poughkeepsie, NY. WLMS 92.1 mhz—Jan. 12-Applica-

- tion (BMPH870306IB) granted for Mod of CP(BPH810522AN) to change TL: .75 miles W of Intersection of Freedom Plains Rd. and Cramer Rd., near Manchester Bridge, NY; ERP: 2.15 kw H&V; HAAT: 117 m H&V; antenna system: 41 40 36N 73 49 14W.
- Caldwell, OH. WNQV 104.9 mhz—Jan. 9-Application (BMPH860930IC) granted for Mod of CP (BPH850702MG) to change TL: on St. Rd. 340, 1.4 km W of intersection with Township Rd. 11, Caldwell, OH; Relocate main studio outside community of license to St. Rd. 340, 6.2 km from Caldwell, OH: 39 48 47N 81 36 38W as amended 6-29-87.
- Columbus, OH. WXG1 92.3 mhz—Jan. 10-Application (BPH880921ID) granted for CP to change coordinates to 39 58 16N 83 01 40W.
- Fredericktown, OH. WJMR 98.3 mhz—Jan. 11-Applica-

- tion (BPH880919IB) granted for CP to change ERP: 1.8 kw H&V; HAAT: 129 m H&V.
- Toledo, OH. WOTL 90.3 mhz—Jan. 10-Application (BMPED871209IA) granted for Mod of CP (BMPED860204ME) to change ERP: 1.068 kw H&V; HAAT: 114.8 m H&V.
- Vinita, OK. KITO 95.9 mhz—Jan. 5-Application (BPH880928II) granted for CP to change FREQ: 95.9 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 3.5 miles W of Cleora, OK; class: C2 (per docket 87-73).
- Klamath Falls, OR. KSKF 90.9 mhz—Jan. 12-Application (BPMED880415MC) granted for Mod of CP(BPED870121MB) to change HAAT: 686.7 m H&V; correct coordinates: 42 05 50N 121 37 59W.
- Georgetown, SC. WBPR 97.7 mhz—Jan. 11-Application (BPH880509PK) granted for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: Approx. 7.8 km SE of Plantersville, SC; class: C2; (per docket 87-202). Amended 11-29-88 to change TL: 1.9 km S of Burgess, SC.
- Orangeburg, SC. WTCB-FM 106.7 mhz—Sept. 15, 1988 Application granted for CP to change to non-directional ant.
- Sioux Falls, SD. KKLS-FM 104.7 mhz—Jan. 4-Application (BPH880601IB) granted for Mod of CP (BPH870302NL) to change HAAT: 216 m H&V; TL: 5.7 miles N of Humboldt, W of Hwy 19, Minnehaha, SD.
- Lubbock, TX. KEJS 106.3 mhz—Jan. 11-Application for reconsideration filed and BMPH871005IE, application for Mod of CP (BPH831027AL) to change ERP: 1.279 kw H&V; HAAT: 153.7 m H&V; reinstated.
- San Antonio, TX. KHCE ch. 23—Jan. 10-Application (BMPET881201KN) granted for Mod of CP (BPCT830907KG) to change ERP (vis) to 1800 kw; HAAT: 856 ft.; ANT: Andrew ATW30L3HSN-23; TL: FM Road 1560 at Galm Road, Helotes, TX; 29 31 25N 98 43 25W; amended 12-23-88 to change ERP (vis) to 1471 kw; HAAT: 261 m; TL: FM Road 1560 at Galm Road, Helotes, TX.
- Yakima, WA. KRSE 98.3 mhz—Jan. 10-Application (BPH871221MC) granted for CP to change FREQ: 105.7 mhz; ERP: 100 kw H&V; HAAT: 237 m H&V; class: C1; licensed main facility; antenna location to: 2 km E of Old Naches Valley Rd., 5.3 km SE of Naches, WA; 46 42 45N 120 37 46W.

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## Actions


- Prescott Valley, AZ. At request of Prescott Valley Broadcasting Co., proposed substituting channel 294C2 (106.7 mhz) for channel 292A (106.3 mhz) at Prescott Valley at modifying license for KIHV-FM to specify operation on higher-powered channel. Comments due March 16, replies March 31. (MM docket 88-597 by NPRM [DA 88-2015] adopted Nov. 30 by deputy chief, Policy and Rules Division, Mass Media Bureau.)
- Austin-Crothersville, IN. At request of Jacksy Radio Association, proposed allotting channel 287A (105.3 mhz) on hyphenated basis to communities of Austin-Crothersville as their first local broadcast service. Comments due March 16, replies March 31. (MM docket 88-596 by NPRM [DA 88-2020] adopted Nov. 30 by deputy chief, Policy and Rules Division.)
- Greenwood, MS. Effective March 9, substituted channel 230A (93.9 mhz) for channel 270A (101.9 mhz) at Greenwood (MM docket 88-282 by R&O [DA 88-2018] adopted Nov. 30 by deputy chief, Policy and Rules Division.)
- Brush, CA. At request of Randall S. Jacobson, proposed amending FM table by substituting channel 296C1 (107.1 mhz) for channel 296A at Brush, and modifying license of KKDD(FM) to specify operation on C1 channel. Comments are due March 17, replies April 3. (MM docket 88-605 by NPRM [DA 88-2041] adopted Nov. 29, 1988 by deputy chief, Policy and Rules Division, Mass Media Bureau.)
- Eureka, CA. At request of Eureka Christian Broadcasting Inc., proposed amending FM table by substituting channel 288C1 (105.5 mhz) for channel 288A at Eureka, and modifying construction permit of KECU(FM) to specify operation on C1 channel. Comments are due March 17, replies April 3. (MM docket 88-606 by NPRM [DA 88-2039] adopted Nov. 28, 1988 by deputy chief, Policy and Rules Division.)
- St. Augustine, FL. Effective March 10, amended FM table by substituting channel 250C2 (97.9 mhz) for channel 249A (97.7 mhz) at St. Augustine, and conditionally modifying license of WUVU-FM to specify operation of C2 channel. (MM docket 87-264 by R&O [DA 88-2083] adopted Dec. 13, 1988 by Deputy chief, Policy and Rules Division.)



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## Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June 1988 by FCC's advisory committee on advanced TV service advised FCC not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5, 1988).

## Mergers and Acquisitions

Lorimar Telepictures stockholders approved company's acquisition by Warner Communications Inc. at shareholder meeting Dec. 8, 1988. Under terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. Original definitive agreement for merger had set ratio of about 2.4 Lorimar shares per Warner share, but was revised Oct. 21, 1988. New agreement also provides for "substantial" interim financing of Lorimar's operations by Warner. Transaction has been delayed by Sept. 27 New York state court ruling, upheld by appeals court Dec. 8. Court ruled that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. On Dec. 29, Lorimar announced closing of sale of two of three stations it still held: company sold beneficial interest in trust holding two Puerto Rico stations to Orlando broadcaster Timothy Brumlik for \$20 million-\$30 million. Warner and Lorimar hope to complete transaction by end of January. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library.

MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. In anticipation of merger, UCT and UACI have consolidated their executive offices. Companies await SEC approval

of new securities. Merger is also subject to shareholder approval.

## Must Carry

■ National Cable Television Association President James P. Mooney reiterated in Jan. 10 speech association's willingness to work with broadcasters in persuading Congress to pass "reasonable" must-carry law requiring cable systems to carry some local broadcast signals.

Mooney's message was timed to coincide with meeting of joint board of National Association of Broadcasters in Phoenix (BROADCASTING, Jan. 23). Joint board is trying to come up with language (and rationale) for must-carry law that will not only be acceptable to cable industry and Congress, but also to federal courts, which struck down as violation of First Amendment FCC must-carry rules.

NCTA cooperative attitude is not new. After federal court struck down original must-carry rules, NCTA was party to compromise with broadcasters on new set of rules, which FCC later adopted, but which court also found unconstitutional.

Impact that lack of must-carry rules is having is growing. NCTA released survey Sept. 13, 1988, that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, 1988, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

National Association of Broadcasters' survey found that of 259 television stations responding, some 50 stations are not being carried on at least one cable system that would have had to carry stations under must-carry rules.

## Network Rules

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

Proposal to eliminate network-cable cross-ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network

affiliates and advertisers argued for its preservation.

## Public Broadcasting

■ National Association of Public Television Stations-coordinated National Program Funding Task Force met in Washington last week. As CPB (whose board meets Jan. 30-31) announced possibility of cutting current National Program Fund open solicitation and Station Independence Project to fund new Independent Production Service and increased minority consortia support, task force agenda included fleshing out options for consolidating current mix of funding mechanisms—CPB National Program Fund, PBS Program Development Fund, CPB-PBS Program Challenge Fund—possibly under one roof at PBS. Refining series renewal (Station Program Cooperative) process was also high on agenda.

PBS, hoping to assure uniform national prime time schedule, has agreements in principle from many member stations to participate in same-night prime time carriage next fall. PBS plans to suggest specific series for same-night carriage in early 1989.

President Reagan's last budget, submitted on Jan. 9, would cap CPB funding—which is approved two years in advance—at \$242 million 1991 level—and stop funding satellite replacement project at amount already appropriated—\$56.8 million—rather than provide total \$200 million over next three years, as authorized by Congress, which authorized \$265 million (1992) and \$285 million (1993) totals.

NPR board will appoint working group early this year to create strategic plan for 1990's by next November; 10-member group will comprise mainly "citizen leaders" offering "perspective" from outside NPR membership and will focus on new programming. FY 1989, which began Oct. 1, 1988, is first year of "unbundled" programming, under which members may now choose to purchase only news or only cultural programming. Board will propose FY 1990 budget in February, reflecting anywhere from 12% to 25% member dues increases.

## Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18, 1988, meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity. Cable interests, on other hand, still strongly oppose rules.

United Video, common carrier for superstations WGN-TV Chicago, WPIX-TV New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.



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**General sales manager** for an established central Wisconsin FM station. Must be able to lead by example and manage a five person sales team. Prefer Upper Midwest applicants with extensive experience in "On The Street Sales". Excellent 1988 arbitrator. Letter of application and resume to F. Bary Nienow, President/General Manager, Sharon Broadcasting Corporation, P.O. Box 1030, Stevens Point, WI 54481 or call 715-341-8838. EOE.

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**GM/GSM needed soon** for terrific small market combo in N. IL. Need ability to organize, train and motivate sales and programming staffs to higher levels. New, rapidly growing company with great opportunity. Letter with career/salary history to Box A-28. EOE.

**News-Talk sales manager wanted.** Top fifty market in the South. Experience selling format is necessary. Know how to teach, package and sizzle. Top company and benefits. EOE. Send resume and references Box A-92.

**Radio station manager** to coordinate University's student-centered FM radio; FCC requirements, programming, policies, budgets, training. Bachelor's in Telecommunication, related field, or equivalent combination education/experience; 3 years full-time experience in program planning, production; standard broadcast practices; 1 year full-time supervisory experience. Desired: Experience managing radio station in academic setting. Apply Personnel Office, 110 Nisbet Building 1407 S. Harrison Rd., Michigan State University, East Lansing, MI 48824. Refer to Posting FB34 MSU is an affirmative action/equal opportunity institution

### HELP WANTED SALES

**Director of co-op and vendor programs:** WHRK/WDIA Memphis is looking for a qualified individual with experience in selling co-op and/or vendor support programs. Previous radio, TV, or print experience necessary. The director will be responsible for a new business development department, and will require excellent selling, communication, and organization skills, as well as strong oral presentation skills. Salary plus commission and company benefits. EEO encouraged. No calls: send resume and salary history to Ernest Jackson, Jr., WHRK/WDIA, 112 Union Ave., Memphis, TN 38103.

**Broadcast marketing rep:** Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales, news and/or cable is required. Position involves extensive travel. Resumes, references and salary requirements to Box A-63. EOE.

**Sales pros** who are motivated and achievers for small market in N. IL. AM/FM with fantastic history. Letter with career/salary history to Box A-29. EOE

**WSBY/WQHO.** Experienced sales rep needed fulltime. Excellent benefits. Established list with great potential. Resumes to Mark Woolfson, P.O. Box "U", Salisbury, MD 21801 EOE.

**Sales animal ready to move** to central Florida's #1 growth area. Immediate opening for top performer. Must have excellent track record and desire a career with a growth oriented company. Excellent compensation and benefits package to the right person. Call Don Connelly, WQBO, 904-787-1410. EOE.

### HELP WANTED ANNOUNCERS

**Mid Atlantic Full Service AM** needs program director. Great opportunity, good pay and great place to work. Job includes air work, supervision of air staff and production. Send resume and tape to General Manager, P.O. Box 8132, Newark, DE 19711 EOE.

**Operations managers,** prefer a couple, to operate daytimer in Chattanooga. Living accommodations, utilities and many other benefits 615-756-7635. EOE.

**Announcer-salesperson.** Divided between air shift, production and servicing advertising clients. Mid-Atlantic Suburban station. Mail resume. Box A-75.

**Morning team wanted** for top Eastern Shore Adult Contemporary. High energy morning personality and news person for immediate openings. T & R to WLWV, 118 West Main St., Salisbury, MD 21801. EOE.

**Immediate opening** for announcer/community relations director at large non-commercial MOR Christian station. Two years experience minimum. Looking for strong on-air communicator with good attention to details who desires to serve in a Christian ministry. Competitive salary/benefits. Write: Peter Brooks, WUGN, Box 766, Midland, MI 48640 EOE.

### HELP WANTED TECHNICAL

**NY's Hudson Valley:** AM/FM needs a CE to maintain a first class facility. Experience in DA a must. SBE certification helpful. Competitive salary and benefits. Contact Walter Maxwell, WGHQ/wbpm, 82 John St., Kingston, NY 12401. EOE.

**Chief engineer** is needed for a Florida radio station. Must have a solid technical educational background plus a minimum of 5 years experience at both the studio and transmitter. Good communications skills, a must. Salary based on education and experience. Competitive benefits. EOE. Send resume to Box A-58.

**Chief engineer** for aggressive public radio organization serving Rockford market with existing FM, SCA radio information service and proposed new FM. Will be remodeling two new broadcast centers this year. Requires B.A. or equivalent plus three years experience, or six years experience, thorough knowledge/experience in studio/RF systems. Minimum \$25,176, excellent benefits. Non-smoking work place. Letter, resume, references, transcripts received by February 10th. Applications without all the above not considered. Michael Lazar, G.M., WN1J, Northern Illinois University, DeKalb, IL 60115. EOE.

**Keymarket Communications** is currently accepting resumes for future engineering positions. Construction experience with either degree or equivalent experience necessary. Send resume in confidence to: Lynn Deppen, DOE Keymarket Communications, 804 Carolina Ave., N. Augusta, SC 29941. EOE.

**Chief engineer** needed for major group-owned stations. Top 100 Northwest market. Excellent AM/FM facility. EOE. Resume to Box A-83.

**Chief engineer: WEQX,** full state of the art facility, Class B FM located in Manchester, Vermont has immediate opening for full time engineer. Send inquiries to the attention of the General Manager, PO Box 1027, Manchester, VT 05254. EOE.

**Chief Engineer** for FM in California major market. Major market experienced preferred. Please send resume, cover letter, and list of references to Box A-74. EOE.

### HELP WANTED NEWS

**Experienced news anchor** with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHQ/Wbpm, PO Box 1880, Kingston, NY 12401. EOE.

**Afternoon anchor/reporter** for Newstalk A.M. and top-rated F.M. sister. Good writing and delivery necessary. Resume, tape and writing samples to Jim Beasley, News Director, WGOW/WSKZ, Box 11202, Chattanooga, TN 37401. EOE.

**News opening** at AC/FM in New Hampshire's capital. On-air experience/good writing skills please. T & R: WJYY, Denise Vozella, PO Box 1517, Concord, NH 03302. 603-228-9036. EOE.

**News reporter needed,** full time assignment reporter AM/FM combo in central Pennsylvania. Entry level for polished newscaster. WKOK/WQKX, Box 1070, Sunbury, PA 17801. EOE.

**News/sports director:** Opening for energetic person with writing and play by play skills. Heavy local sports w/our high schools to cover. Good money w/experience. Send tape, resume & sample writing to G.M., WNBI, Box 309, Park Falls, WI 54552. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion manager--**West Michigan Public Broadcasting seeks experienced promotion professional to manage all promotion, advertising and public relations for WGVU/WGVK-TV and WGVU-FM. Three to five years related experience, excellent writing skills required. Knowledge of broadcasting, graphics and publications desirable. Deadline to apply: February 28, 1989. Send resume, cover letter and non-returnable writing samples to Michael T. Walenta, General Manager, WGVU/WGVK, 301 West Fulton, Grand Rapids, MI 49504-6492. EOE/AA.

### SITUATIONS WANTED MANAGEMENT

**Currently employed manager** searching for a new challenge. Experience includes all facets of management from sales, promotion, community involvement, programming, personnel, to engineering and new station construction. Over twelve years with present employer, twenty years in broadcast, overall. Prefer small to medium size market in Minnesota, Wisconsin or Michigan. Reply to Box P-74.

**Jim Lord Chaplin:** Florida broadcaster, station owner. GM/GSM is available first time in 13 years to GM or GSM your operation. Wears many hats. Successful experience as GM, GSM, sales, PD and on-air talent radio and TV in 29 year career. Ten years management side. Heavy personal community involvement. Past President F.A.B. Bottom line sales oriented. 407-484-2031, 407-466-5683.

**If I can see you,** I can sell you on me. A leader with 12 years of broadcast experience is seeking first sales management opportunity. No problems. Just time to move on. Currently in a top 10 radio market. Good work habits. Capable of working well with others. Contact Midas at PO Box 7738, Atlanta, GA 30357

**GM/CE** wants back to small or medium market. Highly competent, experienced. West, Midwest or Southwest. Box A-79.

**Pennsylvania, Ohio, Indiana, Michigan...** Late 40's pro with extensive broadcast background as owner/operator, manager and sales manager. I'll run your station and/or sales department. My strength is sales. I am strong and tenacious. Compensation not as important as an equity position to start with plus the opportunity to increase the equity based on performance and results. I'll wind up paying for myself. Reply to Box A-72.

**Sales manager/former PD** looking for managers position. Prefer KY, Ind or Tenn. Strong on retail sales, training others, promotions and station turn arounds. Currently dealing with 500,000 plus budget. No stand alone AMs. Box A-84.

**General manager:** If you're looking for a people oriented, bottom line manager give me a call. I'm ready for a Northeast challenge. My experience covers: 4 years on the streets and broadcast basics, 4 years sales management and 2 1/2 years pres & GM. Ready to move this month. 218-483-4492.

#### SITUATION WANTED TECHNICAL

**Hands on chief** seeks new opportunities. FCC General and SBE Senior certification. Bob Lenio, 804-745-3788.

#### SITUATIONS WANTED ANNOUNCERS

**Tools...Talent...Desire:** Dynamic announcer/production animal. Experienced morning host & news man. Seeking Northeast gig with room to grow. Chris Dowd, 305-296-3574.

**Announcer** - warm, capable, dependable. 30 years experience. Any market considered. Oldies format preferred. Ed Muscare, Box 1162, Orlando, FL 32802.

**Paul Van Scott!** I'm smart, creative, a C.S.B. graduate and ready to dedicate myself to radio. Need chance. 9207 Park Ave., Manassas, VA 22110. 703-361-4262.

**5 year pro**, looking for challenge. Conversational but energetic style. Excellent copy, production, and news skills. Former PD, college degree. Doug at 501-787-6153. Will relocate.

**Ross Michaels, PBP.** Available for Baseball '89. Minor league/college. Experienced. Excellent salesman, too. 619-272-9558.

**Mature experienced broadcaster/announcer** 20 years in the business. Seeking operations mgr post with stable FM - Easy Listening outlet in the Western U.S. Call Jack...214-723-2605.

#### SITUATIONS WANTED NEWS

**Wanted:** Work for a bright, energetic reporter. Prefer Upper Midwest (Wisconsin, Illinois, Michigan, Minnesota.) Tape, resume available. George Cloyd, 608-249-9037 after 5:30 PM CT.

**20-year veteran Washington reporter**, head of own news bureau, will cover White House and State Department events for your radio station. Connie Lawn, 703-671-1049. Fax: 703-379-1075.

**Creative, major market news pro** seeking challenging opportunity in top 20 market. 10 years experience in news, sports, and innovative features/series. TV talk-host background as well. David 401-431-1161.

#### SITUATION WANTED PROGRAMING PRODUCTION & OTHERS

**Experienced knowledgeable** Country programmer, 18 plus years in radio, seeking stable position. Mike - 517-368-5332.

#### MISCELLANEOUS

**Look out, Jack and Vanna.** Here's radio's letter guessing game. Word For Word, 4743 South 575 West, Riverdale, UT 84405.

**Troubled AM?** Need programing to generate sales? Need sales to make bucks? Call Ray Mineo. 800-321-2349.

**Executive search:** Radio, TV and cable. General managers, sales managers recruited confidentially. Corporate and individual inquiries invited. George Ponte, VP, Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Ave., Suite 1206, New York, NY 10017. Tel: 212-557-5252. Fax: 212-557-5704.

#### CONSULTANTS

**Valuations/appraisals** - Fair market valuations and appraisals for radio, television, CATV. Sample reports available. Media Valuations, 1-800-MEDIA-90.

**AM in the red?** Get into the black. Tried and true methods. Knock on doors - make sales. Call Karen Trenchard, 303-781-6618.

**Is your AM down and out?** Make \$ with great programming and good street wise sales programs. Call Crawford Clark. 816-741-3622.

**Systematically, efficiently,** effectively increase your sales performance. Call Dick Perry, collect, at Perry Media Consulting, 517-548-1040. References.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Program director/operations manager:** 40th ADI, Mid-South's leading Independent has immediate opening for independent experienced program director with strong operational background. Send resume or call General Manager, Kent Lillie, WPTY-TV, 2225 Union Ave., Memphis, TN 38104, 901-278-2424. EOE.

**Local sales manager** wanted for aggressive, growing SE CBS affiliate. Working knowledge and demonstrated success in research, co-op, vendor support, and event marketing a must. Send resume to GSM, Box A-57. Replies held in strict confidence. EOE.

**Program director:** Network affiliate - Top 50 attractive SE market. Exciting opportunity for aggressive, creative individual with minimum of 5 years experience. Must be strong in on-air promotion, print, outdoor, multi-media buying and overall station image promotion. Reply with salary requirements to: Box A-56. EOE.

**WBTW(TV)** in Florence/Myrtle Beach, SC, is accepting applications for the position of local sales manager. Position requires working knowledge of Arbitron and Nielson rating services, ability to make group presentations, skill in leading staff of 8, as well as conducting on-going sales training program. Discipline and good organizational skills a must. Minimum of 3 years broadcast sales experience. Send letter and resume only to Patsy Stokes, WBTW(TV), Box F-13, Florence, SC 29501-0013. No phone calls. EEO/AA.

**KIXE-TV is looking** for a development manager to head the station's fundraising department. Minimum 3 years experience in public television development. Duties include planning, organization and implementation of on-air pledge drives, direct mail and underwriting, as well as supervising telemarketing, annual auction and special events. Supervises staff of six and participates as a member of the management team in the long-range planning and on-going operations of the station. Excellent salary and benefits. Send letters of application, resume, three references and salary requirements by 2/17/89 to Victor Hogstrom, General Manager, KIXE-TV, P.O. Box 9, Redding, CA 96099. EOE.

**Marketing and promotion director.** Southwest affiliate seeks motivated hands-on producer with flair for creative promotion with news and community involvement. Resume and salary history to Box A-90. EOE.

#### HELP WANTED SALES

**Broadcast marketing rep:** Top company serving broadcast industry seeks marketing representative for multi-state region. Experience in broadcast sales, news and/or cable is required. Position involves extensive travel. Resumes, references and salary requirements to Box A-70. EOE.

**National regional sales manager:** must possess excellent research and ratings knowledge. Motivator, self starter, leader! Reply P.O. Box 2220, Florence, AL 35630. EOE.

**Account executive/advertising sales:** National entertainment medium seeking several qualified, energetic self-starters to sell local and regional advertising in Dallas, Texas. 1 to 2 years advertising sales experience (radio preferred). Base plus commission and terrific car allowance. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attention: Stuart Hoffman.

**Research analyst:** Number one rated CBS affiliate has immediate opening in newly created position. Responsibility for sales research and analysis; development of sales presentations; and program promotion materials. Access to Nielson Audience Analyst Plus, RMS Vendor, desk top publishing for developing presentations. Previous research experience in TV, radio, or newspaper will be helpful. College degree required. Send resume, salary needs and career goal to: Wanda Lewis, VP/Sales, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

**Research director:** "Numbers are my life!" If they are, we want you. WPRI, Channel 12, Providence is looking for someone who knows HUTS, PUTS, ARB, NSI and the ABC's of presenting to clients. The perfect candidate has a thorough knowledge of a rating book, can work with a rep firm developing sales promotion, can initiate research projects for the station and has worked with Marshall Marketing or other consumer research services. Excellent opportunity for research assistant to move up and make his/her mark. Send resumes to: Edna Worthington, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. Please, no phone calls. Equal opportunity employer.

**Marketing consultant:** Top 20 NBC affiliate is expanding its sales staff. Applicant should possess a minimum of 3 years television or radio experience, have thorough knowledge of marketing and vendor programs, and be top performer in your current position. Excellent communicative, organizational, and motivational skills required. Send resumes Box A-85. EOE.

**Highly motivated,** experienced person for sales of exciting, powerful and positive bi-weekly news feature to local TV stations. Send resume to Newby/Berke Productions, 214 N. Crest Rd., Chattanooga, TN 37404. EOE.

#### HELP WANTED TECHNICAL

**Chyron graphic artist** needed to operate state-of-the-art graphic system. Must have 2-3 years keyboard and palate experience with Chyron 4200. Will be working with Chyron Super Scribe, 4. and Send resumes and demo tape to: Morris Cerullo World Evangelism, Attn: Ossie Mills, P.O. Box 700, San Diego, CA 92138. EOE.

**E.I.C.** St Louis based mobile production facility seeks experienced engineer for new 48' remote truck. Contact David Houseman, 314-968-7220.

**Mtce engr.** Need engr to maintain 300/Kscope. Digital F/X200, 141 post prod., Harris 9100 AM-FM-TV remote control. ACR's, VPR-2's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMM Lic. or SBE Certificate. Contact John Weigand, KFMB, AM-FM-TV, P.O. Box 85888, San Diego, CA 92138. EOE.

**Chief engineer:** Business-type satellite network with in-house network control and studio transmitting 22 hours weekly of audio/video/data to 200 receive sites seeks credentialed candidate with 4-6 years experience with equipment maintenance/repair and satellite systems. Start March 1. Resume to CTNA, Teleport 1/The Teleport, Station Island, NY 10311-1003. EOE.

**Broadcast technician** for WVPT. Duties include routine maintenance, setup and operation of 3/4" and 1" VTR's, color cameras and studio switching systems. Qualifications include AA in electronics or two years equivalent training experience in editing and TV master control. SBE certification desirable. Send resume with salary requirements to Dave Burgess, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801 by February 10. No phone calls. EOE.

**Transmitter maintenance engineer** for full power UHF. 3 to 5 years RF experience required. Knowledge of Comark xmtr and external cavity Klystrons a plus. Strict confidentiality guaranteed. Contact Bob Minor, CE, WPWR-TV, 2151 N. Elston Ave., Chicago, IL 60614. 312-276-5050. EOE.

**Maintenance engineer supervisor...** is needed at top UHF Independent on the Florida Suncoast. Must be a hands-on, take charge supervisor. Three-five (3-5) years recent experience in all phases of broadcast studio maintenance is required. One to two (1-2) years supervisory skills preferred. Send resume to: Mark Greenleaf, Assistant Chief Engineer, WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742. An equal opportunity employer. M/F

**Maintenance engineer:** Responsible for the maintenance of studio, videotape and electronic news equipment. This includes cameras, videotape recorders, video switchers, digital effects, editing and transmitting equipment with special emphasis on digital techniques. FCC license preferred. Professionally related maintenance experience required. We are an equal opportunity employer. Send resume only to WABC-TV, Attn: R. Johns, 7 Lincoln Sq., New York, NY 10023.

**Editor:** Mid-South one inch facility seeks fulltime videotape editor. 2-3 years on-line experience required. Commercials and corporate. Cinevision-Pinnacle-Q8D-EchoLab. Send resume to: Larry Orr, 1374 Madison Ave., Memphis, TN 38104. EOE.

**Chief engineer:** Cable television station located in central Florida has immediate opening. Get in on the ground floor of a dynamic, fast growing operation. Duties include maintenance, installation and equipment purchase. Knowledge of 3/4" Sony machines is a must. Ability to design, install and maintain remote vehicles equipped with switching capabilities for news and program productions. Thorough understanding of broadcast/cable television required. Audio background would be a plus. Successful candidate should possess electrical engineering degree of sufficient practical experience with solid references. Resume and salary requirements to: OBG Personnel, 10 Paradise Dr., Lady Lake, FL 32659. EOE.

**Director/technical director:** Number one rated CBS station has immediate opening. Job includes directing live newscasts as well as directing studio commercials and local program productions. Previous directing skills a must. Work with fully loaded Grass Valley 300 switcher. Send resume, tape and salary requirements to: Matt Hefernan, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

**Art director:** Number one rated CBS affiliate in Sunbelt market has opportunity to work with state-of-the-art computer graphics system including Dubner Texta, DPSI Paintbox, and Dubner 20K character generator. Applicants must have college degree in art or computer graphics. Prefer previous experience, but will train candidate. Send resume to: Don LaCombe, WTVR-TV, 301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.



## HELP WANTED NEWS

**NIWS graphics artist:** Graphics department looking for news illustrator/Paintbox artist. Responsibilities include: Conceptualization and illustration of inputs. Paintbox operation, execution of motion graphics, interface with art director, news producers. Must meet deadlines, function well under pressure. Local station experience in news, electronic graphics required. College degree, art background preferred. Submit letter and resume to: Attn: Judy Solomon, NIWS, 5432 W. 102nd St., Los Angeles, CA 90045. EOE.

**News producer.** Top 50 network affiliate in the South looking for experienced news producer. Must have strong writing and people skills plus live experience. EOE. Send resume to Box A-27.

**Talk show host(ess) and co-anchor.** Small market, top-rated Texas affiliate seeks morning talk show host(ess) and mid-day co-anchor. Desire candidates with at least 3 years of reporting, anchor and/or related experience, degree and good on-air presence. Excellent compensation package. Send resume and tape to News Director, KLSL-TV, 2900 Armstrong, San Angelo, TX 76903. EOE

**Sports director/anchor:** 6 & 10 weeknights. Reporting required. Minimum 2 years experience. Send tapes and resumes to: Kathy Nelson, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

**Interesting anchor possibility.** Dominant news operation in one of the nation's fastest growing and most interesting cities. This opportunity is only for those who are committed to a long term involvement with us. Box A-61. EOE.

**Wanted:** Sports personality, a master at clever repartee, and the unique writing ability to turn a phrase. Must have strong anchor skills, and experience. EOE. Box A-64.

**TV station in 80's market** seeking sports director to manage department and anchor daily sportscasts at six and eleven. Experience in anchor work and play-by-play necessary. References should support above experience plus applicant's aggressive and creative coverage of local sports. Send resume and tape with cover letter to Attn: John Grdic, WFMJ-TV, P.O. Box 6230, Youngstown, OH 44501. We are an equal opportunity employer.

**Reporter** - Polished journalist able to cultivate news sources, enterprise solid news stories, produce accurate and interesting reports. Minimum 4 years paid professional experience required. Resume and tape to Robert Hite, WJAC-TV, 1949 Hickory Ln., Johnstown, PA 15905. EOE.

**Wanted: TV sport pros.** Live action producers, directors, segment producers and play-by-play announcers wanted for upcoming national television action/sports series. To be produced in Los Angeles during the summer of 1989. All applicants must have extensive sports coverage backgrounds (major league, minor league, or major conference college). Please send resume and video tape (audio tape and 8X10 picture okay for radio play-by-play announcers) to: Sams/Miller Productions, 345 N. Maple Dr., Suite 210, Beverly Hills, CA 90210. No phone calls will be accepted. EOE.

**Two openings,** 100-plus Midwest affiliate. Reporter with commanding presence and strong on-air skills. Photographer with creativity, speed. Both competitive, yet personable. EOE. Box A-74.

**KTVN-TV News 2** has immediate opening for a motivated individual with one to two years news videography experience to join our aggressive staff. Must have creativity and news gathering skills. Must know how to edit. Job requires a clean driving record. Hours are varied and successful applicant will agree to work overtime hours when needed. Send resume, tape and three references to Patricia Clemm, News Director, P.O. Box 7220, Reno, NV 89510. Tapes will not be returned. No phone calls, please. KTVN is an equal opportunity employer.

**Network affiliate** in medium size Northeast market has an opening for a director. Strong background in live news directing essential. Creative producing/writing skills for some commercial and program development a plus. Experience with state-of-the-art video switchers. DVE systems required. EOE. All interests confidential. Box A-80.

**Weathercaster wanted ASAP** for number one, Midwest small market station. Experience needed, meteorology degree preferred. Our last three weathercasters went to bigger markets...looking for another winner. Tapes and resumes to Les Sachs, WGEM-TV, 513 Hampshire, Quincy, IL 62301. EOE, MF.

**Sports anchor:** Dominant number one seeking aggressive, imaginative sportscaster. Duties include anchoring early show plus shooting and reporting local sports. Experience required. Tapes and resumes to Dick Heidt, Box 1738, Bismarck, ND 58502. EOE

**Southwest ABC affiliate** desires sports director/anchor and sports weekend anchor. Must possess desire to cover local and non-traditional sports. Must edit and shoot. Send photo, resume, and salary history to Box A-91. EOE.

**If you're a self-motivated** top notch TV news photographer with an acute sense of timing, an eye for pretty pictures, and a strong creative streak who loves to travel and have experience shooting/editing on the Sony 900 BVU System, send resume and salary requirements to Box A-89. EOE. No tapes.

**Meteorologist wanted** for growing station on Cape Cod. Must have one year experience, lots of personality and strong organizational skills. Any Paint Box experience a plus. Send tape and resume to Gregory Bush, WCVX-TV 58, 29 Bassett Ln., Hyannis, MA 02601. EOE.

**#2 meteorologist.** #1 Midwest station in 120's. Each of last three predecessors jumped over 50 markets. Tape and resume to ND, KTIV, 3135 Floyd Blvd., Sioux City, IA 51105. Don't call. Don't tarry. EOE.

**News director** - Leading radio/television combo looking for a person with experience and good management skills. Position includes some anchor work. Please send resume to Ralph Oakley, WGEM AM-FM-TV, P.O. Box 80, Quincy, IL 62306. EOE, MF.

**Anchor/producer** - for market-leading Midwest affiliate. Previous experience a must. Please send resume to Box A-86. EOE.

**News producer:** Mid 50's affiliate in the Southwest is looking for an experienced, innovative and aggressive producer for our late news. Must have two years experience and good leadership skills. We're looking for someone who can give the late news a completely fresh look. Send resumes to Box A-87. EOE.

**ENG editor.** Position requires experience with 1/2" and 3/4" video editing equipment and systems. Work requires an in-depth understanding of news concepts and the ability to work with reporters and newswriters in a high pressure environment. Send resume only to: WABC-TV Eyewitness News, Attn: M. McCann, 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

**One of the nation's leading** independent news departments is looking for just the right person to take over the assignment desk. The right applicant will understand the difference between working for an affiliate and working in an independent station. We do with mirrors what other stations do with large staffs. Please send resume and references to Bob Cook, News Director, KTXL-TV, 4655 Fruitridge Rd., Sacramento, CA 95820. Closing date on this position 2/15/89. EOE.

**News producer:** Aggressive CBS affiliate is looking for good, creative producers. Must have excellent writing skills and working knowledge of state-of-the-art equipment. Minimum of two years experience and college degree required. Send non-returnable tape to Mike Cavender, News Director, WTVF-TV, 474 James Robertson Pkwy., Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**News promotion producer-** If you have strong writing and conceptualization skills, two years experience, and want to work in a creative, competitive environment then send a resume and sample reel to Ron Gates, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

**South Florida,** top 20, VHF TV station seeks experienced promotion producer to become part of creative team. Responsible for writing and producing innovative, topical on-air, print and radio advertising for locally produced "Inside Story" program and daily news. Topical news and news series promotion experience preferred. Hands-on, off-line 3/4" editing and strong writing skills required. Submit resume and tape to: WSVN-TV, c/o Personnel Department, 1401 North Bay Causeway, Miami, FL 33141. EOE.

**Public affairs director:** Top 25 affiliate needs aggressive, creative person to coordinate station's public service/community relations. Will produce programming, PSAs, special events; maintain community contracts and advise management on community efforts. Requires college degree, minimum 3 years TV experience, writing skills, production & public affairs background. Competitive salary and benefits package. Resumes only to Larry Manne, Program Manager, WTNH, 8 Elm St., New Haven, CT 06510. An equal opportunity employer.

**Magazine feature/commercial producer** opening in "Money" magazine's #1 area-scenic western Connecticut. Cable TV production department w/award-winning magazine format seeks seasoned shooter/editor w/2-3 years hands-on creative skills. Announcing helpful. A/B roll 3/4" w/DVE & Chyron. Resume/tapes/salary requirements to Bill Tower, Mid-Connecticut Cable Vision, 2 East St., New Milford, CT 06776. 203-355-3143. EOE.

**KTVA seeking commercial producer** with writing, shooting, editing and management skills. Send tape & resume to Bruce Sloan, Vice President, KTVA, 1007 West 32nd Ave., Anchorage, AK 99503. EOE.

**Wanted: Director/editor** "wizard" ready to make your mark at fast-track Sunbelt affiliate. Two years experience minimum—Abekas, GVE, Sony, Artstar knowledge a plus. Send resume, tape, references and salary history to: Production Manager, P.O. Box TV-12, Jacksonville, FL 32231. No calls. EOE.

**Graphic artist:** Small market Mid-Atlantic TV station needs graphic artist to operate 3-D picturemaker (Cubi-comp/Ampex). No beginners, please. Experience with ADO/ESS a plus. Send resume to Frank Pilgrim, GM, WMDT-TV, P.O. Box 4009, Salisbury, MD 21801. EOE, MF.

**Promotion director** - Hands-on promotions pro to take charge of multi-media campaign for Mid-Atlantic ABC affiliate. Must be able to edit on-air promos, create newspaper and outdoor ads. Good pay and benefits in a resort community. Send tape and salary requirements to Frank Pilgrim, GM, WMDT-TV, P.O. Box 4009, Salisbury, MD 21801. EOE, MF.

**Producer-director:** WNED-TV is seeking a production professional to conceive and execute quality local and national programs. Must be capable of dealing with a wide variety of subjects and formats. Production experience should include live and taped, studio and remote, multi-camera and single camera. Must be skilled at working cooperatively with others to meet production objectives. College degree required plus two years experience as a producer-director. Public television experience desirable. Dedication to quality, imagination, flexibility, ability to improvise, and writing skills are also required. Competitive salary and excellent benefits. Please forward resume and cover letter to: Executive Producer, Dept. B, WNED-TV, 184 Barton St., P.O. Box 1263, Buffalo, NY 14240. EOE.

**Graphic artist.** Southeast market. Experience with Dubner CBG Texta or Turbo paint. Send resume and salary requirements to Box A-81. An equal opportunity employer.

**Upper Midwest based** hunting and fishing oriented production company seeks talented video shooter/writer/editor. Absolutely no beginners. Send resume in confidence to Donna Vinton, BWP, Box 407, Brainerd, MN 56401. No phone calls. EOE

**Camerapersons/floor directors/reporters:** Cable television station located in central Florida is offering entry level positions. Excellent opportunity to gain valuable experience in all aspects of television production and operation. Several immediate positions available requiring basic knowledge of shooting and editing. Prefer some on-camera experience. News gathering, commercial production and post-production a plus. Seeking highly motivated individuals with excellent writing skills, a willingness to work hard, strong creative abilities and the skill to work well with the public. Resumes and salary requirements to: OBG Personnel, 10 Paradise Dr., Lady Lake, FL 32659. EOE.

**Promotion director:** Number one CBS station has immediate opening. Job responsibilities include development and execution of station news and program promotional campaigns. Production skills needed include copywriting and executive producing. Also, good communication skills are essential. College degree essential. Send resume, salary history and career goals to General Manager, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

**Promotion manager:** WCGV-TV24 in Milwaukee is looking for a hard working individual to head our promotion department. The individual must have at least four years experience in television promotion and know television, radio, and print production. If you feel you have the qualifications to manage an independent television station's promotion department, send your resume to: Personnel Director, WCGV-TV24, 5445 N. 27th St., Milwaukee, WI 53209. Equal opportunity employer.

**Television station** in top 25 market is seeking a talented, aggressive newscast director with strong directing and leadership skills. The preferred candidate should have strong demo reel and a proven track record. Individual must be able to communicate well with the technical staff and management, and be an excellent problem solver. Candidate must be efficient in directing multi-anchor formats, and handle changes and updates with ability and confidence. Please send resumes to: Box A-82. EOE. Tapes will be requested later.

**Promotion writers/producers:** The fastest growing network in cable history is seeking qualified people for promotion: 2 writers/producers for innovative award-winning creative department. 5 years experience requiring superior copy writing, an eye for design and post production proficiency. Send resume and reel to: Jan Craig, Director of On-Air Promotions, The Discovery Channel, 8201 Corporate Dr., Landover, MD 20785. No phone calls, please. EOE.

**Producer:** Position open immediately for a promotion producer in KRON-TV's Creative Services Department. Minimum five years experience, preferably in a TV station promotion department, with working knowledge of pre- and post-production techniques, including editing in all formats, strong advertising conception and writing skills. Must have proven ability to carry out project smoothly from concept to finished project. Must work well under pressure and possess strong organizational skills. In return, KRON-TV offers a competitive salary and excellent benefits. Send resume and reel and/or book to: Jan van der Voort, Vice President, Human Resources, KRON-TV, P.O. Box 3412, San Francisco, CA 94119. KRON-TV is an equal opportunity employer.

**Producer/director:** To direct/produce weekend newscasts in the 36th market. Also responsible for a news/public affairs magazine type show, plus other special projects. 3-5 years directing experience with writing/producing skills helpful. Communications degree preferred. Send letter, resume, and non-returnable tape to: Scotty Williams, Production Manager, WSPA-TV7, P.O. Box 1717, Spartanburg, SC 29304. No phone calls, please. EOE.

**Promotion manager—West Michigan Public Broadcast** seeks experienced promotion professional to manage all promotion, advertising and public relations for WGTV/WGVK-TV and WGTV-FM. Three to five years related experience, excellent writing skills required. Knowledge of broadcasting, graphics and publications desirable. Deadline to apply: February 28, 1989. Send resume, cover letter and non-returnable writing samples to Michael T. Walenta, General Manager, WGTV/WGVK, 301 West Fulton, Grand Rapids, MI 49504-6492. EOE/AA.

#### SITUATIONS WANTED SALES

**A radio sales pro** currently in a top 10 radio market is seeking a solid major market TV opportunity. Currently a top biller with good work habits. Contact Midas at P.O. Box 7738, Atlanta, GA 30357.

#### SITUATIONS WANTED NEWS

**Sportscaster:** Low energy, nothing to look at, loves network feeds, Emmy award loser and good at it, 10 years experience. Looking for new challenge. Favorably overwhelmed? Call 804-495-4115.

**Meteorologist** -- NWA certified 20+ years in the business. Colorgraphics and Kavouras graphics experience. People oriented. Also hosted talk shows and telethons. Available immediately. Call Thomas 317-290-8568 or write Box A-33.

**Consumer reporter/troubleshooter** - Jerry Strothers has got the scoop on Nintendo games. Persistent ENG, who will always cover his and your "six". 412-244-0815.

**Sports photographer/producer** seeks new situation. One of the best in the business. Award winner. Betacam experience, plus live ENG and SNG. Ten years in current job. You must have a commitment to sports and a budget. Write now! Box A-55.

**Network news photographer/editor:** Based in Washington, DC, is available for new contract assignments US and worldwide. Reply to Box A-73 or call 301-585-3923.

**Meteorologist with AMS Seal,** Master's from Penn State and 5 years in a top-40 market. Lveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

**I will work hard for you!** Three years experience in New York in production and research. Highly motivated, solid skills, journalism degree. Will work hard in your newsroom as writer/producer. Will consider other positions. Contact Pamela, 212-348-8741.

#### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**Producer/director/videographer/editor/writer/announcer/corkscrew**—yes, the Swiss Army Knife of video! Take advantage of this special offer: Producer for the local cable magazine show voted best in nation, now seeking greater challenges. Outstanding hands-on skills. For a demo tape of what I can do for you, call—203-355-2024.

#### CONSULTANTS

**Local origination development:** Local origination talk shows are hot! And can be most profitable too! Let me help you develop your LO channel. Have successful background in LO sales, programming, production and news! Call Herman Lefkowitz, 904-438-6464.

#### MISCELLANEOUS

**Primo People** wants you. If you are a general assignment reporter who has some anchoring experience, send your tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653. EOE.

**Bill Slatter's Talent Agent Directory.** Invaluable for station and talent. \$52.00 for stations, \$37.00 talent. P.O. Box 7076, Evanston, IL 60201. 312-328-3660.

**Immediate job openings!** The Hot Sheet contains broadcasting's most comprehensive list of employment opportunities—and we guarantee our claim in writing. Invest in yourself, and give your career the winning edge! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Anchors/reporters/photographers:** Invest in your job search. Have your tape and resume analyzed by a veteran TV journalist. For prompt detailed critique, send tape, resume, cover letter example and \$30 to Media Feedback, Box 20856, Indianapolis, IN 46220. Get an objective opinion...fast.

**Broadcast talent:** Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

**Executive search:** TV, radio and cable. General managers sales managers recruited confidentially. Corporate and individual inquiries invited. George Ponte, VP, Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Ave., Suite 1206, New York, NY 10017. Tel: 212-557-5252. Fax: 212-557-5704.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Teach Journalism in the Real World:** Two journalism positions open: heavy hitter in journalism and an academic administrator/researcher for the School of Journalism and Mass Communication, Florida International University, Miami. Our faculty of veteran reporters and editors deliver journalism education as it should be: real-world and demanding with strong emphasis on reporting and writing skills, and critical thinking. Teach, earn tenure doing real journalism or research in one of the world's best news towns where the news often makes national and international headlines and our graduates often get the bylines. For one position, we want a pro with heavy-weight writing, reporting or editing experience. College-level teaching, masters or doctorate normally required, but first-rate professional experience with substantial news organization may substitute for advanced degree. Exceptional professional track record could substitute for teaching experience. For the other position, we seek a strong educator/administrator with good professional and research credentials in journalism to help lead fast-growing undergraduate print/broadcast program and growing graduate program. Masters required, doctorate preferred. Broadcast experience a plus for either position. Tenure-track positions at the assistant or associate level open Fall 1989. Salary competitive. Letter of application, vita, three references, writing, broadcast or research samples to Professor Bill Wright, Chair, Journalism Search Committee, School of Journalism and Mass Communication, Florida International University, North Miami, FL 33181. Deadline: March 16, 1989. Member of the State University System of Florida, Equal Opportunity/Affirmative Action Employer.

**Assistant or associate professor** to teach undergraduate television and radio courses, Ph.D. in Telecommunications preferred, Masters considered. Professional experience beneficial. Tenure track. Salary and rank negotiable. Send letter of application and resume with the names of three references by March 31, 1989 to: Dr. Ray Lewandowski, Communication Arts Department, Oral Roberts University, 7777 S. Lewis, Tulsa, OK 74171. EOE.

**School of Journalism, University of Kansas:** Radio-TV: 1) Associate or full professor to teach corporate television. Responsibilities: teaching radio-TV courses; academic and career advising; creative activity or research, and service in journalism and mass communications. Required minimum: earned Doctorate with two years professional experience in television news or corporate communications, and five years full-time teaching experience. Preferred: additional years professional and teaching experience. 2) Prospective position for assistant professor, available contingent upon funds and final assessment of staffing needs. Duties: to teach radio-TV courses, perform service and creative activity or research; advise students, including laboratory work. Required minimum: Master's degree; three years professional experience; evidence of teaching ability, such as professional staff development experience. Preferred: earned Doctorate; additional years professional experience, including media management; full-time teaching experience. Both firm and contingent positions offered as tenure-track for nine months, starting Aug. 15, 1989. Salary competitive, with possibility of summer employment. Letter of application, vita and three references must be received by Feb. 23, 1989. If the position(s) remain(s) unfilled, applications received after Feb. 23, 1989 will be reviewed weekly until March 28, 1989. Send to Mary J. Wallace, Search Coordinator; School of Journalism; University of Kansas, Lawrence, KS 66045. Phone: 913-864-4755. Women and minorities are encouraged to apply. Affirmative Action/Equal Opportunity Employer.

**KS Univ Theatre and Film Dept.** seeks associate or full professor, tenure track, to teach: film/video studies (theory, history, criticism), performance, production in varying formats. Supervise graduate and undergraduate video and film projects, assist in program development, advisement, and engage in creative/research activities. Required: Master's in film, video. Post-secondary teaching for at least one academic year or significant professional production experience. Prefer: MFA or PhD, experience teaching at graduate level. Salary, negotiable. Send resume, letter, names of 3 references. Deadline March 1, 1989. Contact: Dr. Glenn Q. Pierce, Chair, Department of Theatre and Film, 356 Murphy Hall, Univ. of Kansas, Lawrence, KS 66045. AA/EEO. 913-864-3511.

#### HELP WANTED SALES

**Radio Jingle Sales.** Production company with studio seeks salesperson. Ground floor opportunity for person with energy and connections. Salary, commission, and health benefits. Send resume to S Q Productions, 14741 1/2 Oxnard St., Van Nuys, CA 91411. EOE.

#### HELP WANTED MISCELLANEOUS

**Financial analyst** - Broadcast Investment Analysts is seeking a senior analyst with experience in evaluation of the communications industry. Position requires an articulate person to interact with clients, strong research and computer skills. Send resume and salary requirements in confidence to: Frank Higney, BIA, Box 17307, Washington, D.C. 20041. EOE.

#### SITUATIONS WANTED MISCELLANEOUS

**Money keeps score.** But quality living, challenge, travel and perks mean more. For thirty years I've written, reported, produced, edited and managed newscasts. Now it's time for an interesting change. Overseas okay. Any ideas? Box P-63.

#### MISCELLANEOUS

**Freelance videographers:** AMERICAN HEAT will buy quality video of major fire; emergency; emergency medical; and police incidents. Call 1-800-722-2443.

**Caribbean Magazine (CM)** needs commercial ads from businesses wishing to attract Caribbean customers. CM is an educational and cultural TV show on WNYX-TV Channel 44 UHF in NYC area (Sundays 6-7PM). Contact DUCH-VIL Productions, Inc., Box 1078, Jamaica, NY 11431. 718-951-6207 or 718-527-8594.

#### EMPLOYMENT SERVICES

**Government jobs.** \$9,811 - \$66,682/yr. Guarantee. Job or moneyback. Federal list. (1) 805-687-6000 ext. R-3000.

**Airlines now hiring.** Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

**Talent coaching:** For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private lessons. Group workshops Feb. 12 and March 12. 212-921-0774. Eckhart Special Productions (ESP).

**Attention - hiring!** Government jobs - your area. \$17,840 - \$69,485. Call 602-838-8885 Ext. R-8435.

#### EDUCATIONAL SERVICES

**Newspaper editing hands-on workshops/seminars.** Learn editing techniques using newspaper footage. Students keep finished class projects. CMEX Workshops. 213-620-0057.

**Reporters:** Not getting the constructive feedback you need to grow and advance? Have your work critiqued by a former television reporter with more than 10 years in the business, including the Philadelphia and New York markets. Send tape, plus check for \$39.50 to TeleDirections, P.O. Box 7207, Atlantic City, NJ 08404.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331

**Instant cash-best prices.** We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media. 303-665-3767

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Maze Broadcast** pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

**FM antenna(s)** - Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.



**FM Transmitter** \*\*CSI T-25-F(1985)\*\* RCA BTF20E1 (1975, 1976, 1974) \*\* Harris FM10H3 (1974), RCA BTF10D (1968), CCA 5000DS (1972) Gates FM-1G (1967) Transcom Corp. 215-884-0888, Telex 910-240-3856.

**AM Transmitters** \*\* CCA AM 10,000D (1970), Collins 820F (1978) \*\* Gates BC-5P2 (1966) \*\* Collins 21E \*\* McMartin BA 2.5K (1981) \*\* Transcom Corp. 215-884-0888, Telex 910-240-3856.

**50KW AM** \*\* CCA-AM 50,000D (1976), excellent condition \*\* Transcom Corp. 215-884-0888, Telex 910-240-3856.

**1KW AM Transmitters** \*\* Collins 820D (1981) \*\* CSI T1A (1981), Sparta SS1000 (1981) \*\* Collins 20V3 (1967) \*\* Bauer 707 \*\* Gates BC-1T \*\* Transcom Corp. 215-884-0888, Telex 910-240-3856.

**Nautek 1985, AMFET-5, 5KW AM transmitter** like new condition \*\* Transcom Corp. 215-884-0888, TELEX 910-240-3856.

**RCA UHF TV transmitter:** Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen. 303-665-8000.

**Silverline UHF TV transmitters.** New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystron transmitter. Bill Kitchen. Television Technology. 303-665-8000.

**1000' Kline tower.** Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen. Television Technology 303-665-8000.

**Channel 8 transmitter and antenna** GE4TT6E24TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

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

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

**Sony BVU-800's** checked and ready for immediate shipment with 30 day warranty. \$7995.00 each. Maze Broadcast. 205-956-2227.

**Ampex ACR-25B** video cart system Includes approx. 4 thousand carts, loads of spare parts, plus 2 new heads. All operable when removed at WTTG-TV. Also have ACR-25A. Will sell all or part. Call Maze Broadcast. 205-956-2227.

**Grass Valley 1600-7K** production switcher. 24 X 3 with standard options. Can be inspected on line. Available March '89. Price negotiable. Maze Broadcast. 205-956-2227.

**Scientific Atlanta, model 8005.** 4.6 meter satellite antennas. \$2,500. Broadcast quality receivers, model SA414. \$1,075. Megastar. 702-386-2844.

**Fidelpac audio cartridges.** Various lengths. Model 300. Quantity discounts. Technichrome 702-386-2844.

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

**Ikegami Triax HL-79EALS.** Sony BVW-10s, BVW-15s, BVW-40s. Several RCA TP-66s, low hours, blue or brown, must sell. RCA TK-28 and TK-29 cameras and islands. Ampex VPR-20. Ikegami HL-355. Call now for your used equipment needs. Media Concepts, 919-977-3600 or FAX 919-977-7298.

**Copper! #8 & #10 ground radials:** 2,3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

**RCA-TCR100** Cart machine parts for sale. WBRC-TV 205-322-6666.

**Dielectric 4-Port** motorized patch panel 3 1/8" for sale. WBRC-TV. 205-322-6666. J. P. Thorn.

**Kline Tower** 645 ft with two platforms, has been dismantled. 205-322-6666, WBRC-TV.

**RCA TP-66** Film Projector and RCA TP-15 Multiplexer for sale. WBRC-TV. 205-322-6666.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487.

**Broadcast quality videotape** - 1" and 3/4" professionally evaluated-guaranteed-introductory prices: 1" 30 min. - \$12.00 1" 60 min. - \$28.00 KCA60 - \$8.50 KCS20 - \$4.00 KCS10 - \$3.00. For quantity discounts, call today. VSI. 1-800-346-4669.

**Wave guide** - WR1150 rectangular, approximately 1200 foot plus 50 foot horizontal, elbow. Almost new, will work on any channel between channels 42 and 69. Actual cost \$120,000, will sell for \$80,000.00. Call Sudbrink Broadcasting, 1-407-689-0220.

**RCA TTU-30C** 30kw UHF transmitter. Excellent condition, on air today. Midband Klystrons. 1kw-25kw AM/FM transmitters. Jerry. 315-487-2393.

**Sony BVP-150** broadcast ENG camera, 3 tube, like new, low hours, composite & Betacam output. \$4300, 305-864-5489.

**212-T1 Collins** audio board, with books, \$325 plus shipping. 717-838-3668.

## RADIO

### Help Wanted Management

**TOP 100 MARKET RATINGS SUCCESSFUL F.M. IS LOOKING FOR A GENERAL SALES MANAGER. ARE YOU A PROVEN REVENUE GENERATOR WHO CAN LEAD A SALES STAFF, WHO CAN TRAIN, WHO CAN COACH, WHO CAN GENERATE MAXIMUM REVENUES FOR A PROMOTIONALLY ACTIVE STATION? KNOWLEDGE OF TAPS CAN PREFERRED. EOE. SEND A RESUME IN CONFIDENCE. BOX A-88.**

### GENERAL MANAGER

General Manger sought for 50,000 watt urban FM commercial station. This unusual opportunity requires managing station both profitably as a commercial operation and also as an academic training laboratory. The General Manager is supported by a professional staff of approximately twelve persons while creating paid learning opportunities for undergraduate students.

This position requires at least a Baccalaureate degree, and significant experience in most aspects of station management, especially strategic planning, sales, and promotion. Some experience in FCC and professional community relations is expected. Some aspects of General Management responsibility are replaced by policies and procedures of the University, e.g., in personnel, insurance, purchasing, etc. Candidates will be expected to adapt enthusiastically to University environment. Leadership by competent example, persuasion, and creativity is expected.

Baccalaureate degree minimum, significant cumulative experience in the broadcast industry (chiefly in radio) and outstanding skills of leadership and management.

Compensation commensurate with experience and background.

Application deadline is February 27, 1989.

Send resume to:  
Dr. Patrick S. Gilvary, Chair  
WVUD-FM Manager Search Committee  
University of Dayton  
300 College Park  
Dayton, Ohio 45469



*The University of Dayton*

The University of Dayton is an equal opportunity/affirmative action employer.

## Help Wanted Management Continued

### GENERAL MANAGER NEW ENGLAND AREA

Immediate opening - Established and respected station. Sales and Marketing oriented individual for Group Broadcasting Company. Immediate resume to:  
**Caravelle Broadcast Group**  
212 S. Tryon St.  
Charlotte, N.C. 28281  
EOE

### NEED YOU IMMEDIATELY!

KFIG AM/FM, Fresno, CA looking for talented Station Manager or Sales Manager willing to work up to management responsibility for both stations.

Contact Philip C. Davis at 602-265-0597 or send resume to: 777 East Missouri, Suite 215, Phoenix, AZ 85014.

All inquiries kept in strictest confidence. Equal Opportunity Employer.

## Help Wanted Sales

### N.C. POWERHOUSE FM

NEEDS ADDITIONAL SALES POWER. LIVE IN CAROLINA'S CAPITAL CITY AND GROW WITH A WINNER. NO BEGINNERS PLEASE. RESUME & THREE REFERENCES TO: **BILL POPE, GSM**  
WQOK-FM,  
P.O. BOX 19068  
RALEIGH, NC 27619  
EOE

## Miscellaneous

### FORMER EMPLOYEES

Come to the

**WITH REUNION**  
MARCH 18, 1989

Details: 5 Light St.  
Baltimore, MD 21202  
301-528-1230

## NEWS HORIZONS Radio News Consultants

News programming and  
Management consulting

**Fred Walters**  
818-506-5793.

## TELEVISION

### Help Wanted Management

#### TOP-20 PROMOTION OPPORTUNITIES

##### Promotion Manager

Aggressive affiliate seeks department manager with proven marketing sense for news and programming. Experienced candidate must demonstrate strong conceptual, writing, production skills and have the ability to motivate/lead staff.

##### Writer

Responsibilities include writing news updates, teases, headlines and topical news promotion. Important link between news and promotion departments.

Send resume and salary requirements to:

**FRANK BIANCUZZO**  
FRANK N. MAGID ASSOCIATES, INC.  
ONE RESEARCH CENTER  
MARION, IA 52302  
EOE

## Help Wanted Management Continued

# ENTERTAINMENT MANAGER

## The spotlight is waiting for you!

This Fortune 500 company is looking for an Entertainment Manager to train and direct the hosts/hostesses of a TV show seen by more than 29 million television households.

You'll need 2-3 years' experience in a radio/television environment, preferably a high-rated TV or radio show. A production background on a talk radio or live television talk show is a plus.

You'll receive a competitive salary and benefits package. If you're ready to hit the big time working with celebrities in an exciting environment, send your resume, including salary history, to:

**Box #A-77**

We are an equal opportunity employer.

## Help Wanted Programing Production & Others Continued

### TV PRODUCER/DIRECTOR

Fast paced news switch directing experience required. Knowledge of commercial production, public affairs and sporting events also helpful. Please send resume to

Steve Zappia,  
Production Mgr.  
WKBN-TV  
7 Broadcast Plaza  
Buffalo, NY 14202  
An Equal Opportunity Employer.

### PRODUCER FOR #1 TALK SHOW

"Town Meeting," the highest rated locally produced program in the beautiful Pacific NW is seeking an aggressive, veteran producer. If you have 2+ years talk show experience, including a proven track record of creative bookings. Send your cover letter, resume and tape to:

**KOMO Television**  
100 Fourth Avenue North  
Seattle, Washington 98109  
Attention: Personnel

NO PHONE INQUIRES PLEASE

KOMO is an Equal  
Opportunity Employer.



## Help Wanted Technical

### SATELLITE SYSTEM MAINTENANCE SUPERVISOR

Qualified incumbent must have BSEE or equivalent experience; training in RF systems, audio systems and circuits, digital logic circuits. Considerable experience in broadcast and satellite maintenance. Must be familiar and have experience with operating a PC and equipment diagnostic software. Experience with personnel management and leadership required. S.B.E. Certification desirable. Send resume with salary history and requirements to:

NATIONAL PUBLIC RADIO  
Personnel Department  
2025 M Street, NW  
Washington, DC 20036  
EOE/AA

### E.I.C.

Midwest based mobile facility seeks experienced video engineer for new 48' mobile truck

CONTACT:  
David Houseman  
(314) 968-7220

### KING 5 TELEVISION SEEKS MAINTENANCE ENGINEER

If you are highly motivated, enthusiastic and have demonstrated experience in maintenance of electronic news gathering equipment, satellite coordination, satellite news vehicle and microwave operations, send your resume immediately to:

KING 5 Television  
333 Dexter Avenue North  
Seattle, Washington 98109  
Code B  
PLEASE

NO PHONE INQUIRIES

Full time position available.  
Outstanding salary and benefits!

An Equal Opportunity Employer  
M/F/H/C



### CHIEF TELEVISION ENGINEER

Outstanding opportunity for Chief Engineer to make an impact as a member of our creative team as we design and implement a statewide television system, using fiberoptic, ITFS and standard microwave technologies. Chief will play an integral part in the design, construction and equipping of a video production/operations facility designed to broadcast standards and scheduled for completion next year. You will supervise engineering for multicamera production and ITFS operations, and oversee equipment specifications, installation and maintenance. Salary competitive with industry standards. Attractive benefit package. Requires at least 3 years television engineering experience, including maintenance and staff supervision, design of television systems and knowledge of digital, microwave and satellite technologies. For more information, call Fred Hurst, Operations Manager, Maine Interactive Television System, (207) 622-7131. To apply, send resume and letter of application to: Fred Hurst, Interactive Television, University of Maine at Augusta, Augusta, Maine 04330. Screening of applicants will begin March 1, 1989.

THE UNIVERSITY OF MAINE  
IS AN AFFIRMATIVE ACTION/  
EQUAL OPPORTUNITY  
EMPLOYER



## Help Wanted Programing Production & Others

### PROMOTION WRITER/PRODUCER

NBC affiliate in Louisville is looking for a very creative writer. Primary emphasis in news promotion. Minimum of two years experience required. Send your resume tape today to:



WATSON COURTENAY  
WAVE 3  
725 South Floyd St.  
Louisville, KY 40203  
EOE

### LOCAL ACCOUNT EXECUTIVES

South Florida's number one station needs two local account executives for development of new-to-television advertising from radio and newspaper. Generating of corporate advertising; Development of retail-coop dollars and vendor support dollars. Must have the ability to develop sales presentations, establish individual goals and objectives, analyze rating books, and prepare revenue forecast and market analysis.

Send resume to  
Rick Hinds  
WPLG-TV  
3900 Biscayne Blvd.  
Miami, FL 33137

EQUAL OPPORTUNITY EMPLOYER





*First and Foremost*

## Television Technical Sales

Varian TVT, a division of Varian Associates, Inc., is expanding its Television Transmitter Sales Department. We are seeking experienced technical sales professionals in high power RF equipment. Knowledge of the industry we serve is important. These sales positions will require extensive travel and person-to-person contact with TV station management and technical personnel.

As a division of a Fortune 500 Company, TVT offers you a leading technological environment plus an excellent salary and benefits package including a 401(k) retirement savings plan, 100% tuition reimbursement, medical, dental and life insurance. To apply, please send resume to: Varian TVT, P.O. Box 270879, Dallas, TX 75227. Principals only, please. We are an equal opportunity employer.



Innovative People Making Technology Work

### ASSISTANT GENERAL COUNSEL CELLULAR TELEPHONE COMPANY

Growing non-wireline cellular telephone company seeks an Assistant General Counsel to join Legal Department in Greensboro, NC headquarters.

The ideal candidate will have 2-4 years of experience in corporate, contracts, commercial and transactional practice. Cellular or other communications experience preferred but not required. The successful candidate will report to the General Counsel, and will work with senior executives, landline and cellular carriers.

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# Fates & Fortunes

## Media

**Vytas J. Paskus**, VP, finance and administration, WFLD(TV) Chicago, named VP, chief financial officer, Emmis Broadcasting, Indianapolis.

**James R. Osborn**, VP and general manager, KGO-TV San Francisco, joins Bay Area Interconnect, San Jose, Calif., as president and general manager.

**Seymour H. Lesser**, senior VP, chief financial and administrative officer, Arts & Entertainment Cable Network, New York, named executive VP, chief financial and administrative officer.

**Adrian Cox**, general manager, Summit Cable Services, Forsyth County Inc., serving Forsyth County, Winston-Salem, Rural Hall and Kernersville, all North Carolina, named group VP. Cox will be responsible for company's three cable systems in North Carolina.

**Ron Johnson**, VP and general sales manager, KWWL(TV) Waterloo, Iowa, joins KTIV(TV) Sioux City, Iowa, as VP and general manager.

**Kenneth A. Karaszkiwicz**, business manager, WTXX(TV) Waterbury, Conn., named corporate controller, Renaissance Communications Corp. there. Renaissance owns WTXX(TV) and WGPB-TV Pittsburgh.

**Joe Lentz**, station manager, KWQC-TV Davenport, Iowa, joins WHO-TV Des Moines, Iowa, as general manager.

**Gary Schmedding**, general manager, WSAZ-TV Huntington, W.Va., elected VP, broadcasting, for parent company, Lee Enterprises Inc., Davenport, Iowa. **Nancy Chapman**, assistant controller, CBS News, New York,

joins Lee Enterprises Inc. as director of finance.

**Larry Safir**, VP, Stiles Communications, Plano, Tex., joins Wall Communications Corp. as VP and chief operating officer. Wall Communications maintains offices in Minneapolis and San Antonio, Tex.

**Eugene W. Schulte**, VP, secretary and treasurer, United Communications Corp., and general manager, *Kenosha News*, Kenosha, Wis., named senior VP. United Communications Corp. also owns KEYC-TV Mankato, Minn., and WWNV-TV Carthage, N.Y.

**Eileen Higgins**, accounting manager, Northland Communications Corp., Seattle, elected VP and controller, Northland Cable Television Inc. affiliate.



Fisher

**Gary Fisher**, VP and general sales manager, WHTZ(FM) New York, named VP and general manager.

**Joel Salkowitz**, program director, WQHT(FM) New York, named operations manager. Salkowitz was also named regional VP, programming, for parent company, Emmis Broadcasting Corp.

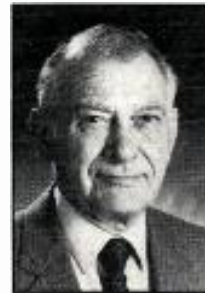
**Susan Hoffman**, general sales manager, KPWR(FM) Los Angeles, joins KKHT(FM) Houston as VP and general manager.

**Bob Hogan**, general sales manager, KJR(AM)-KLTX(FM) Seattle, named general manager. Hogan will also serve as acting general sales manager of both stations.

**Wayne Ripp**, station manager, WNBK(FM)

New London, Wis., named manager, network operations, Free Enterprise Radio Network and Farm Radio Network, both subsidiaries of Goetz Broadcasting Corp., Fort Atkinson, Wis.; **Tom Desjarfals**, sales manager, WDLB(AM)-WLJY(FM) Marshfield, Wis., named station manager, Free Enterprise's WQJY(FM) La Crosse, Wis.

## Marketing



Smith

Howard Broadcasting stations. In May 1987, Smith was named to Scripps Howard board of directors.

Appointments at Petry Television: Chris

**James E. Smith**, VP, sales, Scripps Howard Broadcasting Co., Cincinnati, will retire Jan. 31 after 31 years with company, starting as salesman for WEWS(TV) Cleveland. In 1968 he was named general sales manager of station and in 1976 was placed in charge of sales for all Scripps

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**Farewell.** Ten former American Association of Advertising Agencies chairmen and the current vice chairman gathered for a valedictory dinner in honor of retiring AAAA President Leonard S. Matthews. The chairmen all served during Matthews's 10-year tenure. They are, from left to right, with the years of their chairmanships: (seated) Glen Fortinberry, The Ross Roy Group (1988-89); Charlotte Beers, Tatham-Laird & Kudner (1986-88); Matthews; Robert Jacoby (1986); Louis T. Hagopian, N.W. Ayer Inc. (1985-86); (standing) John E. O'Toole (1984-85), newly appointed A.A.A.A. president; Paul Harper (1983-84); John S. Bowen, D'Arcy Masius Benton & Bowles (1982-83); Eugene Kummel, McCann-Erickson Worldwide (1980-81); Stuart B. Upson, Saatchi & Saatchi Advertising Worldwide (1978-80); John S. Pingel (1978-79); Edward N. Ney, Payne Webber/Young & Rubicam Ventures (1977-78). Current chairman, William Weithas, Lintas Worldwide, was unable to attend.

**MacCourtney**, salesman and market development manager, WJRT-TV Flint, Mich., named account executive, Petry, Detroit; **Dave Lyles**, sales trainee, named account executive, Petry National, Atlanta; **Dan Foster**, sales trainee, named account executive, Petry National, Chicago.

**Kenneth R. Better**, VP, sales and marketing, AlphaTexMarketing, sales and marketing consulting firm, New York, joins MMT Sales Inc. there in newly created position of VP, sports and special events.

**Brad Bedford**, account executive, radio station sales division, Arbitron Ratings Co., New York, named manager, Pacific Southwest Radio station sales, Los Angeles; **Rob Klömm**, local sales manager, WMRO(AM) Aurora, Ill., joins Arbitron Ratings, Chicago, as account executive, Midwest radio station sales.

Appointments at BBDO, New York: **John Belfiore**, associate media director and senior VP, named director, media planning; **Robert Emerson**, executive producer, radio/TV production, and **Brenda Meade** and **Joyce Schneck**, account supervisors, named VP's.

**G. Bradley Beck**, VP, account supervisor, Cliff Freeman and Partners, division of Saatchi & Saatchi, Detroit, named senior VP, management supervisor.

**Michelle Farnum**, associate creative director, DDB Needham, New York, named senior VP.

Appointments at Scali, McCabe, Sloaves, New York: **Alan Jurmain**, media director, named executive VP; **Elissa Goldman** and **Paula Brooks**, VP's, named senior VP's.

**Louis Abitablio**, director of sales, WNBC-TV New York, joins Bohbot Communications there as director, local media.

**Danny Fellin**, research project director, W.B. Doner & Co., Detroit, named VP, research projects director.

**John Kimball**, local sales manager, KXAN-TV Austin and KXAS-TV Dallas, both Texas, joins Television Bureau of Advertising, Los Angeles, as marketing manager.

Appointments at Time Buying Services Inc., New York: **Michael J. Rosen** and **Patricia Anne McGuire**, account managers, named VP's.

**Tom Fiorita**, account executive, Storer TV Sales, Atlanta, joins TeleRep there as account executive.

Appointments at Wells, Rich, Greene/Worldwide, New York: **Janet Freuh**, VP, marketing director, named senior VP, marketing director; **Roberta Mell**, VP, management supervisor, named senior VP, management supervisor.

**Bradley B. Niemack**, founder, Newslink Inc., New York television services company, joins Robert Henkel & Associates Inc., communications consulting firm there, as president. Niemack succeeds **Robert Henkel**, founder of firm, who remains chairman and chief executive officer.

Appointments at CBS Radio Representatives: **Tom Breslin**, national accounts sales manager, Guinness Import Co., Stamford, Conn., named sports specialist, CBS Sports, marketing, New York; **Taryn Satt-Urena**, sales assistant, CBS Radio Representatives, Los An-

geles, named account executive.

**Craig D. Dahlquist**, traffic coordinator, Prevue Guide Inc., Tulsa, named national advertising sales coordinator. Prevue is cable network and subsidiary of United Video Inc.

**Ed Orтели**, account executive, KTSP-TV Phoenix, named national sales manager.

Appointments at WXIA-TV Atlanta: **Joan Chase**, director, business affairs and finance, named VP/director, business affairs and finance; **Wayne Freedman**, national sales manager, named VP/general sales manager.

Appointments at KVBC(TV) Las Vegas: **Kathy Rogich**, account executive, named local sales manager; **Linda Bonnici**, account executive, named agency director, new sales division; **Kathy Thayer**, account executive, named new business sales director.

## Programing

Appointments at Home Box Office: **Marjorie Lewis**, department head, development and creative executive, Geffen Film Co., New York, named VP, HBO Pictures; **Bill Chase**, director, production management, noncommercial WNET(TV) New York, joins HBO as director of production, East Coast; **Holly Dworsky**, director, HBO Pictures Operations, Los Angeles, named VP, operations, HBO Pictures.

**C.J. Kettler**, senior VP, distribution, Sunbow Productions International, New York, named executive VP, managing director, Sunbow Productions Inc.



Harris



Nassour

**Donna Harris**, VP, director of creative services, Fox-owned WFLD(TV) Chicago, named VP, program development, Fox Television Stations Inc., Los Angeles. **Edward Nassour**, assistant supervisor, post production, Twentieth Century Fox Television, Los Angeles, named VP, post production, television division, Twentieth Century Fox Film Corp.

**Peter Calabrese**, founder, Better Than Most Productions, Los Angeles-based production company, joins Madison Square Garden Television Productions there as executive VP and executive producer, television.

**Craig Ellis**, assistant to director of movies for TV, NBC, Los Angeles, joins Avanti Enterprises, production company, Los Angeles, as director of development.

**Henry Seggerman**, acquisitions VP, King Roads Entertainment, Los Angeles, joins Fries Entertainment there in same capacity.

**Richard Milnes**, managing director, Weintraub Entertainment Administration Ltd., Los Angeles, named executive VP, Weintraub Screen Entertainment Inc.

## News and Public Affairs

**Peter Doherty**, assignment editor, ABC News, Washington, named Washington bureau operations producer.

Appointments at WGNX(TV) Atlanta: **Karyn Greer**, weekend anchor, WCSC-TV Charleston, S.C., named weekend anchor; **Betty Bailey**, reporter, WLOS(TV) Asheville, N.C., named reporter; **Steve Taylor**, weekend sports anchor, WKYC-TV Cleveland, named sports anchor; **George Bryant**, reporter, WAGA-TV Atlanta, named sports anchor; **Denise Agent** and **Leigh Green**, reporters, CNN, Atlanta, named reporters; **Terry Knies**, weathercaster, KSPR(TV) Springfield, Mo., named weathercaster; **Denny Moore**, air personality, WGNX(TV) Atlanta, named weekend weathercaster; **Kurt Beabes**, photographer, WKS(TV) Jacksonville, Fla., **Bill Stephens**, photographer, WAFF(TV) Huntsville, Ala., **Pete Smith**, photographer, WYFF-TV Greenville, N.C., and **Wall Molette**, photographer, WCBD-TV Charleston, S.C., named photographers.

**Adam Boulton**, chief political editor, TV-am, London, joins Sky Television, Westminster, England, as political editor.

**Tim Clark**, director, news operations, WKBW-TV Buffalo, N.Y., joins WGRZ-TV there as managing editor.

Appointments at WTNH-TV New Haven, Conn.: **Julie Belaga**, adjunct lecturer, public policy, Kennedy Graduate School of Government, Harvard University, Boston, named commentator; **Mel Goldstein**, morning weathercaster, named anchor, weekend forecasts.

**Tim Skubick**, reporter, WJBK-TV Detroit, joins WXYZ-TV as Lansing, Mich., reporter.

**Dan Armstrong**, announcer, Transtar Radio Network, Los Angeles, joins KCOY-TV Santa Maria, Calif., as reporter and anchor.

Appointments at WFLA-TV Tampa, Fla.: **Carol Gable**, 5 p.m. producer, named special projects producer; **Tana Mayo**, noon producer, named 5 p.m. producer; **Laura Smith**, associate producer, named 6:30 a.m. producer; **Sonya Troyer**, noon producer, WWSB(TV) Sarasota, Fla., named associate producer; **Doug Anderson**, night assignment editor, named day assignment editor; **Julia Barstow**, part-time weekend night assignment editor, named night assignment editor; **Keith Baker**, intern, named part-time weekend night assignment editor; **Julie Jarvis**, associate producer-perspective unit, named futures editor, planning upcoming news features; **Claudeira Minor**, reporter, **Lakeland Ledger**, Lakeland, Fla., named associate producer; **Rebecca Burdine**, independent video producer, named satellite producer; **Kevin Scofield**, photographer, WINK-TV Fort Myers, Fla., and **Maurice Capobianco**, photographer, WALA-TV Mobile, Ala., named photographers; **Gordon Dempsey**, weekend audio supervisor, named photographer trainee; **David Plott**, chief photographer-editor, WHOI(TV) Peoria, Ill., named editor.

Appointments at KPOM-TV Fort Smith, Ariz.: **Nanette Brown**, weekend news anchor, named weeknight news anchor; **Josie Taylor**, anchor, 10 p.m. local news, KLBV(TV) Colby, Kan., named weekend news anchor.



Appointments at WTVH(TV) Syracuse, N.Y.: **Peter Spartano**, photojournalist, named producer; **Gene Young**, producer, named reporter/producer; **Elizabeth Draper**, reporter, WWSB(TV) Sarasota, Fla., named reporter; **Donna Spexiale**, news director, WHEN(AM) Syracuse, named reporter; **Phil Jones**, photographer, WBBH-TV Fort Myers, Fla., named photojournalist.

**George Kindel**, assistant managing editor, *The Boston Herald*, joins WNEV-TV Boston as executive editor, special projects.

Appointments at WUSA(TV) Washington: **Doug Hill**, weathercaster, 5 and 6:30 p.m. *Eyewitness News*, adds 11 p.m. newscast to duties; **Bill Kamal**, noon weathercaster, joins Hill for evening newscasts; **Topper Shutt**, weekend weathercaster, named 6 a.m. news weathercaster; **Paul Anthony**, substitute weathercaster, will temporarily assume weekend duties. Changes result from resignation of meteorologist **Gordon Barnes** last month (BROADCASTING, Dec. 19, 1988).

**Susan Hirasuna**, weekend anchor and reporter, KJEO(TV) Fresno, Calif., joins KCRA-TV Sacramento, Calif., as weekend anchor and general news reporter.

**Bob Manning**, night assignment editor and associate producer, WLNE(TV) New Bedford, Mass., joins WJAR(TV) Providence, R.I., as night assignment editor.

## Technology

**Don Boland**, chief financial officer, National Institute of Business Management, New York, joins Quantel Inc., Stamford, Conn., as chief financial officer.

Appointments at Voice of America, Washington: **Walter J. LaFleur**, deputy director, operations, office of engineering and technical operations, named acting director, engineering and technical operations; **Robert E. Frese**, former director, office of engineering and technical operations, named technical advisor to director.

**Alex B. Best**, VP, engineering, Cox Cable Communications, Atlanta, named senior VP, engineering.

**Terry Crawford**, manager, fiber optics systems, Designers and Planners Inc., Arlington, Va.-based design and engineering firm, joins Burle Industries Inc., Washington, as technical marketing manager. Burle manufactures closed circuit video equipment, motion sensing light control devices and electron tubes products.

**Peter G. Burke**, director, marketing, GTE-Spacenet, McLean, Va., joins Telcom Applications Corp., Bethesda, Md., as VP.

**Thomas C. Christy**, director of marketing, Comtech Systems Inc., St. Cloud, Fla., named VP, marketing, antenna division. Comtech manufactures satellite antenna systems for broadcast, cable and private cable systems.

**Barbara A. Koalkin**, director of marketing, Pixar, San Rafael, Calif.-based manufacturer of image computing and rendering systems, joins Digital F/X, Mountain View, Calif.-based supplier of integrated digital video post-production equipment, as director of marketing.

**Enshrinement.** Sid Ceaser and the late Ernie Kovacs have been named television recipients of the National Association of Broadcasters' Broadcasting Hall of Fame award. The two will be inducted at the television luncheon during NAB's annual convention April 19-May 2 at the Las Vegas Convention Center.

**Paul W. Donahue**, director, engineering, KISS-FM Los Angeles, named VP, engineering.

**Michael Sandorse**, crew chief, WNEV-TV Boston, named engineering supervisor.

## Promotion and PR



Wildman

**Jan Wildman**, director, finance and administration, corporate communications, NBC, Los Angeles, named director, guest relations.

**Rick Redding**, executive editor, Sports Publications, Host Communications, Lexington, Ky., joins Raycom Sports and

Entertainment, Charlotte, N.C., as promotions director.

**Terri Smartz**, research director, WENS(FM) Shelbyville, Ind., named corporate promo-

tions assistant, Emmis Broadcasting, Indianapolis.

Appointments at WFXT(TV) Boston: **Marian Ward**, marketing and promotional consultant, Viacom, Boston, named cable relations director; **Beth Goldstein**, promotions manager, InforPlus Inc./The Talking Phonebook, Boston, named public relations/sales promotions director.

**Bob Fulp**, promotion assistant, WOGX(TV) Ocala, Fla., named promotion manager.

**Mark Zacharias**, promotion director, KRDO-AM-FM-TV Colorado Springs, joins KVUE-TV Austin, Tex., in same capacity.

**Deborah W. Thomas**, manager of public relations and promotion, noncommercial WNYC(FM) New York, named director of publicity, public relations.

**Jana Kusin**, creative services manager, KLOL(FM) Houston, joins KKHT(FM) there as promotion director.

**Bret Werb**, music library assistant, KFAC-FM Los Angeles, named public services coordinator.

**Dave Jacobs**, president, Madison Avenue, Think Communications, New York, promotion and public relations firm, joins WWDJ(AM) Hackensack, N.J., as promotion director.

Appointments at Earle Palmer Brown & Spiro Public Relations, Philadelphia: **Hilary Skurnowicz**, senior account executive, named account supervisor; **Christell Hershey**, associate account executive, named account executive; **Rebecca Sadtler**, assistant account executive, named associate account

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**Spirit of St. Louis.** Robert Hyland (above right), CBS Radio senior vice president and general manager of KMOX(AM)-KLOU(FM) St. Louis, receives the 1988 St. Louis Man of the Year award from 1987 winner August Busch III, president and chairman of the board of Anheuser-Busch Companies Inc. Hyland was honored January 11 at the Living World, an educational facility at the St. Louis Zoo. Hyland helped spearhead fundraising for and development of the facility. The award was established by the *St. Louis Globe-Democrat* in 1955 to recognize "that person who best exemplifies an inspiring level of civic and industrial leadership to generate a spirit of conviction, purpose and confidence in the development of the greater St. Louis area." The award is now given out by St. Louis Man of the Year Inc., a nonprofit group with financial support from *The St. Louis Post-Dispatch*.

executive.

## Allied Fields

**John Abbattista**, director, revenue planning, ABC Television Network, New York, named VP, director of revenue analysis, ABC Television Network Sales.

**David P. Beddow**, president and general manager, Comsat Video Enterprises, Communications Satellite Corp., Clarksburg, Md., named VP and chief strategic officer, Washington. **Irving Goldstein**, chairman and CEO, Communications Satellite Corp., Washington, will be acting president of video unit until successor is named. **Susan Mayer**, VP, corporate development, will be acting general manager of video unit.

**T. Kimball Brooker**, president, Chicago-based Barbara Oil Co., elected to Zenith Electronics Corp. board of directors, Glenview, Ill.

**Thomas A. James**, chairman and CEO, Raymond James Financial Inc., St. Petersburg, Fla.-based financial services firm, elected to

Home Shopping Network Inc. board of directors, St. Petersburg, Fla.

Appointments at National Association of Broadcasters, Washington: **Teri Lepovitz**, VP, station services department, and **Hank Roeder**, VP, conventions and meetings department, named VP's.

Appointments at Satellite Broadcasting & Communications Association, Alexandria, Va.: **Jerry Fischette**, VP, operations, named VP, marketing; **Deppish Kirkland III**, consumer counsel, State of Georgia, Atlanta, named executive director and special counsel, anti-piracy task force.

Appointments at Electronic Industries Association's Consumer Electronics Group, Washington: **Gary J. Shapiro**, staff VP, named VP, government and legal affairs and officer of association; **Suzanne M. Heaton**, manager, state and local affairs, named director, government affairs; **Walter J. Seymour**, production services technical services manager, named staff director of product services; **Kathryn A. McCarl**, recent graduate, University of Maryland Law School, Baltimore, named manager, government affairs; **Jeanne N. Chircop**, freelance writer, named manager, communications; **Kim King**, administrative secretary, named communications coordinator.

**David Kirchheimer**, VP and chief financial officer, Republic Pictures Corporation, Los Angeles, joins IDB Communications Group Inc., board of directors, Culver City, Calif.

**Stephanie A. Jacqueney**, senior manager, legal affairs, Manhattan Cable TV, New York, named director, legal department.

**Anthony C. Roco**, VP, business development, Ohlmeyer Communications, New York-based sales and promotion company and former VP, business development/sales, ABC, New York, joins Media Advertising Partnership for a Drug-Free America as director, media development.

**Marguerite Vauclair**, promotions manager, Los Angeles Times Syndicate, Los Angeles, joins Broadcast Promotion and Marketing Executives Association there as communications manager and editor for its monthly publication, *Image Magazine*.

**Dixon C. Lovvorn**, senior VP and general manager, wis-TV Columbia, S.C., was inducted into South Carolina Broadcasters Association Hall of Fame.

**Kenneth D. Patrich** and **Luisa Lancetti**, associates, Wilkinson, Barker, Knauer & Quinn, Washington, named partners. Patrich and Lancetti both practice communications law.

**James H. Cawley**, public utility commissioner, State of Pennsylvania, Harrisburg, Pa., joins LeBouf, Lamb, Lieby & MacRae there as partner.

## Deaths



Lepiner

**Michael Lepiner**, 46, president, Telecom Entertainment, New York, died of cancer Jan. 22 at Mt. Sinai Medical Center, New York. Lepiner formed Telecom, subsidiary of D'Arcy Masius Benton & Bowles advertising agency, in 1981. Lepiner joined D'Arcy Masius Benton & Bowles in 1971 and became senior VP/director of programming. Prior to that he worked at Batten Barton Durstine & Osborne Inc., NBC-TV and A.C. Nielsen Co. Lepiner won film advisory board's excellence award in 1983 for *The Gift of Love: A Christmas Story*, starring Lee Remick and Angela Lansbury. In 1980 he won Christopher award for production of *A Private Battle*, story of writer Cornelius Ryan's struggle with cancer. Christopher is awarded for work that affirms the "highest values of the human spirit." Survivors include Lepiner's wife, Rhyna, two daughters, Karina and Danielle, his parents and two sisters.

**Louis Hausman**, 82, former VP of CBS and NBC and co-organizer of Children's Television Workshop, died of pneumonia Jan. 18 at George Washington University Hospital, Washington. Hausman was with CBS from 1940 to 1959 and his titles there included manager of presentation division, VP in charge of advertising and sales promotion and VP, radio. Hausman joined NBC in July 1962 as general executive and stayed there until 1965. In 1966 he became assistant to U.S. Commissioner of Education Harold Howe II and helped found Children's Television Workshop, creators of *Sesame Street*. Hausman later became director of planning and analysis for National Endowment for the Humanities. Survivors include his wife, Theodora.

**Aldo DeDominicis**, 85, founder, WTNH-TV New Haven, Conn., one of New England's first TV stations, died from complications following surgery Jan. 17 at Hartford (Conn.) Hospital. DeDominicis began his career in 1940 as radio broker, buying and selling time on WELI(AM) New Haven, Conn. In 1944 he co-founded WNH(AM) New Haven and few years later purchased what is now WRCQ(AM)-WRCH-FM New Britain, Conn. DeDominicis is survived by his brother, Alfredo.

**Joseph B. Ridder**, 68, publisher, *San Jose Mercury News*, San Jose, Calif., and member of one of nation's major newspaper and communications families, died Jan. 23 of complications from emphysema at Queens Medical Center in Honolulu. Ridder was publisher of *San Jose Mercury News* from 1952 to 1977. During that time circulation grew from 70,000 to over 200,000. Ridder was succeeded by nephew, Anthony Ridder, who is now president of Knight-Ridder newspaper division. Knight-Ridder also owns eight television stations. Survivors include Ridder's two brothers, Daniel and Bernard.

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## Marlin Fitzwater: a kinder, gentler press secretary

Four times in his inaugural address, President George Bush spoke of "a new breeze" blowing. To hear members of the White House press corps tell it, that breeze has been blowing through the briefing room for a year already. It has been generated by Marlin Fitzwater, whom President Ronald Reagan picked as his chief spokesman in January 1988 and whom then-President-elect Bush, in one of his earliest appointments after his election, picked as his chief spokesman. In fact, NBC News's Andrea Mitchell may even have suggested the "new breeze" line to the new President's speech writers: Following the occasionally abrasive Larry Speakes, she said at the time of the announcement, Fitzwater "has been a breath of fresh air" (BROADCASTING, Dec. 5, 1988).

Fitzwater, it seems, is one of those rare types in a high-visibility government job who takes the job seriously, but not himself. Indeed, UPI's Helen Thomas, the dean of the White House press corps and one of the toughest, uncompromising reporters on the beat, says Fitzwater "wears well because of his sense of humor." And in fact, the tone of his briefings is easygoing and larded with humor, usually of the self-deprecating variety (his girth and shiny bald pate are an inexhaustible source of joke material). "Reporters like him," Thomas says. "They do not feel hostility" when they enter the briefing room.

Of course, she and other White House reporters are hard to please. They demand something more than a nice guy in the job of presidential press spokesman. They need someone who is well-informed, whom they can trust and who understands and respects their needs. And while there have been some rough patches over the 12 months Fitzwater has been on the job—some say he was not as informed as they would have liked early on, or that he did not work as hard as they thought necessary, particularly at the Reagan ranch in Santa Barbara, where, Thomas said, he avoided briefings—ABC News's Sam Donaldson has said of Fitzwater: "On a scale of 1 to 10, Marlin is up near the top."

There are a number of reasons for the degree of success that Fitzwater—a veteran of more than 20 years in the government bureaucracy—has achieved, in addition to his friendly, not to say sunny, disposition. One is that he likes his job—loves it, in fact. In part, of course, there is the surge of adrenalin one feels on being close to the action, close to where presidential decisions are made. What's more, he finds the job "intellectually exciting." As he says, the questions to which he is subject seem to be without end. Fitzwater says he has found he is capable of learning more, faster, than he ever thought possible. "But it's never



MAX MARLIN FITZWATER—assistant to President and press secretary; b. Nov. 24, 1942, Salina, Kan.; BA, journalism, Kansas State University, Manhattan, Kan., 1965; assistant, public affairs department, Appalachian Regional Commission, 1965-67; U.S. Air Force, 1967-70; speech writer, Secretary of Transportation, 1970-72; Environmental Protection Agency, office of public affairs, 1972-81; deputy assistant secretary for public affairs, Department of Treasury, 1981-83; special assistant to President and deputy press secretary, 1983-85; press secretary and assistant to Vice President, 1985-87; assistant to President for press relations, 1987-90; present position since Jan. 20; divorced; children—Bradley, 17, Courtney, 14.

enough," he says. "On every issue I brief on, sooner or later the press drives me to the limits of my knowledge.... So every day, it's a case of getting back in the saddle, and saying, 'I've got to learn more and more and more about the subject.'"

Then there is what seems to be Fitzwater's effort to treat all reporters who cover the White House with respect. And there is more involved than simple courtesy. "As an old bureaucrat," Fitzwater says, "I have learned to answer the telephone and return calls." He knows that reporters "have deadlines, have responsibilities to their editors." And in that regard, Fitzwater says he is aware that journalism is highly competitive, that "competitive margins can be measured in seconds." He acknowledges, but has not figured out a way to deal with, the complaints of reporters from small town newspapers who are not regulars, who feel that they do not get the same attention as those working for the major news organizations. Yes, Fitzwater said, the regulars "do get preference." But he is attempting to deal with the complaint of radio correspondents that the ban on recording briefings denies them actualities for their newscasts. He is considering holding brief, post-briefing interviews that would produce sound

bites for the radio folks.

Underlying the Fitzwater approach seems to be the, well, affection—there appears to be no other word—Fitzwater feels for those whom previous press secretaries have referred to (presumably jokingly) as animals, as in "feeding the animals." "I like reporters; they're good people," Fitzwater said in an interview. And he made the same point, with more emotion, in a farewell briefing on Ronald Reagan's last full day as President. "You have been tough, unrelenting, thoughtful and aggressive," he told the correspondents who filled every seat in the briefing room. "Yet we have all had a hell of a lot of fun, and I still think the White House press corps is the best." For anyone with a memory extending back to the days of Nixon or Johnson, the scene probably seemed unreal: Reporters and White House press secretary in (figurative) fond embrace? What happened to the good old days of snarling confrontation?

The 46-year-old Fitzwater, who under Bush holds the title of assistant to the President and press secretary, is the first person to have risen to the post of presidential spokesman through the ranks of the government bureaucracy. His earliest ambition was to be a journalist. And Fitzwater, a native of Salina, Kan., graduated from Kansas State University in 1965 with a BA in journalism after working part time for newspapers in the state—as a journalist for two and as an advertising salesman for a third. But his first job after college was not in journalism, or advertising, but in the public affairs department of the Appalachian Regional Commission, an antipoverty project. Washington became his magnet after his fiancée landed a job as a school teacher there. From such beginnings can a presidential press secretary spring.

Over the years, Fitzwater's career progress was steady. By September 1983, he had entered the White House as a member of Speakes's staff. In that job, Fitzwater became acquainted with, and evidently impressed, the Vice President, for in 1985, Bush named him his chief spokesman. And when Speakes left the White House in January 1987, Reagan asked Fitzwater to fill the vacancy. Fitzwater recalls that Bush told the President, "I'm giving you my press secretary." That was Fitzwater's clue as to his future employment. Then, two years later, Fitzwater says that Reagan told Bush, "Mr. Vice President, I'm giving him back." So it worked out pretty well," Fitzwater says.

So now Fitzwater is newly embarked on a career as spokesman for a new President. And he seems a good choice. And not only because the President appears to have a passion for "new breezes." He also spoke in his inaugural address of a yearning "for a greater tolerance, an easy-goingness about each other's attitudes and way of life." That sounds like Fitzwater, too. ■

**CBS has decided to eliminate annual compensation of roughly \$250,000 to its Honolulu affiliate, KCMH-TV.** Gary Schmedding, newly-named VP, broadcasting of station's parent company, Lee Enterprises, confirmed report although he said actual affiliation contract from CBS had not yet been received. Events in Honolulu and previous week in Lexington, Ky. ("In Brief," Jan. 23), follow recent pattern of compensation reduction or elimination for affiliates in markets where similar coverage is provided by independent. Honolulu has VHF independent. KHNL(TV).

Satellite TV transmission companies will become further consolidated with **merger of Los Angeles-based Wold Communications and Salt Lake City-based Bonneville Satellite Communications** announced last week. (Field already narrowed at end of 1988 when IDB Communications acquired Hughes Television Network [BROADCASTING, Jan. 2].) Partnership, said Wold President David Connell, means Bonneville will own 60% of yet unnamed new company, Wold and new company's management will own 40%. David Simmons, president, Simmons Satellite Inc. (partner in Bonneville) will be CEO. Other management and structural decisions will be made over next 60 days, as companies await FCC approval of application filed last Friday (Jan. 27), said Connell and Bonneville Executive VP Bruce Hough. Combining facilities, personnel and operations means "substantial value-added services" to both Bonneville's customers (mainly sports rightsholders) and to Wold's own syndicated programming customers seeking domestic and international distribution. Two companies transmit more than 50,000 hours of television annually, they said. Combined assets will include six full-time transponder leases and 17 uplinks in Los Angeles, Washington and New York. Combined 1988 revenue was approximately \$35 million. New company will "launch an assault on international market," particularly Pacific rim, said Connell. Five-month-old FCC investigation concerning construction of Wold's southern California international earth station is still pending (BROADCASTING, Jan. 23). "There is evidence that we provided proper notification" to FCC on that matter, Connell said. "This deal will go through, regardless" of earth station license disposition.

**Kansas City's decision to eliminate public access channel on American Cablevision (ACV) system that serves city has generated First Amendment law suit** that American Civil Liberties Union had promised. Kansas City city council on June 16, 1988, adopted resolution eliminating public access channel after president of

## Broadcasting's tops: duPont Awards

The Alfred I. duPont-Columbia University Gold Baton award was presented last Thursday night to 60 Minutes, which is celebrating its 20th anniversary this year. Other award winners included major market television stations: WCVB-TV Boston, for a documentary about a sequestered jury, We the Jury; WWOR-TV Secaucus, N.J. (New York), for a series of investigative reports by its I-Team, and WUSA-TV Washington, for a documentary and interview with Supreme Court Justice Thurgood Marshall.

Awards to medium-market television stations were won by WSMV-TV Nashville and its reporter, Erin Hayes (now at WDAF-TV Kansas City, Mo.), for their investigative reporting, and KING-TV Seattle, for a series of biographical pieces on the presidential candidates—produced in conjunction with seven other stations around the country.

Two small market stations winning an award were WCAX-TV Burlington, Vt., for a five-part series on acid rain, "The Politics of Pollution," and WBRZ-TV Baton Rouge, La., and its reporter, John Camp, for documentaries on the state's attorney's office and its office of alcohol beverage control.

Each of the three broadcast network news divisions won an award: CBS for reports on fighting in the Persian Gulf; NBC for its one-hour exclusive interview with Soviet Premier Mikhail Gorbachev, and ABC for a three-hour live Nightline featuring a discussion between Palestinians and Israelis.

National Public Radio and its legal affairs correspondent, Nina Totenberg, won an award for reporting on Supreme Court nominations. Public Affairs Television won an award for its series Joseph Campbell and the Power of Myth with Bill Moyers.

ACV informed it that cable system could not deny access to that facility of even "morally offensive" programming. Cable Communications Policy Act of 1984 denies cable operator editorial control over public access channels. And Ku Klux Klan had been seeking weekly public access time to present *Race and Reason*, series that ACLU says presents "political and social commentary from 'racialist' point of view." ACV, jointly owned by American Telecommunications Corp. and Tele-Communications Inc., transformed channel into facility over which it exercised editorial control and denied KKK's request for regular time

## Bundy indicts sexual violence in media

*Cable television's public image got no help from convicted serial killer Ted Bundy last week, when in an interview hours before his execution he indicated violent movies on cable could affect others in the same way printed sexually violent material had affected him.*

"There is loose in their towns and their communities people like me today, whose dangerous impulses are being fueled day in and day out by violence in the media in its various forms, particularly sexual violence," Bundy told interviewer Dr. James Dobson, a religious broadcaster affiliated with Focus on Family. (Dobson was scheduled to address the National Religious Broadcasters convention in Washington this past weekend.) Bundy continued: "Let's come into the present now, because what I'm talking about happening 20 to 30 years ago in my formative stages, and what scares and appalls me, Dr. Dobson, when I see what's on cable TV, some of the movies, I mean some of the violence in the movies coming to homes today. The stuff they wouldn't show in X-rated adult theaters 30 years ago...it can get into the home to children who may be unattended or unaware that they may be a Ted Bundy who has that vulnerability, that predisposition to be influenced by that kind of behavior, that kind of motive, that kind of violence. There are kids sitting out

there, switching the TV dial around and come upon these movies late at night. I don't know when they are on but they're on, and any kid can watch them. It's scary, when I think what would have happened to me. I am scary enough," said Bundy, in the interview shown on Fox Broadcasting's A Current Affair last Monday.

Dobson, who focused on pornography in his interview with Bundy, was a member of the Meese commission on pornography under the Reagan administration. The Rev. Donald Wildmon, who has long crusaded against pornography, said he was "not surprised at all" by Bundy's confession, adding that "it will bring to the public's attention...what pornography does." Asked if Bundy's confession would fuel his efforts, Wildmon said: "The tide has most definitely shifted our way." But the ACLU's Barry Lynn said it will be difficult for groups to use Bundy's confession to go after Playboy without going after R-rated movies and even scenes on broadcast television. NCTA declined comment on Bundy's remarks.

A public relations firm handling press calls for the Florida state prison where Bundy was executed, said Bundy, in prison since 1978, watched television on a black and white set in his cell and did not have access to cable television.



slot. ACLU, in complaint filed last week in U.S. District Court for Western District of Missouri, says city council action violated First and 14th Amendments because it was motivated by determination "to suppress the 'racialist' viewpoint" of Missouri KKK. ACLU also contends that, since Kansas City "has created a monopoly cable franchise, it is constitutionally obligated to require the franchisee to create and operate at least one public access channel." ACLU asks court to rule that channel at issue remains, under law, dedicated to public access and not subject to ACV's editorial control. □

At open meeting today (Jan. 30), FCC is expected to launch proceeding aimed at implementing "weighted" lottery for choosing among multiple applicants for new AM, FM and TV licenses ("Closed Circuit," Jan. 2). Current method is comparative hearing, in which attributes of applicants are compared by administrative law judge. Process is considered to be lengthy, costly and subject to abuse. Congress authorized use of lotteries in 1982, stipulating that they must be weighted to give applicants fostering minority ownership and "diversification" of media ownership greater chance to win. FCC has been successfully using such lottery to choose among LPTV applicants. For LPTV lotteries, FCC gives applicants with at least 51% minority equity 2-1 advantage over those without and it gives applicants with no other media interests two-to-one edge over those that do. (Applicants with between one and three media properties get 1½-1 advantage.) For telephone industry, hottest item on today's agenda is so-called price caps, which would replace current rate-of-return regulation on interstate telephone services. As name implies, caps would limit prices telcos could charge for services, giving them incentive to cut costs. Congress and FCC have been at odds over proposal, but were trying to work out mutually acceptable scheme last week. □

TVX Broadcast Group Inc. has sold WKW-TV Memphis to MT Communications Inc. for \$7 million. Seller is publicly held Virginia Beach, Va.-based group of seven TV's headed by Gene Loving. Buyer is principally owned by Michael Thompson, who purchased WCAY-TV-Nashville ("Changing Hands," Oct. 17, 1988). WKW-TV is Fox affiliate on ch. 30, with 2,500 kw visual, 250 kw aural, and antenna 1,000 feet above average terrain. Broker: Media Venture Partners. ■ Riverdino Broadcasting Corp. has sold KCKC(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California, to Inland Empire Broadcasting Corp. for \$4.6 million plus \$400,000 noncompete agreement. Seller is owned by Jerome P. Maltz, who also owns KUNA(AM) Indio (Palm Desert), Calif., and KEAG(FM) Anchorage, Alaska. Buyer is principally owned by Patrick C. Clary, Las Vegas-based attorney, with no other broadcast interests. KCKC is fulltimer on 1350 khz with 5 kw-D and 500 w-N, and KBON operates on 103.9 mhz with 3 kw and antenna 69 feet above average terrain. Broker: Hogan-Feldman Inc. □

Cablevision Systems' option to take 5% stake in Showtime remains alive officially, but there are indications it may not happen. Single MSO participation in Showtime without number of other MSO's appears doubtful, Showtime has said, and that groundswell has never materialized. Issue is likely to be settled when cable system portion of deal is closed, expected shortly. □

New York State Cable Association is gearing up to battle proposal in governor's new budget to apply state's 4% general sales tax to monthly cable bills. Local sales tax could also be levied under proposal. □

Motion Picture Association of America has sent letters to common carriers that distribute broadcast signals to TVRO owners, requesting further copyright payments for period between when they first started transmitting scrambled signals and when home satellite superstation bill was passed last year. □

Time Inc. reported net income of \$289 million for 1988, 16% increase, on revenue of \$4.5 billion, 7% increase over 1988.

Earnings per share rose 20% for full year, from \$4.18 to \$5.01. Company said performance was further hindered by \$35 million pretax charge taken in fourth quarter relating to carriage of Ku-band satellite investment (Crimson), 50% owned by HBO. Programming division had net income of \$116 million for year, down from previous year's \$125 million because of satellite charge, on revenue of \$1.05 billion. HBO ended year with 17 million subscribers, Cinemax with 6 million. Cable subsidiary ATC reported net income of \$70.4 million for 1988, up 42%, on revenue of \$811.9 million, up 14%, despite one-time pretax charge of \$20 million for relocation of corporate headquarters from Denver to Stamford, Conn. Operating cash flow was up 12% to \$320 million. MSO added 300,000 subscribers through growth and acquisitions in 1988, to total four million subscribers at year's end, with 3.13 pay units. □

FCC Chief ALJ Thomas Fitzpatrick granted renewal of Metroplex Communications Inc.'s license for WHYI-FM Fort Lauderdale, Fla., dismissing competing application of Southeast Florida Broadcasting LP. On finding that Metroplex service to community has been "substantial," Fitzpatrick awarded group broadcaster "renewal expentancy," which virtually assures renewal regardless of comparative advantages of challenger. In this case, Fitzpatrick found fault with challenger. He ruled that Southeast's two-tiered ownership structure, which put 100% of partnership's control in hands of black woman with 4% equity interest, was "sham." Mort Berfield, of Cohen & Berfield, who represents Southeast, said firm would mount "vigorous appeal" centering on charges that station employees violated "payola" prohibitions. □

Makeup of Senate Communications Subcommittee will be announced this week. Subcommittee ratio is being altered with Democrats gaining two seats and Republicans one. Overall size of subcommittee will grow from 11 to 14. On Democratic side, Lloyd Bentsen (Tex.) and John Breaux (La.) are expected to join fellow Democrats, Chairman Daniel Inouye (Hawaii), Ernest Hollings (S.C.), Wendell Ford (Ky.), Al Gore (Tenn.), J. James Exon (Neb.) and John Kerry (Mass.), all of whom served in last Congress. It is anticipated Republicans Slade Gorton (Wash.) and Conrad Burns (Mont.) will also join subcommittee (there are two openings, new seat and vacancy created by departure of Pete Wilson [Calif.] from Commerce). Republicans Bob Packwood (Ore.), Larry Pressler (S.D.), Ted Stevens (Alaska) and John McCain (Ariz.) are expected to return.

### Blair vows to fight NBC, Group W on unwired network

James Rosenfield, chairman and chief executive officer of John Blair Communications, said last week he had notified both the NBC-owned stations and Group W Broadcasting that if they proceeded with their plan for an unwired network, he would challenge them in the courts. "Their plan cuts at the heart of our business," said Rosenfield, who heads one of the largest rep firms in the country. And the unwired network plan they are proposing, he said, would "induce our clients to breach the contracts" they have with Blair, designating the rep firm as the sole representative to sell national time for them. The stations would be hurting themselves, said Rosenfield. "A station participating in ad hoc networks is effectively allowing open access to its inventory," he said. "The station can lose control of its unit rate policy and discover that it is competing with itself. This would lead to anarchy in the marketplace." Rosenfield also charged that NBC was, through the Group W joint venture, creating a "back door" entrance into the rep business, which is prohibited by the FCC's network rules.

Rosenfield's comments came at a NATPE panel session on the syndication business.

# Editorials

## Slim to none

Broadcasters won round one of their fight against congressional censorship. The Congress and its somewhat reluctant defender, the FCC, were appropriately rebuffed by a U.S. Appeals Court in Washington last week, which stayed the FCC's rules implementing the legislature's unconstitutional 24-hour indecency ban (see page 58). A three-judge panel made short work of the FCC's game attempt to defend the undefendable (it reached its decision barely an hour after the end of oral arguments). Not surprising, since it is the same court that challenged the commission on the lack of particulars on its safe harbor ruling while making explicitly clear in asking for that clarification that indecent speech is protected by the First Amendment and may not be proscribed. "The statute is in conflict with this court" said Judge Lawrence J. Silberman, elucidating what was obvious to everyone but the Congress and a vocal moralizing minority.

The court has not yet scheduled argument on the merits of the case, but since it is already familiar with the arguments from its "safe harbor" ruling, logic and precedent suggest it will rule for the Constitution against censorship, which will be a victory for broadcasters and an even greater one for their audiences.

We don't envy the FCC its defense of Congress in its next day in court. Clarence Darrow wouldn't touch it.

## War of the (media) worlds

The divisions that remain between the existing worlds of television were much in evidence last week during the NATPE International conference, even as new worlds offered themselves for consideration. One panel, which included representatives of the telephone companies, the networks, Hollywood, independent broadcasters and cable, was particularly virulent. To judge by the interchange on that occasion, if it was this nation's telecommunications policy to divide and conquer, it may have succeeded.

If, on the other hand, the idea is to achieve a level playing field among the participants, we're far from it. Hollywood and the networks are at each other's throats about the financial interest and syndication rule. The independents fault cable for must carry. Hollywood and the networks agree in characterizing cable as having stolen their product. Cable asserts the telephone companies are monopolists. (The broadcasters, of course, think that cable is a monopoly.)

The merits or demerits of admitting the telephone companies to card-carrying status in the Fifth Estate were lost in this rancorous exchange. It reminded this page of an earlier editorial, in which it was suggested that even more sweeping deregulation was necessary to allow broadcasters, particularly, to compete in this changing media marketplace. To that we would add, and to permit all players on the broadcasting and cable sides of the aisle to coexist in a kinder, gentler while still competitive telecommunications universe. The first goal should be to maximize the Fifth Estate as it is. There'll be time enough to consider handing over the keys to the telcos.

## One worlding

The sleeping dinosaur is stirring, said one international attendee at the NATPE convention in Houston last week, referring to a European television community extricating itself from tight government regulation. That awakening has not escaped NATPE *International*, which made an effort, not wholly successful, to recognize the increasing importance of the international produc-

tion community, both in Europe and elsewhere.

An international reception was held on the opening day. An informal survey of badges at that gathering revealed the extent to which the world of television programming had come to Houston, with representatives from France, Sweden, Canada, Australia, England, Japan, Switzerland, Chile, Germany, The Netherlands, Argentina, Venezuela and the Philippines.

Among the panel offerings were ones on the growing interest in foreign programming, Canadian television and Hispanic telecommunications. The last was the association's first bilingual panel, both appropriate to the Houston venue and to the importance of bridging the communication gap.

Two hours on the exhibit floor were set aside exclusively for international exhibitors. Traffic was light—and overall international attendance flat, which NATPE attributed partly to the show's proximity to the Monte Carlo program marketplace (Feb. 13-18), but to its credit, the association has pledged to continue the practice, and appears to be confident of a growing international presence. (Representatives from Italian television might council pessimists on what isn't built in a day.)

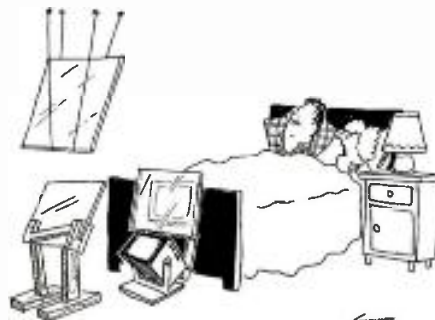
If international television is a lumbering giant, NATPE is wise to begin making room for it now.

## Aiming high

Michael Eisner, who has brought such a magic touch to the Disney organization, favored last week's NATPE with keynote remarks that touched all the grace notes. His recognition of the American creative genius in creating most of the software played on all that hardware from other countries was reassuring, and his testimony to the part freedom plays in the creative process was inspirational. (We add in passing that everything he said about freedom on the entertainment side applies in spades on the journalistic side.) And we like his suggestion that television seek out the "best achievable product" (BAP) instead of the "least objectionable program" (LOP), the concept that was popularized decades ago by Paul Klein. Actually, they're much the same; the difference is between glasses being half full and half empty. The essential truth: Winners don't just wish on a star, they reach for it.

## Touché

A note on the perennially bashed-for-bias network election coverage. A Center for Media and Public Affairs study of 735 stories on ABC, CBS and NBC found their coverage notable for its "balance, toughness and focus on the issues." For the particulars, see page 45.



Drawn for BROADCASTING by Jack Schmidt

"Is this really your idea of 'projection TV?'"



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That's KMEZ FM, now 107.5 and KHVN 970 in Fort Worth, the newest members of the Gilmore Broadcasting Corporation. KMEZ will continue to program the market's only Easy Listening format.

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Gilmore Broadcasting is a division of Gilmore Enterprises Corporation, a group of diversified companies based in Kalamazoo, Michigan. They include automotive dealerships, insurance companies, commercial real estate, industrial farms, an ad agency, the Gilmore-Foyt Racing Team and affiliations with IHL Sports and Stadium Management.

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# Ward-Beck's Ubiquitous ST!

No matter what size the market - Chicago to Shreveport, New York to Seoul, Vancouver to Greenville - the versatility of Ward-Beck's ST Stereo Console is unsurpassed.

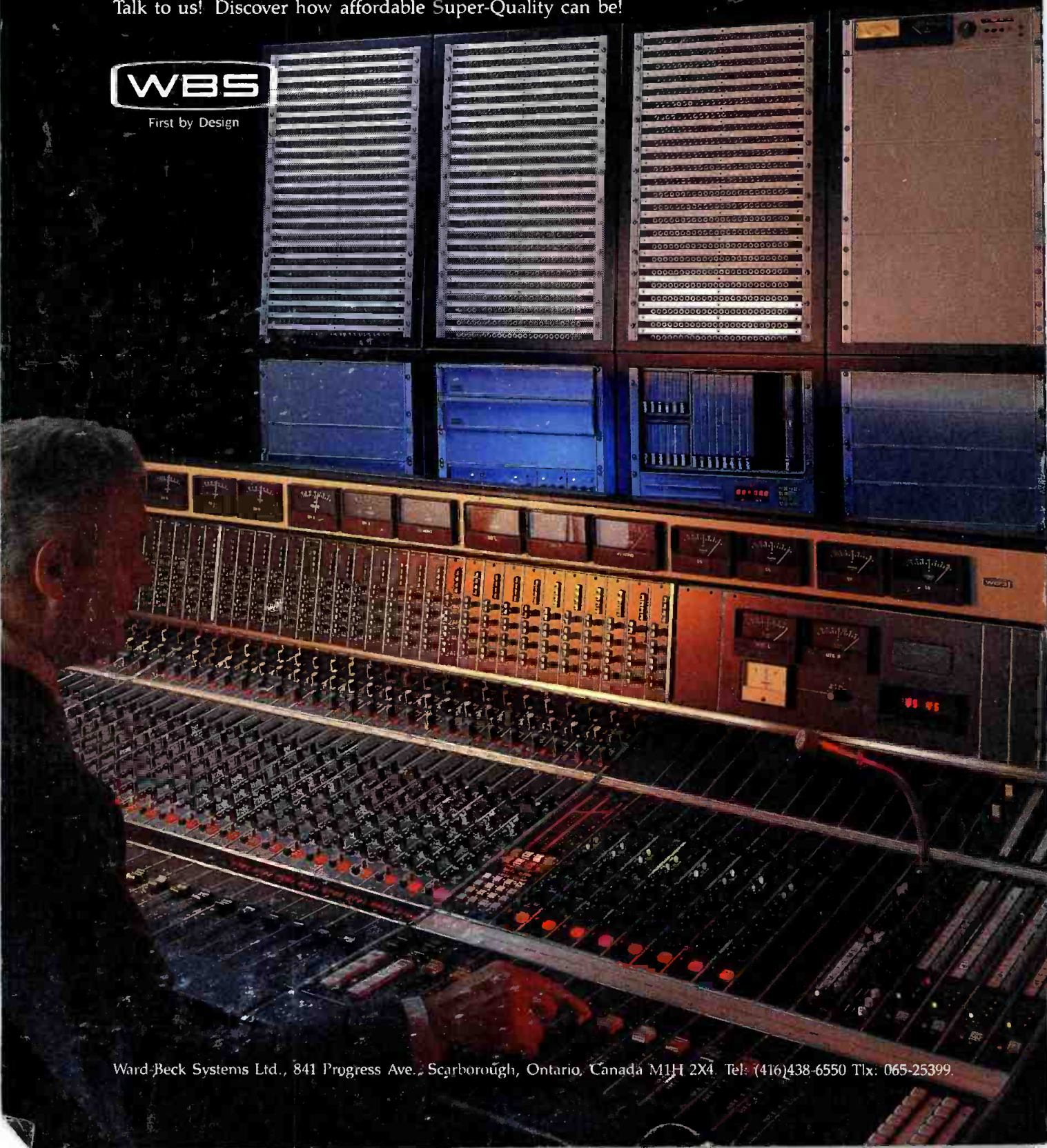
Flexible 24, 36 or 48 channel configurations can meet every need and fit every budget.

Available features... • 4-BAND EQ • INTEGRAL ROUTING SWITCHER • CENTRAL MICROPROCESSOR CONTROLLER • PROGRAMMING KEYBOARD • ALPHA-NUMERIC DISPLAYS • PEAK MONITOR/ANNUNCIATOR • AUDIO-FOLLOW-VIDEO INTERFACE.

Talk to us! Discover how affordable Super-Quality can be!

**WBS**

First by Design



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