The Fifth Estate
RADIO TELEVISION CABLE SATELLITE
Broadcasting Feb 20

58th Year 1989

...o in arms over syndex
...Large': Eddie Fritts
Monte Carlo: ...e TV show

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why he joine

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Vol. 116 No. 8

Broadcasting Feb 20

Broadcasters protest anticipated syndex delay...

NAB and INTV jointly object to FCC's expected vote to put off effective date of commission's new syndicated exclusivity rules. **PAGE 27.**

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Closed Circuit

Sticking points

National Association of Broadcasters' and National Cable Television Association's efforts to cut deal on must-carry legislation has hit snag. NAB is demanding that any must-carry legislation contain language protecting broadcaster's signal from being shifted off-channel. (Some say broadcasters want return to 1985 status, when many UHF's were carried in VHF band.) Broadcasters also want must carry for high-definition signals. Both demands go beyond inter-industry agreement on must carry with which cable has said it can live and does not appear willing to abandon.

Windfall

Unclaimed gold mine may exist for those broadcasters who are not aware that network affiliation agreements are now deductible for tax purposes. Recent private-letter rulings of Internal Revenue Service have given broadcasters additional "authority" to annually depreciate for 10 years following station acquisition one-tenth of price allocated to affiliation agreement. Such depreciation can amount to millions of dollars annually. If deductions were tested in court, recent willingness of networks to tamper with affiliation would likely reinforce broadcasters' case. At least one broadcaster appears to have had success in more difficult task of depreciating FCC license as well, also as "10-year property."

Out of darkness, light?

Committee for Free Television—spearheaded by Milton Maltz of Malrite—meets in New York this Wednesday to finalize plans for major on-air initiative to promote virtues of free, over-the-air television. Among chief proposals is suggestion that all network affiliate and independent stations go dark for roughly 30 seconds during prime time, followed by 60- to 90-second spot for free TV. Event would occur during National Association of Broadcasters annual convention April 29-May 2 in Las Vegas. It was suggested that program rather than brief spot be employed, but some committee members fear that longer format may alienate viewers and drive them to cable.

Passing muster

White House is getting down to business of interviewing candidates for two FCC vacancies. All told, as many as 12 hopefuls have gone through Q&A with Robert Estrada, deputy to White House personnel chief Chase Untermeyer. Among those interviewed in last two weeks were Susan Wing and James Smith, communications attorneys, and Ira Goldman, aide to Senator Pete Wilson (R-Calif.), who has been active in broadcasting issues. Decision time seems to be couple of weeks off.

Rollaway city

National Association of Broadcasters is "working around the clock" to solve problem of room shortage for its annual convention in Las Vegas April 29-May 2. Association's room allotment was reduced by 1,000 from what it had last year and there is squeeze for accommodations because Las Vegas Invitational golf tournament overlaps convention. NAB feels it will weather crisis, and while some broadcasters may be housed in less advantageous hotels around city, association will provide free shuttle service to convention center.

On the rise

Now that Cablevision Systems has signed to carry Jones Intercable's Mind Extension University and Galactic Radio (see page 55), look for Jones to carry Cablevision-owned SportsChannel Florida on its systems in state. SportsChannel has been locked in battle for carriage with Sunshine Network, owned by cable operators (including Jones) in state, and signing would add over 100,000 subscribers to its 400,000-subscriber base. Sunshine has over two million.

Elsewhere, SportsChannel plans on changing name of its Sportsvision service in Chicago to SportsChannel Chicago with beginning of baseball season. That leaves Prism in Philadelphia as only nontitled SportsChannel in company's lineup. And SportsChannel Los Angeles may not be far behind. No comment from inside, but outside sources say SportsChannel purchase of Z Channel appears close to completion.

Home grown

NBC-owned stations, which have track record of syndicating locally produced shows, may soon take another on road. Management is testing advertiser and syndicator interest in *Health Facts* magazine-style show produced by KNBC-TV Los Angeles as Saturday lead-in to station's number-one-ranked early news. Assuming adequate interest, *Health Facts*—featuring doctor, anchor and medical reporter—would probably be pitched as early access vehicle for coming fall.

Home grown 2

WSVN(TV) Miami will syndicate its in-house tabloid show, *Inside Story*. Syndicator has not been named, although Genesis Entertainment, Teletrib and MCA TV have held discussions with former NBC affiliate. Other stations in and outside of Florida, including Tribune station group, have expressed interest in show on direct buy basis from station, before it is brought to syndication. According to Shelly Schwab, president, MCA TV Enterprises, "the show has the look of a nationally produced show, it's that good." Show will be available for distribution immediately after syndicator is named.

Off again, on again

Cable and Hollywood can't seem to agree on anything, including why talks between cable and studio executives aimed at developing legal framework for governing industries' relationship have petered out. Cable sources say studios indicated at last meeting in November that they want rules or law limiting cable's interest in programing just as FCC fin-syn rules limit broadcast networks, but have been unable to come up with language on which they can all agree. Motion Picture Association of America President Jack Valenti, who said in December he would have proposal ready in January, now says Hollywood-cable issues have been pushed to back burner, so studios can focus on striking deal with broadcast networks on new fin-syn rules. Those talks resume in Los Angeles this week.

End of the line

General Electric's NBC may make announcement this week concerning overdue sale of KNBR(AM) San Francisco, company's last remaining radio property. Likely buyer is York, Pa.-based Susquehanna Broadcasting, which already owns KFOG(FM) San Francisco and has been high on list of suitors thought to be interested in property. NBC had originally hoped to sell KNBR by close of 1988.

Kip for cable

Washington lobbyist Christopher "Kip" O'Neill, of O'Neill & Athy, is working on issues for Viacom on Capitol Hill. Son of former House Speaker Thomas "Tip" O'Neill, younger O'Neill will, among other things, join NCTA and other cable lobbyists in opposing telephone industry's push to remove barriers to its entering cable business.

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Where Things Stand

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

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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 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.

Cable Regulation

Cable television industry is under fire, with 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, approving 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 opportunity 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 programing 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 of legislation is anticipated during first 100 days of session. Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers enabling broadcasters to devise industry code regulating amount of commercials on kids' programs. Code would be voluntary and is seen as way to head off government intervention.

Department of Education has released study concluding, among other things, that "research literature provides little support for most of the common beliefs about the influence of television."

Comparative Renewal

National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing role of programing in FCC deliberations at renewal time. But their views are not shared by broadcasting industry. In first round of comments in current FCC proceeding aimed at reforming much-maligned comparative renewal process, broadcasters, led by NAB and INTV, argued that past programing performance should be basis for renewal.

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to petition FCC to deny renewal and station transfers to "extort" money from broadcasters. To deter abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

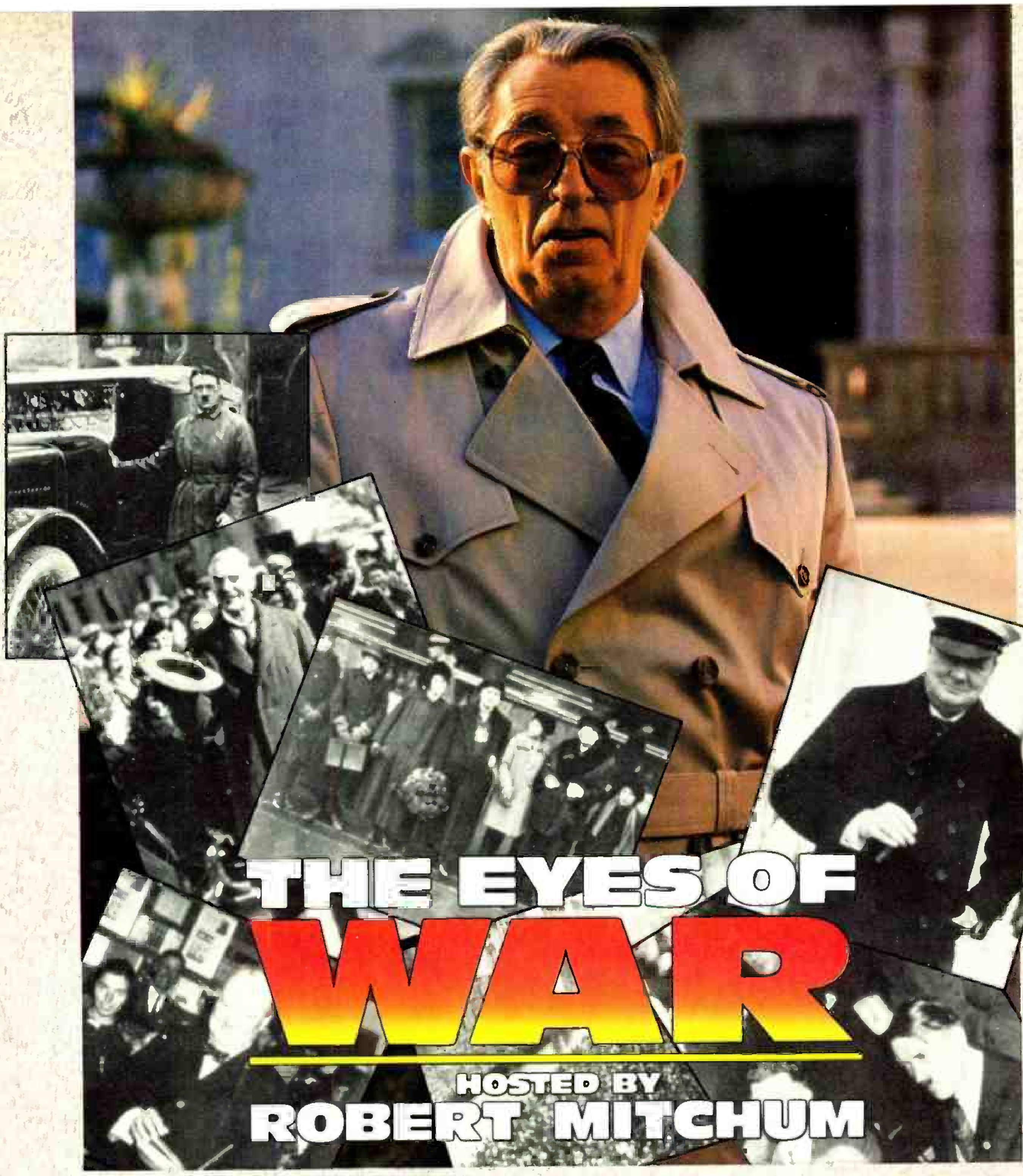
In separate proceeding, FCC proposed at Jan. 30 meeting using lottery to choose among competing applicants for new radio and full-power television stations. If adopted, lottery would replace comparative hearings for awarding new station applications.

Compulsory License

FCC voted in October 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3 House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable opera-



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tor is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress which is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision calling for repeal of ban. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's' arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	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. [1] Construction permit.

Direct Broadcast Satellites

■ Eight applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning affordably small receiving dishes. Most of those applicants agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, latter as likely retailers to home market.

HBO parent company, Time Inc., in last quarter of 1988, 'wrote down' value of HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, by $35 million—third of original value. HBO already provides Ku-band feeds of its programing via Satcom K-1. K-3, and eventually K-4, would serve both cable and direct-to-home markets. Crimson has asked that FCC reconsider denied request to increase K-3 power from 45 watts to 60 watts (considered minimum power necessary to reach mass-marketable four-foot receiving dishes). Denial could be death blow to Crimson plans.

Hughes Communications has filed comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Hughes proposes 32 channels of TV to entire nation via two birds at one orbital position beginning in 1992 "timeframe." It believes 200-watt DBS birds will enable reception of video programing by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million. With applicant comments split on paired slots proposal, FCC staff expect review of comments and replies to take "several months" and do not discount possibility that, due to spectrum shortage, comparative process may have to be devised.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

■ Feb. 23 has been set for House Telecommunications Subcommittee hearing to discuss issues raised in "action memos" received Feb. 1 from several broadcasting and high technology organizations. Major difference of opinion exists between Electronic Industries Association, which emphasized reduction of

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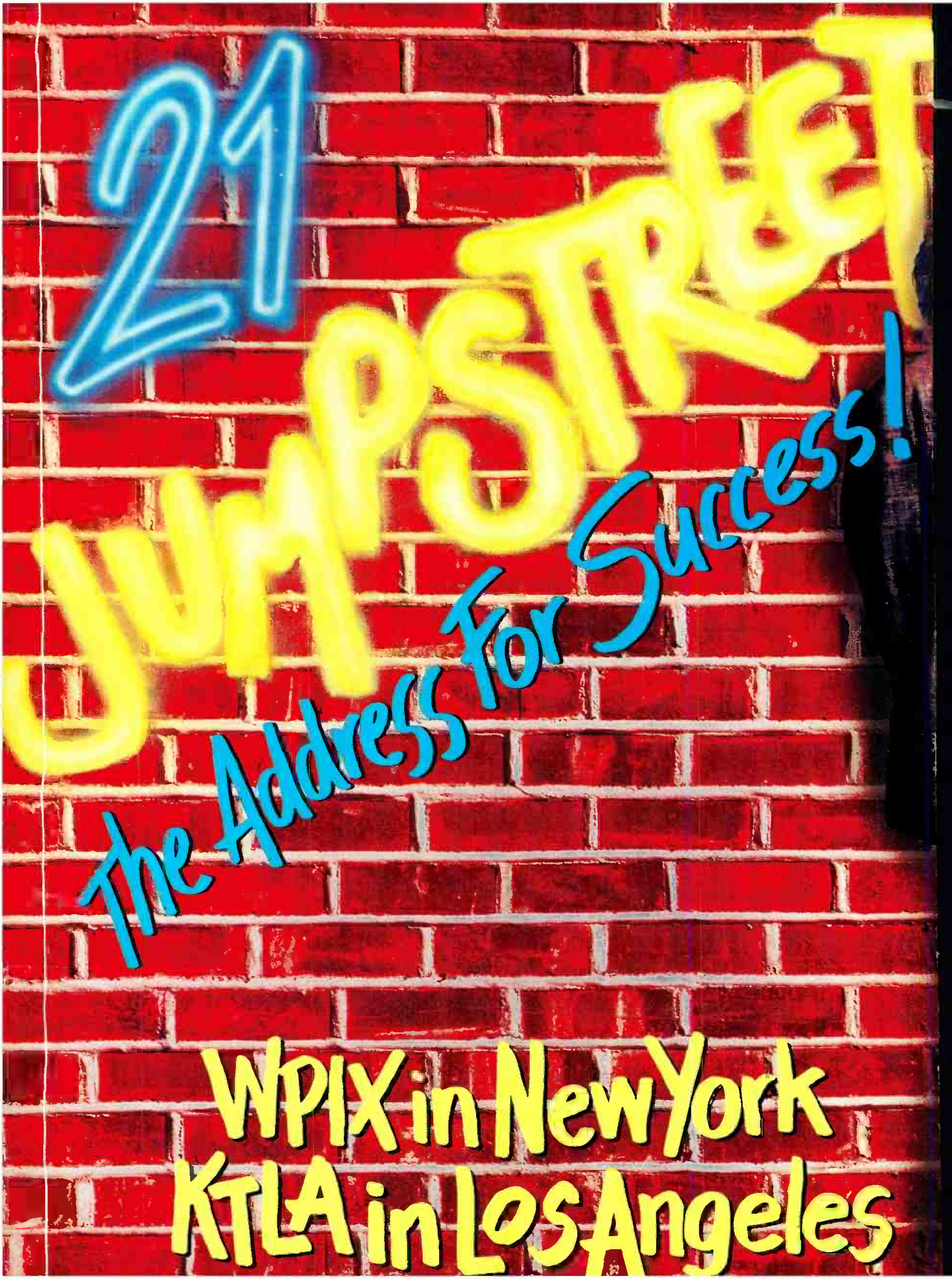
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federal deficit to increase U.S. competitiveness in electronics, and American Electronics Association, which called for federal funding of U.S. electronics industry to develop American HDTV manufacturing.

Defense Department will provide up to $30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Requests to fund projects should be submitted by Feb. 27.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125 line/60 hz HDTV production standard. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are due March 1.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

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.

Public Broadcasting

■ CPB board will vote in March on proposed $254.3 million 1990 budget that includes $6 million funding of new National Independent Production Service and $3 million increase in minority consortia support, both on TV side and both mandated by Congress in 1988 Public Telecommunications Act. In January, NAPTS board recommended $2.1 million FY 1990 budget. Recommended FY 1990 PBS budget of $26,371,658 represents 6.67% increase over current fiscal year and includes initiative to increase PBS specials funding and to provide 24-hour feeds, "making public TV service more valuable on cable systems."

New public TV National Program Funding Task Force options for restructuring include realigning funding mechanisms—including CPB National Program Fund, PBS Program Development Fund and CPB-PBS Program Challenge Fund—under one roof at PBS. CPB President Donald Ledwig said, however, that Corporation "is moving ahead with our independent study" of that subject, results of which it must present to Congress by January 1990. Task force will meet one more time before presenting options to annual public TV meeting in San Diego in April. PBS and many member stations, hoping to assure uniform national prime time schedule, have already agreed on limited same-night prime time carriage next fall.

At meeting Feb. 7-8 in Seattle, NPR board set tentative $20.3 million FY 1990 member dues level ceiling, $1.4 million less than earlier management proposal. Board also amended budget for July start-up of expanded newscasts, ordered top-priority news programing improvement, and requested that staff also seek program and service reductions elsewhere. Board also agreed last December to appoint 10-member working group of "citizen leaders" to propose strategic plan for 1990's by next November.

President Reagan's last budget, submitted on Jan. 9, would cap CPB funding 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.

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 programing 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.

Datebook

■ *indicates new listing*

This week

Feb. 19-April 1—"The Glaring Light: Television Coverage of the Civil Rights Movement," exhibition at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

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

Feb. 20-24—Technology studies seminar, "Media Technology: The Next Generation," sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

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.

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. 23—*New York Women in Cable* second annual "Cable Feud." Host: Don Mitzner, president, Group W Satellite Communications. HBO Media Center, New York. Information: Audrey Fontaine, (212) 557-6524.

Feb. 23—"Key Communications Issues in the 101st Congress," seminar sponsored by *Federal Communications Bar Association Continuing Legal Education Committee*. Washington Marriott, Washington. Information: Carol Mattey, (202) 663-6247.

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.

Also in February

Feb. 27—"The Soundbite Election," seminar sponsored by *Center for Communication*, featuring Frank Stanton, president emeritus, CBS (moderator); Roger Ailes, senior Bush campaign director; Scott Armstrong, National Security Archives; Peter Goldmark Jr., president, Rockefeller Foundation; Bob Faw, CBS News correspondent; Michael Gartner, president, NBC News, and Michael Oreskes, correspondent, *New York Times*. McGraw-Hill Building, New York. Information: (212) 836-3050.

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—Deadline for entries in Joseph L. Brechner Freedom of Information Award, sponsored by *Brechner Center for Freedom of Information, University of Florida, Gainesville*. Infor-

Major Meetings

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*, international 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. Walcorf-Astona, 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 20-23**—*NBC-TV* annual affiliates convention. Hyatt Embarcadero, San Francisco.

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

■ **June 3-6**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

■ **June 12-15**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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.

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

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

mation: Bill Chamberlin. (904) 392-2273

March 1-2—"What's Ahead for the 1990's?" public affairs seminar sponsored by *Women in Communications*. Key Bridge Marriott Arlington Va 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 3-5—*Intercollegiate Broadcasting System* convention New York Penta hotel New York Information (914) 565-6710

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 9-10—"Cable Television Law Dealing with the New Challenges." seminar sponsored by *Practising Law Institute*. Sheraton City Squire. New York. Information: (212) 765-5700

March 12—Television news performance workshop. sponsored by *Eckhert Special Productions*. 10 Washington Place. New York Information. (212) 921-0774.

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

March 12-16—Sixth world conference of broadcasting unions. organized and hosted by *North American National Broadcasters Association*. Willard hotel. Washington Information: (613) 738-6553.

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 14—"Directing Live News." first in four-part series of seminars examining "work and achievements of television directors in New York." sponsored by *Museum of Broadcasting* and *Directors Guild of America*. Museum. New York. Information: (212) 752-7684.

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 15—Deadline for Video Awards Program. sponsored by *Silent Network*. Information: (213) 464-7446.

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

March 17—Deadline for entries in 12th annual Hometown USA Video Festival. recognizing "outstanding local programs produced for or by local origination and public. educational and governmental access operations." sponsored by *National Federation of Local Cable Programers*. Information. (916) 456-0757.

Open Mike

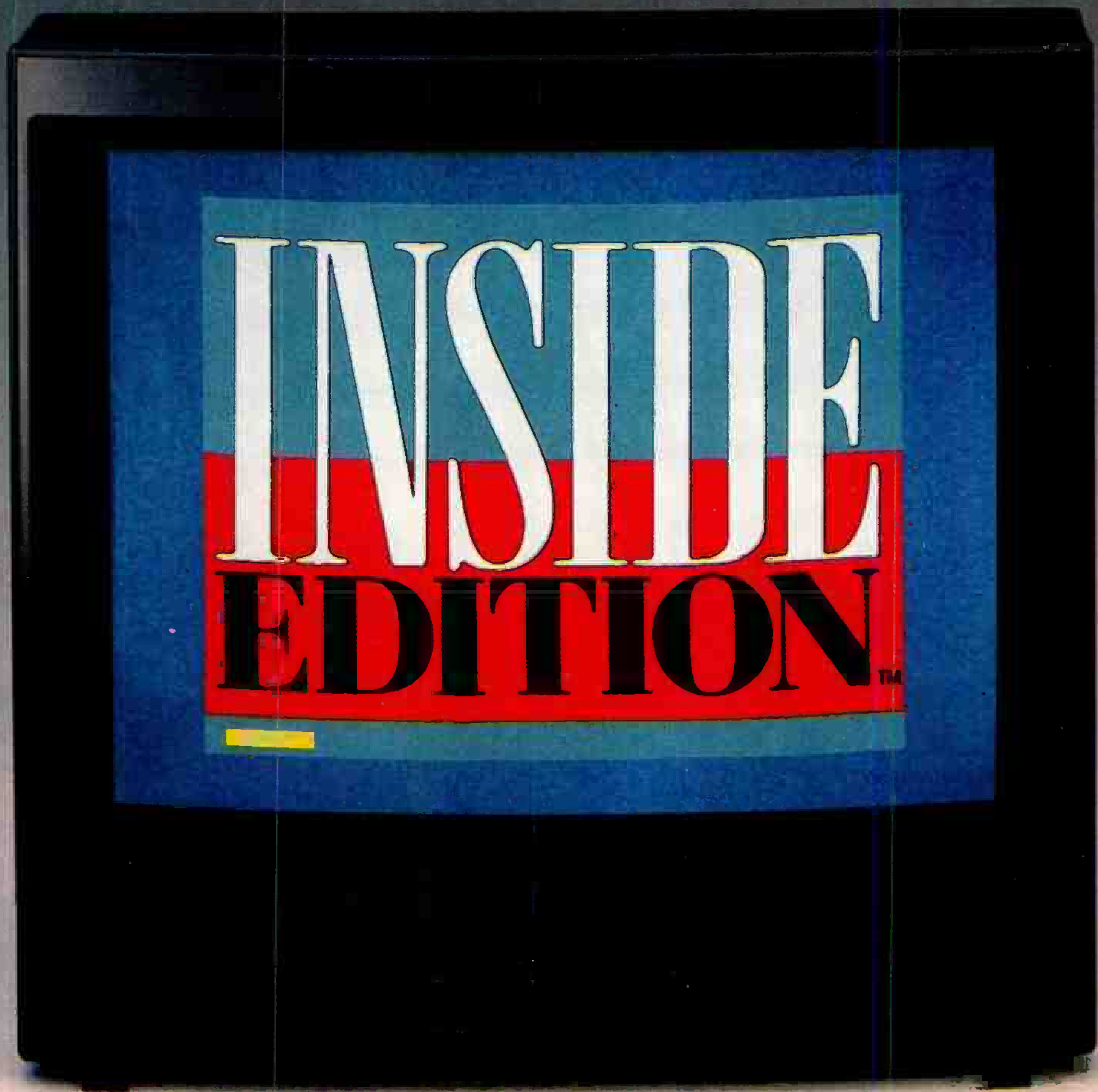
Benefits of walking

EDITOR: Regarding the "Monday Memo" in the Jan. 30 issue by Mr. Vytas Paskus. I say a loud amen!

I personally practiced the concept of MBWA. or "Management By Walking Around." 20 years ago as general manager of WRFM(FM) New York.

This approach to managing didn't have a name at that time and I was not aware of other people doing it. although I'm sure there were. If I remember correctly. it was Tom Peters who first identified it as

REALITY...



IT GROWS ON YOU.

TIME PERIOD IMPROVEMENTS

			R/S	% SHARE INCREASE
NEW YORK WNBC	7:30PM	INSIDE EDITION NOVEMBER 1988	7/10 6/9	+11%
LOS ANGELES KCBS	7:00PM	INSIDE EDITION NOVEMBER 1988	5/8 4/6	+33%
CHICAGO WMAQ	6:00PM	INSIDE EDITION NOVEMBER 1988	6/10 4/7	+43%
PHILADELPHIA WCAU	7:30PM	INSIDE EDITION NOVEMBER 1988	7/12 6/10	+20%
*SAN FRANCISCO KRON	4:30PM	INSIDE EDITION NOVEMBER 1988	6/15 5/14	+ 7%
WASHINGTON DC WRC	4:00PM	INSIDE EDITION NOVEMBER 1988	4/12 4/11	+ 9%
DALLAS KXAS	6:30PM	INSIDE EDITION NOVEMBER 1988	10/15 8/12	+25%
CLEVELAND WKYC	5:00PM	INSIDE EDITION NOVEMBER 1988	8/15 5/11	+36%
ATLANTA WAGA	4:00PM	INSIDE EDITION NOVEMBER 1988	8/20 7/16	+25%
*SACRAMENTO KXTV	7:30PM	INSIDE EDITION NOVEMBER 1988	12/18 9/14	+29%
*HARTFORD WFSB	7:00PM	INSIDE EDITION NOVEMBER 1988	13/20 8/14	+43%

*Nielsen
Source: NSI/ARB NOV '88
Meter Overnights W/O 1/30/89

WEEK-TO-WEEK GROWTH

		HH SHR WK. 1	HH SHR WK. 4	% SHARE INCREASE
NEW YORK WNBC	7:30PM	9	10	+ 11%
LOS ANGELES KCBS	7:00PM	7	8	+ 14%
CHICAGO WMAQ	6:00PM	9	10	+ 11%
PHILADELPHIA WCAU	7:30PM	8	12	+ 50%
WASHINGTON DC WRC	4:00PM	10	12	+ 20%
DALLAS KXAS	6:30PM	11	15	+ 36%
ATLANTA WAGA	4:00PM	18	20	+ 11%
*MINNEAPOLIS WCCO	4:30PM	14	16	+ 14%
*DENVER KMGH	6:30PM	12	13	+ 8%
*HARTFORD WFSB	7:00PM	18	20	+ 11%

*Nielsen
Source: NSI/ARB Meter Overnights
W/O 1/9 & 1/30/89

Now renewing for next fall.

KINGWORLD™

MBWA and focused on the concept as a management/leadership style.

As Mr. Paskus notes, when I started dropping into every office and studio at least once a day, and usually more often, the staff was suspect of my motives. They reported that my predecessors (of which there were several in a short span of time) all followed the same pattern of spending each day in their office—frequently behind closed doors—except for trips to the men's room and lunch.

I credit the MBWA approach to leadership with playing a major role in this "kid from the country" being able to come into the big Number One city and, together with the rag-tag staff I inherited, assemble a team effort that was able to move the station from number 23 to number 5 in the Arbitron ratings in seven months, without the support of outside promotion.

Yes, Management By Walking Around works. I've seen no other method that can equal it. Thanks for giving it a fresh exposure.—*Marlin R. Taylor, managing director, The Ali Mar Organization Ltd., Doylestown, Pa.*

Begs to differ

EDITOR: In the Jan. 23 "Monday Memo", Reese Schonfeld says: "The stories we covered in the *Crimewatch Tonight* pilot also ran in *Vanity Fair*, the *Los Angeles Times* and the *Omaha World-Herald*."

During the *CBS Evening News* report on "reality-based" television, Maury Povich offered that *A Current Affair* reported on

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lust, murder and other subjects which can be found in the Bible and Shakespeare.

Pornographic cassettes deal with the same topics as the plays of Euripides and Sophocles: *Gray's Anatomy* illustrates everything *Penthouse* does. It is not the subject matter that is at issue but the way it is reported. The song says, "It ain't what you do, but the way that you do it."

And why.—*Reuven Frank, senior fellow, Gannett Center for Media Studies, New York.*

More on indecency

EDITOR: On the subject of opening up a window to indecent programing, let me point out, contrary to your Jan. 16 reporting, that there has never been a 10 p.m. rule established by the FCC or even by the U.S. Supreme Court. It certainly is not found in the 1978 *Pacifica* case.

This is a popular misconception and even the FCC in its brief, *Action v. Children's Television* (1988), said: "The intervenors overstate the effect of commission dictum when they suggest that the commission had a 10 p.m. 'rule.' "

And finally, your editorial charge of "censorship" in relation to the regulation of indecent programing is inaccurate. In *Pacifica*, the Supreme Court held that the prohibition against obscene and indecent speech was not censorship. Censorship, as you must know, is prior restraint of First Amendment rights by government. There has never been and there is not now any prior restraint by government—the very essence of censorship.—*Betty Wein, freelance writer, New York.*

More research needed

EDITOR: I am writing in response to the Feb. 6 article about the FMX system tests performed by Mr. Amar Bose. WLTW(FM) was one of the test stations for the original FMX system. We indeed did experience a change in the multipath characteristics of the station. These and similar tests at other stations of course ultimately led to a change in the specifications of the FMX system. After these changes had been implemented and field-tested by Broadcast Technology Partners, we were invited to a demonstration of the new system. After that demonstration I was sufficiently satisfied that the system worked and that no noticeable change occurred in the multipath characteristics of the test station when the system was turned on and off. This test of course was monitored on a non-FMX receiver.

It is true that the more complex the modulation of an FM station the more susceptible it will be to multipath distortion. This can be demonstrated in the laboratory. And FMX does add to the complexity of the baseband signal. However, in practice it appears that the addition of FMX does not significantly contribute to a perceptible increase in multipath distortion. I have for some time now been monitoring a station in the New York market that is an FMX and have not experienced any real change in the ability to receive the station using a non-FMX receiver in a mobile environment within two to 10 miles of the station's transmitter site. At this distance the multipath is generally the most severe due to the typically high field intensities of the reflected signals in relation to the desired signal.

If we inferred from all of this that the addition of FMX contributed in some way to the addition multipath distortion, so be it. FM stereo does, and so does the addition of other subcarrier services. What is important to point out in all of this is that it is up to the individual radio station to weigh the benefits and drawbacks of anything that they put on their carrier. If a station feels that the benefit of FMX technology far outweighs its drawbacks, they are free to decide as they now do about adding subcarrier services. Whether or not FMX flies will not be determined by any one individual. FM listeners will ultimately decide whether it works or not and whether it is worth paying extra for. In any event, let us continue to research the subject of enhancing FM broadcasting. If we do not, FM broadcasters may find themselves in a worse predicament than AM broadcasting is in today. With the day fast approaching that a listener can be entertained by some digital storage medium in the home, at work and autos, AM will be able to serve the information needs of the listener very efficiently. Where will that leave FM broadcasting?—*Robert C. Tarsio, chief engineer, WLTW(FM) New York.*

Jumping the gun

EDITOR: In the Dec. 19, 1988, issue of BROADCASTING there appeared a picture depicting operations in one of nine studios under renovation as part of the Voice of America's studio modernization effort.

Contrary to the caption which accompanied the photo, these studios have not been opened and are not in service. Indeed, the agency attempted a target date of October 1988 to commence operations in these studios. That date came and went and, to date, there has been no attempt to set a precise date for opening and operating these studios for production and/or on-air purposes.

To the best of our knowledge, proof of performance tests are still being conducted and cross-connections between these studios and the master control mainframe unit remain to be completed.—*Gary A. Marco, president, National Federation of Federal Employees Local 1418, Washington.*

Editor's note: *Reader Marco is correct. VOA had planned to have the studios in operation by the beginning of 1989, but did not make the deadline. The contractor and subcontractors "still have a lot of bugs to work out," according to VOA.*

Hausman remembered

EDITOR: In your Jan. 30 story about Louis Hausman's death there is no mention of what may be considered his primary contribution to the broadcasting industry. He was the man chosen in 1959 to become the founding director of the Television Information Office. It was his fate to open the office at the height of the quiz scandals in October of that year. His first move was to make a keynote speech at the Broadcasters' Promotion Association Convention in Philadelphia, where he advised the television industry to admit its mistakes and to resume its programing responsibilities.

His next steps were to build a library to supply information to the public as well as to the industry and to commission the Roper organization to conduct surveys of the public's attitudes toward television. In his brief time at TIO, he initiated publication of scholarly studies of television, including teachers' guides; placed ads promoting outstanding network programing in opinion-leader magazines, prepared presentations for on-air and academic study discussions, and dozens of other innovations to bring the medium closer to its "many publics."

Now there are no more dragons to fight. TIO is gone, as is the giant of a man who started it. He leaves behind two legacies—the prestigious TIO Library, now to go to the Museum of Broadcasting in New York City; and the Roper Report to continue under the aegis of the National Association of Broadcasters.—*Catharine Heinz, director, Broadcast Pioneers Library, Washington.*

Clarification

EDITOR: I am flattered by your Feb. 6 editorial attacking my article on deregulation (Jan. 30). In fairness, however, the article does not call on broadcasters to give up hard-won freedoms, kiss good-bye the territory they have won in a lifelong battle, or go to prison.

We now know what former FCC Chairman Mark Fowler meant by TV deregulation—more stations and more spot inventory on each station, i.e., more competition. Add to this the rapidly expanding competition from cable, which can sell both its advertising time and its programing, and you have trouble for traditional television.

The article's argument, simply stated, is this: If Congress wants local free television to provide meaningful local service, it cannot permit all of the profit to be squeezed out of local station operation. And, if it wants to preserve local free television, Congress is going to have to do something to protect free television from wrong-headed deregulation. The price to broadcasters for the protection will be provided local service.

My article concludes:

"Over the past forty years, free television has, almost by its very existence, done more to unite and bring together the people of the United States, given a greater sense of common national purpose, kindled more hope, ignited more ambition among the disadvantaged, given to the privileged more understanding of the plight of those less fortunate, and opened more Americans' eyes and minds to the world around them, than all other media combined. We would be a nation of fools were we further to weaken free television, let alone give it up. To this end, the FCC should restore to a high place in its regulatory agenda the conservation of this precious national resource."

I'll stand by this conclusion—*Victor E. Ferrall Jr., partner, Crowell & Moring, Washington.*

Monday Memo

A cable must-carry commentary by John P. Cole Jr., Cole, Raywid & Braverman, Washington

For not a few in the hallowed halls of Congress, mandatory cable carriage of local stations has assumed the dimensions of a crusade taking precedence over such lesser concerns as the deficit, the war on drugs and even pay raises. For some within the broadcast industry, must carry has become an obsession. We thus seem to be on the verge of yet a third clash over this "won't die" issue. This time, however, the Little Big Horn shifts from the regulatory arena to the Hill. Let's at long last place this matter in perspective, bring sanity to the table, and, just perhaps, avoid a little deja vu. For if the conflict is still once more to be joined, it is again the Indians who must inevitably prevail.

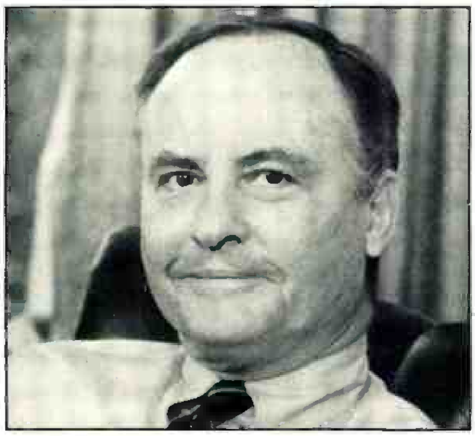
First, however, it should be made clear that cable has no exclusive claim on the First Amendment. But for persistent conscious vacillation, geared chiefly to the particular business objective of the moment, the broadcast industry long since would have achieved its due as a full member of the press community, entitled to complete parity. Electronic media, whether broadcast or cable, no longer can afford hypocrisy and duplicity as the cornerstone of regulatory/legislative policy in this crucial regard without inviting lasting damage to those precious freedoms conferred under the First Amendment. A truly independent Fifth Estate free of petty politics and governmental intrusions even of the subtle variety is a commendable and, I think, achievable goal.

It is high time that our responsible leaders, both in and out of government, face up to fundamental law. An appropriate starting point might well be the text of the Speech and Press Clause itself:

"Congress shall make no law...abridging the freedom of speech, or of the press."

By this simple yet majestic command, it is government that is unconditionally constrained. As Justice Robert Jackson once observed, the framers, based on their first-hand experiences with the English king, "did not trust any government" and therefore prescribed specific areas as off-limits even to the potential for legislative mischief. Foremost among those special preserves is "speech and press." As judges and justices repeatedly and consistently have held, any "concept that government may restrict the speech of some elements of society in order to enhance the relative voice of others is wholly foreign to the First Amendment." And if to some that may sound ambiguous or equivocal, try: "The First Amendment proscribes governmental efforts to favor one speaker over another." Surprising as it may be, the forefathers made no exceptions, not even for owners of television stations.

That Geraldo, Jim and Tammy, or Dan Rather and Paul Harvey, and even Procter & Gamble or NBC, individually or collectively, carry the Holy Grail thus warranting special governmental enhancements for distribution of their word represents little short of heresy on the First Amendment. Television licensees, whatever their nobility or the social value of their message, and however tight their grip on the local political pulse, do not constitute a privileged hierarchy elevated above the pedestrian concerns of the First Amendment. The extraordinary phenomenon here is that there are so many in government, both elected and appointed, only too eager to accommodate—whatever it may take—the importunings of those few holding the enormous power to use the nation's airwaves. A still sadder commentary is that virtually all of these minions simultaneously profess unyielding allegiance to the First Amendment and all for which it stands.



"There is no way in which mandatory cable carriage can be reconciled with the First Amendment."

From whatever perspective one may view must carry, and however "socially rewarding" the scheme may be perceived, there is no way in which mandatory cable carriage can be reconciled with the First Amendment. Government, when it purports to make a substantive judgment that the voice of the local station owner (whoever it may be) is of more value than that of "lesser" speakers (e.g., ESPN, USA Network or CNN), intrudes into a reserve from which it is barred by the Constitution. Such conclusion is all the more manifest when it is recognized that the local licensee is already conferred with a valuable means of independently communicating his views while those less privileged must depend upon the vehicle of cable for distribution of their message.

There are under the law no second-class speakers, except of course in the eye of the beholder/viewer, where there are likely an abundance—of both the broadcaster and cable stripe. It is only individual editors and viewers, and not government, that are qualified to render such critical judgments. As the chief justice wrote in the celebrated *Miami Herald* opinion: "[W]hether fair or unfair...[i]t has yet to be demonstrated how governmental regulation of [editorial discretion] can be consistent with First Amendment guarantees of free press."

When public officials openly proclaim that they are weighing major policy determinations, or that certain privileges will be withheld, all depending upon whether cable systems "voluntarily" acquiesce in a regime of must carry, they not only demean the institutions they serve, they abuse their high office. Pressing such "stick or carrot" choice, when the "stick" is constitutionally protected speech rights, constitutes a base misuse of authority.

Roundly condemning such coercion, the Supreme Court once aptly characterized the process as "no choice" except one "between the rock and the whirlpool." Neither may industry trade associations through negotiated protocols confer on government that power which the First Amendment withholds.

Parenthetically, these identical principles pertain equally to the so-called fairness doctrine and the political maelstrom currently surrounding that archaism. That many willingly would surrender their speech freedoms as a trade-off for regulatory concessions cannot water down the constraint which the First Amendment firmly fixes upon government. Such freedoms are not subject to barter.

None of the foregoing is even to suggest that cable carriage of local stations is not in the public interest. Indeed, upward of 96% of such stations are carried and will continue to be so carried. The point is only that under our constitutional system, the making, or implicit forcing, of such judgments is foreclosed to government. Virtue, in whatever perceived magnitudes, is never the standard for gauging the constitutionality of a restraint of free speech.

With but a little objectivity and some small attention to constitutional principle, it may just be that a free, independent press will survive, and even flourish, for *all* media. One constructive way to hasten the day is to cut out the rank duplicity. The Constitution, especially in the context of equality under law, is an apolitical instrument. Wheeling and dealing in protected speech freedoms, whatever the medium, overtly politicizes the First Amendment, grievously undermining its essential purpose.

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Broadcasting Feb 20

Vol 116 No 8

TOP OF THE WEEK

NAB, INTV blast FCC plan to delay start of syndex

They say postponement of Aug. 18 effective date would hurt stations that bought shows at NATPE

The FCC's anticipated vote this Wednesday (Feb. 22) to put off the effective date of its new syndicated exclusivity rules stirred the National Association of Broadcasters and the Association of Independent Television Stations to issue a joint press release last week protesting any such move. They said any delay would penalize broadcasters who bought syndex rights in the belief the rules would go into effect, as originally mandated, on Aug. 18.

NAB and INTV issued the release on Feb. 16 stating they are "strongly opposed" to a postponement—the day after the FCC cut off any party from talking directly to FCC officials about syndex by releasing the "sunshine notice" that reconsideration of the rules was on the Feb. 22 meeting agenda.

"It's time for syndex to move forward," said National Association of Broadcasters President Eddie Fritts, elaborating on the terse release. "The reconnaissance we picked up that there would be another delay disturbs us greatly," he said. "Broadcasters...have already begun buying programing for this fall's lineup and paying for the syndicated exclusivity. It would be a tragedy if the commission were to delay implementation beyond the Aug. 18 date. It would clearly penalize broadcasters who have acted in good faith."

INTV President Preston Padden made the same point. "I don't think anybody at the FCC has any conception of the real world impact of delaying the effective date on all of the people who just came back from spending millions of dollars at NATPE," he said. "It makes all the difference in the world if you can't, in fact, get what you bargained and paid for."

Opponents of syndex, who have urged the FCC to postpone the effective date for as much as three years, characterized the press release as an attempt by the broadcasters to circumvent FCC ex parte rules prohibiting direct lobbying a week before a vote.

James Mooney, president of the National Cable Television Association, said in a prepared statement: "It's an apparent attempt to convey misinformation to the FCC through the trade press after the window for comments has gone down."

Said Shaun Sheehan, a Washington lobbyist for Tribune Broadcasting: "It's very clear to me what they've attempted to do here is browbeat the FCC by trade press."

Steve Effros, president of the Community Antenna Television Association, was unimpressed by the tactic. "Whatever the commission's decisions are, they are not going to be affected by a press release at this point," he said. "If they are, it indicates that the commission is in worse shape than I thought. And even I don't think the commission is in that bad a shape."

Fritts

Padden

At the urging of broadcasters and programers, the FCC last May adopted syndex rules similar to those it repealed eight years earlier. The rules would empower television stations to enforce the exclusivity of syndicated programing against cable systems that import duplicative programing on superstations and other distant broadcast signals.

As now written, to take advantange of the rules, broadcasters would have to contract for "syndex" rights from programers and notify affected cable systems within 60 days of the contract and no less than 60 days before exclusivity is to commence. To give cable systems an opportunity to gear up to delete or substitute for duplicative programing, the FCC adopted a one-year "transition period." It said cable systems would not have to drop any programing until after Aug. 18.

Calling the syndex rules "bad policy and bad law," the NCTA petitioned the FCC last August to "reconsider the wisdom" of imposing them. But, recognizing that the FCC was unlikely to undo completely what it had done, it asked for changes to give systems time to acquire and install equipment necessary to delete and substitute programing automatically. The one-year transition period is "wholly inadequate," it said. It should be no less than two, it said.

Owners of superstations that count on the national reach afforded by cable carriage took similar stances in their petitions for reconsideration. Turner Broadcasting System, owner of WTBS(TV) Atlanta, said the rules should become effective one year from the day the reconsideration order is issued. (If the FCC votes as expected on reconsideration this Wednesday, the order would likely be issued within two months.) Tribune, owner of superstation WGN-TV Chicago, said the transition period should be stretched to three years.

By contrast, INTV filed a petition, arguing that the transition period should be truncated and that the effective date should be no later than July 15, 1988—one year after the original order was released.

To persuade the FCC to lengthen the transition period and shift more of the administrative burden of rules from cable to broadcasting, NCTA made a big lobbying push in the two weeks prior to issuance of the "sunshine notice." Several NCTA officials made the rounds of the commissioners' offices: Mooney, General Counsel Brenda Fox; Chairman John Goddard, of Viacom Cable; Vice Chairman Robert Miron, of Newhouse Broadcasting, and executive committee member Amos Hostetter, of Continental Cablevision.

Padden said he did not believe the push was decisive. "They may have flooded the eighth floor with more people than we did in the last week," he said. "But we don't think that is likely to tip the balance one way or another."

After learning of the FCC's intentions, he said, he and Jim Hedlund, INTV's vice president, government relations, visited the offices of two commissioners last Tuesday, Patricia Diaz Dennis and James Quello. "We have not stopped talking to commis-

Buyers found for Knight-Ridder's eight TV's

Knight-Ridder last week said it expected to complete shortly "negotiations" with several unidentified companies for the sale of its eight VHF affiliate TV stations for a purchase price of more than $400 million. In fact, earlier in the week, more than one party had signed contracts to purchase some of the stations, which will go to seven different buyers, said to include Young Broadcasting, Burnham Broadcasting, News-Press & Gazette Co. and Narragansett Capital Corp., the last said to be the only purchaser to buy more than one station.

The sale will be the first major block of stations sold since suggestions of a softening in the affiliate TV marketplace surfaced. Yet the prices that will be announced will not likely settle the question. Young, for instance, will purchase WKRN-TV Nashville, an ABC affiliate, for a price reliably said to be about $50 million. While that sum is a significant multiple to a small cash flow for the station, it represents a compounded capital gain of only about 5% since 1983, when Knight-Ridder bought the ABC affiliate for $37 million.

Narragansett Capital Corp. said it purchased two of the Knight-Ridder stations, WPRI-TV Providence, R.I., and WTKR-TV Norfolk, Va. Narragansett partners, Jonathan Nelson and Gregory Barber, declined to comment on the price paid, but industry sources said the Providence, R.I.-based venture capital firm paid roughly $150 million. Burnham was said to have bought WALA-TV Mobile, Ala., and News-Press & Gazette Co. was said to have bought KOLD-TV Tucson, Ariz.

Knight-Ridder declined to say who the other buyers were last week but informed sources indicated that broadcasting division President Dan Gold would not be one.

Gary Gensler, a partner at Goldman Sachs & Co., which handled the sale for Knight-Ridder, said the sales indicated a continuing interest in affiliate TV stations: "There were close to 35 different companies or individuals who went through the due diligence process [including discussing possible contracts]. I have sold a lot of other industries, and would call that a deep marketplace." While declining to comment on specific buyers, Gensler said none of them qualified for tax certificate treatment and most represented private companies.

sion people about this issue since they adopted it last year," Padden said. "There has been no failure to communicate the broadcasters' position on these issues."

Although there was a growing consensus among broadcasters and cable operators that the FCC would vote a postponement, none was certain how long it would be. Padden said he believed FCC Chairman Dennis Patrick had proposed to his fellow commissioners extending the effective date to one year after the release of the reconsideration order, as Turner had requested.

Effros had no inside information, but he said "logic" would dictate changing the effective date to either Jan. 1 or July 1 so that it would coincide with the start of the compulsory copyright license accounting period. "If the commission changes the value of a [distant] signal in the middle of a period [by imposing syndex], it is going to create one hell of a problem for everybody in terms of accounting, lawsuits and everything else," he said.

In addition to the transition period, the FCC is also expected to modify in some fashion the notification periods and procedures. In their petitions for reconsideration, NAB and INTV asked the FCC to drop the requirement that stations notify cable systems within 60 days of contracting for syndex rights and replace it with a requirement that stations notify systems at least 90 days before exclusivity takes effect.

The NCTA, in its petition, said the rules should be changed to require broadcasters to give cable systems a year's notice.

News that the FCC might postpone the date did not have quite the impact outside of Washington that it did inside. Martin Colby, vice president and general manager, XETV(TV) San Diego, expressed disappointment, but said "it isn't going to change any of our programing plans."

Dennis Gillespie, executive vice president, marketing, Viacom International, said any delay would simply contribute to the uncertainty surrounding the programing marketplace. "A delay will string out the inability of broadcasters and cable operators to make hard plans based on hard rules and hard regulations," he said.

The debate at the FCC over the length of the transition period could be academic. NCTA and a group of cable systems led by the law firm of Cole, Raywid & Braverman have promised to challenge the syndex rules in court. If they do, and if the court grants a stay of the rules until the case is resolved, it may be years before syndex takes effect.

"They have made their comments for months and we have made our comments for months," Effros said. "The commission is going to do whatever it does and then the entire thing is going to be tested in court." □

'Moonlighting' grows dim

Formerly top rated, program loses ratings and is put on hiatus until April; ABC prepares to premiere two new comedies in early March

Once the series that all others were judged against, ABC's *Moonlighting* has fallen on hard times in a relatively short period of time. The network has decided to place the former top-rated show on hiatus until April to make room for two new comedies.

Moonlighting, averaging a 15.5 rating and a 26 share for the season and ranked 29th among prime time series, may or may not return to its Tuesday, 9-10 p.m. slot, according to Jay Daniel, the show's executive producer. "The decision will be based partly on the results of the experiment of moving *Roseanne* to the later time period."


ABC's 'Moonlighting'

Daniel said the network and producers of the show were aware the show would run out of episodes during the season, due to the writers' strike, which delayed production. "Because we shoot 85-90-page scripts, it takes us at least nine days per episode," he said. "When we come back in April we'll have eight fresh episodes that will take us through the May sweeps."

While Daniel acknowledged the show has suffered some erosion—"We're no longer a top 10 or top 15 show"—he added that "a lot of shows would kill for our ratings." He attributed some of the decline to NBC. "NBC's scheduling of *In the Heat of the Night* was a deft counterprograming move," he said. "While *Moonlighting* does better in the urban overnight markets, *In the Heat of the Night* pulls better numbers from the rural markets. Subsequently, we find ourselves in second place once we get all the ratings numbers in."

Chances that despite the sagging ratings, the show will return for another season. "We haven't gotten any official commitment yet," he said, "but they're [Cybill Shepherd and Bruce Willis] both under contract with the network through next year."

Anything But Love (tentative title), a half-hour romantic comedy starring Jamie Lee Curtis and Richard Lewis, premieres Tuesday, March 7, at 9:30-10 p.m.

Coach, starring Craig T. Nelson, premieres on Wednesday, March 1, at 9-9:30 p.m. A special sneak preview of *Coach* will


'Anything But Love' premieres on ABC March 7

'Coach' premieres March 1

air on Tuesday, Feb. 28, at 9:30-10 p.m.

The comedy *Roseanne*, currently in the Tuesday, 8:30-9 p.m. time slot, will move to the 9-9:30 p.m. slot to make room for *The Wonder Years*, which moves from the 9-9:30 p.m. slot on Wednesdays. *Roseanne* is averaging a 23 rating and a 34 share for the season, and is ABC's highest-rated show, second overall to NBC's *The Cosby Show*.

The network, in moving *Wonder Years*, is hoping the earlier time period will attract younger viewers to the show. The Emmy award-winning show has seen its ratings decline and was ranked 38th among prime time series last week. □

Ancier leaves Fox Entertainment

Chernin tapped to head new Fox Entertainment Group, reporting to Kellner; Wendle now in charge of FEG programing development

There was a management shakeup at Fox Broadcasting Co. last week as Garth Ancier, president of Fox Entertainment, submitted his resignation last Tuesday (Feb. 14) to Jamie Kellner, FBC president. The following day, FBC announced that Peter Chernin, former president of Lorimar Film Entertainment, was named president of a newly created FBC division, Fox Entertainment Group (FEG).

Chernin becomes the number-two executive at FBC, reporting to Kellner, with overall responsibility for programing and development, advertising, promotion, business affairs, publicity and corporate creative services. Kevin Wendle, executive vice president, Fox Entertainment, becomes executive vice president, FEG, in charge of programing and development, reporting to Chernin. Rob Kenneally, senior vice president, programing, continues to report to Wendle.


Ancier

As head of Lorimar Film Entertainment, disbanded in the wake of the Warner-Lorimar merger, Chernin oversaw the development of a slate of films including "Dangerous Liaisons" and "Running on Empty," both of which have been nominated for Academy awards this year. Before that, Chernin was executive vice president, programing and marketing, Showtime/The Movie Channel Inc.

As to Ancier's departure, the company said that Ancier told Keller that he wanted to resign as early as last September, but agreed to stay on to insure a smooth transition. That was three months after a restructuring in which he became president of the new entity known as Fox Entertainment, with Wendle stepping up as executive vice president with direct oversight of FBC programing and scheduling, and Kenneally right under him.

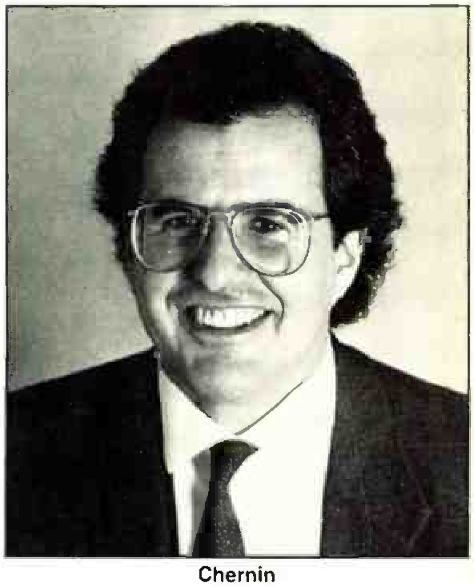
At the time, Ancier's new role was described by the company as involved with "strategizing and setting policy." Ancier is credited with putting in place the Sunday night schedule that is now sucessfully challenging ABC, NBC and CBS, often placing first in key demographic ratings. But he was also frustrated in repeated efforts to achieve similar results with comedy and drama programs on Saturday night. Programs such as *Mr. President*, with George C. Scott; Touchstone Television's *Down and Out in Beverly Hills*, and *The Dirty Dozen* were all overwhelming and costly failures.

It has been reality programing that the network turned to this season on Saturday to provide some ratings growth. Also, after four attempts, FBC gave up late night programing.

Nevertheless, sources said Ancier's departure was "amicable," and that as part of what was described as a "generous" settlement agreement. Ancier has an option to set up a production company on the Fox lot that would be funded by the studio. He had about two-and-a-half years left on an employment contract that reportedly earned him $400,000 annually.

As of last week, Ancier was still considering his options. His resignation takes effect March 1, the day Chernin officially comes on board. In addition to Wendle, three FBC senior vice presidents will report to Chernin: Sandy Grushow (advertising and promotion), Ira Kurgan (business affairs) and Brad Turell (publicity and creative services). Several vice presidents will continue reporting directly to Kellner: Tom Allen (finance), Andy Fessel (research) and David Ferrara (affiliate relations).

In addition, Pat Mastandrea, FBC senior vice president, sales and marketing, continues reporting to Kellner and will remain in that post and not join the London-based Sky Channel as reported one week ago (BROADCASTING, Feb. 13). She is serving as a sales consultant to Sky Channel, however, a company spokesman said. □


Chernin

Tradition meets technology: satellite dishes by famed Monte Carlo casino

U.S.-German production deals top Monte Carlo meeting

Anticipated new channels, cable and satellite services in West Germany lead to boom in program needs

American program dealings with West German television, U.S. network production tie-ups with Europe and the expansion and contraction of the region's TV industry were the talk of last week's annual international TV sales market at the French Riviera resort town of Monte Carlo.

International program co-production, its future potential and its current limitations, was also on the minds of many of the nearly 3,000 TV program makers, sellers and buyers who throughout the week crowded the suites, hallways and bars of Monte Carlo's Loews Hotel, the main venue of a gathering its organizers characterize as a kind of elite TV club of the Cote d'Azur.

□

West German television, expected in the next year or two to witness the growth of highly competitive satellite and cable TV services and the possibility of new or privatized national channels, provided a good deal of market news last week, with word of program buys, satellite industry consolidation and U.S. production tie-ups.

One of the show's big-budget buyers was West German private TV channel RTL Plus. The satellite-to-cable service has recently begun to expand its audience reach from 4.5 million cable homes to more than 10 million total viewers following the granting of government licenses to retransmit on over-the-air frequencies, and is expanding its budget and program expenditures as a result.

Competing for programing for the first time with leading German broadcasters ZDF and ARD, RTL Plus made the largest acquisition announcement of the week, a multimillion-dollar agreement with MCA for first-run and library titles and TV series.

Both companies declined to detail the dollar amount—some placed it in the $30 million range—but MCA TV International President Colin Davis called it the largest single deal ever negotiated by MCA TV International.

Davis also said the sale brought MCA, which until recently had sold primarily to German broadcaster ARD, record film prices for a package of titles including "An American Tail," "The Secret of My Success," "Cry Freedom," "Batteries Not Included," "Legal Eagles," "Psycho III" and "Dragnet," as well as another 15 first-run and 100 rerun titles.

ABC's new weekly *Mystery Movies* was one of 14 TV series licensed to the channel, along with network series *Almost Grown*, *Desperado* and *The Equalizer*, mid-season replacements *Men* and *Coach* and MCA first-run syndication and library series.

RTL Plus film acquisition manager Erhart Puschnig said the channel, which is negotiating other, smaller program deals with Worldvision and New World, would spend some $55 million or more.

The channel's buying splurge is fueling its rivalry with chief satellite competitors Sat1, partially backed by Germany's dominant distributor Leo Kirch, and Tele5, with minority ownership by Italian V magnate Silvio Berlusconi. Interests in the three channels overlap, however, and last week brought news that German publishing group Axel Springer, 10% owned by Kirch, is seeking a 20% share in Berlusconi's 45% stake in Tele5. According to one U.S. executive close to the German market, further consolidations should be expected soon.

One American company taking a position in the German market is Capital Cities/ABC, which last week revealed it now has a substantial minority holding in Tele-Munchen, a Munich-based production-distribution company that is majority owner of the Tele5 satellite channel.

ABC's Tele-Munchen deal, negotiated late last year, will apparently focus on program production, rather than broadcasting or distribution (the company already has a distribution deal with American network CBS), said Tele-Munchen head Herbert Kloiber.

American broadcasters CBS and Tribune also announced programing tie-ups in Europe in which German TV companies figure prominently. CBS Broadcast International head Don Wear said last week his company has an agreement in principle to commit more than $1.5 million toward productions of the European Coproduction Association, a program consortium of Germany's ZDF, Britain's Channel Four, France's Antenne 2, Italy's RAI, RTVE of Spain and broadcasters from Austria and Switzerland.

CBI, which in the recent past has acquired foreign product to bolster its catalog, also will assume international distribution of ECA's existing 50 hours of product, including two series, *Eurocop* and the Channel Four-produced *The Manageress*.

Tribune, which last year entered a coproduction partnership with Germany's Leo Kirch, is seeing the first fruit of that effort, with the announcement last week of a feature on the Achille Lauro terrorist incident, to be produced jointly by the German Kirch's production arm Taurus, Italy's RAI2, France's TF1 and Italian producer Alfa.

□

While distributors at the market spoke in positive terms about the expansion of international TV opportunities, many cautioned that the growth of the world program market is uneven and venturous companies should be wary of pitfalls.

Last year's hottest market, France, for instance, has now cooled considerably, not just because of the flattening of price increases after the initial competitiveness brought about by new commercial channels, but also because of government intervention.

Program quotas limiting non-European material to 30% of stations' schedules are now being enforced with large fines, explained French distributor Joel Nuffer of Eureka, leading top network TF1 and others to purchase American shows more cautiously. Quotas limiting the ratio of foreign imports in all-important dayparts such as prime time are also being considered by the country's newly established TV regulatory authority.

Sellers at the market were also buzzing about the impact of the past year's buying surge in the UK, as Rupert Murdoch's new Sky Television satellite service, which took to the air last month, competed for product with the five-channel British Satellite Broadcasting direct-to-home venture that launches this fall.

Together, Sky and BSB are believed to have already contracted for $1 billion in American programing—largely theatrical films for their movie channels—and suppliers are still selling them programs. Worldvision already has a deal for series with Sky, and last week said it is also in negotiations with BSB for programing. MCA, with most of its movies going to BSB, said it met with Sky head Andrew Neal in Monte Carlo last week to talk about series programing.

Some, however, including London-based Henson International's Peter Orton, do not think the UK is in a "boom," despite 50% higher fees for imported programs. "The UK is not a competitive market, it's just the anticipation of competition," he explained. "It will be a real competitive market when an imported American hour sells for $150,000 to $200,000 an hour, not the current top price of $50,000."

Worldvision's Bert Cohen also agreed that while the UK is now experiencing an expansion, he acknowledged that "nobody can predict what the UK market will look like in three years" with anticipated changes in media regulation affecting terrestrial TV, as well as the addition of new channels over-the-air and by satellite.

Similarly, distributors appeared universally excited about the possibilities that regional and national commercial expansion in Spanish television may bring for their product in the next year or two, but at the same time worried about an eventual contraction.

Worldvision's Cohen said he was concerned that "the expansion of marketplaces and the need for more product is often followed by government quotas." He added, however, that American programing "is and will remain the cheapest form of entertainment. And not only is it glossy, but it is available at a cost that then allows [national TV] to do its own programing."

Stuart Graber, senior vice president, Lorimar International, noted: "I understand the reasons behind having quotas, but don't think it's fair to put up a barrier in the marketplace to good programs. I feel uncomfortable with having a government restrict what people can have access to."

But for the present, overseas market growth has done much to boost distributor revenues. For example, Arnold Messer, executive vice president, Columbia Pictures International Television, said he will have a little over $200 million in revenue from international sales to TV for the fiscal year about to end, almost double the previous year's figure, and while fiscal year 1990 will not increase as dramatically, it will stay at a similarly high level.

Twentieth Century Fox Television International President William Saunders said his company is also headed toward a record sales year for international TV in fiscal 1989, ending June 30.

According to Columbia's Messer, the key to sustained international television growth is the state of economic development in each market. With an increase in disposable income among consumers, he explained, comes the desire by advertisers to reach those consumers and the increased use of commercial mediums such as television. In the end, added Messer, "the more European broadcasters receive [from advertisers], the more they can pay" for television programs, including imports.

Agreeing was Lorimar's Graber. "It's all tied to advertising, how much spend is there for TV media," he said. "Not until this point was the stage set to make buys. Is there going to be enough of an ad spend to warrant the proliferation of all these outlets? I believe there will."

□

Co-production talk could be heard throughout the hallways at Monte Carlo, but underlying many such discussions here last week was whether the U.S. market must remain the primary target of most coproduction ventures, or whether the European or international TV market was becoming sizable enough to pay a project's way.

Some didn't think so. According to MCA's Davis, "For the foreseeable future, a co-production requires a presale to the U.S.; otherwise, it's not making money."

By contrast, Walt Disney's David Simon, vice president, programing, Europe, argued: "We can afford to co-produce something that will never see the light of day in the U.S. Europe is a very important market; it's a primary market. With certain types of projects that might work in the rest of the world, but not in the U.S., we can either forgo the U.S. or bring it to something other than network or syndication."

Disney's Buena Vista Television President Etienne de Villiers explained that the company is working without substantial U.S. presales, both as an independent producer cooperating with national broadcasters to make programs for their individual markets, and in more traditional multinational co-productions, such as a special for 1989 paying tribute to the company's creative roots in Europe, with possible participation by Britain's Independent TV, France's TF1, Italy's RAI and Germany's ARD.

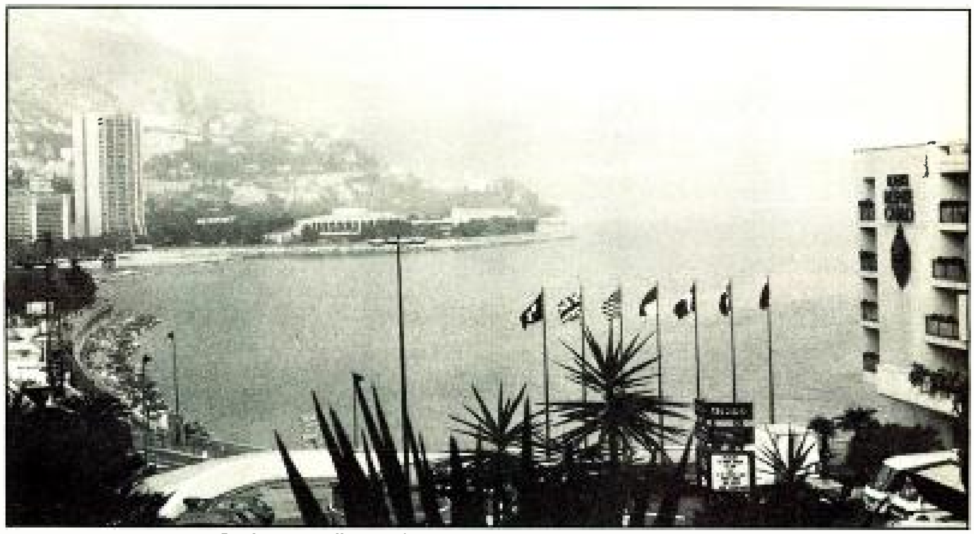
Worldvision's Cohen, whose company recently merged with producer Aaron Spelling, felt the Disney approach could have validity. "We're certainly open to all areas of co-production, but more importantly, we are examining a myriad of new opportunities as we approach the 1990's, including the potential of product produced primarily for the European market."

One British broadcaster, TV South, through its Telso International arm, has also pursued expensive, long-form programing without commitments from U.S. end-users.

According to Telso's Ann Harris, controller of international programs, four miniseries projects have been financed out of Europe, with the U.S. conceived of more as a serious post-production market than a presale market.

Beginning production next week, for instance, is a $5 million, six-hour mini-series, *The Magistrate*, a Mafia story set in Italy and Australia, with TVS as commissioning partner and presale partners Australian Broadcasting Corp. and Italy's Reteitalia.

The company is trying similar approaches for its $5 million mini-series co-production *Act of Betrayal* with France's Revcom, and the $7 million Telso-Reteitalia four-hour



Monte Carlo coastline, with Loews hotel on right, site of meeting

Endless Game, neither of which yet has U.S. buyers. One other Telso project, the four-hour $8 million *Murderers Among Us: The Story of Simon Weisenthal,* was commissioned without a U.S. partner, but will air in April on HBO.

But Roger Miron, director of sales for Thames Television International, argued that for any co-production "the American dollar represents a substantial figure if you can do it, and it also acquires a particular cache to have a network deal."

While long-form programing remains the main form co-productions have taken to date, Columbia's Messer argued that series production is more important in the long term. "A good mini-series is fine," said Messer, "but what will really make it a business is to get 22 episodes a year, hopefully for five years. The efficiencies of TV are best served in series. For mini-series, you always have to re-create the wheel."

Messer said Columbia has already tried unsuccessfully to co-produce series; it is now looking at a weekly series project to be shot in Nice, France with unidentified French, Italian and German partners. "Ultimately, we'll be able to produce series in Europe with Europeans as partners," added Messer, "but they have to meet us at least half way," particularly regarding the managing of writing and production timetables to speed program output. □

Multicomplaints against Multivision

Communities upset over rate hikes and service meet with Al Gore; overbuilds are recommended; company president says increases were necessary to maintain and upgrade systems

Senator Albert Gore (D-Tenn.), responding to complaints by 22 Tennessee communities about cable service provided by Multivision, an MSO serving 600,000 subscribers in that and 13 other states, held a seminar in Huntingdon, Tenn., last week on how subscribers could get better service at lower rates. (Multivision is one of several media companies owned by broadcasters I. Martin Pompadur and Elton Rule.)

The thrust of Gore's remarks, according to one mayor present, was that since reregulation was unlikely, providing competition to existing cable service was the best way for cities unhappy with Multivision to respond. Among those present at the meeting were Tommy Thompson of South Central Bell; wireless cable operator Phil Merrill; Wireless Cable Association President Bob Schmidt; Washington consultant Chip Shooshan; an official from Glasgow, Ky., which has a municipally owned cable system, and several Multivision officials. The speakers discussed the advantages and problems inherent in providing competition to cable, said Huntington Mayor Waldon White, and the mayors now plan to study whether any of the alternatives are economical.

Gore aide Roy Neel told BROADCASTING that Gore "is trying to figure out if this is a problem related to one company or whether this is representative of a national trend" before deciding whether legislation is needed. The senator is awaiting a response from Multivision, said Neel, and Gore plans to push for oversight hearings in the Communications Subcommittee.

Cable officials said last week they understood that Gore was not advocating telephone company entry as a solution. But Neel said: "I don't believe he has precluded telco entry. I know he has not ruled it out." But Neel said Gore would not support telco entry without "protections."

Gore's interest has sparked concern among cable officials in Washington. One source said that National Cable Television Association President James Mooney is "very upset" at the situation in Tennessee. Another cable source said "a good 90% of the cable industry is aghast at what they are doing and the way they are doing it."

Multivision, however, has begun reassuring localities that it intends to upgrade systems, that it is a long-term player in the cable business and that its rate increases were justified, tied to repairs in aging cable plant. Privately, the company admits it made some mistakes and handled certain situations poorly. Some of its staff responsible for some of the problems have been replaced by new personnel.

What has the communities upset is Multivision's rate increase—from $15.50 a month to $19.95—since buying the systems from Essex Communications, and problems relating to service. "We expect them to make money," said Mayor White, "but don't gouge us." That scene has been repeated elsewhere. In Henderson County, N.C., county chairman Bill Drake said he has written letters to Senators Jesse Helms (R) and Terry Sanford (D) over Multivision rate increases from $15 to $19.95 and continued outtage and service problems that began under the previous owner (Essex). In Florida, Gulf Breeze is evaluating whether to issue a request for proposal for a second franchise to compete with Multivision. Cox Cable had expressed interest in an earlier RFP. Springhill, La., has granted a second cable franchise to a local operator after Multivision added the Discovery Channel and raised rates from $12 to $16 for 18 channels of service, said city clerk Johnnie McMahen.

Multivision President Chris Conley, responding to the rate controversy, said last week: "I don't think what we've done in terms of rate increases and adding programing is much different from anybody else.... Rate increases are a part of any business and will appear on a regular basis. The schedule and the magnitude of them is a function of district and regional management planning." The Tennessee mayors have requested a reduction in rates, but Conley said Multivision "told the mayors unequivocally there would be no rollback in the rate increase, but we would be looking at how to continue our capital investment program and improve technical service."

When Multivision took over the Essex properties, said Conley, it realized substantial capital was needed to repair aging plant. Every dollar of the rate increases in Tennessee has been put back into the systems through capital investments, said Conley. "We're making an amplifier-by-amplifier assessment" as part of an overall engineering review.

And upgrades are high on the Multivision list, added Conley. "We've provided for a continuing infusion of capital" in future budgets, he said. Some upgrades may not require rate increases, depending on the quality of the plant, said Conley. "Channel expansion itself wouldn't put any pressure on rates," Conley said. But Multivision faces a problem with smaller, older systems, he said. "Those subscribers have got to amortize independently the capital investment, and when it costs $8,000 or $9,000 to put each satellite channel on, you really have to consider where the revenue base is coming from to amortize that investment." Conley said Multivision is looking at cheaper ways to interconnect its numerous headends, including fiber optics.

Multivision had closed several offices in Florida and Alabama, which caused complaints, but some of those offices have since been reopened, said Conley. He said the problem stemmed from a "billing computer vendor [who] was unable to convert the billing system on a timely basis with accurate transfers, and that resulted in the generation of thousands of inaccurate bills which overloaded the 800-number system procedure that had been planned."

As to the threat of overbuilds, Conley said that, based on his experience, "overbuilds never work." And he was unsure whether he would automatically lower rates if he were overbuilt. "I don't know necessarily that lower rates win in an overbuild situation. I think it just results in an effort by both parties to continue lowering rates until the weaker of the two goes bankrupt." The key to winning in those situations, he said, is "good marketing, good customer service, good programing that's differentiated" and is accompanied by a high level of promotion.

As to dissatisfaction by subscribers and by elected officials, Conley said that "our subscriber counts are growing," and with that growth "we're meeting a need in a cost structure that is marketplace competitive." He said there was "no validity" to the notion that Multivision paid too much for the systems. "We're all concerned that we run our businesses in a responsible manner so that we can continue to grow in a deregulated environment," he said. Asked if Multivision will be in the cable business five and 10 years from now, Conley replied, "Most certainly. I'm not ready for retirement." □

NBC O&O's mull local news channels on cable

Several NBC O&O's have had preliminary discussions about launching 24-hour cable news services in their regions, spurred by NBC President Bob Wright's push to view cable as much a partner as a competitor in the media mix. General managers from the O&O's were headed to Florida late last week for meetings with top NBC executives, including Wright, where this and other matters are expected to be discussed.

News of the discussions surfaced last week at a Southern California Cable TV Association dinner, where John Rohrbeck, vice president and general manager, KNBC-TV Los Angeles, said: "Bill Cullen [president of United Cable in Los Angeles] and I have discussed the feasibility of such a service for the past few months."

The service, if developed, would incorporate late news shows of NBC O&O's, with the possibility of affiliates participating as well, Rohrbeck indicated. "For example," he said, "we would show the 11 p.m. news from New York City, followed by the news in Chicago, followed by Miami and Washington."

For the moment, there have been no discussions of incorporating material from NBC News, O&O general managers say. But NBC has long had an interest in getting into the 24-hour cable news business, first through an aborted attempt several years ago, and more recently through an attempt to buy into Turner Broadcasting.

Allan Horlick, general manager of WRC-TV Washington, has had preliminary discussions with cable operators in Montgomery County, Md., and Fairfax and Reston, Va., about a local news channel. Horlick points to political convention coverage as an example where a second channel could be useful. "We sent 11 people to New Orleans...for reports on the 5, 6 and 11 p.m. news," said Horlick. "There may be an audience interested in what effects them" that is not covered in the broadcast news segments, he said. "We could have a fixed camera covering the activities of the Maryland delegation," for instance, carried throughout the day and evening, said Horlick. A local news channel would also allow for extended time for delegation members "to speak directly to their constituency," said Horlick. "There may be some commercial viability" to the idea, said Horlick, and the cable operator might "help to defray the cost."


Cullen, Rohrbeck and Spencer Kaitz, president, California Cable TV Association

NBC owns 50% of Long Island News 12, the 24-hour cable regional news operation launched by Cablevision Systems' Charles Dolan. Dolan has looked at expanding that to other parts of the New York area, and other cities, and it appears his effort in New York could be merged with WNBC-TV's. Bud Carey, vice president and general manager of WNBC-TV New York, said "we're trying to figure out how to do that." Carey said WNBC-TV would want wide carriage of a regional news operation, beyond the systems that Dolan owns in the area.

Said Rohrbeck last week: "Up until a year ago I thought of you all as the evil empire; then NBC became a player in cable so I'm sitting here as one of you. As the number-one station in Los Angeles, I'm also your number-one program supplier," he said.

RAB chooses Potash as new president

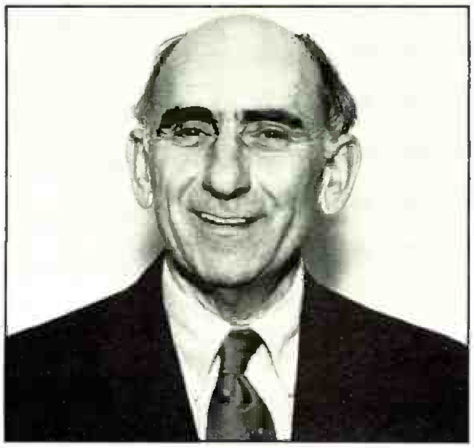
Former Capcities radio executive will replace Stakelin on Feb. 27

After several weeks of industry speculation, the Radio Advertising Bureau has named Warren Potash to replace outgoing President and Chief Executive Officer Bill Stakelin. Potash is set to begin working at RAB's New York headquarters Feb. 27, and is expected to remain in the position for the next four years.

On the surface, it doesn't appear that the change in leadership will mean any changes in the organization. Potash said he plans to work with the RAB team that is already in place, and said he anticipates a "business as usual" approach to their operations.

"I don't think I'll develop any thoughts until I've had some time and service," said Potash. "I didn't come here with any 'pre-' anything."

Potash, a 30-year veteran of the radio industry whose positions have included management and sales titles at several stations, was one of about 20 candidates who reportedly applied for the RAB job. His radio career began in 1958 as an account executive at hometown station WKBW(AM) Buffalo (now WWKB). When the station was purchased by Capital Cities in the early 1960's, Potash entered a long-term relationship with the company that led to a 1970 appointment as vice president and general manager of WPRO-AM-FM Providence, R.I. Four years later, he became vice president and general manager of Capcities/ABC's WBAP(AM)-KSCS(FM) Fort Worth, where he remained until 1986.


Potash

After leaving the Texas stations, Potash remained in the area and stayed involved in radio by doing consulting work and scouting out properties for sale. In recent years he has also served on the board of directors of publicly held Cellular Communications Inc., a cellular radio company, and Darome Inc., a privately held teleconferencing company.

Industry observers note that Potash's hands-on experience at stations around the country should give him an edge in communicating with and understanding the needs of the many small-market stations in the RAB's membership. The RAB search committee that selected him for the position was impressed by his "excellent" management, salesmanship and people skills, according to committee Chairman Dick Chapin of Chapin Enterprises, Lincoln, Neb.

"He knows how to run a radio station, how to sell on the street, what makes promotions tick and all of that," said Chapin.

Potash and his wife will be moving to New York from their home in Fort Worth. □

Access not a right of cable, says appeals court

Decision runs counter to 1984 Cable Act in saying that systems can't enter multiunit dwellings to wire if landlord doesn't agree

The U.S. Court of Appeals for the Third Circuit has delivered a blow to the notion that the Cable Communications Policy Act of 1984 gives cable television systems a right of access to multiunit dwellings, whether the landlords involved want the service or not. The court, in a case involving two apartment complexes in York County, Pa., held that it does not, at least not in states that have not enacted laws mandating such cable access.

The decision thus appears to run counter to holdings of U.S. district courts in Massachusetts and Georgia as well as of the U.S. Court of Appeals for the 11th Circuit, in Atlanta. The llth Circuit, for instance, held that the Cable Act provides grounds for a cable company to sue to place its cable in open trenches provided by the developer for utilities. The Third Circuit said its case involves something more—a demand for access to tenants inside the buildings targeted by the cable system. And it said the Cable Act does not provide such authority.

The suit was brought by Cable Investments Inc., a Tele-Communications Inc. system that had provided cable service to the properties owned by Waterford Associates until the landlord, in July 1985, ordered it to cease the service by the following Aug. 1. Waterford began providing programing to the tenants through a satellite master antenna TV system it controlled. And CI sued in U.S. District Court. That court dismissed the suit in an order predating by a week the 11th Circuit's decision. The district court refused to reconsider its decision in light of the 11th Circuit's. And the Third Circuit saw no need to disturb the district court's decision.

CI had based its suit largely on the 1984 Cable Act. But essentially, the appeals court based its decision on a section that was not in the Cable Act, a section that had been drafted and then dropped before the legislation was enacted. Section 633 expressly provided for mandatory access to tenants within a multiunit dwelling. The court's analysis of the Act's legislative history led it to the conclusion that, in dropping the section, Congress did not intend cable companies to have the power "to impose their service on owners of multiunit dwellings who choose not to use them." The court saw support for its view in the fact that Congress also deleted sections that would have required "just compensation" to property owners.

Besides rejecting CI's claims regarding the Cable Act, the Third Circuit found no basis for CI's other claims—that Waterford had violated the First Amendment and the free speech provision of the Pennsylvania constitution and the state's Landlord and Tenants Act.

Some cable lawyers note that the opinion applies only to the Third Circuit, which includes Delaware and New Jersey, as well as Pennsylvania. They also say the decision would not affect New Jersey or Delaware, since they have laws mandating right-of-access for cable companies. And Harvey Freedenberg, counsel for CI, agrees: "I don't think the decision would have any bearing on a state right-of-access law, if it is found to be constitutional." However, the counsel for Waterford, Deborah C. Costlow, is not so sure. She noted that most right-of-access laws were passed before the Cable Act. And she said whether they would survive court review would depend on the facts, on the specific law and on whether cable was being provided to tenants in the multiunit buildings involved.

One question that remains to tantalize cable lawyers is whether TCI will appeal to the Supreme Court. They recognize that although the decision is controlling only in the Third Circuit, it could have a major influence on courts nationwide. Freedenberg said the question of an appeal to the Supreme Court is being considered by his client. He indicated an appeal would be based on the contention the decisions of the llth and Third Circuits are in conflict and that the high court, therefore, must settle the issue. Costlow sees no conflict. She said the llth Circuit decision dealt with the question of standing to sue. The Third Circuit, she said, held that cable systems "have no right of access" to multiunit dwellings. There was no need, she said, to consider standing. □

NAB message to Hill: Proceed with caution

The telco TV entry saga continued last week as National Association of Broadcasters President Eddie Fritts wrote Capitol Hill urging lawmakers to "proceed cautiously" before rendering any decision on whether the telephone industry should become a provider of TV services. The request drew an immediate response from the United States Telephone Association. USTA President John Sodolski issued a statement commending Fritts for his "interest" in the matter. Sodolski said the letter was a "welcomed contrast to the NAB's previous position taken in comments to the FCC." But an NAB source contended that the association's FCC comments sounded the same cautionary note.

Nevertheless, Sodolski found the letter encouraging because "it supports a full debate before Congress on the issue involved." USTA, he stated, feels "such a debate is needed." The telephone industry believes, Sodolski said, "that after further study the NAB and other interested parties will appreciate that telco entry into the provision of entertainment television serves the long-term interests of broadcasters, and the general public, far better than the continuation of the cable monopoly."

Two weeks ago the association chiefs met, and Fritts later told reporters that NAB is not negotiating with USTA and is far from taking a position on telco entry into television. Discussions between the Association of Independent Television Stations and USTA are progressing at a faster pace. USTA has told INTV it backs the idea of granting broadcasters free carriage.

Next week the issue takes an even higher profile as USTA's Sodolski and National Cable Television Association President James Mooney appear on a panel before members of the National Association of Regulatory Utility Commissioners communications committee on Feb. 28. Also appearing on the panel are Gene Kimmelman, legislative director of the Consumer Federation of America, and Cynthia Pols, legislative counsel with the National League of Cities.

NARUC is holding its annual winter committee meetings in Washington (Feb. 25-March 3), and the communications committee is expected to consider a resolution calling for elimination of the current legislative and regulatory prohibitions that keep the telephone industry from offering video services in their service areas. As the chief regulators of telcos at the state level, NARUC's stand could prove crucial to determining the outcome of this public policy debate.

Meanwhile, a counter-resolution protesting telco entry was said to be in the works last week. Sharon Nelson, chairman of the Washington Utilities and Transportation Commission, is believed to be the driving force behind it. Nelson also chairs the communications committee and is NARUC's first vice president (she becomes president in November). The committee's vice chair, Patricia M. Worthy of the District of Columbia's Public Service Commission, shares Nelson's skepticism about the telephone industry's desire to become a video provider. Worthy's concerns are twofold. She thinks it would be extremely difficult to establish regulatory safeguards to prevent cross-subsidization. And she has doubts about letting the BOC's become owners of the content they would also deliver.

The telcos, which won support for their initiative from the National League of Cities last year, continue to solidify that relationship. Bell South and BELLCORE are sponsoring an HDTV demonstration at an NLC conference in March.

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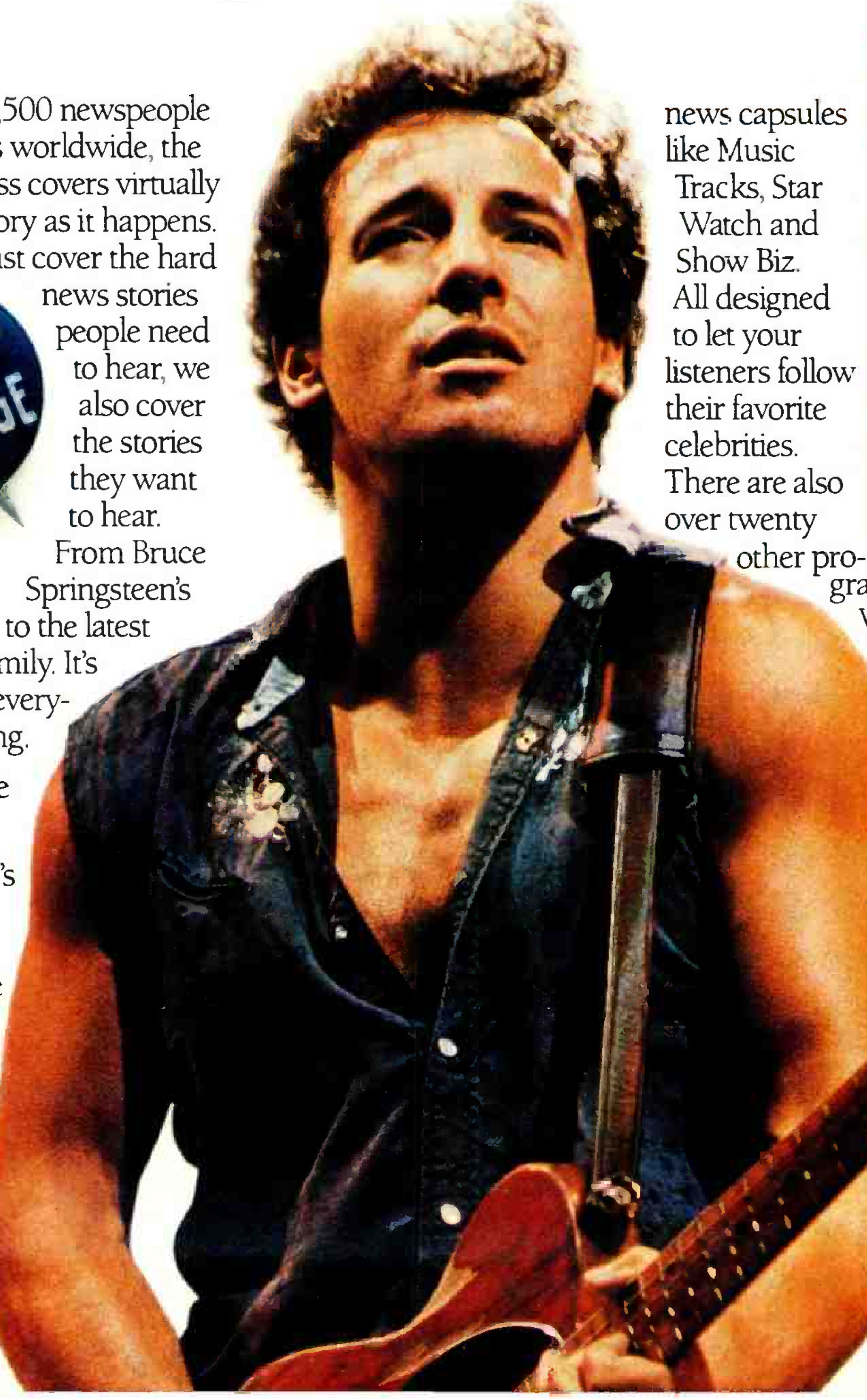

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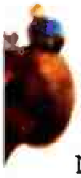

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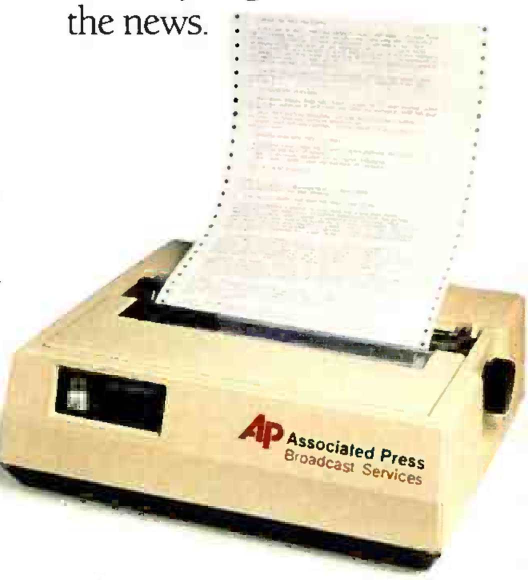


Associated Press Broadcast Services

CBS banks on Eddie Murphy

Comedian's development deal includes nontraditional special that may signal new direction for network's comedies

A decade ago, Eddie Murphy burst onto the television scene, a 19-year-old with a sharp, street-smart comedic sense that earned him a spot in the comedy troupe of NBC's *Saturday Night Live*, which in turn made him a star. Now, in the role of producer, Murphy has an exclusive three-year development deal with CBS, which hopes that star power can fuel the network's effort to become more competitive with NBC and ABC in the comedy arena.

A year ago, CBS launched a Tuesday night comedy block that failed to produce, averaging around a 10 share before being canceled after three weeks. At the start of this season, the network launched four new comedies. All but *Murphy Brown* have been canceled.

All four of those comedies were traditional sitcom formulas, including two that featured stars from comedy's past—Dick Van Dyke and Mary Tyler Moore.

Now, the network is experimenting with new comedy forms in prime time with Eddie Murphy a central figure. "CBS is making a substantial investment in comedy," said Tim Flack, vice president, comedy development, CBS Entertainment. "It is very important to us to have great comedy on the air."

(The deal with Eddie Murphy is one example of CBS's effort to bring a younger, hipper and certainly different brand of comedy to CBS. Another was the word from the network last week that it had signed comedian Whoopi Goldberg to do a series next season called *Bagdad Cafe*. That program, to be produced by New World Television, is based on the offbeat theatrical of the same name.

'What's Alan Watching?'

Murphy's television company, Eddie Murphy Television Enterprises Inc. (EMTE), is actually a partnership that includes himself and two high school friends from Roosevelt, N.Y., Clint Smith and Mark Corry. Despite Murphy's success in front of the camera, neither he nor his two partners, all in their late 20's, have experience running a television production company. So they hired Mark McClafferty, 40, a year ago as president. He had served a four-year stint with Glen Larson Productions as executive vice president. Before that, McClafferty was vice president, drama development, for ABC, and before that he was supervising producer for such ABC shows as *Happy Days*, *Laverne & Shirley* and *Mork & Mindy* for Miller, Milkus, Boyett Productions.

Paramount Pictures Corp., which has a multi-year exclusive film deal with Murphy, also has an interest in his television company. The studio lends financial support to EMTE in exchange for an "in association with" production credit for all its TV projects, as well as television distribution rights.

Eddie Murphy's first project for the network, the first of three pilot/specials from the company, is entitled *What's Alan Watching?*, scheduled to air Feb. 27 from 8 p.m. to 9 p.m. Murphy himself was active in developing the initial project for CBS and portrays soul singer James Brown in a brief skit parodying the singer's recent criminal conviction.

According to McClafferty, "When we sat with Eddie to talk about what he wanted to do for his first show, he said he wanted to do a comedy with late night sensibilities in prime time."

What's Alan Watching? has a lot of *SNL* sensibilities, including highly irreverent skits and send-up commercials, advertising, among other things, "snoutless" franks ("not a pig nose in the pack"). The script was written by three former *SNL* writers, Bob Tischler, Barry Blaustein and David Sheffield.

It's all done within the context of a family in which self-absorbed adolescent Alan (played by Corky Nemec) is trying to escape through the medium of television.

Alan is constantly grazing in front of the tube with a remote tuner. Each click of the tuner segues into another skit, perhaps the

Sports special

The National Academy of Television Arts and Sciences' annual Emmy awards ceremony will be telecast nationally April 15. The one-hour special, syndicated by Raycom Sports Entertainment to stations covering 85% of the country, will also include highlights from the year in sports.

most irreverent of which is a *Holiday on Ice* parody called *Gandhi on Ice* ("You'll thrill as that anorexic imp of India skates his way into your heart and consciousness").

According to McClafferty, CBS has encouraged EMTE to challenge the normal standards of prime time comedy. "They want us to reach," he said. "They've given us unlimited creative flexibility."

And, with *Alan*, at least, it seems to have paid off. Both the production company and CBS see a potential series emerging from the project, depending on the ratings for the special. But the ratings aside, "there are several opportunities for a series within this special," said Flack.

The second EMTE project in the works is a series commitment based on Murphy's box office hit, "Coming To America." "Coming to America" is a nine-episode pick-up that will start production as soon as the lead is cast. McClafferty was scheduled to show CBS a candidate late last week. "If they like him, we go into immediate production on the show," he said. It could be ready in time for late mid-season, he said.

Other current projects include a Christmas-time made-for-TV movie that Paramount Domestic Television will syndicate for December. This summer, the company will distribute through Paramount Home Video a series called *Saturday Night Live: The Best of Eddie Murphy*, culled from footage of his five seasons with the program (1980-85).

At the time EMTE signed its deal with CBS, the company had a pilot commitment with NBC, which has since been scrubbed. Why CBS? "They were wide open to change," said McClafferty. □

'Citizen's' arrest

Rosebud will continue to burn in black and white, as Turner Entertainment Co. announced February 14 it has "discontinued preparation" for the colorization of *Citizen Kane*. "While a court test might uphold our legal rights to colorize the film," said Roger Mayer, Turner Entertainment Co. President, "provisions of the contract between RKO Pictures, Inc. and Orson Welles and his production company, Mercury Productions, Inc., could be read to prohibit colorization without permission of the Welles Estate."

Mayer told BROADCASTING that the decision not to colorize the Welles film was "indefinitely postponed." He also said it was possible Turner Entertainment would colorize *The Magnificent Ambersons*, Welles' second film, but not without first examining the "creative and legal" aspects of such a decision.

Kelly to head development for Paramount's Revcom co-venture

Frank Kelly has been promoted to executive vice president, programing and development, Paramount Domestic Television. Kelly, who had been senior vice president, takes on the added responsibility of overseeing development of the mini-series and made-for-TV-movie product from Paramount's joint programing venture with the Paris-based Revcom, and continues to oversee programing and program development of all first-run, cable and pay television for Paramount.

The company's first co-venture with Revcom, *Not a Penny More, Not a Penny Less*, based on the Jeffrey Archer best seller of the same name, will start production in 60-

Kelly

'Dove' pulls CBS up the ladder

CBS tied with NBC for first place in week 21 (ended Feb. 12), aided by the unexpectedly high ratings for the four-part mini-series *Lonesome Dove*. *Dove* now ranks 14th on the all-time mini-series list.

For the week, both NBC and CBS scored a 16.7 rating/25.9 share. ABC closed out the week with a 12.8/19.8. NBC managed, just barely, to keep CBS from winning all three nights on which *Dove* aired.

NBC took Monday away from CBS by running special broadcasts of *Cosby*, *Golden Girls*, *Empty Nest*, *Cheers* and *Night Court*. This strategy gave NBC a Monday average of 20.4/29—a slim 0.1 rating point ahead of CBS's 20.3/29.

Tuesday went to CBS with a 19.9/29.7 evening average. *Dove* pulled in a 24.8/37 that night to rank fourth for the week.

Wednesday was a 22.2/33.3 win for CBS, as well as the concluding night for *Dove*, which garnered a 27.3/41 to take the number-one position for the week.

Thursday night's averages are lower than usual, due to the broadcast of President Bush's speech to Congress. For the night, NBC pulled in a 22.0/34.9. CBS had a 12.1/19.1, while ABC had a 5.6/9.1.

Friday was ABC's first, and only, win for the week, managing a 14.3/24.3, over both CBS's and NBC's 12.2 rating.

Saturday went to NBC's 19.5/33.6. CBS had an 8.5/14.6 while ABC had an 8.4/14.1.

CBS took Sunday with an 18.8/28.9, primarily on the strength of *60 Minutes*' 24.4/39 and *Murder, She Wrote*'s 22.2/33.

Nielsen		Net	
1	27 3/41	C	CBS Wednesday Movie
2	27 1 41	N	Cosby Show
3	25 6/37	N	Cosby Show special
4	24 8/37	C	CBS Tuesday Movie
5	24 7 35	A	Roseanne
6	24 4/39	C	60 Minutes
7	24 3/37	N	Different World
8	23.8/34	C	CBS Monday Movie
9	23 8/39	N	Golden Girls
10	22.8/32	N	ALF
11	22 3/34	A	Who's the Boss?
12	22 2/33	C	Murder. She Wrote
13	21 8/30	N	Golden Girls. special
14	21 0/35	N	Emply Nest
15	19 9/30	N	NBC Sunday Movie
16	19 6/36	N	Hunter
17	18 9/26	N	Empty Nest. special
18	18 1/27	N	Matlock
19	18.0/28	A	Growing Pains
20	17 5/28	A	ABC Sunday Movie
21	17 5/29	N	Amen
22	17 5/26	N	Unsolved Mysteries
23	17 3/26	A	Head of the Class
24	17 3/25	N	Cheers. special
25	16 5/29	N	L A Law
26	16 3/23	A	ABC Mystery Movie
27	16 0 26	A	Full House
28	15 7/24	N	Night Court. special
29	15.6/27	N	227
30	15.5/22	N	In the Heat of the Night
31	15.4/25	C	Dallas
32.	14 7/25	A	Perfect Strangers
33	14.7/21	C	Kate and Allie
34	14 5/25	C	Knots Landing
35	14 4/26	A	20 20
36	14 3/22	C	CBS Monday Movie
37	14.0/23	N	Father Dowling Mysteries
38	13 9/20	A	Wonder Years
39	13.5/19	A	Moonlighting
40	13 5/22	A	Mr Belvedere
41	13.3/20	N	Family Ties
42.	13.2/19	A	MacGyver
43	13.2/20	N	Midnight Caller
44.	13 0/21	A	Just the Ten of Us
45	12.6/19	A	thirtysomething
46	12 5/20	C	Pres Bush to Congress. analysis
47	12 5/22	C	Falcon Crest
48	12 1/18	C	Paradise. special
49	12 0 18	F	Married.. With Children
50	11.8/17	N	Day by Day
51	11.7/17	C	Newhart
52	11.7/17	N	My Two Dads
53	11.6/18	N	Nightingales
54	11 4/17	A	Hooperman
55	11 4 17	F	America s Most Wanted
56	11 4 19	N	Miami Vice
57	11 1 20	N	Unsub
58	10 7 16	C	48 Hours
59	10 2/16	N	Magical World of Disney
60	10 0/15	C	Tour of Duty
61	9 8/16	A	Mission Impossible
62	9.7/16	A	Man Called Hawk
63	9.4/15	A	China Beach
64	9 2/15	C	This is America. C Brown, part 5
65	8.8/15	C	Dolphin Cove
66	8 8/16	C	West 57th
67	8 4 14	C	Cathy s Valentine
68	8 1 13	F	21 Jump Street
69	7 9/13	C	Smothers Brothers Variety
70	7 8/12	A	ABC Sunday Movie
71	7 0/12	A	Dynasty
72.	5 6/10	A	Murphy's Law
73	5.2/8	F	Garry Shandling's Show
74	5.0/8	A	Fine Romance
75	4 7/8	F	Reporters
76	4.5/7	F	Tracey Ullman Show
77	3 6/6	F	Duet
78	2 9/5	F	Beyond Tomorrow

90 days, Kelly said last week. It is scheduled for year-end delivery to the USA Network, with a syndication window subsequent to that (the dates are yet to be determined).

Meanwhile, Kelly said last week he is focusing on getting *Tabloid* launched for fall 1989, which although not yet an officially confirmed "go," looks pretty certain, with over 65% of the country cleared, mostly in prime access. "We have a short list of producer and anchor talent," said Kelly last week. Those assignments will be named once the show gets the official nod, expected in the next few weeks.

Kelly also said last week he's preparing for year three of *Friday the 13th*, and year two of *War of the Worlds*. He indicated it was unlikely the company, with its full program plate, would launch any other programs beside *Tabloid* next fall. "The years of multi-program launches are over," he said. "Once the dust settles we'll try to determine what makes sense for fall 1990, or midseason (January 1990). We are just beginning that process now."

At 100th episode party for 'Murder, She Wrote,' Angela Lansbury (second from right) is joined by CBS executives (l-r) Barbara Corday, executive VP, prime time programs, Kim LeMasters, Entertainment president, and Howard Stringer, Broadcast Group president.

New contract, she wrote

'Murder, She Wrote' star Angela Lansbury signs new contract to appear on CBS in some capacity; fate of series unsettled

Angela Lansbury will appear in a series on CBS next season. Whether it's the hit series *Murder, She Wrote*, however, remains to be seen. Last week Lansbury and her production company, Corymore Productions, signed a pact with CBS guaranteeing the network exclusive use of Lansbury's talent in network television for the 1989-90 season. The agreement calls for Corymore to produce a new half-hour series starring Lansbury (a minimum of 13 episodes) the year after the final season of *Murder, She Wrote*, one of two series CBS has in the top 20 (the other is *60 Minutes*).

Lansbury has said publicly she felt unappreciated by CBS, because the network ignored complaints of stress she'd been experiencing after five years on the *Murder* set. The network also questioned her purchase of the $6,000 designer gown she wore to host last year's Tony Awards which aired on CBS. (The network finally OK'd the bill). At one point, ABC approached Universal about possibly moving *Murder* to ABC as part of a second *Mystery Movie* night. But CBS executives went to great lengths in recent weeks to keep Lansbury in the fold, including visits from CBS chief executive officer Laurence Tisch and Broadcast Group President Howard Stringer. The effort was capped with a lavish Hollywood party Sunday, Feb. 12, celebrating the filming of the 100th episode of *Murder*. Universal and CBS were still negotiating the terms of renewing the series at deadline. But Lansbury's new deal with CBS assures that network that if *Murder* continues next season, it will be on CBS.

MCA's program proving ground

Company is using its WWOR to test shows for possible national syndication

In arrangements that he termed "partnerships" with advertisers, Michael Alexander, executive vice president of MCA Broadcasting, said last week that MCA's WWOR(TV) New York was in the process of developing several more shows which, like *The Morton Downey Jr. Show*, could be taken nationally if a local test turns out successfully.

At the same time that the station, MCA's only broadcast property, is being used to test national shows, Alexander talked about how it is being positioned as a community-oriented station in the local market, espe-

Syndication Marketplace

D.L. Taffner Ltd. has announced it will distribute *Aquaventure* on worldwide basis outside the U.S. The weekly half-hour series is produced by Satellite Television Syndication Inc.

□

American Gladiators by **Samuel Goldwyn Television** has cleared eight of the top 10 markets, representing more than 50% of the country. Among the clearances are KHJ-TV Los Angeles, WPWR(TV) Chicago and WPHL-TV Philadelphia. One-hour weekly show is hosted by former NFL veterans Fran Tarkenton and Tim Wrightman.

□

Claster Television's *Maxie's World* has been cleared in more than 60 markets, representing 70% of the country, including all of the top 25 markets. The show is scheduled for a fall 1989 launch.

□

Saban Productions announced that two live-event, two-hour specials, *Secret Societies* and *Corruption on Capitol Hill* have been cleared by the United/Chris-Craft, Gaylord, and MCA Station consortium (The Program Consortium), representing more than 25% of the country.

□

Orbis Communications, which was offering its first major film syndication package at NATPE last month, reports that package has now cleared seven markets nationwide. The 20-film package, Carolco I, named for Orbis's parent company, is being offered on a cash basis. It features films including "First Blood," the first film with Sylvester Stallone as Rambo, as well as the Carolco-produced "Angel Heart." The package also includes several pictures acquired in a deal with London-based Hemdale Film Corp., including "Terminator" and "Kiss of the Spider Woman." Eight films out of the package (including "Angel Heart" and "Kiss of the Spider Woman") are being spun off for initial syndication exposure in a monthly barter network called Orbis Showcase Network (11 minutes national, 13 minutes local).

Peggy Charren: A hard ACT to follow

Action for Children's Television has a small budget and a big mouth, and will fold whenever the industry decides it should.

That isn't a network executive's description of the Cambridge, Mass.-based organization currently seeking a cap on commercial time in children's TV and fighting a plan to beam news and ads into classrooms. It's ACT founder and President Peggy Charren's own view of the group she started in 1968 in her suburban Boston living room.

Peggy Charren, Jay Leno and friends at ACT's 20th anniversary party in May 1988

Charren attributes ACT's success in lobbying federal agencies and broadcasters to its "up-front" political stance against the over-commercialization of television and to its love of that medium. "We have a sense of how important children are but also of how impossible censorship is as a solution to any creative problem. We can laugh with and at the industry," says the energetic 60-year-old who loves to participate in the NATPE Follies as much as she does telling its members she'll "see them in court" if they don't make wonderful shows.

"Some call television the plug-in drug, but we've never felt like that," says Charren. "Television's terrific when it's terrific." Some prominent industry members have returned the compliment. Last Thursday night in New York City, Charren received the National Academy of Television Arts and Sciences' trustees' award for "extraordinary contributions to the television industry, notably the enrichment of children's programing."

Previous winners include William Paley, Walter Cronkite, Dr. Frank Stanton, Edward R. Murrow, president John F. Kennedy, General David Sarnoff and Don McGannon. Distinguished company for the woman whose job out of college included walking under ladders on Friday the 13th for New York City's WPIX-TV. "I'm really getting the award for ACT," she says, "which the people who know us know isn't a living room, isn't a great big organization with a bunch of lawyers always preparing to file briefs, but an office of four with a small ($170,000) annual budget and a big mouth." Charren says that if Whittle Communications' plan to put a 12-minute newscast, including two minutes of ads, into classrooms is halted, "we will have stopped it by orchestrating the noise" of protest.

She's furious at Whittle's and its half-owner Time Inc.'s plans to "go into our schools to buy children for advertiser clients."

But Charren doesn't equate commercialism with mediocrity. She notes that the children's classic *Kukla, Fran and Ollie* started at Chicago's WMAQ-TV and praises the quality of CBS's *Lonesome Dove* mini-series.

Her argument is that she "just can't bear to see television's fabulous potential wasted," and she suggests executives take this children's programing quiz: Does it have something to say instead of just something to sell? Would you submit it for an award? Would you put it at the top of a list for the lawyer defending you against a station challenge? Would parents tape it for their absent children? If your child's teacher asked you what you did for a living, would you mention the show by name?

Charren says the television industry's own performance will determine ACT's future. Although the former children's book fair organizer, gallery owner and creative consultant says, "We'd hoped to put ourselves out of business when we started," new issues always seem to claim ACT's attention.

And whether ACT stays or goes, she feels some group will always have to look out for children's interests because kids' programing "never maximizes profit. It's part of the long-term investment of a society, but today's executives are learning in school and the marketplace to focus on short-term profits."

Charren's own future? "I've seen myself retiring every year for the past 10, but there's always another reason to hang around."

cially through a public service campaign focusing on children's education.

Speaking at a luncheon of the New York chapter of the National Academy of Television Arts and Sciences, Alexander said that two projects in development for advertiser sponsorship were a game show and a "late-night ensemble comedy." The projects have been designed, he said, so that MCA and an advertiser share development costs and, if the show succeeds, "both sides win."

In the long term, he said, such programing arrangements will allow MCA Broadcasting to compete with networks and network affiliates in prime time—the ultimate goal, he said, "if you're as ambitious as we are."

As MCA closed on WWOR in 1987, Alexander said, the new management was looking for the "slant" it could use to market the station locally. The decision was made, in light of the perceived network focus of four of the other VHF stations in the market, to establish WWOR as "a station that cares about what is going on in our community," Alexander said. Part of the image, he said, took the form of increased local programing. In addition, the station sought a public service issue on which it could focus its energies. After some examination, the station decided to concentrate on the issue of education. "We would take on aspects of the issue of education and make it our own," Alexander said.

One other element of the station's local outlook, Alexander said, is a continuing series called *Viewpoints*—a continually-rotating set of 30-second spots featuring members of the community talking about what is of concern to them.

Like other stations seeking to win advertisers by carving out a local niche, WWOR's combination of "image" and original programing, Alexander said, "allows us to present opportunities to advertisers not always tied to local ratings."

Speaking as a former educator, Alexander talked about various educational issues facing the country. Mentioning the social and economic "dire consequences" of dropouts and illiteracy in many urban areas, Alexander said, "Our future employees have to come from there." □

At Large

'The Buck [in Broadcasting] Stops Here'

That might well be the sign on Eddie Fritts's desk. The president and chief executive of the National Association of Broadcasters is responsible for formulating and executing the policies that can guide, protect, foster and enrich the commercial radio and television universes that look to him for leadership. How he's stepping up to that challenge in a time of rapid media change and increasing competition is detailed in this "At Large" interview with BROADCASTING *editors.*

What do you see as the mega-issues for broadcasters as we approach the 1990's—the make-or-break propositions?

The issues that will impact the greatest on broadcasting are those that have public policy implications and are driven by technology. It's high-definition television, or advanced television. It's telco entry into the television business. It's the general structure of how we will be 10, 15, 25 years down the road.

There are clearly other issues that will be important—congressional issues—but they're certainly not mega-issues, because those are the issues that literally can change the nature of our business and the industry. As we look at those, I think we have to pay particular attention to the policy implications, both today and long term.

Where do you assign telco entry on that list?

It's one of those I would have to characterize as being on the drawing board. It's something that we look at with open eyes and with open minds to try to analyze—it's a very complex issue. We are doing a lot of research, a lot of gathering of data. As I said, it is a very complex issue. The issues that impact on it are: where will broadcasting fit in with this, is it viable, will it in fact bear fruit or will it in fact be a viable system, will the regulatory structure allow it to do as much as the telcos would presumably like to do? And, for a television broadcaster, what about channel positioning, what about carriage rights, what about syndicated exclusivity, what distance would you be carried if you were on a phone system?

There are multiple questions that need answers, and there are probably questions that we haven't even thought of yet that will arise. And what we're trying to do is take a measured response to this initiative to develop the broadest base of information possible. As a result, we have multi-level conversations taking place with the phone companies, and have had direct conversations with the United States Telephone Association. We also have our own analysis which we're taking because the FCC is doing outside studies—to review what the impact of this might be.

Is the telco initiative advancing faster than you had anticipated?

That's hard to say. I don't think any of us really understand or know how fast it is advancing. I do know that the telcos fully intend to have a fully switched broad-band network and are spending up to $2 billion to develop the switching. And that would include all types of services in their plan, in their scheme of things.

We do not anticipate the Congress addressing the issue right away. There may be some legislation which is introduced to crystalize thinking, but we don't think the Congress is going to address it quickly, and we're sending a letter to the Congress to say that we think it would be premature to make any judgments regarding a telco entry at this point in time, as we're in this massive gathering of data mode at this point.

Does the letter have anything to do with negotiations on must carry with the National Cable Television Association?

It's important to note that there is no quid pro quo on our discussions with NCTA relative to our position with the phone companies. We tried to make that very clear. There are those in town who have portrayed us as being in cable's camp. That's not the case at all. When the broadcasters come to position on this issue, with the full body of information which up to that time has been gathered, we anticipate that we'll stake out our own position, we'll charter our own course, and will do it based on one premise: What is best for free, over-the-air broadcasting?

But one way or another, do you anticipate that broadcasters will be operating in conjunction with—or in competition with—an increasingly wired universe? Whether it's done by cable companies or by telephone companies?

Probably both. I don't think anyone can predict what will happen in the long run, except for our prediction, which is that free, over-the-air broadcasting—much to the dismay of some—will continue to be viable.

Is there a realistic threat that the broadcasting industry might not survive?

That is certainly a threat and one we are addressing early on. If the broadcasting industry does not react and respond positively and affirmatively to the challenges of tomorrow both from telcos and from other competitive sources, then we will not be in a position to be viable. But I predict that we will in fact address those issues and we will not have our heads in the sand and we will be forward looking and forward thinking and will carve out a niche for ourselves as we have always done.

What about the less-than-mega issues—the today issues.

Obviously, must carry is a critical issue for television. Channel positioning, as part of must carry, was not an issue three years ago, but certainly is an issue today. Whether or not broadcasters can forge syndicated exclusivity agreements that are reasonable with the producers is clearly an important issue. I think comparative renewal is an important issue, and one on which we will be introducing legislation within the next few weeks regarding radio-only. If it prevails for radio, then we can take a look at what can be done for television. Clearly, the stability of the licensing processes is vitally important to the stability of the industry.

Do you feel you're making progress on your must-carry negotiations with NCTA?

We do. We have a system whereby we have advice and counsel from a number of broadcast groups, both as collective entities and as individual operators within our membership. And we have ongoing negotiations with cable, and we think those will be concluded soon as opposed to later. And then we would jointly approach the Congress with must-carry legislation. For the first time, both the broadcast industry and the cable industry would be working toward a legislative solution to the must-carry/channel positioning problem. The previous compromise is somewhat of a core element to the new discussions.

But channel repositioning is a component this time?

Correct.

We didn't think cable was going to budge on that.

I don't know that they will. But it is very important to us; it's one of the things we're negotiating.

And the quid pro quo is not broadcaster support against the telcos?

No, no. There are totally separate, independent negotiations on that. Even though we're hopeful that we can come forward with a constructive compromise piece of legislation, that's not to say we'll always be on the same track with cable in the future.

Do you feel the cable industry has more to lose should the telcos come in than do broadcasters?

I think there is a full range of implications regarding telco entry. And that range of implications runs from broadcasters being partners with the telcos, all the way to telcos putting broadcasters and cable out of business. That's a very wide spectrum to deal with, but I think that's how broad the issue is and how complex it really is.

Where do you assign the fairness doctrine in this panoply of issues?

The fairness doctrine is an ongoing issue and one that we feel very strongly about. As you know, our board again had robust discussions on this subject in January and concluded after those discussions to continue our opposition to the fairness doctrine.

Clearly, that's an important issue and one that is being dealt with as we speak—it's probably the most current issue of all right now.

Do you have a feeling for how it may go?

Well, I don't know if my crystal ball is any clearer than anyone else's, but having listened to a number of members of Congress discuss the issue in the past weeks and months of recess and following the veto last time, my guess is that there are not the votes there to stop ratification of the fairness doctrine by this Congress.

We have always felt the final arbiter in this discussion would be the courts. We have made our intentions very clear that if Congress does in fact proceed to codify fairness, we will be moving to the courts.

Where do you think the Bush administration will be? Have you had discussions with them on that subject?

Not yet. They have had bigger fish to fry lately, as you know—on broader policy implications than just broadcast issues. So I really can't project where they are.

But will you encourage the President to veto any legislation that may come down?

We'll cross that bridge when we get to it.

Regarding a radio-only renewal bill, Representative Bill Richardson [D-N.M.] says he is interested in sponsoring a radio bill, but only if there were a strong EEO provision. Can you give us any indication on the subject of tradeoffs?

I think the radio board is prepared to make some reasonable tradeoffs to attain license stability in terms of radio only. There probably will be different subject categories that will have to be addressed as this moves forward, but it is my impression that they're at least willing to look at the options before making a decision.

Will the NAB again support the initiative for a children's television bill?

I don't think we supported the initiative last time; I think we basically acquiesced to the Congress last time as opposed to supporting the legislation. Last year was last year; this year is this year.

I would make one point about that. In our estimation, the children's television legislation does not rise to the level of the fairness doctrine in terms of importance as a prerequisite of moving other forms of legislation, as has been expressed by Chairman Dingell, Chairman Markey, Chairman Hollings and Chairman Inouye—that fairness has to move first. That's number one.

Number two, Senator Wirth was a proponent of going much further in the area of children's legislation than the industry was willing to go or—by virtue of compromise—was permitted to go. And so it's unclear as to what he might want to do in terms of expanding the children's bill. We will monitor it closely; we expect hearings to be held within 30-45 days.

What view do you have of the Tauke-Swift proposal for antitrust

exemptions, and presumably the subsequent adoption of a new NAB Code?

It's an interesting proposal, and it's not new. There are problems with it, and I don't know if the solutions outweigh the problems or not. But it's something that we'll watch with interest. We think there is probably some sentiment for moving that legislation in the Congress.

We have some concerns relative to how much government exemption—or oversight, if you will, said another way—is enough, and does that then begin to extend to advertising, does it extend to other categories of programing or content? Even though an antitrust exemption would preclude us from an antitrust suit, it would not preclude us from a First Amendment suit. And so there would certainly be exposure from First Amendment advocates who wanted to present certain types of programing, if that were precluded by a particular code.

How do you feel about the FCC's proposal on deciding new assignments by lottery?

In a word? Outrageous.

Why?

The commission is abdicating its responsibility of doing its job. It is charged with the responsibility to determine the best applicant for any new facility which is brought on or which is proposed. And when it abdicates its responsibility toward doing that—by virtually picking a ping pong ball—to say who is the best applicant it runs truly counter to the public interest standard and toward a congressional mandate of choosing the best and most qualified applicant.

I thought that was the position of the Federal Communications Bar Association and not necessarily that of broadcasting. The counter argument is that once you get it down to a number of qualified applicants, at that point you can string it out for years in the hearing process.

The commission could resolve those problems if they desired to in terms of their communication positions. They could streamline their own processes to do that without allowing it to be strung out for years and years if they so desired—in my estimation.

How about your relationship with Congress?

I think our relations with Congress are better today than they've ever been since I've been at the NAB. And while we will never be on the same side of every issue with members of Congress, they recognize it and we recognize it. Sometimes we have to agree to disagree on certain issues and subjects. They understand that.

They also understand that we are willing to negotiate in good faith, are willing to compromise, willing to make deals when we need to, and I think we've shown that we can do that. So I feel good about our relationship with Congress.

Where is the NAB most vulnerable in this Congress, on what issues?

I think issues of taxation are probably those which concern us the most in terms of vulnerability. That's because they're driven by a whole different set of rationale—that when the Congress needs to raise money, every industry is fair game, including ours.

And sometimes those issues are resolved in an unconventional manner. Certainly much different than the normal communications issues are resolved. It brings us into two committees that we don't normally work with—the Finance Committee in the Senate and the Ways and Means Committee of the House. So it means we have to broaden our base of contacts with those committees, and it means that there's less predictability as to what those committees will do, because a lot of what they do is behind closed doors. There's a lot of horse trading that takes place—that's just the way they do business. It's different than some of the other committees in Congress.

Will we see a transfer tax proposal or a spectrum fee emerge in this Congress?

As much as I'd like to say no, I'm afraid that we may well see either one or both. As well as a range of issues involving advertising.

Our members may wonder what's going on in that area, and they should know that we formed a coalition with various groups who are interested in broadcasting relative to transfer and spectrum taxes and that we have also formed a coalition with a number of advertising groups—the American Association of Advertising Agencies, the Association of National Advertisers, the American Newspaper Publishers Association, the Magazine Publishers Association and others—to attempt to protect our advertising base. Broadcasting is the only medium that depends solely on advertising for its existence; there are no subscription fees, no second revenue streams. So that rises to a very high level of interest with us and with our members.

Will we have a repeat of earlier debates about trading complete deregulation for a spectrum fee?

That's certainly a possibility. I believe, however, that there are a greater number of significantly powerful people on Capitol Hill who would like to see broadcasting continue to be regulated, and who are concerned that a spectrum fee would in fact do as you said—tip the scales in favor of absolute total deregulation and some ownership interest in the spectrum. They're very concerned about that.

One of the quiet issues has to do with the public interest or public trustee concept, with the broadcasting industry setting itself up as something special in return for favored nations status by the government. Is that your position or that of the NAB?

Broadcasters *are* special—there's no question about that. We're special because we have a unique mandate from the Congress, which is to serve the public interest. And until those rules are changed, we will continue to do that, and I think even if those rules get changed, it'll make the broadcasters understand that is and has been the key to success, and that is to serve the local community.

It is my view that Congress believes that is important, and will continue to believe it's important, and will assure that broadcasters have access to local markets to fulfill that mandate.

Do you see any possibility in our lifetime of broadcasting being afforded full First Amendment status? As we are, free to publish as we please without oversight by the government?

Well, that's certainly an idea that all of us would strive for. I don't know if the Congress is going to be in the mood to allow that to happen. While we would all philosophically like to operate in an unfettered government-free environment, the fact of the business is that we don't. And I think for the foreseeable future we will have a difficult time achieving that because some of the issues are now rising to the level of—as you said earlier—mega-issues. Some individual mega issues involve critical business decisions. And I think the business aspect and the survival aspect and the charting the course for the future aspect, while it includes the First Amendment, will be more prevalent than the fight for First Amendment, per se.

Why do you assign such a high priority to HDTV among all the other mega issues?

Well, it's fundamental to stay competitive. If there is another system of broadcasting or of television, if you will, that is superior to what our members can offer, then we are already going to be rendered obsolete—and we can't afford to do that. Broadcasters must be able to compete technically, and we have to be able to compete structurally in the future. That is part of NAB's mission.

The problem with some of these technological developments is that the economic premise on which they're based is flawed, and that undercuts their viability. When people lose sight of that, then they start framing beyond reality. That's what happened with DBS.

You can put it on paper and put it on the board. What Rupert Murdoch has as his Sky Channel is basically direct cable delivery, which is basically what we have in the United States. It will be interesting to see how it plays with the individual homeowner who does not have cable or is not wired.

When do you think some of these mega-effects might be felt by the broadcasting industry? Is the average broadcaster still secure that he'll stay in business? And do you think the investment community still has faith in the broadcasting industry as an electronic entertainment force?

There's been a certain leveling off, if you will, in terms of the investment enthusiasm. But we see free, over-the-air television and radio being viable well into the future.

In general, we see the mega issues impacting far more dramatically on television than on radio. Just structurally. The competition in radio is fierce, but in terms of the structural regulation of changes, the biggest issue there is comparative renewal, license stability.

Currently, even though cable has multiple channels, you add all of those channels up and you still get 65% of the people watching free, over-the-air television. Even in cable households. And that's still a substantial deliverance of market.

It's a very competitive world; we would not deny that.

You put your finger on an embarrassing flaw in that we have not addressed radio at all, and they often accuse us of that.

Well, in terms of the structural issues we've been talking about, they really are going to impact television far greater than radio. And we talked about comparative renewal for radio as being a big legislative issue.

What's the good news for radio and what's the bad news?

NAB is working very diligently on a whole series of technical matters for radio. One is the "ultimate radio." We have reason to believe that's going to be licensed by a major manufacturer in the not too distant future.

Our antenna tests are coming along, and we plan to develop a new system of transmission for radio which would reduce interference among stations, but yet allow them to have more clarity within their coverage areas. FMX for FM recaptures that 10% loss when they went stereo, and does it with a certain enhancement. The NRSC system is beginning to catch hold, and that's going to make an important difference in the technical quality of AM.

We continue to see radio with some difficult issues at the FCC. Translator abuse is one which our people would classify as unfair competition. And take directional FM antennas. The commission has a penchant for spectrum packing, and our concern is that they seem to be doing this without a realistic concern for the interference that may be caused.

I'll give you an example. They're going to allow FM directional antennas that are totally unproven at this point in time. The manufacturers of directional antennas self-certify that their antennas will do what they say they'll do. And that's just wrong. Because a manufacturer can build an antenna in his basement and say, "Gee, this will throw a particular load out over a city," and it may or may not do that, and it may in fact cause serious interference. And the commission again is walking away from its responsibility of being the traffic cop, of making sure that stations licensed to serve particular areas are in fact equipped to do it without receiving interference from obstructions.

But you think the medium will survive the FCC.

I think the medium is one of the most competitive in the universe in any type of business. It is extremely competitive, it's gone through a shakeout period, it's gone through traumatic programing changes, through new formats, through satellite delivery, through virtually every conceivable challenge that could face it, and it's doing quite well on the whole.

There are examples of stations that are not doing well, but on the other hand, there are some that are doing exceedingly well—as evidenced by the prices people are willing to pay for some of them. So we think it's not clear sailing for radio, but it's smoother sailing for radio.

Telecastings

Promoting condom use

A report issued by the National Academy of Sciences Committee said TV networks should air commercials promoting the use of condoms. According to the report: "Television coverage of AIDS is currently limited to dramatic presentations, news broadcasts and public service announcements—often with the very limited message that viewers should 'find out' about AIDS. The role of sexuality is seldom discussed explicitly, and TV networks refuse to accept commercial advertisements for condoms." The report says that this conflicts with the networks' airing of sexual material that "depict[s] erotic and adulterous encounters." The report singles out *Dynasty* and *Dallas* as specific examples of shows that have characters who have numerous sexual partners and also cites public opinion polls including one done by AP in 1987 that shows a 2-1 majority in favor of condom ads. According to the survey, the proportion of those objecting to condom ads is no greater than the proportion who also object to spots for feminine hygiene products that are widely advertised.

Sporting event

The National Academy of Television Arts and Sciences and Raycom Sports and Entertainment announced that the 10th annual Sports Emmy Awards will be telecast nationally in April over a network of affiliates and independent stations expected to clear more than 85% of the country.

The awards dinner will be held April 10 at New York's Sheraton-Centre, with the one-hour special airing on April 15 and again no later than April 23.

J. Reginald Dunlap will produce the telecast.

Morning moves

CBS has announced a new game show, *Now You See It*, which will debut Monday, April 3, at 9:30 a.m. ET. The program, from Mark Goodson Television Production, replaces *The New Card Sharks*. CBS also announced a new animated special, to air Friday, March 10, at 8:30 p.m., called *Marvin: Baby of the Year*.

Public (broadcasting) school

Education initiatives took the foreground in noncommercial broadcasting last week as public TV's *Reading Rainbow* series ended a year without a major corporate underwriter, PBS announced it will provide a teaching techniques teleconference April 6 for kindergarten through 12th-grade teachers, and the National Education Association decided to reroute some of its paid advertising funds to underwrite noncommercial radio news and Project Literacy U.S. (PLUS).

A $1.5 million commitment from the Kellogg Co. will underwrite three years of the children's reading series, *Reading Rainbow*, said its executive director, Twila Liggett, who called 1989 "critical," as the producers seek to produce enough new shows to obtain year-round scheduling through PBS. Until now a summer-only series (excepting last year's April start), *Reading Rainbow* had been without corporate support since the Dayton-Hudson Corp. ended its commitment a year ago, following the sale of its B. Dalton Books subsidiary, the original underwriter.

Mary Hatwood Futrell, president of the 12,000-affiliate teacher organization, NEA, presented a $200,000 check last Monday to PLUS, the three-year-old PBS/ABC-TV public outreach project.

The PBS Elementary/Secondary Service teleconference, *The Failure of Basic Skills: Who's at Risk?*, produced in association with the North Central Regional Educational Laboratory, will use six PhD presenters to "discuss why current classroom practices are failing and illustrate effective strategies and programs that are helping students become more active learners." It will be fed April 6, noon to 3 p.m., via C-band satellite.

More voices join satellite-delivered talk format

Once relegated to limited dayparts, it now contains 24-hour services and weekend-only configurations, including all-controversial talk format

The evolving arena of satellite-delivered talk radio services is filled with tales of success and promise alongside murmurs of delayed launches and company infighting. While established talk networks look at the around-the-clock newcomers with skepticism, the field is growing as primarily AM station operators look to the potential of low-maintenance national talk/information programing alternatives.

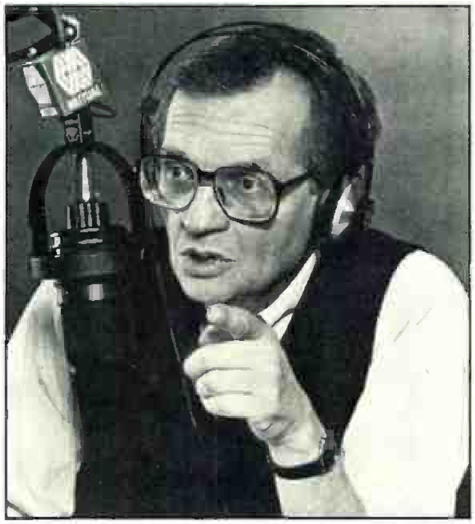
There has been a lot of talk about talk radio lately, much of it fueled by last week's headline-generating campaign by talk show hosts against the proposed congressional pay raise (BROADCASTING, Feb. 13). At New York's Museum of Broadcasting, the interest is evidenced by scheduled seminars with some of the country's top talk show hosts to be held in April. Around the country, a new 24-hour satellite-delivered all-talk service is celebrating its third month on the air, and there are plans under way for a weekend-only satellite-delivered network featuring some of the nation's most controversial talk show hosts.

The three-month-old American Radio Networks entered the talk field on Nov. 14, 1988, by launching its 24-hour satellite-delivered live talk service with 22 affiliates, according to Donald Andrew Emanuel, president of the Albany, N.Y.-based company. The company's talk network began as a Monday-Friday operation and three weeks ago added 24-hour weekend programing. Emanuel would not provide a full affiliate list, but said the bartered network now reaches a 110-station lineup that includes KENI(AM) Anchorage and KQLO(AM) Reno.

None of the American Radio Networks affiliates pick up 24 hours of the service, he said, although two stations are scheduled to begin doing so in March and four of the current affiliates are picking up at least two-thirds of the available programing. At least 55% of their affiliates are talk-formatted, he added, and "a couple" of the member stations are on the FM band.

The general interest call-in shows that air on the American Radio Networks service run in four-hour blocks and feature what Emanuel described as "intelligent" conversation that is "exciting" and, at the same time, "simple and civil." Affiliates are given market exclusivity for the hours they sign on to receive, and an initial affiliate in a market has the option to pick up any of the network programing sought by a competing station.

"I'm very encouraged as to where we are after two and a half months," Emanuel said last week. Company plans, he said, call for the formation of at least two additional non-music networks.



Mutual's King

While the American Radio Networks is taking a "civil" approach to talk radio, plans are in the works for what may prove to be its antithesis. A group of New York and Florida investors, led by St. Petersburg-based Arthur Millman, is planning a weekend service, TalkAmerica Ltd., that would capitalize on controversial talk. Millman said the service, scheduled to launch in October, will be delivered via Satcom 1R, transponder 19.

"To me, radio has a bad case of TB...tedium and boredom," said Millman, who owned daytimer WILZ(AM) St. Petersburg (now WRXB[AM]) in the early 1970's and has in recent years acted as a film syndicator for television stations. He said the service, which will initially feed from 10 a.m.-11 p.m. weekends, is expected to cost about $2 million during its first year of operation. Eventually, he said, the New York-based service will provide 24 hours of weekend programing along with limited daily hours.

Sally Jesse Raphael (c) marks first year on ABC with Tunick and Aaron Daniels, president, ABC Radio Network.

Millman said the list of talent that is already under contract or who is involved in negotiations with TalkAmerica includes Gene Burns and Jerry Williams, both of WRKO(AM) Boston; Irv Homer, WWDB(FM) Philadelphia; Bob Lassiter, WFLA(AM) Tampa, and Tom Leykis, KFI(AM) Los Angeles.

As plans continue for TalkAmerica, Tampa-based Sun Radio Networks is celebrating its first year as a 24-hour satellite-delivered talk/information programing service with 182 affiliates, according to Bruce Benson, vice president and general manager. The bartered network provides 22 hours of live programing every day, said Benson, with plans under way to switch from taped to live programing from 3 a.m. to 5 a.m. ET.

Plans are also under way at Sun to add three new networks, according to Benson, which will be devoted to specialty programing, music and news. The talk service is currently fed via Satcom 1R, Galaxy II and Spacenet III, said Benson, and is switching from narrowband to wideband delivery. The ability to grow is open now that the satellites are in place, said Chuck Harder, founder of the Sun Radio Networks and host of two of the service's most popular programs.

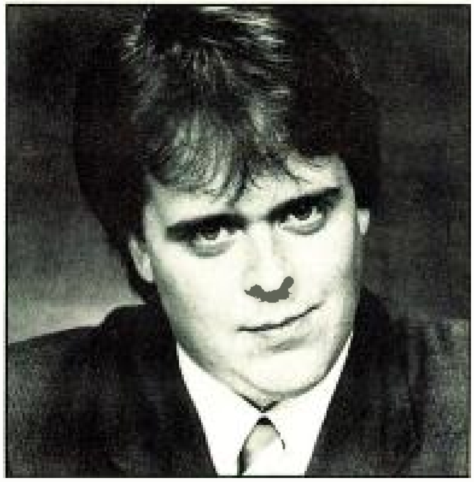
"People around the United States are no longer provincial: they don't like to listen to the same local station that has the same 50 to 100 callers," said Harder, describing the potential of talk radio networks.

As Sun Radio Networks enjoys a full list of affiliates, Harder noted that all is not rosy: the company is currently involved in a lawsuit in which it is suing some of its former investors.

Appearing to have difficulties of its own kind is Talkline Radio Network, the proposed 24-hour satellite-delivered service based in Cincinnati. The launch, originally slated for January, had been rescheduled for March 13. Last week, however, calls made to the Talkline office went unanswered. Company founder Chris Bauer, reached last week at his home, said he would "prefer not to comment at this time" on the future of Talkline. Former staff members, who declined to give details about the company at the request of legal counsel, expressed disenchantment with the proposed network.

"I am no longer associated with it and I don't want my name connected with it," said Jill Genser, whose many hats for the planned network were to include operations, programing, producing and some on-air work. She added that one of the reasons she left the company was because of what she described as insufficient funding. The sentiments were echoed by Steve Rosenberg, a San Francisco talk show host and former Talkline vice president in charge of affiliate relations.

As the 24-hour talk services battle for affiliates, some established network talk services question the value of around-the-clock programing. Major market stations—those most attractive to advertisers—are not likely to pick up a feed around the clock, said Maurice Tunick, vice president, director of talk programing for ABC Radio Network. The ABC Talkradio Network's weekend programing at one time began at 10 a.m., he said, but later moved to a 1 p.m. start time when it found that affiliates at the earlier hour were "fairly scarce." Talkradio Network features daily programing 10 a.m. to noon, noon to 2 p.m. and 5-7 p.m. (all ET), and his division is also responsible for ABC's Sally Jesse Raphael and Tom Snyder shows.


Leykis

At the Westwood One Radio Networks, which includes Talknet and Mutual Broadcasting System's Larry King, Dave Bartlett, vice president of news and programing for Westwood's NBC Radio Network (including Talknet), questioned whether a major network could be profitable by servicing primarily smaller market AM stations.

"If you look at it macrocosmically, what are those stations that you've got and what kind of audience can they deliver?" asked Bartlett. "Can a network make a living servicing the needs of those people and make a living at it? Probably not."

But a relatively untapped market for talk radio may open up as FM stations discover the format, said New York-based consultant Rick Sklar, nodding at stations like talk-formatted WWDB(FM) Philadelphia and personalities like Howard Stern, now heard on three of Infinity Broadcasting's FM stations.

"There are now so many [FM stations] carving up the musical pie that one of them would do well by going talk," said Sklar. "The market could support more if the FM stations got into it," he said, adding: "The pressures are such that a few are going to try it, and that will open the floodgates."□

Riding Gain

Paying the piper

The All-Industry Radio Music License Committee last week named its fund-raising and research committee chairmen in preparation for the radio industry's negotiations with ASCAP in 1990 and BMI in 1991. Heading the fund-raising committee will be Robert Fox, chairman of KVEN Broadcasting Corp.; John Dille III, president of Federated Media, will chair the research committee.

The committee hopes to raise $1 million over the next 3-5 years through the fund-raising committee, according to committee chairman Dick Harris, chairman of Group W Radio. Supported by voluntary contributions, the committee is seeking two percent of each station's annual ASCAP and BMI fees (which Harris said totalled $125 million in 1988). Harris said the committee hopes to have assembled a negotiating committee by this summer, with preliminary ASCAP meetings begining in fall 1989. Plans also include the possibility of establishing a New York office for the committee.

Sales tips

A unified approach to selling radio was called for at the RAB Managing Sales Conference (BROADCASTING, Feb. 13) by panelists speaking at the Station Representatives Association session called "New Business Today and Tomorrow." Those joining moderator Jerry Feniger of SRA included Bennett Zier, vice president of sales, CBS Radio Representatives; Eduardo Caballero, president of Caballero Spanish Radio, and Don MacFarlane, director of marketing sales, CBS Radio Representatives. Positioning radio as a marketing tool and finding ways to increase sales force motivation are among SRA's current priorities, said Feniger. With such forces in place, he said: "You can have a $100,000 package and then sell a $25,000 promotional deal on top of it."

One suggestion from Zier to the sales managers was for them to arrange station tours for clients. He noted that media buyers in New York, for example, don't always understand the realities of business because they are fresh from college and tend to work by equation. "You'd be surprised," he said, "how many buyers have never been to a radio station."

Changing formats

WEJZ(FM) Jacksonville, Fla., has changed formats from easy listening to light adult contemporary. The station is owned by Win Communications and ML Media Partners LP.

In New Hampshire, WMYF(AM) Exeter has dropped Satellite Music Network's "Pure Gold" format in favor of the company's "Stardust" format. The daytimer, owned by Precision Media LP, carries the satellite format during the week along with some locally produced programs. The station's weekend lineup remains an eclectic mix of locally produced programs, including *The Folk Show* and *Roomful of Jazz*.

Target audiences

Broadcast Programing Inc., a Seattle-based syndicator, said it will launch within the next few weeks an adult contemporary Christian format designed by Christian Media President Brad Burkhart. BPI said the format, titled "AC Christian," is designed to sound like "mainstream" radio and is appropriate for all size markets. Burkhart, who heads one of the country's leading Christian music programing and consultation firms, is also taking over programing duties at two of BPI's other formats, "Sacred Sounds of Praise" and "Sacred Sounds of Gospel."

□

Progressive Music Network has signed former country KAAT-FM Oakhurst, Calif., to carry *The Breeze*, its "new adult contemporary" format. Also signing on with the year-and-a-half-old format is WRBZ(FM) Milford (Cincinnati), Ohio, which previously carried an adult contemporary format under the call letters WJOJ(FM). PMN, a division of K-TWIN Communications Inc., said the format is now heard on 22 of its 32 affiliates.

Among new stations signing up for Bonneville Broadcasting System's syndicated easy listening formats are: WJYL(FM) Jeffersontown (Louisville), Ky., which has changed its call letters to WLSY(FM) and is switching from urban programing to Bonneville's Ultra format and KFXX(AM) Tucson, Ariz., which dropped its Top 40 format, changed its call letters to KQYT(AM), and is picking up the Ultra format.

WWHT-AM-FM Charleston, S.C., which

had been simulcasting a contemporary hit format, has split into two new formats. WWHT-FM is now broadcasting oldies, while the AM station switched its call letters to WXCH(AM) and is now carrying a religious-gospel format.

Fight rights

Radio Sports Network and Premiere Radio Networks said they have obtained exclusive worldwide radio rights to the Mike Tyson-Frank Bruno heavyweight championship fight to be held Feb. 25 at the Las Vegas Hilton. The bout, which will also air on HBO, will be available to radio stations on a bartered basis. Los Angeles sportscaster Rich Marrotta will provide play-by-play; Las Vegas sportscaster Seat Williams will provide color and analysis.

Ninety seconds over Hollywood

United Stations Radio Networks is set to debut a new series, *Dick Clark in Hollywood*, beginning today (Feb. 20). The daily 90-second bartered program will be hosted by entertainer Dick Clark and will feature interviews with such top celebrities as Michael Jackson, Don Johnson, Bill Cosby and Tom Cruise. The series is produced by the dick clark production studios for United Stations.

In Memorial

KYW(AM) Philadelphia has instituted a scholarship award in memory of Richard Monetti, a victim of the Pan Am crash in Scotland last December. Monetti was a participant in the station's "Newstudies '86" program, an internship in which high school students "learn firsthand the inner workings of a major market radio station," KYW said. The program, which is in its 24th year and includes a $500 scholarship, has more than 300 students participating this year.

Nuclear news ban?

A study in the winter issue of the *Journal of Communications* takes the news divisions of ABC, CBS and NBC to task for inadequately reporting news related to nuclear warfare. David Rubin, a journalism professor at New York University, and Constance Cummings, a doctoral student, studied five years of television news related to three events in 1983: the introduction of the theory of a nuclear winter; the initial televising of "The Day After" on ABC, and policy discussions about a possible limited nuclear war. The two academics' research showed that between 1982 and 1986, the three news operations ran a total of 24 stories covering 48 minutes and 40 seconds. As one possible reason for what was deemed inadequate coverage, Rubin and Cummings cited a "journalistic taboo" against reporting repetitive stories, such as "constant iteration of the horror of nuclear war." Of the three networks, NBC received the most praise, particularly for work done by then-NBC correspondents Marvin Kalb and John Hart.

Series switch.

DIR Broadcasting, the New York-based radio program syndicator, said it is expanding its television production unit, which will now be headed by Michael Pillot, previously a partner and producer at Calhoun Productions. According to DIR Broadcasting President Bob Meyrowitz, the company has earmarked a minimum of $10 million for television production in 1989.

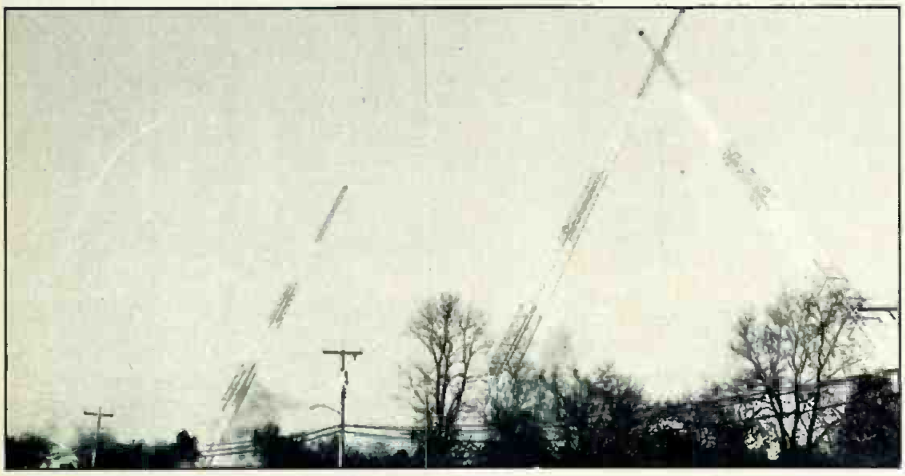
The company has produced for television in the past, most notably a series of music and comedy specials for cable, including last December's *Human Rights Now!* special on HBO. According to Meyrowitz, the company intends to break out of the specials area to focus on series. Future programs, he said, would continue to be in the music and comedy genres, and be "very youth-oriented." In the next several weeks, he said, the company will probably be announcing agreements to produce a new network late night series, as well as a program for pay per view. The company is perhaps best known for its syndicated radio show, *The King Biscuit Flower Hour*.

Westwood additions

Westwood One has announced a pact with 900 Services Inc. that makes up the broadcasting company's new audiotex division. Westwood One will provide the informational programing and 900 Services will provide the equipment needed to develop nationwide interactive telephone services for consumers. The services will be promoted on Westwood One's lineup of programing.

In other Westwood One news, film and theater critic Jeffrey Lyons has debuted as new host of *The Entertainment Report* on the company's Mutual Broadcasting System. The prolific critic replaces host Rob Weller. In addition to anchoring the daily 90-second report, Mutual said Lyons has been signed to report on the entertainment business during regularly scheduled newscasts.

Also on the programing side, Westwood One has launched *Fresh Traxx*, a one-hour weekly urban contemporary series featuring artist interviews, news and hit music.



Timber. After 60 years of providing listening entertainment, WCAO(AM)-WXYV(FM) Baltimore gave its audience something to look at. The stations, which are in the process of moving from Baltimore County to Pikesville, Md. (where its new towers are located), broadcast live the destruction of its four 47-year-old radio towers. The event was also covered by three local TV stations and the print media. The towers were "blown up" by Controlled Demolition Inc., Phoenix, Md. The destruction was done with linear shaped charges and small amounts of dynamite. According to WCAO-WXYV director of engineering Erich Steinnagel, the destruction process is similar to "notching a tree." Parts of the towers were removed from two legs so they would fall away from the stations' headquarters. After the towers fell they were sheared and the metal sold. Cost of removal, according to Controlled Demolition Inc., was less than $10,000.

For country music fans

The Nashville Network, Group W Satellite and Meredith Corp. are jointly launching *Country America* magazine, a new life style publication geared to country music fans and those who enjoy the country way of life, Meredith said. The initial circulation of 400,000 will go on sale next October with a single issue price of $1.95.

According to the announcement, TNN and Group W approached a New York consulting firm about launching such a magazine and were put in touch with Meredith. Tom Griscom, senior vice president, Opryland USA, which owns TNN, said the company "can now offer advertisers a targeted multimedia approach that also includes television and radio [TNN radio network]."

operations. Tom Cavallaro, said: "It's not for me to question." The network, named alternately TribTurner/Affiliates and Tribune Broadcasting Plus, has been in operation since 1987. Including four TBS cable networks and independent stations in each of the top 20 markets, the network is attempting to position itself as a supplement to network TV, where that delivery is perceived to be weakest. Saying that TTA had two major clients currently on the air, Cavallaro said that the operation did not buy the stations' time and sell it on a spread, but passed on money to stations based on their share of the audience.

USA Network's unwired network, the USA National Independent Network, deals with stations through their representatives, according to Muriel Fariello, vice president, western region and new business sales, for USA Network. The unwired network reaches about 85% of the country via the cable channel and a string of independents. Since it was launched in 1988, the unwired network has done $11 million worth of business, Fariello said.

Alan Steinberg, president of ALIN TV, an unwired network a little over a year old, says that the company deals directly with stations for its time. The network, Steinberg says, covers 85% of the country by dealing with about 126 independents in 90 markets. Regarding rep commissions for ALIN's business, Steinberg said, "We say that's between you and your rep." ALIN buys time from stations both before and after it has advertisers to fill it, he said. □

Marketing moves at CBS

Selling for entertainment, news and sports combined under Leahy

Thomas Leahy, president of the CBS marketing division, announced a reorganization last week which combines the previously separate marketing and sales responsibilities at each of three product lines: entertainment and Olympics, news and sports ("In Brief," Feb. 13). The reorganization included the hiring of two former ABC sales executives, Robert Silberberg as vice president, news marketing and sales, and Larre Barrett as vice president, Olympic marketing and sales.

Said Leahy: "We have tried different ways of expanding our [advertiser] client base but it was always difficult to execute because the power of the commodity [sales] business was so strong in its sheer size, that it always ended up pulling manpower into the sale of the commodity. The only way we can keep the marketing goal ever present is to make it part of senior management's objective."

Leahy

The heads of each product line, who will report directly to Leahy, will now have both sales and marketing people reporting to them. Named last week as senior vice president, entertainment marketing and sales, was Jerry Dominus, who will also have overall responsibility for Olympic sales. Carolyn Andrews, vice president, marketing development, will report to Dominus. Named as vice president, sports marketing and sales, was Hal Trencher. Silberberg, who most recently was a partner in KS Communications, was named vice president, news marketing and sales. Both news and sports will report directly to Leahy; previously they had reported to Dominus.

There were rumors within the advertising community that CBS News President David Burke had urged a change in the way news was sold. And Leahy confirmed that the "lion's share" of the responsibility for selling the three prime-time news shows, *60 Minutes*, *West 57th* and *48 Hours* was moving from prime time to news, as was responsibility for *CBS This Morning*—which had been in daytime. But the CBS marketing division president added that while there has been some redefinition of sales responsibilities, there were no "walls being built between our people." That applied as well, he said, to the Olympics, where sports sales would make a contribution. He said that Burke was among many people who had some input into the changes being made.

The number of people formally reporting to Leahy will slightly increase, and will now include Dorothy Schwartz, vice president of sales planning and administration. CBS has still to name a vice president, news marketing, who will report to Silberberg. □

CBN cable restructuring possible by end of March

Family Channel spinoff will preserve Robertson ministry's tax-exempt status

Plans to change the CBN Family Channel from a division to a wholly owned independent subsidiary of the Christian Broadcasting Network Inc. ministry could be ready for implementation by the end of March, Family Channel President Tim Robertson confirmed, following the National Religious Broadcasters' 46th annual convention in Washington, Jan. 28-Feb. 1 (BROADCASTING, Feb. 6).

CBN founder and chief executive officer Pat Robertson, in Washington to accept for CBN the NRB's 1988 Religious Broadcaster of the Year award, told a convention press conference that "spinning off" the for-profit cable channel and production company will protect the ministry's nonprofit status. Linking the restructuring to what he termed a three-year-old IRS investigation of CBN, he said that CBN cable "revenues will exceed contributions" to the parent ministry, "not something a nonprofit should do."

The move, said Tim Robertson, "is going to cost the Family Channel some money," because the operation will no longer be able to shelter now-rising profits through the parent ministry's net operating loss (NOL) tax allowances, said Robertson. "We've had some NOL's that have saved us some taxes."

Since the for-profit status of the cable network was established in 1982, he said, "we have had no unfair advantage [and have] been taxed on our revenue." NOL's within an unrelated income category for nonprofit entities, however, have been carried forward over a limited number of years and balanced against profits, an option available to tax-exempt entities that earn unrelated income. "We will no longer be able to charge cable operating profits against the NOL's.

"If, all of a sudden, your profits are 20% or 25%, you're no longer a nonprofit organization," said the younger Robertson, agreeing that the restructuring will protect the parent ministry's tax-exempt status.

Nevertheless, he said, the spin-off will also allow the cable operation to "become more aggressive" as it leaves behind some "no-loss" charter restrictions that have kept it "basically a break-even operation" since its inception almost nine years ago.

Estimated projections of total CBN Family Channel advertising and license fee revenues for 1989 are $75.5 million (compared to a projected $61 million through 1988), with operating cash flow rising from $13 million through 1988 to $22.2 million through 1989, according to Paul Kagan Associates Inc., which indicated programing should account for just over half the expenses in each period.

Noting a reported 34 IRS investigations of televangelists over the past two years, Pat Robertson said, "I think it is a bit unfair to single out one industry for that kind of scrutiny, but they're doing it, and we are cooperating." The federal investigation of CBN "is totally civil," he said, of an IRS report to Congress that several investigations of televangelists have been referred to the Justice Department for criminal investigation (BROADCASTING, Jan. 23).

"Assuming they [the IRS or Justice Department investigators] have to notify you of a Justice Department investigation," Tim Robertson confirmed, "we have not been notified [and thus] are not one of the ministries" being investigated by U.S. attorneys.

"As a taxpayer," said Tim Robertson, "I am outraged that the IRS has spent, I'd estimate, $2½ million on this investigation [of CBN] and turned up nothing." □

Growing questions for unwired networks

Reps and clients trying to find answers for problems posed by compensation of new form

While the television rep community asserts that recent proposals for unwired networks may induce breaches of station-representative contracts, several unwired networks continue operations without uproar. Observers suggest various reasons for this situation, one of which is that stations that bypass their reps to participate in unwired networks commission their reps on the money that they take in from the networks. But at least one major rep firm is forgoing what it sees as its rightful commissions on unwired network advertising because of its desire not to disturb its relationships with those clients.

In what he called an abuse of the station representative contract, Peter Goulazian, president of the Katz Television Group, said that some Katz stations that participated in the Independent Television Network (ITN) unwired network did not commission Katz on the money that they take in from unwireds. But, Goulazian said, Katz's desire to maintain a relationship with stations restrained it from taking action "that would tear apart that relationship."

However, "at some point we're going to have to see some lines drawn on this," Goulazian said. He said he did not know when that might happen, but he suggested that it might be triggered when the unwired business reaches a certain dollar amount.

Seltel President Ray Johns acknowledged that some of the Seltel-represented stations participating in unwired networks did not commission Seltel on the business. But, he said, it was hard to police stations for violations of contracts, and suing stations would obviously damage a station relationship. Rather than sue, Seltel would more likely put pressure on a station to compensate Seltel for lost commissions, perhaps through assignment of accounts to the rep or an increase of the rep commission at contract renegotiation time. Although unwired network commissions have caused some "pretty nasty" conversations between reps and stations, Johns said that he knew of no situations in which reps had "threatened, resigned or 'gone legal.' "

Both Goulazian and Johns made a distinction between ITN, which they termed a time-buying service, and unwired networks which they consider a greater encroachment on their national sales exclusivity, such as the Group W unwired network proposal supported by NBC-owned stations.

Operating under the loose definition of unwired television networks are ITN, C&C Unwired Network, TVRC Corp., ALIN TV and two unwired networks affiliated with cable networks: USA National Independent Network and TribTurnerAffiliates, also known as Tribune Broadcasting Plus.

The matter of unwired networks touches on "highly sensitive relations between contracting parties," said Jason Shrinsky of Kaye, Scholer, Fierman, Hays & Handler. Until an outside unwired network negatively affects a rep's revenue, he said, the representative "probably" will not take any action. "It's when there's an adverse impact that uproar results," Shrinsky said.

Al Masini, president of TeleRep, said last month that the unwired network proposed by the Association of Independent Television Stations (INTV) would violate TeleRep contracts with its stations. Meanwhile, TeleRep's client, Tribune Broadcasting, operates as part of an unwired network without TeleRep's participation.

When asked how compensation for unwired network business was handled between Tribune and TeleRep, George Babick, director of corporate development for Tribune Broadcasting, would not comment.

Another rep firm whose clients are participating in unwired networks is Seltel. Jim Murtagh, Seltel senior vice president and director of marketing, said that on occasion, client stations had said they were in unwired networks and commissioned the agency on the business.

Murtagh said that if a station were to violate its rep contract by bypassing the rep to sell national time, "we're going to talk to them, we're not going to sue them."

One station source, speaking anonymously, noted that there are precedents for stations not respecting their reps' contractual right as exclusive national sales agent and not commissioning reps on national business. More powerful stations have pushed around smaller reps in the past, the source said, claiming as "house" accounts advertisers that would ordinarily be handled through a national representative. The conflict between stations and reps over certain accounts has been "a running war," the source said. Regarding the current controversy of unwired networks, the source said: "There's a lot of publicity over a very small amount of billing."

Talking about the cable-broadcast unwired networks, Don Williams, vice president and director of marketing for Blair Television, said: "When we begin to see our revenues impacted by these combines, we would be much more vocal about that."

Although none of the people contacted by BROADCASTING for this article said they knew of any case in which a rep's contract did not grant it exclusivity in the national arena, one rep source said that in the current atmosphere of station churn and contract renegotiation, he would not be surprised to hear of a rep giving up some aspect of its national exclusivity.

Meanwhile, operators of the unwired networks are trying to ignore the compensation issues in the course of their work.

Although he said he had no complaints with station representatives, ITN President Michael Kammerer said the unwired network did not work through reps because "the way they market spot is incompatible with the way we have to market network." For example, Kammerer said, "the reps are trying to sell out next week's schedule" while ITN is working on business running from October 1989 through the following September. Compensation agreements between stations and reps for commercials that involve ITN are "none of my business," Kammerer said.

When asked why the unwired network involving TBS and Tribune seemed not as controversial as recent proposals for other networks, TBS's vice president of franchise

Bottom Line

Corporate write downs. Several broadcasters took fourth-quarter programing write downs of size deemed to be "materially signficant." Write-downs, all pre-tax, were: A.H. Belo, for $6.1 million; Washington Post, for $7.2 million, and McGraw-Hill, for undisclosed amount. Media General took write-down of $4.2 million for programing rights at one station, WJKS(TV) Jacksonville, Fla.

□

More measures. Moody's Investor Service said it downgraded its rating on debt issued by Price Communications Corp. to B3 from B2. Among reasons cited by Moody's for ratings revision were "narrow asset coverage of debt" and "gap between Price's media operating cash flow and its debt service expense." Park Communications said rating on $50 million of its 6⅞ convertible subordinated debentures were upgraded by Moody's to Ba1 from Ba3.

□

More meters. Nielsen said it would expand it metered market system to include Cincinnati, effective next November.

Stock Index

	Closing Wed Feb 15	Closing Wed Feb 8	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	364	370	- 6	- 01.62	22	5,888
N (CBS) CBS	168 1/2	173	- 4 1/2	- 02.60	9	3,981
A (CCU) Clear Channel	13 1/2	13 1/2		00.00	24	52
A (HTG) Heritage Media	5 1/4	5 1/4		00.00	-6	59
O (JCOR) Jacor Commun.	6 3/8	6 1/2	- 1/8	- 01.92	-14	62
O (LINB) LIN	82 1/4	84	- 1 3/4	- 02.08	52	4,250
O (MALR) Malrite	11	10 7/8	1/8	01.14	-23	149
O (MALRA) Malrite 'A'	10 7/8	10 7/8		00.00	-15	148
O (OBCCC) Olympia Broad.	2 1/4	2 3/4	- 1/2	- 18.18		5
O (OSBN) Osborn Commun.	7 1/4	7 1/2	- 1/4	- 03.33	-6	36
O (OCOAC) Outlet Commun.	25 1/2	25 1/4	1/4	00.99	-9	167
A (PR) Price Commun.	7 5/8	7 3/4	- 1/8	- 01 61	-6	73
O (SAGB) Sage Broadcasting	4 1/4	4 1/4		00.00	-6	16
O (SCRP) Scripps Howard	65	65		00.00	52	671
O (SUNNC) SunGroup Inc.	2 1/8	2 1/8		00.00	-3	5
O (TLMD) Telemundo	7	7 1/2	- 1/2	- 06.66	-1	53
O (TVXGC) TVX Broadcast	3 3/8	3 5/8	- 1/4	- 06 89		20
O (UTVI) United Television	31	31 1/2	- 1/2	- 01 58	50	339
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	26 1/8	26 1/2	- 3/8	- 01.41	10	275
O (ASTV) Amer. Comm. & TV	1/32	1/32		00.00		2
N (AFL) American Family	15 3/4	15 7/8	- 1/8	- 00.78	13	1,275
O (ACCMA) Assoc. Commun.	29 1/4	30	- 3/4	- 02 50		418
O (BMAC) BMA Corp.	32	31	1	03 22	86	335
N (CCN) Chris-Craft	26 3/8	27 1/4	- 7/8	- 03.21	58	574
O (DUCO) Durham Corp.	32 3/8	32	3/8	01.17	27	272
N (GCI) Gannett Co.	37 1/4	37 1/2	- 1/4	- 00.66	18	6,031
N (GY) GenCorp	16 3/8	17 1/8	- 3/4	- 04 37	1	519
O (GMXC) GMX Commun.	1/16	1/16		00.00	1	519
O (GACC) Great Amer. Comm.	9 1/4	9 3/8	- 1/8	- 01.33	9	243
N (JP) Jefferson-Pilot	33 3/4	33 3/4		00.00	14	1,332
N (KRI) Knight-Ridder	47 3/8	47 5/8	- 1/4	- 00.52	17	2,694
N (LEE) Lee Enterprises	25 7/8	26	- 1/8	- 00.48	18	642
N (LC) Liberty	36 3/4	37 1/8	- 3/8	- 01.01	14	340
N (MHP) McGraw-Hill	67 7/8	67 1/2	3/8	00.55	20	3,273
A (MEGA) Media General	36 1/8	36 1/2	- 3/8	- 01 02	24	1,018
N (MDP) Meredith Corp.	31 3/8	31 7/8	- 1/2	- 01.56	13	602
N (MCG) Mich. Energy	30 3/8	30 1/2	- 1/8	- 00.40	19	82
O (MMEDC) Multimedia	85	86 1/2	- 1 1/2	- 01.73	82	935
A (NYTA) New York Times	28 1/4	29 1/4	- 1	- 03 41	14	2,316
N (NWS) News Corp. Ltd.	19	19 3/8	- 3/8	- 01 93	10	5,062
O (PARC) Park Commun.	26 3/4	26 3/4		00.00	21	369
O (PLTZ) Pulitzer Publishing	27 1/2	28 1/4	- 3/4	- 02.65	18	288
N (REL) Reliance Group Hold.	5 3/4	4 7/8	7/8	17 94	6	431
O (RTRSY) Reuters Ltd.	33 1/2	33 1/8	3/8	01 13	22	27,814
T (SKHA) Selkirk	49 1/2	49 1/2		00.00	42	401
O (STAUF) Stauffer Commun.	138	138		00.00	46	138
N (TMC) Times Mirror	35 7/8	36	- 1/8	- 00.34	17	4,642
O (TMCI) TM Communications	5/16	5/16		00 00	1	2
N (TRB) Tribune	38 7/8	39	- 1/8	- 00 32	21	2,966
A (TBSA) Turner Bcstg. 'A'	20 3/8	21 1/4	- 7/8	- 04.11	-3	443
A (TBSB) Turner Bcstg. 'B'	20 3/8	21	- 5/8	- 02 97	-3	443
A (WPOB) Washington Post	213 1/2	217	- 3 1/2	- 01.61	14	2,742
PROGRAMING						
O (SP) Aaron Spelling Prod.	6 3/4	6 7/8	- 1/8	- 01.81	5	123
O (ALLT) All American TV	3 1/8	3 1/4	- 1/8	- 03 84		3
O (BRRS) Barris Indus	6 7/8	7 3/8	- 1/2	- 06 77	-3	54
N (KO) Coca-Cola	47 5/8	48 1/4	- 5/8	- 01.29	19	17,878
A (CLR) Color Systems	1 3/4	1 3/4		00.00	-1	9
N (KPE) Columbia Pic. Ent.	14 3/8	14 7/8	- 1/2	- 03.36	205	1,577
O (CAVN) CVN Cos.	14 1/4	14 5/8	- 3/8	- 02 56	11	247
A (DEG) De Laurentiis Ent.	5/8	9/16	1/16	11.11		7
O (dcpi) dick clark prod.	4 1/8	4 1/8		00.00	10	34
N (DIS) Disney	74 1/8	75	- 7/8	- 01 16	22	9,827
N (DJ) Dow Jones & Co.	32 1/2	33 1/4	- 3/4	- 02.25	15	3,129
O (FNNI) Financial News	9	8 3/4	1/4	02.85	40	108
A (FE) Fries Entertain.	2 5/8	2 5/8		00 00	11	13
N (GW) Gulf + Western	42 3/8	42 3/4	- 3/8	- 00 87	7	2,547
O (QNTX) Hal Roach	4	4 1/2	- 1/2	- 11.11	-9	27
A (HHH) Heritage Entertain.	1 1/2	1 3/4	- 1/4	- 14.28	1	6
A (HSN) Home Shopping Net.	5 3/8	5 3/8		00.00	24	468
N (KWP) King World	25 3/8	25	3/8	01.50	16	731
O (LAUR) Laurel Entertain.	3 1/8	3 1/8		00 00	7	8
N (MCA) MCA	49 5/8	49	5/8	01 27	27	3,608
N (MGM) MGM/UA Commun.	15	14 7/8	1/8	00 84	-8	751
A (NHI) Nelson Holdings	7/16	7/16		00.00	-4	11
A (NWE) New World Enter.	3 7/8	3 1/4	5/8	19.23	10	42
O (NNET) Nostalgia Network	3/4	11/16	1/16	09.09	-1	4
N (OPC) Orion Pictures	15	14 3/8	5/8	04.34	13	258
O (MOVEQ) Peregrine Ent.	5/16	9/32	1/32	11.11	-10	
N (PLA) Playboy Ent.	12 3/4	12 1/4	1/2	04.08	14	119
O (QVCN) QVC Network	9 1/2	9 7/8	- 3/8	- 03 79	-19	96
O (RVCC) Reeves Commun.	5 7/8	5 7/8		00.00	29	74
O (RPICA) Republic Pic. 'A'	8 1/4	8 1/2	- 1/4	- 02.94	91	35
O (RPICB) Republic Pic. 'B'	8 1/4	8 1/4		00.00	58	6
O (SMNI) Sat. Music Net.	5 1/4	5 5/16	- 1/16	- 01.17	47	47
N (WCI) Warner	41 1/8	41	1/8	00.30	21	5,188
O (WONE) Westwood One	8 1/2	8 1/2		00.00	11	122
SERVICE						
O (AMEA) A.M.E. Inc.	11 1/4	12 5/8	- 1 3/8	- 10.89	11	55
O (AGRP) Andrews Group	5 3/8	4 3/8	1	22.85	-1	35
O (BSIM) Burnup & Sims	18	18 3/8	- 3/8	- 02.04	39	287
N (CQ) Comsat	26 3/4	28 1/2	- 1 3/4	- 06.14	-10	490
N (DNB) Dun & Bradstreet	55 3/8	56 1/4	- 7/8	- 01.55	21	8,417
N (FCB) Foote Cone & B.	23 5/8	23 3/4	- 1/8	- 00.52	11	196
O (GREY) Grey Advertising	118	118		00.00	15	143
O (IDBX) IDB Communications	12 1/4	13 3/4	- 1 1/2	- 10.90	49	49
N (IPG) Interpublic Group	39	39 5/8	- 5/8	- 01.57	17	875
O (OGIL) Ogilvy Group	29	30 1/2	- 1 1/2	- 04.91	14	413
O (OMCM) Omnicom Group	21 1/8	21 3/8	- 1/4	- 01.16	14	519
N (SAA) Saatchi & Saatchi	20 3/4	21 7/8	- 1 1/8	- 05.14	9	3.023
O (TLMT) Telemation	1 3/8	1 3/8		00.00	5	6
A (UNV) Unitel Video	12 1/2	12 1/8	3/8	03.09	18	27
CABLE						
A (ATN) Acton Corp.	14 5/8	16 1/4	- 1 5/8	- 10 00	2	17
O (ATCMA) Amer. TV & Comm.	33 1/8	34	- 7/8	- 02.57	73	3.603
O (CTEX) C Tec Corp.	48	49	- 1	- 02.04	21	264
A (CVC) Cablevision Sys. 'A'	36 7/8	37 3/8	- 1/2	- 01.33	-12	775
O (CNCAA) Centel Cable	45	42 1/2	2 1/2	05.88	145	1,125
N (CNT) Centel Corp.	63 3/8	65 5/8	- 2 1/4	- 03.42	17	2,756
O (CMCSA) Comcast	18 7/8	19 1/2	- 5/8	- 03.20	-85	843
A (FAL) Falcon Cable Systems	20 7/8	20 7/8		00.00	-65	133
O (JOIN) Jones Intercable	14 1/2	15 1/4	- 3/4	- 04.91	45	184
T (MHP.Q) Maclean Hunter 'X'	13 7/8	14 1/8	- 1/4	- 01.76	38	1,022
T (RCI.A) Rogers Commun. 'A'	120	120		00.00	-184	1,484
T (RCI.B) Rogers Commun. 'B'	96 1/2	96 1/4	1/4	00.25	-148	1,193
O (TCAT) TCA Cable TV	33	34 3/4	- 1 3/4	- 05.03	64	398
O (TCOMA) Tele-Commun.	27 3/8	27 7/8	- 1/2	- 01.79	54	4,143
N (TL) Time Inc.	108 7/8	111 3/4	- 2 7/8	- 02.57	26	6,363
O (UACI) United Art. Commun.	31 1/2	31 1/4	1/4	00.80	262	1,293
N (UCT) United Cable TV	36 5/8	37 1/8	- 1/2	- 01 34	-192	1,365
N (VIA) Viacom	36	37 1/4	- 1 1/4	- 03.35	-5	1,920
N (WU) Western Union	1 3/4	1 1/4	1/2	40.00		55
O (WSMCA) WestMarc	18 1/4	19 1/2	- 1 1/4	- 06.41	23	262
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	67 3/8	67 7/8	- 1/2	- 00.73	16	15.326
N (ARV) Arvin Industries	22 1/8	21 5/8	1/2	02.31	9	421
O (CCBL) C-Cor Electronics	25 3/4	24 1/2	1 1/4	05.10	42	52
N (CHY) Chyron	3 7/8	3 7/8		00.00	13	39
A (COH) Cohu	13 3/4	13 1/4	1/2	03.77	13	25
N (EK) Eastman Kodak	47 3/8	48 7/8	- 1 1/2	- 03.06	13	16.055
N (GRL) Gen. Instrument	31	32 1/4	- 1 1/4	- 03 87	-22	1,036
N (GE) General Electric	46 1/4	47 1/2	- 1 1/4	- 02.63	19	42.334
O (GETE) Geotel Inc.	11/16	11/16		00.00	-2	2
N (HRS) Harris Corp.	28 7/8	29 1/4	- 3/8	- 01.28	12	1,181
O (ITEL) Itel Corp.	21 1/2	23	- 1 1/2	- 06 52	50	570
N (MAI) M/A Com. Inc.	8 1/8	8 1/2	- 3/8	- 04.41	-5	220
N (IV) Mark IV Indus.	11 5/8	11 7/8	- 1/4	- 02.10	7	125
O (MCDY) Microdyne	3 5/8	3 5/8		00.00	-2	15
O (MCOM) Midwest Commun.	5 1/4	5 1/4		00 00	12	15
N (MOT) Motorola	44 7/8	45 7/8	- 1	- 02.17	18	5.802
N (OAK) Oak Industries	1 1/8	1	1/8	12.50	11	85
A (PPI) Pico Products	2 1/4	2 3/8	- 1/8	- 05.26	-45	7
N (SFA) Sci-Atlanta	14 1/4	14 7/8	- 5/8	- 04.20	11	334
N (SNE) Sony Corp.	55 5/8	55 1/4	3/8	00.67	91	12.862
N (TEK) Tektronix	21 3/4	23	- 1 1/4	- 05.43	725	603
O (TLCR) Telecrafter	4 3/8	4	3/8	09 37	19	6
O (TVTK) Television Tech.	1 11/16	1 11/16		00 00	168	11
N (VAR) Varian Assoc.	29 5/8	29 5/8		00 00	-155	647
N (WX) Westinghouse	55 1/8	55 3/4	- 5/8	- 01.12	10	7.913
N (ZE) Zenith	20 1/8	20 1/4	- 1/8	- 00.61	-25	521
Standard & Poor's 400	339.84	345.31	–	5.47	–	01.58

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

License renewal challenge to Fox's L.A. TV still alive

Unless Fox and two Hispanic group challengers reach settlement, FCC will order comparative hearing

Two Hispanic groups' license renewal challenge of Fox Television Stations' KTTV(TV) Los Angeles is still alive. The FCC decided not to dismiss the groups' competing applications for failing to make timely financial showings.

Unless Fox and the challengers, Rainbow Broadcasting Inc. and Citylight Communications Inc., reach a settlement, the FCC will now order a comparative hearing among the three before an administrative law judge to determine which would best serve the public interest as licensee of the station.

The FCC Mass Media Bureau has ruled that the failure of competing applicants to show that they had the financial wherewithal to operate a TV station at the time of filing does not make their applications incomplete and unacceptable for filing. The FCC's "consistent and long-standing practice" has been to accept such applications, it said. "The remedy for failure to certify is not dismissal, but amendment or, failing that, specification of a financial qualifications issue against the relevant applicant," it said.

Fox had asked the FCC to dismiss the competing applications of Rainbow and Citylight on the ground that both, in their applications, admitted that they did not yet have the financial commitment necessary to certify that they were financially qualified to hold the station license (BROADCASTING, Nov. 14, 1988). FCC policy requires applicants to certify that they have "sufficient net liquid assets on hand or that sufficient funds are available from committed sources to construct and operate the requested facilities for three months without revenue."

In its petition, Fox argued that accepting the application without the financial certification would not only break precedent, but would also encourage the abuses of the comparative renewal process that the FCC is trying to eliminate in a rulemaking proceeding. A comparative renewal proceeding "is the last place where the commission should excuse the lack of basic financial qualifications," it said. The FCC disagreed.

It had no bearing on the FCC's decision, but Rainbow amended its application just three weeks after it was filed to certify its financial qualifications with a loan commitment letter from a bank. Jerry Miller, an attorney for Citylight, said last week that his client has not yet amended its application, but that it plans to do so before the amendment deadline next month.

The FCC hopes to take action on the comparative renewal reform proceeding by the end of March. Among the proposals is a cap on payments that incumbent broadcasters may make to license challengers in exchange for the withdrawal of competing applications or promises not to file them in the first place. Many consider the demand for such payments "extortion."

In its filings, Fox has alleged that Rainbow's competing application is a result of Fox's refusal to cut a deal with the National Hispanic Media Coalition, which threatened to challenge KTTV's renewal if Fox refused to pay NHMC up to $500,000 over five years to advise it on Hispanic employment and programing. Fox said that some of Rainbow's principals are also members of the NHMC.

Rainbow has responded to Fox's allegation, saying Fox fails to distinguish between Rainbow and the NHMC. "It is true that Rainbow might never have been formed to challenge the KTTV license if Fox had demonstrated to the coalition [NHMC] any serious interest in correcting the chronic underemployment of Hispanics at KTTV," Rainbow said. "Nevertheless, the decision to form Rainbow...and to seek to displace Fox as the licensee of Channel 11...was made by the 15 shareholders of Rainbow—not by the coalition."

Rainbow also charged that Fox "misrepresents the facts" when it asserts that NHMC demanded up to $500,000 for Fox over five years for NHMC's services. Rainbow attached a copy of the draft agreement that the NHMC presented to Fox and that Fox rejected. As Rainbow claimed, it does not mention "$500,000 or any other such figure." But it does offer NHMC's services for an annual "amount no less than the average annual salary of the top 20 officials of KTTV-TV."

For Rainbow or Citylight to wrest Channel 11 from Fox, it must convince the administrative law judge that Fox is not entitled to a "renewal expectancy" for the station because of poor service to Los Angeles or because of serious violation of the FCC rules. A renewal expectancy virtually assures renewal.

After the FCC designates the KTTV license for hearing, Rainbow has said in its comments, it intends to allege "serious and repeated violations of the FCC's reporting regulations, including Fox's attempt to withhold from the commission any information regarding the company's recent violation of a Department of Justice consent judgment." Twentieth Century Fox Film Corp., Fox's parent company, was indicted last fall by a federal grand jury for "criminal contempt" for alleged block-booking of films to movie theaters in violation of a 1951 consent judgment.

Robert Thompson, an attorney for Rainbow, said the charges stemming from the contempt indictment would be "a minor part" of the case his client will make against Fox. Not wanting to tip his hand, Thompson declined to outline the other parts. □

Inouye and Markey want CPB audit

"CPB has always kept its corporate support costs well within the statuatory guidelines," Corporation for Public Broadcasting President Donald Ledwig said last week, responding to news that congressional leaders had requested a federal audit of CPB administrative expenses. The audit "was expected, and CPB will cooperate fully," he said.

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) had requested the audit in a Feb. 9 letter to General Accounting Office Comptroller General Charles Bowsher, the two chairmen said that, "as soon as possible," GAO should determine the nature and amount of CPB administrative activities, including board member expenses; whether more administrative dollars could be redirected to program production and acquisition and whether CPB "supplements its administrative budget with funds allocated to other activities."

Beginning this year, the letter said, CPB's overhead was capped at $10.2 million by the Public Telecommunications Act of 1988. That legislation allows administrative expenses to rise thereafter no more than 4% or the consumer price index and prohibits CPB from spending funds allocated to other areas for administrative expenses.

Spectrum auction included in Bush budget

The budget President Bush submitted to Congress two weeks ago repeated the Reagan administration proposal to auction portions of the spectrum not set aside for mass-media use. The aim is to generate revenues to offset the budget deficit. And like the Reagan budget, the Bush administration estimates that auctions would produce $3.4 billion over the two-year period beginning in fiscal year 1990—about $2 billion in the first year. But the Congressional Budget Office believes that estimate is unduly rosy. In its analysis of the proposal, the CBO puts the total at about $500 million.

The CBO says its estimate is based on the likely availability of only 4 mhz, not 6 mhz, as assumed by the Reagan administration, and smaller receipts—$125 million per mhz, not the $563 million assumed. The administration's estimates are based on an FCC study of a cash-flow analysis by Kidder, Peabody of the private-sector value of cellular telephone licenses in both rural and urban areas (BROADCASTING, Jan. 16). But the CBO notes that the administration envisioned receipts of only $500 million when it first proposed the FCC auctions in the 1989 budget. The CBO, in its analysis, assumes that licenses would be auctioned on a local basis and acknowledges that the potential savings to the federal government would be "much greater" if they were auctioned on a national basis—that is, if a block of the spectrum was allocated to one successful bidder.

The conflict in estimates is likely to be only academic, however. There seems to be little support in Congress for the auctions proposal, principally because of the view it would weaken if not wipe out the public interest standard underlying the Communications Act of 1934. The CBO analysis, however, disagrees. It says that since auction proposals do not include changes in licensee requirements, "the FCC's role in guarding the public interest would not be compromised." □

More battles over state ad taxes

The Association of National Advertisers is bracing for another battle over state taxes on advertising. And this time it is not only one state, as in the case of Florida, where advertisers two years ago won a major battle in forcing the repeal of a tax on advertising and other services.

The issue is a live one in four states. In South Dakota, the House last week voted down an ad tax proposal by a vote of 36-29. But the House is now considering an amended version that would tax only political advertising. In Connecticut, State Senator William DiBella (D-Hartford), co-chairman of the tax-writing committee, is working on a measure similar to the one that had been passed, then repealed, in Florida.

The Connecticut legislature will also consider a tax on cable television services. Governor William A. O'Neill has proposed meeting the state's budget crisis with a series of new taxes, including one that would add 7.5% to all payments for utility and cable television services.

A bill introduced in the Oregon legislature would tax the gross earnings of media companies. And most earnings of media companies, ANA said, are from advertising sales.

The bill introduced in the Missouri legislature would tax in-state advertising. Dan Jaffe, who heads the ANA office in Washington, said renewed interest in advertising as a revenue source—despite the fate of an ad-tax bill in Florida—stems from states' search for new revenue at a time of budget deficits running in the hundreds of millions of dollars. Furthermore, Jaffe said, the advertising industry is afraid of confronting a "squeeze" between Congress, where legislation has been introduced that would reduce the amount of advertising costs that could be eliminated as a business expense, and states that are considering proposals to impose the tax, directly or indirectly, on advertising.

ASCAP feels lawsuit not just splitting hairs

Hairstylist Bill Jernigan has said in recent weeks that he is still playing the radio at his Tennessee shop, even though a pending lawsuit by several music publishers says he may not do so without a public performance license. Attorneys for the American Society of Composers, Authors and Publishers (ASCAP)—which instituted the lawsuit but which is not a party of the action—are refraining from calling it a test case, but the legal battle could call into question a section of the copyright act that allows music licensing exemption for small commercial establishments.

"ASCAP wants to know how small that small business exemption is," said John Beam, a Nashville-based attorney representing Jernigan. The lawsuit against Jernigan was filed in October 1988 by a list of top music publishers. The plaintiffs, including such major companies as MCA Inc. and Chappel & Co., cited four songs that were broadcast over the radio at Jernigan's business on April 26, 1988. A trial date has not been set.

Beam described his client's business as two distinct operations sharing the same building in Hendersonville, Tenn. On the first floor is a styling center of about 500 square feet with one receiver and three speakers; downstairs is a fitness center of about 800 square feet with a different receiver and four speakers.

According to ASCAP attorneys, however, the association's recent entry into the discovery phase has determined that Jernigan's business—including hairstyling, fitness and suntanning facilities—takes up 1,600 square feet over two floors and has operated a single receiver in the building through eight overhead speakers.

"This business is not of the sort that Congress intended to exempt," said an ASCAP attorney who requested anonymity. He said a section of the 1976 Copyright Act, often referred to in the industry as the "radio over speakers exemption," does not apply to businesses with ceiling speakers, sizable square footage and "substantial" revenue. According to ASCAP, the annual license fee that would enable Jernigan to publicly play the radio at his business last year would have been $229. □

The Media

Cablevision Systems launches SportsChannel Ohio

MSO wants to use new service as model for similar channels in other markets

Cablevision Systems launched SportsChannel Ohio two weeks ago using a model it hopes to use in other top-25 television markets, a regional cable sports network supplemented with national programing from SportsChannel America.

To start, SportsChannel Ohio will carry nine games of the Cleveland Cavaliers, the team with the best record in the NBA, and possibly some playoff games, said John Mohr, SportsChannel chief operating officer. For the moment, however, the majority of the programing will be SportsChannel America, and its keystone, NHL hockey. Mohr hopes to add the baseball Indians, although it's unlikely a deal will be completed this year, according to both the team and Mohr. He also has his eye on Ohio State basketball, although many of their games are tied up in weekend syndication packages. Mohr said some midweek games may be available. Mohr is also looking at Cleveland State basketball, plus a weekly high school football and basketball game for the network.

Without the Indians, however, Mohr admitted that the summer schedule "would probably be a little thin." SCA's hockey playoff package ends in late spring. Because of Major League Baseball rules, SportsChannel could not bring in games of any other team in the Indians' home territory. At the moment, SCA has on tap the World Basketball League, boxing, tennis and the women's professional bowling tour for its summer schedule.

Ultimately, Mohr hopes 50%-60% of the product will have "the flavor of the state," with the remainder coming from SCA. The Indians can be carried everywhere in the state, said Mohr, except for Cincinnati and Dayton. Mohr said SportsChannel is interested in the Reds (the team has no cable contract), but there have been no discussions to date. If they are carried, he said, they would likely be on systems only in the

Satellite Footprints

Barring the sports bars. Billed as "the entertainment industry's largest single-event anti-piracy campaign," a multi-front effort is being mounted to prevent illegal selling or exhibition of the March 6 Warner Bros.-Momentum Enterprises pay-per-view coverage of the Ray (Boom Boom) Mancini-Hector (Macho) Camacho boxing match in Reno. The Motion Picture Association of America, the Satellite Broadcasting and Communications Association and Videocipher II descrambler manufacturer, General Instrument, will work together to "conduct and support on-site investigations, raids and seizures before, during and after the fight," said GI. Partly to draw attention to Videocipher II piracy concerns, Warner Bros. had pulled its product from pay per view last summer (BROADCASTING, June 6, 1988). The GI effort has also included a "Dear Cable Executive" letter providing an 800 telephone number "to relay the information about any establishment that intends to show the event." □

Related by name. Group W's Pittsburgh-based Television Videotape Satellite Communications changed its name late last month to Group W Videoservices, an effort, in part, the company said, to position the company as staying in a market made "tough" by pricing that has, for many, dropped below operating levels.

Using three 10-meter uplinks and 210 tape duplication units, the facility near Pittsburgh International Airport has handled an average of 600,000 syndicated television telecasts per year—translating to 24-hour-a-day service 365 days a year, to more than 50 TV stations, said J. Michael Hudson, Videoservices' vice president and general manager.

One hundred active TV syndication clients accounted for "80% of our volume," said Hudson. And almost 100% of satellite services, he said, are to syndicators, including MCA Television, Multimedia Entertainment, Claster Television, SFM Entertainment, All American Television and Tribune Entertainment. But GWV's most important client is Group W productions, "the big part of our business."

That most important customer may assure that GWV remains in the delivery business, despite price wars and an uncertain next-generation satellite picture. Satellite services prices, said Hudson, are now "less than 25% of what they were five years ago"—a drop more severe than is justified by the 20% to 60% increase in satellite program syndication during that period. Those extremely low prices have "made for a tough market," he said. According to their own studies, said Hudson, GWV and Wold alone account for more than half the syndicated TV business, with most other players "considerably smaller."

southern part of the state. Last week, SportsChannel began pitching operators, whose reception, said Mohr, has been "enthusiastic." Among the largest operators in the state are Continental and Warner, with the latter having large systems in Columbus and Cincinnati. Currently, the basic service is carried on Cleveland area systems owned by Cablevision and Viacom, which serve 160,000 subscribers.

The launch marks the sixth regional sports service Cablevision owns, to go with services in New York, Chicago, Philadelphia, New England and Florida. Discussions continue between Cablevision and the Z Channel that would add a seventh network to the SportsChannel fold. Joseph Cohen, who has an ownership interest in the Z Channel, sold Prism, the Philadelphia sports and movie service, to Cablevision. A Z Channel buy (it carries the baseball Angels and Dodgers) would give SportsChannel a Los Angeles beachhead.

(Separately, Z Channel announced that it will provide a Spanish feed, in addition to an English feed, for Angel and Dodger games this year. The team's respective Spanish-language radio rightsholders, KWKW(AM) Los Angeles [Dodgers] and XPRS(AM) Tijuana [Angels], will provide the Spanish-language television feed.)

Mohr said SportsChannel continues to look at launching networks in any of the top 25 markets. One advantage of the SportsChannel concept, said Mohr, is that it allows local cable operators to preempt the national SCA feed for their own local product. Although Tele-Communications Inc. and Viacom have talked with San Francisco area teams about launching a sports network, Mohr said the Bay area is at the top of SportsChannel's wish list. It has been able to convince a number of smaller Bay area cable operators to carry SCA.

A second channel for Philadelphia remains in the development stage, said Mohr. As envisioned, it would carry SCA plus additional Flyers and Phillies games if those teams agree to more coverage, said Mohr.

Elsewhere, SCA is discussing carriage of 20-25 games of top high school basketball, presumably starting next fall. Games would include regular season plus specially scheduled games and year-end playoffs. □

Conus bonus. Conus Communications last Tuesday signed a contract to provide video material to King World Productions' daily half-hour current events series *Inside Edition*. King World will receive a mix of exclusive, commissioned material, breaking video and archive footing. A Hubbard Broadcasting subsidiary, Minneapolis-based Conus provided *Inside Edition* with satellite coverage of riots in Miami Jan. 18. Conus already has a similar deal to provide video to GTG Entertainment's *USA Today: The Television Show*.

WEEK-TV Peoria, Ill., on Feb. 2 became the first new member of the Conus Satellite News Cooperative in 1989, bringing membership to more than 80, representing 105 television stations and cable outlets in the U.S. and Japan, said Conus.

Cablecastings

FNN's PPV venture

The Financial News Network will go into the pay-per-view business, supplying business and financial programing through a newly acquired company, Institutional Research Network. FNN parent Infotechnology has signed a letter of intent to acquire IRN from Private Satellite Network. IRN, FNN said, distributes "closed-circuit programing to financial investment analysts, portfolio managers and investment strategists."

FNN plans to carry IRN programing on weekend mornings beginning this spring. A second service will combine FNN programing, interview programing and IRN's "existing program base" to provide a "business-to-business" service. FNN sees this product as an inducement for cable operators to wire office buildings.

Redefinition

What is cable system? That is the question the FCC is asking in a proceeding launched in reaction to two federal district court decisions that found fault with the definition of a system in the Cable Communications Policy Act of 1984 and with FCC interpretation of it. The Cable Act defines a cable system as a "set of closed transmission paths...designed to provide cable service...to multiple subscribers within a community." It exempts from its definition (and, hence, from cable regulation) any system that serves subscribers "in one or more multiple- unit dwellings under common ownership, control or management" and that does not cross public rights of way.

In the *City of Fargo vs. Prime Time Entertainment Inc.*, the court said the FCC went too far in interpreting the act's definition when it said a cable system was any that crosses rights of way regardless of "ownership, control or management." In *Pacific & Southern Co. vs. Satellite Broadcast Networks*, the court suggested the act's definition may be too broad. It said a system that broadcasts programing directly to homes via satellite may fall under the act's definition, although not under definitions contained in copyright laws.

Marketing payoff

HBO Chairman Michael Fuchs said HBO's growth of 1.1 million subscribers in 1988, and Cinemax's 900,000, were "directly related to the expansion and fine-tuning of our marketing campaigns coupled with the superior quality of our original programing and an increase in the quantity of films we present." HBO now has 17 million subscribers, while Cinemax has 6 million.

HBO said its fall marketing campaign reached 97% of all U.S. homes and delivered 39 million direct-mail pieces. Fuchs said that 60% of new customers during the year's sales campaigns had remained subscribers one year later.

Name change

With completion by Heritage of its buyout of Gillcable, the name of the system has been changed to Heritage Cablevision. The system, once owned by Al Gilliland, now serves 140,000 subscribers.

Ever higher

USA Network said it recorded its highest rated month ever in January, scoring a 1.4 rating from 7 a.m. to 1 a.m. The previous record was April 1984, when the network scored a 1.3 that included coverage of the National Basketball Association and the National Hockey League.

Clarification

Last week, Turner Entertainment Co. filed suit in U.S. District Court against Showtime Networks Inc. over use of films from the MGM/UA film library. Turner is seeking clarification that it can continue to carry films from the library on TNT, films that Showtime has under contract from MGM/UA that predated Turner's purchase of the movie company. Turner said in the suit that Showtime was threatening to take steps to block Turner from further carriage of the films.

Cable credit courses

Jones International has announced that Cablevision Systems will carry its Mind Extension University and Galactic

Radio. Making the announcement were Jones Chairman Glenn Jones (l) and Cablevision Chairman Charles Dolan.

Mind Extension provides college level courses for credit, while Galactic Radio is a cable audio service. With the signings, Mind Extension has four million subscribers and Galactic has 2.5 million.

Fiber calling

Bell Atlantic said it has wired its first home in Perryopolis, Pa., that of a Bell of Pennsylvania employe, to receive telephone calls and cable television via fiber optics. Further connections will be completed by mid-May, when a year-long fiber voice/video test begins. Two separate telephones and two television sets have been hooked to the fiber. Helicon Cablevision is the local cable operator. Alcatel North America is supplying fiber.

CAB improvement course

"Cable: Making Television Even Better" is the theme for the Cabletelevision Advertising Bureau conference, scheduled for April 9-11 at New York's Waldorf-Astoria, with more than 1,200 attendees expected.

The convention is divided into three days, with nuts and bolts issues on Sunday, April 9, followed by an emphasis on local advertising on Monday and national advertising on Tuesday. Graham Phillips, president of Ogilvy & Mather, will provide the keynote address.

Television programing will be discussed in a panel featuring Shelley Duvall, chairman, Think Entertainment; Tom Freston, president and chief executive officer, MTV Networks; Mel Harris, president, television group, Paramount Pictures; Gerry Hogan, president, TBS Entertainment Networks; Robert Igiel, senior vice president, executive media director, NW Ayer, and Fred Vierra, president, United Cable.

Back again this year will be a session featuring capsuled reports on basic cable from John Hendricks, chairman and chief operating officer, The Discovery Channel; Bob Johnson, president and chief executive officer, Black Entertainment Television; Don Mitzner, president, Group W Satellite Communications, and Kevin Rorke, president, ATC.

Cable sports will be addressed by Robert Gutkowski, executive vice president, MSG Communications; Kay Koplovitz, president, USA Network; David Martin, vice president, corporate media, Stroh Brewery; John Mohr, senior vice president and chief operating officer, SportsChannel; John Sie, executive vice president, TCI, and Roger Werner, president and chief executive officer, ESPN.

Luncheon speakers are comedian Fred Travelena on Monday and Time Inc. Chairman J. Richard Munro on Tuesday.

Other panel sessions will review advertising case studies, techniques to maximize sales and compete with other media, ways to utilize tune-in promotion and procedures to streamline paperwork.

Changing Hands

WFTC(AM)-WRNS(FM) Kinston, N.C; WYAV(FM) Myrtle Beach (Conway), S.C., and WYNG(FM) Evansville, Ind. □ Sold by Beasley Broadcast Group to Pinnacle Broadcasting for $18.6 million. **Seller** is headed by George Beasley, president. It also owns WLIT(AM)-WBLX-FM Mobile, Ala.; KAAY(AM) Little Rock, Ark.; WRXK-FM Bonita Springs and WPOW-FM Miami, both Florida; WGAC(AM) Augusta, Ga.; WMRO(AM)-WAUR-FM Aurora, Ill.; WFAI(AM) Fayetteville, WGNC(AM)-WCKZ(FM) Gastonia, WKML-FM Lumberton and WBIG-FM Reidsville, all North Carolina; WXTU-FM Philadelphia; WLAT(AM) Conway, S.C., and KSSR-FM Bastrop, Tex. It purchased KRTH-AM-FM Los Angeles for $86.6 million ("In Brief," Jan. 9). **Buyer** is headed by Philip D. Marella. It also owns WDUR(AM)-WFXC(FM) Raleigh, N.C.; KAMA(AM)-KAMZ(FM) El Paso and KEND(AM)-KLLL(FM) Lubbock, all Texas, and WSOY-AM-FM Decatur, Ill. WFTC is fulltimer on 960 khz with 5 kw-D and 1 kw-N; WRNS operates on 95.1 mhz with 100 kw and antenna 1,500 feet above average terrain; WYAV is on 104.1 mhz with 100 kw and antenna 625 feet above average terrain; WYNG operates on 105.3 mhz with 50 kw and antenna 480 feet above average terrain. *Broker: Americom Radio Brokers.*

WKOY(AM) Bluefield and WKMY(FM) Princeton, both West Virginia □ Sold by Fincastle Communications Co. to Mountain Broadcasting Corp. for $500,000 plus $150,000 noncompete agreement. **Seller** is owned by William T. Deskins, Elmer J. and Nancy P. Craft, and estate of Orland C. Young c/o Flat Top National Bank. It has no other broadcast interests. **Buyer** is owned by Earl Judy Jr., who also owns Tschudy Communications Corp., through which he owns WALI(AM)-WROG(FM) Cumberland, Md.; WBRJ(AM)-WEYQ(FM) Marietta, Ohio; WMQC(FM) Westover, W.Va.; WCRO(AM) Johnstown, Pa., and WSPV(FM) Buffalo Gap, Va. Judy is president, director and 51% stockholder of Shenandoah County Broadcasting Corp., which owns WSVG-WSIG-FM Mount Jackson, Va. WKOY is fulltimer on 1240 khz with 1 kw, and WKMY operates on 100.9 mhz with 3 kw and antenna 641 feet above average terrain.

WHWB-FM Port Henry, N.Y. □ Sold by Con Brio Broadcasting Inc. to The Radioactive Group Inc. for $450,000. **Seller** is principally owned by Edward Pickett, and has no other broadcast interests. **Buyer** is owned by Bruce M. Lyons, Michael Spector, John Spector, Raymond Garon and Paul Kfoury. It has no other broadcast interests. WHWB-FM operates on 92.1 mhz with 1.273 kw and antenna 103 feet above average terrain.

50% of Raymark Broadcasting Co. Inc., licensee of WCCS(AM) Homer City (Indiana), Pa. □ Sold by Ray Goss to Mark Harley for

Congress comes to the home dish show. House Telecommunications Subcommittee member Billy Tauzin (D-La.) will attend the March 21-23 Satellite Broadcasting and Communications Association SBCA-STTI Las Vegas Trade Show as opening keynote speaker. He is credited with authoring the Home Satellite Viewers Act, which has language calling for stiffer enforcement and penalties pertaining to satellite signal theft. The bill also required that the FCC consider revisiting the issue of setting an encryption system industry standard. The reputation of General Instrument's de facto industry standard Videocipher II encryption system has suffered from widely publicized signal theft problems, with estimates that up to half of the VC-II's sold have been altered to receive satellite transmissions of TV programing without authorization.

Approximately 330,000 home satellite systems were sold in the U.S. in 1988, said SBCA general counsel Mark Ellison. As of last week, according to General Instrument, the total number of descrambling units authorized to receive direct-to-home television stood at 471,608. However, about one-and-a-half-million VC-II's have reportedly been sold since HBO became the first to use the system to scramble its signals four years ago. GI has used electronic counter-measures to render an unspecified number of altered decoders useless and is set to replace VC-II late next summer or early next fall with VC-II Plus (BROADCASTING, Sept. 12, 1988).

$440,000. **Seller** is sportscaster for WDUQ(FM) Duquesne University, Pittsburgh, who has no other broadcast interests. **Buyer** is 50% owner of Raymark broadcasting, and WWS(FM) in Curwensville, Pa. WCCS is fulltimer on 1160 khz with 10 kw-D and 1 kw-N. *Broker: Ray H. Rosenblum.*

KQBE-FM Ellensburg, Wa. □ Sold by Lord Broadcasting Co. to Peak Communications Inc. for $265,000. **Seller** is owned by Brian J. Lord, and has no other broadcast interests. **Buyer** is owned by James J. Peterson, Phillip J. Kelleher, William J. Kelleher and Patrick G. Peterson. It has no other broadcast interests. KQBE-FM is on 103.1 mhz with 3 kw and antenna 188 feet below average terrain.

CABLE

State Cable TV's systems serving Chico, Calif. exchanged for Cooke Cablevision's systems serving Molokai, Lanai, Maui and Hawaii Kai, all Hawaii □ State Cable TV is unit of Western Communications Inc., wholly owned subsidiary of Chronicle Publishing Co. Western is Walnut Creek, Calif.-based MSO serving approximately 255,000 subscribers in two states, headed by Edward Allen. Cooke Cablevision is Woodland Hills, Calif.-based MSO serving approximately 700,000 subscribers in 18 states, principally owned by Jack Kent Cooke. System in Chico serves approximately 28,000 subscribers with 41,000 homes passed. Systems in Hawaii serve approximately 26,000 subscribers with 42,000 homes passed. *Broker: Coaxial Capital Associates Inc.*

Systems serving Boca Raton, Pembroke Pines, Coconut Creek, and Deerfield Beach, all Florida □ Sold by Communications & Cable Inc. to Tele-Media Corp. **Seller** is West Palm Beach, Fla.-based MSO with no other cable holdings. **Buyer** is Bellefonte, Pa.-based MSO equally owned by Robert Tudek and Everett Mundy. It serves approximately 300,000 subscribers in 15 states. They also own TMZ Broadcasting, group of four AM's and five FM's. Systems serve approximately 23,332 subcribers. *Broker: Communications Equity Associates.*

System serving Lenoir, N.C. □ Sold by McDonald Group Inc. to Cencom Cable Associates Inc. **Seller** is Birmingahm, Ala.-based MSO serving subscribers in five states. It is equally owned by William W. and Allan J. McDonald. **Buyer** is Chesterfield, Mo.-based MSO serving approximately 250,000 subscribers in nine states, headed by Robert Brooks. System serves approximately 13,200 subscribers with 19,000 homes passed. *Broker: Communications Equity Associates.*

System serving Fort Riley, Kan. □ Sold by The Adam Corp. to Cencom Cable Associates Inc. **Seller** is Bryan, Tex.-based company headed by Don Adams. It sold systems serving 74,000 subscribers in Texas, Tennessee and Kentucky, to Cencom in 1987. It owns system serving Fort Carson, Colo., and will also be selling that system to Cencom, pending settlement agreements. **Buyer** is Chesterfield, Mo.-based MSO serving approximately 250,000 subscribers in nine states, headed by Robert Brooks. System serves approximately 3,600 subscribers with 9,500 homes passed.

Systems serving Cold Springs, Callahan Ranch, Galena Forest, Mogul, Spanish Springs and Verdi, all Nevada □ Sold by Sierra Telecommunications Inc. to Telecommunications Inc. **Seller** is wholly owned subsidiary of Wander Telecommunications, San Francisco-based MSO serving approximately 7,500 subscribers in two states, headed by Gerhard J. Hanneman. **Buyer** is Denver-based MSO, which, through wholly owned systems and affiliated divisions, serves approximately 9.5 million subscribers in 39 states. System serves approximately 3,200 subcribers with 4,500 homes passed. *Broker: Coaxial Capital Associates Inc.*

System serving Boise City, Okla. □ Sold by Microcom Inc. to Mission Cable Co. **Seller** is owned by C. J. Hammack Jr. and Ilene J. Hammack, who are also selling system serving Hooker, Okla. (see below). **Buyer** is Austin, Tex.-based MSO headed by Jack Morgan, serving approximately 50,000 subscribers in four states. System serves approximately 600 subscribers with 750 homes passed. *Broker: Daniels & Associates.*

System serving Hooker, Okla. □ Sold by Hooker Television Cable Corp. to Mission Cable Co. **Seller** is owned by C.J. Hammack Jr. and Ilene J. Hammack, who are also selling system serving Boise City, Okla. (see above). **Buyer** is Austin, Tex.-based MSO headed by Jack Morgan, serving approximately 50,000 subscribers in four states. System serves approximately 650 subscribers with 715 homes passed. *Broker: Daniels & Associates.*

For other proposed and approved sales see "For the Record" page 60.

Movietime goes international

Channel has licensed Warner Bros. to distribute programing overseas

Movietime announced a number of major moves last week, including licensing of its original programing to Warner Bros. for international distribution and substantial participation in a new in-theater movie magazine.

Warner Bros., whose parent, Warner Communications, is a 10.6% owner of Movietime along with HBO and six MSO's, will package the 60% of the Movietime schedule that is original for release to foreign broadcasters, cable programers or DBS proponents. Movietime President and Chief Executive Officer Larry Namer said Warner is looking to sign two English and three non-English deals, giving Movietime programing representation in five countries. The structure of the deals, said Namer, will likely involve a service taking several hours of programing each day.

Movietime said it will increase its international presence by setting up bureaus in the "filmmaking capitals of the world," with plans to open a bureau in New York later this year and probably Toronto next year, said Namer. Namer said his "gut feeling" is that the first international office will likely be in London.

Movietime's budget has expanded dramatically—Namer said the break-even point is now 20 million subscribers—but the international distribution will not involve much money since it is basically repackaging existing material. The material used abroad will be movie related. About 15% of the Movietime material deals with cable programing, about half of that original, and Namer said that will not be a part of the international licensing. That programing may show up, however, on cable services that are launched abroad, he said.

Although Warner Bros.' parent has an interest in Movietime, its distribution was not a fait accompli. Namer said the company had looked at several proposals from other foreign distributors before making a deal with Warner Bros.

The magazine deal involves a publication entitled Movies USA, which will premiere in March in 3,000 theaters. Published by Entertex Industries, the 32-page magazine will contain articles, interviews and reviews. About 70% of the material will be original, with the other 30% being supplied by Movietime. Advertisers will be offered special joint-buy rates in both, and cross-promotions will appear on the network and in the magazine. The magazine will also be available to Movietime subscribers at cost, said Namer. It will be distributed free in the theaters.

The initial press run of one million will be distributed in the highest-grossing theaters of General Cinema, Cineplex Odeon, Mann Theaters, Cinemark Theaters and Carmike Cinemas. Selected theaters from the National Amusement chain, which owns Viacom, will be added in April. Not on the list, yet, is the nation's largest theater owner, United Artists, which owns cable systems and has contracted to purchase more with its purchase of United Cable. United Cable is one of the six MSO owners, along with American Television & Communications, Continental, Cox, Newhouse and Warner Cable. Namer said the venture will be rolled out steadily, and that an additional 2,500 screens from UA would have presented an immediate production problem.

Additionally, Movietime announced the renewal of its Universal Rough Cut series from that studio, which is seen on the network 10 times each week. The deal calls for expanding each segment from four to seven minutes, and adding archival footage. Rough Cuts provides a behind-the-scenes look at movies under production and is seen on Movietime roughly 45 days before theatrical release. □

The wide open world of sports

Members of IRTS panel on globalization of sports talk of explosive growth

The sports industry will achieve a "true globalization" in the next five to 10 years, according to Roger L. Werner Jr., president and CEO, ESPN, with broadcast and cable coverage growing by "leaps and bounds" on the international front, particularly as the European market consolidates. Those observations came during an International Radio and Television Society-sponsored panel entitled "The Sports Explosion: A Global Ballgame," held February 11 at New York's Roosevelt Hotel.

Werner explained that while ABC, NBC and CBS may be the beneficiaries of this growth on the international front, domestically, sports rights are inflating at rates similar to the early 1980's. The networks, Werner said, are trying to work out long-term labor agreements, as well as deal with syndication rules, affiliate compensation and cost reduction. "The world of sports broadcasting is a competitive one," Werner said, "but it is early to sound the networks' death knell if they work these various problems out."

"I think rights fees will grow, even without pay intervention," said Craig Reiss, Editor-in-Chief, *Sports inc.* During the next 10 years, according to Reiss, global sports television advertising revenues will increase 681%, to $12.5 billion. Average player salaries will increase approximately 400% over the next 10 years, he said, to $600,000 for hockey, $820,000 for football, $1.5 million for baseball and $2 million for basketball.

"There will be a rapid expansion of U.S. sports leagues to the international scene," Reiss said, with basketball and hockey taking precedence over baseball, which is less of a "global" sport. Werner later added that he sees the international movement as a "two-way street," and expects some European sports to come to the U.S. as well, with ESPN seeing the benefits of this reverse flow. "This is the golden age of broadcast sports," said Norman Marcus, co-author of *Sports For Sale*, with more events offered than there is time to watch them all.

Val Pinchbeck Jr., Director of Broadcasting for the NFL, agreed that the international sports scene is expanding rapidly. In April, he said, when the Super Bowl is seen in China, that event will be carried by approximately 60 countries. "We're on the verge of a further breakthrough," said Pinchbeck. "This fall, British satellite broadcasting will begin, and I think in the near future our games will appear live in the U.K." He also said that international team sports will not be seen in the near future but are possible "in our lifetime." Both Pinchbeck and Reiss agreed it is unlikely that a major sporting event, such as the Super Bowl, would move from one of the three networks to any form of cable.

In response to a discussion of ethical issues surrounding the incorporation of products into a sporting activity—the "Budweiser kickoff," for example, in which the kickoff is framed by a Budweiser logo—Terry Hanson, Vice President, Communications, PGA Tour, explained that while he understood being morally offended by it, creative ways of making money are needed. Werner suggested that advertisers would stop this type of selling if they believed viewers were being alienated. "Dollar signs are how we keep score in this business," said Hanson. □

Technology

HDTV standardization hits roadblocks

Failure to complete testing plan, initial analyses of proposed systems and getting systems to hardware stage among reasons for slow progress

Mid to late 1991 is the most optimistic estimate for when a new high-definition or enhanced-definition TV transmission standard could be recommended to the FCC by its advisory committee on advanced television service (ATS) So said the attendees of an ATS committee's systems subcommittee meeting as it prepared to submit a "second interim report" on ATS's progress to the FCC.

Several factors have been holding up the committee, including failure to complete a testing plan, delays in completing the initial analyses of proposed systems and delays in proponents' development of their systems to the testable hardware stage.

The first interim report was sent to the FCC last June, seven months after the creation of the advisory committee. Most of its information was based on discussions and testing completed by the ATS planning subcommittee. The systems subcommittee will be responsible for most of the content in the second report.

A preliminary version of the report will be submitted by Systems Subcommittee Chairman Irwin Dorros, executive vice president, technical services, Bell Communications Research, Livingston, N.J., to the chairman of the parent committee, Richard Wiley of the Washington law firm of Wiley, Rein & Fielding, by March 1. Wiley hopes to have the finished report approved by mid-April, before the opening of the National Association of Broadcasters convention in Las Vegas, April 29.

Plans for testing the hardware of proposed systems were to be part of the first interim report. However, Dorros concluded last fall that not enough details were given for the procedures outlined in that document. He worked out an agreement with the chairman of the planning subcommittee, Joseph Flaherty, vice president and general manager, engineering and development, CBS, to jointly devise new test parameters, procedures and management plans (BROADCASTING, Oct. 31, 1988).

Those plans were to be completed in time for inclusion in the second interim report. But according to Ben Crutchfield of the Advanced Television Test Center (ATTC), chairman of the systems subcommittee's evaluation and testing working party, the plans have not yet been completed. They are expected to be in draft form during the week of May 8 when the subcommittee's systems analysis working group, chaired by Birney Dayton, vice president, engineering, the Grass Valley Group, holds a second marathon meeting with each of the transmission system proponents. During the first meeting in Springfield, Va. (which some of the engineers have dubbed "hell week"), the strengths and weaknesses of 13 out of 15 of the systems proposed to the ATS committee were scrutinized (BROADCASTING, Nov. 21, 1988).

(Rhodes and others at the subcommittee meeting expressed regret that Dayton's report of the first "hell week" was not available for review; because of travel difficulties, Dayton was unable to attend the subcommittee meeting.)

After its completion, the report is to be distributed to the systems proponents for comment. It was considered unlikely that the proponents' views could be returned by the March 1 deadline for the second interim report draft to Wiley.

Charles Rhodes, chief scientist for the ATTC, the organization in charge of terrestrial HDTV transmission tests, said that the delay in the release of Dayton's report "is beginning to hurt the planning process very clearly." He suggested that the second marathon meeting be taped so that information from it could be released much earlier. "We've got to do something to avoid waiting four or five months to find out what was said," Rhodes said. ATTC plans to begin testing systems next October. Although no specific date has been announced for the beginning of tests by Cable Laboratories Inc., it, too, is expected to begin trials this year.

But even when the laboratories are equipped and open, more delays could spring from a lack of readiness by the proponents. To date, only three have declared the availability of hardware for testing. Japan's NHK has announced that it has developed hardware for its "MUSE family" of three transmission systems and will demonstrate it at the upcoming NAB convention (BROADCASTING, Feb. 13). The SuperNTSC system developed by Faroudja is also ready to test. Two satellite-only systems in hardware are NHK's MUSE-E and North American Philips's HDS/NA.

Hardware is promised by the end of the year for Philips's terrestrial system, HDMAC-60, and the David Sarnoff Labs' ACTV-1. All of the other proposals are currently demonstrated in computer simulation, and some could take up to two years to advance to the hardware stage.

For the Record

As compiled by BROADCASTING from Feb. 9 through Feb. 15 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

■ WCFT-TV Tuscaloosa. AL (ch. 33: 1225 kw: HAAT: 540 ft.)—Dismissed app. of assignment of license from Beam Broadcasters Ltd. to Heritage Broadcasting Co. of Alabama for $1.000.000. Seller is Key Biscayne. FL-based group of five TV's headed by Frank L. Beam. It is selling WDAM-TV Laurel-Hattiesburg. MS (see below). Buyer is owned by Heritage Broadcasting Group Inc.. which is headed by Mario F. Iacobelli. It also owns KEZB-AM-FM El Paso. TX: WXXA-TV Albany. NY: WOMP-AM-FM Bellaire. OH. Action Jan. 31.

■ KTXL(TV) Sacramento. CA (BPCT881228: ch. 40: 5.000 kw VIS. 1000 kw: 1.962t/1.968g)—Granted app. of assignment of license from Camellia City Telecasters Inc. to Channel 40 Licensee Inc. for $56 million. Seller is wholly owned subsidiary of BMA Corp.. Kansas City. MO-based insurance and medical testing laboratory company. It also owns KDVR(TV) Denver. Stations were put on market last year ("In Brief." Oct. 10. 1988). Buyer is principally owned by Warburg. Pincus Capital Co. L.P. and Michael Finkelstein. It is purchasing WDZL(TV) Miami: WPGH(TV) Pittsburgh ("Changing Hands." Oct. 24. 1988). and WTXX(TV) Hartford-New Haven. CT. Action Jan. 31.

■ KKRE(AM) Monument. CO (BAL881208EE: 1040 khz: 5 kw-D. DA)—Granted app. of assignment of license from Trip-Lakes Broadcasting of Colorado Inc. to Business Broadcast Group Inc. for $665.000. (buyer will assume notes totalling $605.000 not to compete-consultant agreement. $40.000. and quarterly installment for cash for $20.000). Seller is principally owned by Dan R. Hubbard. Richard Brame. Carolyn Dell Hubbard. It has no other broadcast interests. Buyer is owned by Michael S. Lowery. Lowery owns KRMH-AM-FM Leadville. CO. Action Feb. 7.

■ KSPK-FM Walsenburg. CO (BALH881114HU: 102.3 mhz: 3 kw)—Granted app. of assignment of license from Baker Communications Corp. to Hargrave Broadcasting Co. for $100.000. Seller is headed by Columbus Baker. Buyer is equally owned by Charles M. Hargrave and Cindi L. Johnson. Action Jan. 6.

■ CP FM Port St. Joe. FL (BAPH881216GS: 93.5 mhz: 2 kw: 120 ft.)—Granted app. of assignment of license from Dee Wetmore to Maryann Wetmore-Kodish and Scott Wetmore for no consideration. Seller has no other broadcast interests. Buyers have no other broadcast interests. Action Dec. 16. 1988.

■ WXAM(AM) Buffalo. KY (BAL881207EA: 1430 khz: 500 w-D)—Granted app. of assignment of license from Larue County Broadcasting Co. to HEKA Broadcasting for $99.292. Seller is owned by Bill Evans and Keith Reising. Evans owns WQXE(FM) Elizabethtown. KY. Reising has interest in WTRE(AM) Greensburg and WRZQ-FM Columbus. both Indiana. Buyer is owned by Herbert C. Day. 80%: John Day. 10%. and Athel L. Turner. 10%. It has no other broadcast interests. Action Jan. 26.

■ WCBY(AM)-WQLZ(FM) Cheboygan. MI (AM: BAL881206EF: 1240 khz: 1 kw-U: FM: BALH881206EG: 105.1 mhz: 1 kw: HAAT: 600 ft.)—Granted app. of assignment of license from Fabiano-Strickler Communications Inc. to Reynolds Communications Inc. for $742.181. Seller is owned by James C. Fabiano and William J. Strickler. Principals have interest in WSOO(AM)-WSUE(FM) Sault Ste. Marie and WCCW-AM-FM Traverse City. both Michigan. Buyer is owned by Del Reynolds and Mary A. Reynolds. 50%. and Richard E. Hunt. 50%. Hunt owns WPTW-AM-FM Piqua. OH. Action Feb. 3.

■ KSCR-FM Benson. MN (BALH881202GJ: 93.5 mhz: 3 kw: ant. 200 ft.)—Granted app. of assignment of license from Todd Jonathan Garamella to Garamella Broadcasting Co. for $1. Seller has no other broadcast interests. Buyer is equally owned by Joseph J. 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. Action Jan. 19.

■ WDAM-TV Laurel-Hattiesburg. MS (ch. 7: 316 kw: HAAT: 510 ft.)—Dismissed app. of assignment of license from Beam Broadcasters Ltd. to Heritage Broadcasting Co. of Mississippi for $1.000.000. Seller is Key Biscayne. FL-based group of five TV's headed by Frank L. Beam. It is selling WCFT-TV Tuscaloosa. AL (see above). Buyer is owned by Heritage Broadcasting Group Inc.. which is headed by Mario F. Iacobelli. It also owns KEZB-AM-FM El Paso. TX: WXXA-TV Albany. NY: WOMP-AM-FM Bellaire. OH. Action Jan. 31.

■ WHOC(AM) Philadelphia. MS (BAL881128EG: 1490 khz: 1 kw-U)—Granted app. of assignment of license from William H. Cole to WHOC Inc. for $300.000. Seller has interest in WWSL(FM) Philadelphia. MS. Buyer is equally owned by Leah C. Jarrell. and Laura C. Thrash. It has no other broadcast interests. Action Jan. 31.

■ KMZQ-FM Las VEGAS. NV (BALH881104GJ: 100.5 mhz: 100 kw: HAAT: 360 ft.)—Granted app. of assignment of license from Olympia Broadcasting to Commonwealth Broadcasting of Northern California for $6.7 million ("Changing Hands." Nov. 14. 1988). Seller is Seattle-based group of three AM's and five FM's headed by James D. Ireland III. chairman. and Ivan Braiker. president. Buyer is owned by Michael Padilla. Claude Turner. Michael Thorsness. Vincent Bartolotta Jr.. John McGuire Jr. It also owns KROY(FM) Sacramento. CA. Michael Thorsness. John McGuire. Michael Padilla and Vincent Bartolotta are principals of KYXI(FM) Yuma. AZ. as is Claude Turner. All are also principals of KKAL(AM)-KZOZ(FM) Arroyo Grande-San Luis Obispo. CA. Action Dec. 28.

■ WUKQ(AM) New York. NY (BAL880825EA: 1050 khz: 50 kw-U)—Seeks assignment of license from Spanish Broadcasting System of Florida to The Forward Association Inc. for $23.000.000. Seller is New York-based group of three AM's and two FM's owned by Raul Alarcon. Buyer is owned by Joseph Mitchell Lokiec. Louis Silver. Sylvia Cooperstein. Emanuel Gershner. Sylvia Klein and William Stern. It also owns WEVD-FM New York. Action Jan. 26.

■ WYNC(AM) Yanceyville. NC (BTC880811EF: 1540 khz: 2.5 kw-D)—Granted app. of assignment of license from Clovis Broadcasters to Gene E. Ward for $125.620. Seller is owned by Carl T. Jones. It is selling KXTC(AM) Clovis. CA (see above). and has no other broadcast interests. Buyer is owned by Gene E. Ward. who also owns WRNC(AM) Reidsville. NC. Action Jan. 23.

■ KZBX(FM) McAlester. OK (BALH881215GR: 104.9 mhz: 145 kw: Ant 454 ft.)—Granted app. of assignment of license from Megacom Broadcasting Inc. to Trayne Communications Inc. for $400.000. Seller is owned by Randy Dunn. Mark Emmons and Anthony Ashmore. It has no other broadcast interests. Buyer is owned by Thomas Payne. 75%. and James Asa Haggard III. 25%. Action Feb. 2.

■ KAUT(TV) Oklahoma City. OK (ch. 43: 1950 kw: HAAT: 1560 ft.)—Dismissed app. of assignment of license from Rollins Telecasting Inc. to Oklahoma Educational TV Authority Foundation Inc. for $9.250.000. Purchase price includes $500.000 non-compete agreement. Asset purchase agreement submitted with this application is between Rollins Telecasting Inc. ("Rollins") and Pappas Telecasting of Oklahoma ("Pappas"). and provides for sale and assignment to Pappas of certain assets of Rollins. Associated with station KAUT(TV) including stations's broadcast license. Pappas. in turn. has agreed to assign certain of its rights and obligations under this agreement. including right to assignment of TV broadcast license. to Oklahoma Educational Television Authority Foundation Inc. Buyer is headed by Edwin Vineyard. It has no other broadcast interests. Action Jan. 31.

■ KGMC-TV Oklahoma City. OK (ch. 34: 78.5 kw: HAAT: 1209 ft.)—Dismissed app. of assignment of license from Oklahoma City Broadcasting Co.. Successor in Interest to Seraphim Corp.. to Maddox Broadcasting Corp. for $3.600.000. Transmitting equipment. antenna. studio equipment. licenses and other items are being sold to Maddox Broadcasting Corp. for $2.6 million. Remainder of station KGMC(TV)'s equipment and real property (but not programing) are being sold to Pappas Telecasting of Oklahoma for $1 million. Buyer is owned by Chesley Maddox. It has no other broadcast interests. Action Jan. 31.

■ WPLJ(AM)-WKRZ(FM) Wilkes-Barre. PA (AM: BAL881215HK: 1340 khz: 1 kw: FM: BAPLH881215HL: 98.5 mhz: 50 kw: ant 1180 ft.)—Granted app. of assignment of license from Beatrice Broadcasting Corp. to Keymarket of NEPA Inc. for $12 million ("In Brief" Nov. 21. 1988). Seller is New York-based group of five AM's. eight FM's and one TV. headed by Frank D. Osborn. Buyer is principally owned by Kerby Confer. Confer also owns Keymarket Communications of Columbia Inc.. licensee of WTCB(FM) Orangeburg. SC.: Keymarket Communications of Pennsylvania Inc.. licensee of WNNK(FM) Harrisburg. PA: Keymarket of Austin Inc.. licensee of KKMJ(FM) Austin. TX. Action Feb. 1.

■ WHIM(AM) East Providence. RI (BAL881122EE; 1110 khz; 5 kw-D 250 w-N DA-N)—Granted app. of assignment of license from East Providence Broadcasting Inc. to Bear Broadcasting Co. for $700,000. Seller is subsidiary of The Lowe Group of Companies. Boston-based group owned by Philip M. Lowe. It also owns WCOU(AM)-WAYU(FM) Lewiston. ME. and WCNL-AM-FM Newport. NH. Buyer is principally owned by Natale L. Urso. and also owns WZXL(AM) Wildwood. NJ. Action Jan. 24.

■ WMRB(AM) Greenville. SC (BAPL880722EF; 1490 khz; 1 kw-D; 250 w-N)—Granted app. of assignment of license from Reedy River Broadcast Group to Paper Cutters Inc. for $15,000. Seller is owned by Alton L. Finley. Buyer is owned by Randy R. Mathena. who has no other broadcast interests. Action Jan. 26.

■ WORI(AM) Oak Ridge. TN (BAL881209; 1550 khz; 1 kw-D)—Granted app. of assignment of license from FM 94 Limited to J. Frederic Stair II for $25,000. Seller is owned by Leonard M. McCoig and Dorothy McCoig. It has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 26.

■ KRXX-FM Marlin. TX (BALH881011GY; 96.7 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from Crowder Broadcasting Inc. to Cin-Lynn Properties Inc. Seller is headed by Ronald E. Crowder. Buyer is owned by Larry D. Vardeman. 25%; Cindy P. Vardeman. 25%. and Lynn Parks. 50%. It has no other broadcast interests. Action Dec. 7.

■ KMOO-AM-FM Mineola. TX (AM: BTC881219EC; 1510 khz; 500 w-D. DA: FM: BTCH881219ED; 96.7 mhz; 3 kw; Ant 300 ft.)—Granted app. of transfer of control from L.H. Bobo and Virgil Peacock to Sam Curry and Joyce Curry for $340,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 31.

■ KOKE(AM) Rollingwood. TX (BTC881216EF; 1370 khz; 5 kw-D)—Granted app. of transfer of control from Jimmy L. Ray to Iva Lea Worley Barton. Jimmy L. Ray et al. is transfering shares to secure repayment of two promissory notes to order of Iva Lea Worley Barton totalling $1.5 million. Buyer owns West Bank Broadcasting Corp.. licensee of station KOKE(AM) Rollingwood. TX; and Lea County Broadcasting Co.. licensee of KLEA-AM-FM Lovington. NM; Rio Bravo Broadcasting Corp.. licensee of KLTO(FM) El Paso. TX; New Braunfels Broadcasting Corp.. licensee of KGNB(AM)-KNBT(FM) New Braunfels. TX. Action Feb. 7.

■ KOKE(AM) Rollingwood. TX (BAL881216EG; 1370 khz; 5 kw-D)—Granted app. of assignment of license from West Bank Broadcasting Corp. to Keymarket of Austin Inc. for $400,000 which includes a $200,000 non-compete agreement. Seller is principally owned by Iva Lea Worley Barton. It also owns KLEA-AM-FM Lovington. NM; KLTO(FM) El Paso. TX; KGNB(AM)-KNBT(FM) New Braunfels. TX. Buyer is principally owned by Kerby Confer. Confer also owns Keymarket Communications of Columbia Inc.. licensee of WTCB(FM) Orangeburg. SC.; Keymarket Communications of Pennsylvania Inc.. licensee of WNNK(FM) Harrisburg. PA; Keymarket of Austin Inc.. licensee of KKMJ(FM) Austin. TX. Action Feb. 7.

New Stations

Applications

AM's

■ Micanopy. FL (BP890126HG)—Carl Fazio Jr. seeks 1200 khz. Address: 4812 Brookwood. Lyndhurst. OH 44124. Principal has no other broadcast interests. Filed Jan. 26.

■ Odessa. FL (BP890126AF)—Randall H. Blair seeks 1190 khz. Address: P.O. Box 43513. Washington 20036. Principal has no other broadcast interests. Filed Jan. 26.

■ Thonotosassa. FL (BP890126AJ)—George M. Arroyo seeks 1200 khz. Address: 2483 John Young Pkwy.. Suite R. Orlando. FL 32804. Principal has no other broadcast interests. Filed Jan. 26.

■ Springfield. MO (BP890126AI)—Battlefield Broadcasting Co. seeks 870 khz. Address: 2613 Craig Ave.. Concord. NC 28025. Principal is headed by York David Anthony. who has no other broadcast interests. Filed Jan. 26.

■ Paw Creek. NC (BP890126AH)—Paw Creek Broadcasting Inc. seeks 820 khz. Address: 2613 Craig Ave.. Concord. NC 28025. Principal is headed by York David Anthony. who has no other broadcast interests. Filed Jan. 26.

FM's

■ Lacombe. LA (BPH890123MH)—North Lake Radio Inc. seeks 94.7 mhz; 3 kw; 100 m. Address: 775 1 Bayou Liberty Rd.. Slidell. LA 70460. Principal is Hugh E. Dillard Jr.. who has no other broadcast interests. Filed Jan. 23.

■ Lacombe. LA (BPH890123MG)—North Shore Broadcasting Ltd. Partnership seeks 94.7 mhz; 3 kw; 100 m. Address: 1537 Fig Street. Baton Rouge 70802. Principal is headed by Debra Holden and has no other broadcast interests. Filed Jan. 23.

■ Lacombe. LA (BPH890123MN)—Lacombe Broadcasting Service seeks 94.7 mhz; 3 kw; 100 m. Address: 244 Mockingbird Street. Slidell. LA 70458. Principal is owned by Richard B. Chase III and Michael B. Bieller Jr.. who have no other broadcast interests. Filed Jan. 23.

■ Lacombe. LA (BPH890123MF)—North Shore Communications Inc. seeks 94.7 mhz; 3 kw; 100 m. Address: 306 Coast Blvd.. Slidell. LA 70458. Principal is owned by Sheila W. Green. Debra W. Batiste and George A. Mayoral. It has no other broadcast interests. Filed Jan. 23.

■ Reidland. KY (BPH890118MO)—Jimmy Ray and Shelby Jean Baggett seek 106.7 mhz; 3 kw; 100 m. Address: P.O. Box 601. Wickliffe. KY 42087. Principal has no other broadcast interests. Filed Jan. 18.

■ North Windham. ME (BPH890119MI)—Joseph R. Soucise and Benjamin L. Mevorach seek 106.7 mhz; 3 kw; 100 m. Address: 34 Holmeswood Dr.. Sandown. NH 03873. Principal has no other broadcast interests. Filed Jan. 19.

■ Town of Mt. Hope. NY (BPED890125MD)—Shawangunk Communications seeks 90.1 mhz; 1.8 kw; 172 m. Address: P.O. Box 709. Otisville. NY 10963. Principal is owned by Thomas S. Mondell. Diane I. Daniels. Kathleen Labuda. Marshall E. Smith and Wesley Goodman. Filed Jan. 25.

■ Dickson. TN (BPH890117MM)—Edmission and Eubank Communications Inc. seeks 93.7 mhz; 3 kw; 100 m. Address: 106A E. College St.. Dickson. TN 37055. Principal is equally owned by Thomas L. Edmisson and Oscar L. Eubank. Filed Jan. 17.

■ Edna. TX (BPH890111MF)—Robert M. Mason seeks 101.7 mhz; 3 kw; 91 m. Address: 1943 Greenview. Northbrook. IL 60062. Principal has no other broadcast interests. Filed Jan. 11.

■ Dayton. WA (BPH890126MG)—Peanut Whistle Broadcasting seeks 92.5 mhz; 0.21 kw; -143 m. Address: 1764 Church Street. NW. Washington 20036. Principal is owned by Stephen C. Simpson. Peter W. Lechman. Jeffrey D. Southmayd and Christopher Dean Gilbreath. Southmayd has interest in WESI(FM) Strasburg. VA. and KFXI(FM) Marlow. OK. Lechman holds CP for new FM Churchville. VA. Filed Jan. 26.

■ Spokane. WA (BPH890123MM)—Melinda Boucher Read seeks 96.9 mhz; 1.15 kw; 163 m. Address: 2125 East 57th Street. Spokane. WA 99223. Principal has no other broadcast interests. Filed Jan. 23.

■ Spokane. WA (BPH890123MO)—Black Hills Christian Communications Inc. seeks 104.7 mhz; 3 kw; m. Address: P.O. Box 845. Spearfish. SD 57783. Principal is owned by Mark Pluimer. Lavern Willson. Pat Alley. Jay Berglund. Mike Guilbert and Ken Wrede. Filed Jan. 23.

Actions

FM's

■ Sedona. AZ (BPH870506MB)—Granted app. of Rap Broadcasting Corp. for 107.5 mhz; 76.28 kw H&V; 446 m. Address: P.O. Box 660. Sedona. AZ 86336. Principally owned by Roger Blaemire and Arthur James. James has interest in KCGY-FM Laramie. WY. Action Feb. 2.

■ Kings Beach. CA (BPH861231ML)—Granted app. of Kidd Communications for 107.7 mhz; 3 kw H&V; -378 m. Address: 4096 Bridge St.. #4. Fair Oaks. CA 95628. Principal is owned by Chris W. Kidd. Kidd is 50% owner of LPTV K17AI Fergus Falls. and K28AI Foxhome. both Minnesota. Action Jan. 31.

■ Royston. GA (BPH870819MH)—Granted app. of Oculus Broadcasting Cor. for 103.7 mhz; 3 kw H&V; 100 m. Address: 431 Turner St.. Royston. GA 30662. Principal is owned by Charles P. Sims. It has no other broadcast interests. Action Feb. 1.

■ Pensacola. FL (BPED880412MF)—Returned app. of Brightness Ministries Inc. for 91.7 mhz; 100 kw H&V; 100 m. Address: P.O. Box 1462. Jeffersonville. IN 47131. Principal is owned by John W. Smith Jr.. John W. Smith Sr.. Darlene Smith. Mary Smith and Carl Lord. Action Jan. 31.

■ Potosi. MO (BPH870326KA)—Returned app. of John E. Dalton for 97.7 mhz; 3 kw H&V; 50 m. Address: P.O. Box 151292. Tampa. FL 33684. Principal has no other broadcast interests. Action Feb. 7.

■ Fort Plain. NY (BPH860325MB)—Granted app. of William H. Walker Jr. for 101.1 mhz; 3.0 kw (H&V); -133 m. Address: Rural Drawer 1. Box 12. Route 44-55. Clintondale. NY 12515. Principal has no other broadcast interests. Action Feb. 1.

■ St. Marys. OH (BPH880505PQ)—Dismissed app. of Clear River Communications Inc. for 103.3 mhz; 3 kw H&V; 100 m. Address: 1990 Hamrock Dr.. Powell. OH 43065. Principal is owned by Mark S. Litton. Robert Casagrande. Joan E. Schlichting. It also owns WQTL(FM) Ottawa. OH. Action Jan. 31.

■ Shawnee. OK (BPH851028NE)—Dismissed app. of McKee Broadcasting Associates for 95.1 mhz; 100 kw H&V; 411 m. Address: 7 East Shawnee. P.O. Box 1329. Muskogee. OK 74402. Principal is owned by Tareeca J. McKee and Michael J. McKee. Action Feb. 7.

■ Erie. PA (BPED830927AA)—Granted app. of Mercyhurst College for 88.5 mhz; 0.35 kw; 3 m. Address: Glenwood Hills. Erie. PA 16546. Principal has no other broadcast interests. Action Feb. 2.

■ Port Allegany. PA (BPH880616MI)—Granted app. of L-Com Inc. for 94.9 mhz; 0.527 kw H&V; 230 m. Address: 119 Maple St.. Port Allegany. PA 16743. Principal is owned by James Linn and Teresa B. Saulter. It has no other broadcast interests. Action Feb. 2.

■ St. Stephen. SC (BPH870918NC)—Granted app. of George Wells for 105.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1103. St. Stephen. SC 29479. Principal has no other broadcast interests. Action Jan. 27.

■ Port Isabel. TX (BPH851216NE)—Granted app. of Matthew C. Trub for 101.1 mhz; 3 kw (H&V); 300 m. Address: 14 Poinsetta St.. Brownsville. TX 78520. Principal has no other broadcast interests. Action Jan. 30.

■ Elkton. VA (BPH840607IA)—Granted app. of Stonewall Broadcasting Co. for 98.3 mhz; 2.4 kw; 348 m. Address: P.O. Box 337. Elkton. VA 22827. Principal is owned by Ernest P. Evans. Victoria Wakefield and Brenda Merica. Action Jan. 31.

Facilities Changes

Applications

AM's

■ Glendale. CA. KIEV 870 khz—Feb. 1-Application for Mod of CP (BP860612AC) to make changes in antenna system.

■ West Palm Beach. FL. WJNO 1230 khz—Jan. 31-Amendment to BP881107AD to increase day power to .8 kw.

■ Brunswick. MD. WTRI 1520 khz—Jan. 25-Application for Mod of CP (BP860709AE) to make changes in antenna system.

■ Madbury. NH. WWNH 1340 khz—Jan. 31-Application for Mod of CP (BP870903AC) to change TL to Knox Marsh Rd. Madbury. NH; 43 10 22N 70 55 00W.

■ Milan. NM. KOFK 1130 khz—Jan. 26-Application for Mod of CP (BP850610AA) to make changes in antenna system.

■ Newburgh. NY. WGNY 1200 khz—Jan. 27-Application for Mod of CP (BP810113AB) to increase night power to 2.5 kw; change TL to Rock Cut Rd. 1.4 km N of Rt 17K. Newburgh. NY; make changes in antenna system; 41 32 07N 74 06 41W.

■ Bradford. PA. WESB 1490 khz—Jan. 25-Application for CP to change TL to 1490 St. Francis Dr.. Foster. PA. and make changes in antenna system; 41 57 54N 78 37 01W.

■ Florence. SC. WYNN 540 khz—Jan. 30-Application for CP to change antenna system (increase tower height) and correct coordinates to 34 13 05N 79 48 30W.

■ Greenwood. SC. WMTY 1090 khz—Feb. 2-Application for CP to reduce power to .78 kw and make changes in antenna system.

FM's

■ Cordova. AL. WFFN 92.9 mhz—Jan. 18-Application for CP to change FREQ: 95.3 mhz (per docket 87-451).

■ Evergreen. AL. WEGN-FM 93.5 mhz—Jan. 17-Application for CP to change FREQ: 93.3 mhz; ERP: 50 kw H&V; HAAT: 124.2 m H&V; CLASS: C2; per docket 87-451.

■ Tuscaloosa. AL. WTUG 92.7 mhz—Jan. 13-Application for CP to change ERP: 47 kw H&V; HAAT: 154 m H&V; CLASS: C2; FREQ: 92.9 mhz (per docket 87-451).

■ Bullhead City. AZ. KFLG 102.7 mhz—Jan. 26-Application for CP to change ERP: 53 kw H&V; HAAT: 734 m

H&V.

■ Atherton, CA, KCEA 89.1 mhz—Jan. 30-Application for CP to change HAAT: 1.53 m H&V; TL: Bear Gulch Reservoir.

■ Lahaina, HI, KLHI-FM 101.1 mhz—Jan. 18-Application for CP to change HAAT: 60 m H&V; TL: 2.96 km at 63.9 degrees (T) from Keokea, HI.

■ St. Mary's City, MD, WSMD 91.7 mhz—Feb. 6-On Public Notice this date. CP cancelled and call sign deleted.

■ Lowell, MA, WJUL 91.5 mhz—Feb. 2-Application for CP to change ERP: 1.4 kw H&V; HAAT: 62.6 m H&V; TL: 100 Pawtucket St.

■ Grand Rapids, MI, WFUR-FM 102.9 mhz—Jan. 25-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V.

■ Kingsford, MI, WEUL 98.9 mhz—Jan. 24-Application for Mod of CP (BPH860507PN) to change FREQ: 98.1 mhz; ERP: .25 kw H&V; HAAT: 122.5 m H&V; TL: 1.24 km NNW of Intersection of West Brown and Hemlock Streets, 1.85 km WNW of intersection of US Rtes. 2 and 141 and Norway St., on Pine Mtn in Iron Mtn, MI; per docket 87-592.

■ Mount Pleasant, MI, WCEN-FM 94.5 mhz—Jan. 19-Application for CP to change TL: 2.47 mi SSE of Coleman, MI, reference site and to make changes in directional antenna.

■ Warroad, MN, KKWQ 92.5 mhz—Jan. 19-Application for Mod of CP (BPH861002TI) to change HAAT: 141 m H&V; TL: On Hwy 12, .37 mi W of Hwy 30, .4 mi SW of Warroad, MN

■ Boulder City, NV, KRRI 105.5 mhz—Jan. 17-Application for CP to change ERP: 3.74 kw H&V; HAAT: 484 m H&V; CLASS: C2; 35 59 45N 114 51 51W; per docket 87-519.

■ South Bristol Township, NY, WZSH 95.1 mhz—Jan. 27-Application for CP to change TL: .3 mi W of Mount Road and .37 mi N of Baptist Hill Rd., Bristol, NY; ERP: 50 kw H&V; HAAT: 492' H&V; 42 51 02N 77 25 42W. (This is reinstatement and acceptance nunc pro tunc of BPH851220ID.)

■ Alva, OK, KRKA 104.7 mhz—Jan. 27-Application for CP to change HAAT: 230 m H&V.

■ Okmulgee, OK, KOKL-FM 94.3 mhz—Jan. 23-Application for CP to change FREQ: 94.1 mhz; ERP: 18.07 kw H&V; HAAT: 249 m H&V; TL: 4.2 mi SW of Mounds, OK, and 3 mi W of Alternate Hwy 75; CLASS: C2; per Docket 88-39.

■ Stillwater, OK, KSPI-FM 93.9 mhz—Jan. 23-Application for Mod of CP (BPH870225MI) to change FREQ: 93.7 mhz; ERP: 12 kw H&V; CLASS: C2; per docket 88-39.

■ Surfside Beach-Garden, SC, WYAK-FM, 103.1 mhz—Jan. 24-Application for CP to change ERP: 1.15 kw H&V; HAAT: 163 m H&V; TL: 1.9 km S of Burgess, SC.

■ Austin, TX, KHFI-FM 98.3 mhz—Jan. 24-Application for Mod of CP (BPH870302MH as Mod) to change HAAT: 211 m H&V.

■ Crockett, TX, KBHT 93.5 mhz—Jan. 30-Application for CP to change ERP: 50 kw H&V; HAAT: 146 m; TL: .7 km NNE of intersection of Ninevah Rd and State Rte 7, near Flo, TX, CLASS: C2 (per docket 87-383).

■ Denison, TX, KMKT-FM 104.9 mhz—Feb. 2-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; CLASS: C2; TL: Along Hwy 82, .8 mi W of intersection of Hwy 82 and 901, .9 mi SW of Sadler, TX.

■ Lufkin, TX, KUEZ 99.3 mhz—Jan. 18-Application for CP to change ERP: 25 kw H&V; HAAT: 213 m H&V; TL: Farm Rd 2021, 10.5 km NW of Lufkin, TX; CLASS: C2; per docket 87-617.

■ Merkel, TX, KFQX-FM 102.3 mhz—Jan. 9-Application for Mod of CP (BPH870817IB) to change ERP: 66 kw H&V; HAAT: 350 m H&V.

■ Marion, VA, WOLD-FM 102.3 mhz—Jan. 18-Application for CP to change FREQ: 102.5 mhz; ERP: .22 kw H&V; HAAT: 367 m H&V; TL: On Walker Mtn, W of Buchanan Hwy, 4 mi N of Marion, VA; per docket 87-284.

■ Winchester, VA, WWWU 91.7 mhz—Feb. 6-On Public Notice this date. CP canceled and call sign deleted.

■ Milwaukee, WI, WLZR-FM 102.9 mhz—Jan. 25-Application for Mod of CP (BPH871118IP) to change antenna system.

TV's

■ Key West, FL, WETV ch. 13—Jan. 30-Application for Mod of CP (BPET850719KK) to change ERP: 316 kw (vis); HAAT: 465 ft.; ANT: DielectricTHP-SP39-5-1(13); TL: 30 km E of Key West on Cudjoe Key, 1.4 km N of U.S. 1, Key West, FL; 24 40 35N 81 30 41W.

■ Rome, GA, WAWA-TV ch. 14—Jan. 30-Application for CP to change ERP: 5,000 kw (vis); HAAT: 601 m; TL: 1.2 km N of County Rd #20, 12 km W of Canton, GA; ANT: Andrew ATW30H3-HTO-14; 34 13 41N 84 38 31W.

■ Naranjito, PR, WECN ch. 64—Jan. 25-Application for CP to change antenna system: Andrew ATW30L2-HP-64; 18 17 34N 66 16 02W.

■ Block Island, RI, WOST-TV ch. 69—Jan. 31-Application for Mod of CP to change ERP: 17.7 kw (vis); HAAT: 38 m; ANT: Bogner B16UO; TL: on Block Island, 1.9 km E of Beacon Hill, RI; 41 10 30N 71 34 10W.

■ Fort Worth, KXAS-TV ch. 5—Jan. 24-Application for CP to change ERP: 100 kw (vis); HAAT: 514 m; TL: 1.8 km W of Belt Line Rd and Rte 67 intersection, Cedar Hill, TX; ANT: Jampro JTC-3/5; 32 35 15N 96 57 59W.

■ Milwaukee, WDJT-TV ch. 58—Feb. 1-Application for CP to change ERP: 2800 kw (vis); HAAT: 163 m; ANT: Andrew ATW25H2-HTC-58 (DA); TL: Marc Plaza Hotel, 509 W. Wisconsin Ave., Milwaukee; 43 02 20N 87 55 04W.

Actions

AM's

■ Chattahoochee, FL, WTCL 1580 khz—Feb. 3-Application (BP881128AF) granted for CP to change hours of operation to unlimited by adding night service with 2 kw; increase day power to 10 kw; install DA-N and make changes in antenna system.

■ Crestview, FL, WJSB 1050 khz—Feb. 3-Application (BP880722AH) granted for CP to change hours of operation to unlimited by adding night service with 500 w; reduce day power to 3.1 kw and make changes in antenna system.

■ Woodville, FL, WTWF 1160 khz—Feb. 6-Application (BMP880902AG) returned for Mod of CP (BP850531AD) to change city of license to Tallahassee, FL; increase night power to 1 kw; change TL to Mission Rd at I-10, Tallahassee, FL; 30 28 47N 84 20 44W.

■ Honolulu, HI, KORL 650 khz—Feb. 7-Application (BP880603AI) granted for CP to make changes in antenna system; nonDA to DA.

■ Bel Air, MD, WHRF 830 khz—Feb. 1-Application (BP851011AB) granted for CP to change hours of operation to unlimited by adding night service with 1 kw; install DA-2 change TL: .6 mi SW of intersection of Phillips Rd and MD State Rte 25, Belair, MD; changes in antenna system; 39 34 18N 76 26 57W.

■ Mount Pleasant, SC, WZJY 1480 khz—Feb. 1-Application (BP880720AC) granted for CP to change antenna system; TL: .5 km S of US 1, .4 km NNE of intersection of Venning and Labor Camp Rds, Mt. Pleasant, SC; 32 49 30N 79 49 53W.

■ Ogden, UT, KANN 1090 khz—Feb. 2-Application (BMP881012AF) granted for Mod of CP (BP850205AB) to make changes in antenna system and augment day pattern.

FM's

■ Prescott, AZ, KNOT-FM 98.3 mhz—Feb. 7-Application (BPH860709IC) dismissed for CP to change FREQ: 99.1 mhz; TL: 35.4 km ENE of Prescott, AZ; ERP: 51.3 kw (H&V); HAAT: 845.6 m H&V; CLASS: C2; 34 42 17N 112 06 55W; per docket 84-512.

■ Redding, CA, KXFR, 89.7 mhz—Jan. 31-Application (BMPED880329IB) dismissed for CP to change ERP: .18 kw H&V; HAAT: 481 m H&V; CP canceled and call sign deleted.

■ Sacramento, CA, KYDS 91.5 mhz—Jan. 30-Application (BMPED861031IJ) dismissed for Mod of CP (BPED830922AF) to change TL: 4300 El Camino Ave., Sacramento, CA; make changes in antenna system; 38 36 33N 121 21 38W.

■ Immokalee, FL, WCOO 98.3 mhz—Feb. 2-Application (BPH880826IB) granted for CP to change ERP: 2.11 kw H&V; HAAT: 116 m H&V.

■ Tallahassee, FL, WTNT-FM 94.9 mhz—Jan. 27-Application (BPH870209IG) dismissed for CP to change HAAT to 300 m.

■ Waycross, GA, WWUF 97.7 mhz—Feb. 2-Application (BMPH880616IA) granted for Mod of CP (BPH811215AD) to change HAAT: 99 m H&V; antenna supporting-structure height.

■ Coldwater, MI, WNWN 98.5 mhz—Jan. 30-Application (BPH870805IB) dismissed for CP to change ERP: 39 kw H&V; HAAT: 173 m H&V.

■ Doniphan, MO, KOEA 97.7 mhz—Feb. 2-Application (BPH870112ID) granted for CP to change FREQ: 97.5 mhz; ERP: 40 kw H&V; HAAT: 176 m H&V; CLASS: C2; per docket 86-292).

■ Jacksonville, NC, WRCM 92.1 mhz—Jan. 25-Application (BPH880602IA) granted for CP to change ERP: 100 kw H&V; CLASS: C1.

■ Susquehanna, PA, WKGB-FM 92.5 mhz—Feb. 1-Application (BMPH881107IA) granted for Mod of CP (BPH871124MI) to change ERP: 1.385 kw H&V; HAAT: 143 m H&V; TL: Hickory Knob Rd., Susquehanna, PA, 2.1 km NNW of Hickory Grove, PA.

■ Hilton Head Island, SC, WHHR-FM 106.3 mhz—Feb. 2-Application (BPH881123ID) granted for CP to change FREQ: 106.1 mhz; ERP: 50 kw H&V; HAAT: 93 m H&V; CLASS: C2; per docket 88-469.

■ Milwaukee, WLZR-FM 102.9 mhz—Jan. 30-Application (BPH871022ID) dismissed for CP to change ERP: 50 kw H&V; HAAT: 132 m H&V; antenna system.

■ Schofield, WI, WESD 89.1 mhz—Jan. 31-Application (BMPH881028MA) returned for Mod of CP.

TV's

■ Phoenix, AZ, KTSP-TV ch. 10—Feb. 2-Application (BPCT881018KH) granted for CP to change antenna supporting structure height: HAAT: 521.1 m; 33 20 02N 112 03 42W.

■ Paradise, NV, New TV ch. 39—Jan. 31-Application (BMPCT881212KI) granted for Mod of CP to change ERP: 1330 kw (vis); HAAT: 367 m; ANT: Jampro JSL-1639-L-100-H (DA); TL: Black Mtn Communications Site, near Henderson, NV; 36 00 31N 115 00 22W.

Actions

■ Payson, AZ. Ordered High Country Broadcasting Corp. to forfeit $5,000 for twice engaging in unauthorized transfer of control of KRIM-FM, at Payson, AZ, and for failing to file timely copies of network affiliation agreement and ownership report. (By MO&O [FCC 88-393] adopted Dec. 2 by commission.)

■ FCC Clarifies Recruitment Portion of EEO Reporting Requirements—MM docket 85-350 (Report DC-1345, action in docket Case). FCC has granted National Association of Broadcasters request for clarification of procedures broadcasters are to follow in compiling data for and completing Section III of new Broadcast Equal Employment Opportunity Program Report (FCC Form 396). Action by commission Feb. 8 by MO&O (FCC 89-44).

■ Santa Barbara, CA, TV Proceeding Remanded to Review Board for Further Consideration—MM dockets 84-934, 935, 936 (Report DC-1344, action in docket case) FCC has remanded to Review Board for further consideration, TV proceeding for UHF station, ch. 38 at Santa Barbara, CA. It affirmed board's interlocutory order reversing decision by presiding Administrative Law Judge to dismiss application of Coast TV for failing to publish notice of designation of its application for hearing. Action by commission Feb. 10 by MO&O (FCC 89-47).

■ FCC Terminates Proceeding That Would Have Required Advisory Labeling for Radio Receivers—gen. docket 88-281 (Report DC-1343, action in docket case) action by Commision Feb. 1 by R&O (FCC 89-37).

■ Court Upholds FCC's Fairness Doctrine Decision (Legal Activities). United States Court of Appeals for District of Columbia Circuit has upheld FCC's Aug. 4, 1987, decision to eliminate fairness doctrine. Affirming commission's findings that doctrine "chilled" free speech and was unnecessary to produce diversity of viewpoint in broadcasting, court said that commission had acted reasonably when it concluded to discontinue enforcement of doctrine. (Syracuse Peace Council, et al., v. FCC, Case No. 87-1516, Henry Geller and Donna Lampert v. FCC, Case No. 87-1544, decided Feb. 10.)

■ RKO. To expedite resolution of RKO proceedings, directed parties seeking review of partial initial decision in various RKO proceedings to file their exceptions with Review Board within 30 days. (MM dockets 84-1212, et al., by MO&O [FCC 89-5] adopted Jan. 13 by commission.)

■ Palm Bay, FL. Denied Florida Institute of Technology, Inc. review of staff action returning its application for CP for new noncommercial educational FM station on ch. 212 (90.3 mhz) at Palm Bay. (By MO&O [FCC 89-9] adopted Jan. 19 by commission.)

■ Corydon, IN. Granted application of Harrison County Broadcasting Co. for new FM station on channel 299B (107.7 mhz) at Corydon and denied competing application of Corydon Broadcast Limited. (MM docket 87-559 by ID [FCC 89D-5] issued Jan. 31 by ALJ Frysiak.)

■ Hayward, WI. Upheld staff ruling that Pine-Aire Broadcasting Corp. Inc., licensee of WRLS-FM Hayward, was liable for forfeiture of $7,500 for broadcasting lottery information. (By MO&O [FCC 88-413] adopted Dec. 19 by commission.)

■ Qualcomm Inc. Granted Qualcomm authority to construct and operate up to 20,600 very small aperture 1214 ghz mobile and transportable transmit-receive earth stations and to operate fixed 1214 ghz transmit-receive earth stations that will serve as hub station for network. (By MOO&A [FCC 89-24 adopted Jan. 27 by commission.)

■ Identification Procedures for Amateur Stations. Clarified rules concerning identification procedures for amateur station operating under reciprocal permit. (By MO&O [FCC 89-38] adopted Feb. 1 by commission.)

■ FCC Conditionally Renews Licenses of WGBR-AM and WEQR-FM Goldsboro, NC; Notice of Apparent Liability Issued (Report MM-379, Mass Media Bureau). Conditionally renewed licenses of WGBR-AM and WEQR-FM Goldsboro, NC, for short term and subject to periodic reporting conditions. Also notified Eastern Carolina Broadcasting Co. Inc., licensee of stations, of apparent liability for forfeiture of $7,000 for its repeated failure to comply with commission's affirmative action provisions as set forth in rules. Action by commission Feb. 2 by letter (FCC 89-41).

■ Ocean Acres, NJ. Designated for hearing eight competing applications for new FM station on channel 253A (98.5 mhz). (MM docket 89-10, by order [DA 89-70] adopted Jan. 23, Services Division, Mass Media Bureau.)

■ Locust Grove, OK. Designated for hearing mutually exclusive applications of Michael P. Stephens, David C. Simpson and Murry Broadcasting Inc. for CP for new FM station on channel 233A (94.5 mhz). (MM 89-6, by order [DA 89-72] adopted Jan. 23 by Assistant Chief, Audio Services Division.)

■ Rudolph, WI. Designated for hearing mutually exclusive applications of Rudolph Radio Co. and M&M Broadcasting for new FM station on channel 260A (99.9 mhz). (MM docket 89-8, by order [DA 89-74] adopted Jan. 24 by Chief, Audio Services Division.)

■ Fort Bragg, CA. Granted application of Capital Foothill Broadcasters to assign CP for unbuilt station KDKJ(TV) Fort Bragg, CA, ch. 8, to California-Oregon Broadcasting; granted extension of time to complete construction. (By MO&O [FCC 89-34] adopted Jan. 30 by commission.)

■ Las Cruces, NM. Upheld staff action returning Domega Broadcasting Corp.'s application for new FM station at Las Cruces, NM, as unacceptable for filing because it violated agreement between United States and Mexico concerning frequency modulation in 88 to 108 mhz band. (By MO&O [FCC 88-419] adopted Dec. 21 by commission.)

■ Webster, NY. Denied Anthony E. Trimble reconsideration of Review Board decision denying his appeal of ALJ action dismissing his application for new FM station on channel 274A (102.7 mhz) at Webster. (MM docket 88-83 by order [FCC 89R-3] adopted Jan. 31 by Review Board.)

Allocations

■ Helen, GA. Effective March 27, amended FM table to allot channel 286A (105.1 mhz); filing window: March 28-April 27. (MM Docket 88-414, by R&O [DA 89-84] adopted Jan. 19 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Waynesboro, GA. Effective March 27, amended FM table to allot channel 296A (107.1 mhz). Filing window: March 28-April 27. (MM Docket 88-223, by R&O [DA 89-85] adopted Jan. 19 by deputy chief, Policy and Rules Division.)

■ Sartell, MN. Effective March 27 amended FM table to substitute channel 244C2 (96.7 mhz) for channel 241A (96.1 mhz); modified CP of Sartell FM Inc., permittee of channel 241A, to specify higher class channel. (MM Docket 88-333, by R&O [DA 89-83] adopted Jan. 19 by deputy chief, Policy and Rules Division.)

■ Oakes, ND. On request of CERM Broadcasting Corp., proposed amending FM table by substituting channel 223C1 (92.5 mhz) for channel 222C2 (92.3 mhz); proposed modifying license of CERM's KDDR-FM accordingly; comments due April 3, replies April 18. (MM Docket 89-12, by NPRM [DA 89-89] adopted Jan. 17 by deputy chief, Policy and Rules Division.)

■ Gleneden Beach, Sweet Home and Toledo Beach, OR. On request of Galaxy Broadcast Partners, proposed amending FM table by substituting channel 236C2 (95.1 mhz) for channel 264C2 (100.7 mhz) at Gleneden Beach; channel 296C2 (107.1 mhz) for channel 296A at Sweet Home; and channel 264A (100.7 mhz) for channel 296A at Toledo Beach; ordered Charles E. Farmer, license of KTDO(FM) Toledo, to show cause why license should not be modified to specify operation on channel 264A instead of present channel 296A; comments due April 3, replies April 18. (MM Docket 89-13, by NPRM and order to show cause [DA 89-88] adopted Jan. 17 by deputy chief, Policy and Rules Division.)

■ Springfield and Tallahassee, FL. At request of Royal Palm Communications Inc., proposed amending FM table by substituting channel 240C1 (95.9 mhz) for channel 240A at Springfield, and modifying license of WRBA(FM) to specify operation on C1 channel and substituting channel 241A (96.1 mhz) for channel 240A at Tallahassee, and modifying license of WTMG(FM) to specify operation on new class channel. HVS Partners, licensee of WTMG(FM), is ordered to show cause by April 3 why its license should not be modified. Comments are due April 3, replies April 18. (MM Docket 89-23 by NPRM and order to show cause [DA 89-114] adopted Jan. 24 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Princeville, HI. At request of Charles Carrell, proposed amending FM table by allotting channel 250C1 (97.9 mhz) to Princeville as its first FM service. Comments are due April 3, replies April 18. (MM Docket 89-4 by NPRM [DA 89-115] adopted Jan. 24 by deputy chief, Policy and Rules Division.)

■ Jeffersonville, NY. At request of Edward F. Stanley, proposed amending FM table by allotting channel 291A (106.1 mhz) to Jeffersonville as its first FM service. Comments are due April 3, replies April 18. (MM Docket 89-20 by NPRM [DA 89-111] adopted Jan. 25 by deputy chief, Policy and Rules Division.)

■ Grove City, PA. At request of Gary P. Hummel, Robert A. Hogue and Michael Troliano, proposed amending FM table by allotting channel 270A (101.9 mhz) to Grove City as its second FM service. Comments are due April 3, replies April 18. (MM Docket 89-21 by NPRM [DA 89-112] adopted Jan. 25 by deputy chief, Policy and Rules Division.)

■ South Congaree, SC. At request of Mills Communications, proposed amending FM table by allotting channel 226A (93.1 mhz) to South Congaree as its first FM service. Comments are due April 3, replies April 18. (MM Docket 89-19 by NPRM [DA 89-110] adopted Jan. 25 by deputy chief, Policy and Rules Division.)

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HELP WANTED ANNOUNCERS

WMID FM, Atlantic City. Creative morning drive communicator with strong production skills. T & R to Dick Fennessy, Box 5000, Atlantic City, NJ 08404. EOE M/F.

Announcer for 100,000 watt FM station located in a small town but serving a metropolitan market. Ours is an excellent area to call home. Send resume with complete information including salary expected. EOE. Box B-31.

Medium market NC FM has immediate opening for morning personality with production experience. Excellent facilities and working conditions. Send resume and air check to Richard Feindel, General Manager, WGJA Classic Hits FM 105.5, PO Drawer R, Sanford, NC 27330. EOE.

Local news/morning sidekick: Ability to do local news - airshift a must - also mornings - production or salesman needed. No rookies. Good pay, benefits. Hurry! John 205-246-4431. EOE.

Need: Announcer for small market dependable, experienced. No "Just lookers." Call in confidence. Pinkney Cole. 314-586-8577.

HELP WANTED TECHNICAL

The Atlantic Beacon needs chief engineer on beautiful South Caicos, British West Indies. 50 kw solid state transmitter. Quarters furnished. Single or married. Children not appropriate. Fred Wuensche. 518-842-5557. EOE.

Chief engineer for group station owner in Cape Girardeau, MO. Two AM/FM combos. Must have strong organization and communication skills. Maintenance minded. College education preferred. Send resume to Zimmer Broadcasting, P.O. Box 1610, Cape Girardeau, MO 63702. EOE.

Engineer's dream! Tampa Bay AM/FM needs hands-on tech. General plus 5 years. Mild climate, advancement potential. New facilities. Send resume to Ron Wooldridge, WHVE/WTKN, 11300 4th Street N., #318, St. Petersburg, FL 33716. An Equal Opportunity Employer M/F/H/V.

HELP WANTED NEWS

Prettyman Broadcasting Co. is looking for an experienced news person. Desirable small market near resort. Delivery, writing, actuality skills required. Tape, resume with salary requirements to David Parks, Program Director, Box 909, Salisbury, MD 21801. EOE.

Dominant southern California small market station seeks experienced news director. Must gather, write, deliver news. Understand works of local to Federal government. Ability to host talk show. Send tape, copy samples, resume, references and salary history to Joe Acker, KSES Radio, P.O. Box 1420, Yucca Valley, CA 92286. An EOE.

Newsperson for top-rated Hudson Valley NY AM FM. No beginners. Interest in sports helpful, but news comes first. Send T & R to N.D., WBNR/WSPK, Box 511, Beacon, NY 12508. EOE.

North central Illinois established FM/AM has opening for news person. Join our staff of young professionals. Located 90 miles from Chicago. Good salary, benefits. Resume and clips to JMcCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE.

News director needed for small market near Albuquerque. Send resume & tape to Cliff Somers, KARS AM/FM, Box 860, Belen, NM 87002. EOE M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Media relations person: for Christian ministry. Will work with large network of stations. Program placement, marketing, coordinate all media PR. Must be experienced with intimate knowledge of Christian broadcasting. Resume to Box B-34. EOE.

Script writer for large Christian organization to write radio copy, promos, press releases. Broadcast experience essential. Resume and samples to Steve Moore, Christian Financial Concepts, 601 Broad St., S.E., Gainesville, GA 30501. EOE.

Senior producer for Christian ministry. Will book guests, oversee production of daily radio programs, scheduling and possibly some on air. Must be creative, well read and high level production skills. Resume ASAP to Steve Moore, Christian Financial Concepts, 601 Broad St., S.E., Gainesville, GA 30501. EOE.

Talk Show host: Established Talk station beckons quality talent for explosive south Florida market. Topical, entertaining, superb controversial conversationalist. EOE. Resume to Box B-45.

SITUATIONS WANTED MANAGEMENT

Former minority broadcaster seeks management position. Experience as program and music director, operations manager and sales. Seeks future in ownership of AM/FM or FM station, therefore management position should lead to equity of ownership or owner interested in selling station with the ability and/or interest to aide in financing enterprise. Box B-24.

Five years GM. 15 years sales, sales management. Strong motivator, great trainer seeks ethical broadcaster to team with for last job. Nancy 616-674-3063.

Presently employed, small market GM seeks larger challenges. Six years GM, 12 years overall phases of small market operation. Street fighter, trainer. Sunbelt preferred, all considered. Box B-43.

GM available now for right situation. Hard working, sales oriented, bottom-line results. Former owner. All markets considered. David Weinfeld, 210 Setucket Rd., Yarmouthport, MA 02675. 508-394-4041.

Boost billing, community image, morale! Seasoned pro offers positive style results. Strong manager, sales leader. Box B-51.

Hungry, young GM/GSM Start-up, turn-around experience. Impressive track record, references. Prefer Midwest near Ohio. 317—962-0854

Bilingual GM currently employed with Spanish format station. Knows programing and Spanish market. We organized and skilled all depts. Box B-55.

18 year professional broadcaster. Management, sales and programing. Prefer Rocky Mtn area. Let's talk! Box B-53

SITUATIONS WANTED ANNOUNCERS

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

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312—623-6997

Looking for an honest announcer? I'm a part-time college tunnel radio announcer looking for a plain and simple radio station. Tunnel or open air. East Coast please. Norman 617—298-3437

Enthusiastic & reliable announcer with 4 yrs experience in AC Country. News, sports, PBP, production. Will relocate! Robert B. 319—652-6442 or 319—652-6640

Radio - TV announcer seeking to re-enter business after 2 year absence. Tape available. Ken Scott, 1413 169th St., Hammond, IN 46324

Medium & large markets 6 Year major market pro looking for MOR Talk, Classical, EZ position. Warm & relaxed, good interview and production skills. You get a lot. Rich evenings 314—968-3593

Professional attitude and sound. Experienced announcer available immediately. Midwest, South. Anytime. Bill. 308—534-1211

SITUATIONS WANTED TECHNICAL

Well, Nobody's perfect after 11 years I finally made a bad career move so now's your chance to grab me! SBE Certified, studio transmitter, construction, satellite, STL microwave, automation, and I've even played DJ on weekends. Steve Boucher 816—468-6786. Top 50 market preferred.

Director of engineering for one of America's top rated, best-sounding radio stations is looking. Aggressive former corporate D.E. Hands on construction, very strong audio and R.F. and 50 kw D.A. 18 years exp. NARTE, SBE and FCC. Box B-56

SITUATIONS WANTED NEWS

Wanted: Work for a bright, energetic reporter. Prefer Upper Midwest (Wisconsin, Illinois, Michigan, Minnesota.) Tape, resume available. George Coyo 608—249-9037 after 5:30 PM CT.

This newsman has the write stuff. Excellent writing and newsgathering skills and a strong delivery. Currently reporter/anchor for suburban NYC station. 914—428-3961

Attention: General Managers and Program Directors in top 40 markets and Florida. Top-rated Sports Talk host and sports director with number one nightime program in major market ADI seeks new challenges to boost ratings. Box B-23

Experienced reporter, producer, anchor seeks job in a major market. Seven years experience in commercial and public radio. Cal 412—733-2011

Physician with broad science health environmental background, credible, persuasive, quick, strong written skills. Seek radio News Talk open-phone position in New York Metro area. Contact Dr. Eric Berger, 170 West End Ave., Suite 2-P, New York, NY 10023 or 212—595-6617.

SITUATION WANTED PROGRAMING PRODUCTION & OTHERS

PD/OM: Hot AC, Lite AOR. Ten years experience. Programing county's #1. Box B-5

MISCELLANEOUS

Need a big voice to do ID's, liners or sweepers? Whatever your format, you'll air a voice with authority! Reasonable rates. Call for a free demo. Morgan Productions 704—563-8676

Perfect calls -- for light A.C. or Easy station. For sale. Serious inquiries only. Box B-1

Wanted: A.O.R. radio concert transcription discs. Top dollar paid for King Biscuit, BBC Rock Hour, Westwood One, NBC Source & other concert programs. Original discs (LP or CD) only with cue sheets. Attn. Art, 1718 Westhiemer, Houston, TX 77098

CONSULTANTS

Systematically, efficiently, effectively increase your sales performance. Call Dick Perry collect at Perry Media Consulting 517—548-1040. References.

The Station Trader Newsletter Keep informed of radio/television station sales. Call now for free sample issue 1—800—MEDIA-90.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager. Experienced in all aspects of TV promotion. News, program, sales, image. Knowledge of radio, print, outdoor. Looking for creative individual with administrative skills. No beginners. Send resume to Larry Chase, GM, KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83687. EOE.

Sales manager - WLIG-TV Long Island, NY seeks experienced sales leader to direct our expanding sales team. Successful local sales background required. Outstanding growth opportunity at Long Island's only commercial TV station. Salary, bonus and full benefits. Resume to Marvin Chauvin, GM, 300 Crossways Park Dr., Woodbury, NY 11797. 516—364-1500. EOE

National sales manager: 40th ADI Mid-South's leading independent needs a goal oriented manager with strong marketing and business development orientation. National rep experience or prior Indy sales management a plus. Call or send resume to Steve Litwer, WPTY-TV, 2225 Union Ave., Memphis, TN 38104. 901—278-2424. EOE

General manager: Public TV in Fairfield County, CT (NYC market). Connecticut Public Broadcasting, Inc., a statewide network with 5 television and 3 radio stations is looking for a general manager to oversee its independently operated Fairfield County public television station WEDW Channel 49 (greater NYC market). Perfect candidate would have experience programing small independent station in major overlap market. At least 5 years prior station management experience with strong public relations and marketing/fundraising skills preferred. Strong personnel, planning, budgeting and policy-making skills essential. Perfect opportunity for programer with proven track record to move into general management position. Must have exceptional leadership skills and must be motivated by challenge. Send application with resume, references and salary history to President's Office, CPTV, P.O. Box 6240, Hartford, CT 06106-0240. Connecticut Public Broadcasting, Inc. is an equal opportunity employer.

Promotion manager for public TV station in Southwest. Requires BA degree in related field plus one year experience in broadcast TV promotion and working knowledge of television production techniques. Will produce promotional materials and program guide, supervise traffic operations, coordinate advertising. Minimum $18,500 plus benefits. Send resume, names of three professional references, samples of work to Jim Dryden, KRWG-TV, Box 30001, Las Cruces, NM 88003. Deadline February 28, 1989. New Mexico State University is an EEO/AA employer.

Growing DC video post-production facility seeks general manager. Must have a successful track record managing a full service video post-production facility, possess excellent organizational skills and have the ability to motivate and manage people. Send resume and salary requirements to Box B-48. EOE

Business manager/controller: Aggressive growing independent TV station in Sacramento, CA is in search of a bright, innovative, aggressive person to head its accounting dept. Requires a proven track record 4-6 years financial accounting. BA degree, thorough understanding of PC's and computer operations. Broadcast experience a plus but not required. Resume with salary requirements to John Bennett, KSCH TV-58, P.O. Box 2258, Rancho Cordova, CA 95741. EOE. No calls.

Business manager: WZTV - Act III Broadcasting station in Nashville needs a business manager. Requires 3 years experience and an accounting degree as well as proficiency in Lotus. Send resume in confidence: Richard Kantor, VP Controller, Act III Broadcasting, 1 CNN Center, Suite 800 South, Atlanta, GA 30303. EOE

Promotion director: Need manager to assist top-rated station in moving to even higher levels. Major emphasis on news, station image and marketing. Minimum 2 years TV promotion experience. Experience with IBM PC or Apple Macintosh helpful. Resume and tape to Dave Madsen, VP Programing & Operations, KTIV, 3135 Floyd Blvd., Sioux City, IA 51105. EOE. Minority applicants encouraged.

Planned giving professional to conduct planned giving program including identifying and contacting prospective donors, preparing and executing seminars and monthly magazine column. Bachelor's degree or equivalent and prior experience. Knowledge of and interest in public TV essential. Resume by 3/3 to Channel 10/36 Friends, P.O. Box 122, Milwaukee, WI 53201. EOE.

General manager: Successful Indy serving Peoria-Bloomington, Illinois. Seeks GM. Solid sales management background required. Call in confidence Teresa Kollstedt, 513—351-9112. EOE

KGGM-TV, CBS, in Albuquerque, New Mexico is seeking a qualified business manager controller experienced in all phases of broadcast accounting. Including developing and establishing administrative procedures, development of budgets, coordinating financial operating and statistical information with top management. Computer experience a must. Send resume and salary requirements to Personnel Dept., P.O. Box 1294, Albuquerque, NM 87103. EOE

Senior traffic manager: To direct all traffic operations for rapidly growing television broadcaster headquartered in southern California. Multiple station operation. Minimum of five years experience with IBM based automated system required. Must have excellent people skills and be able to demonstrate solid accomplishments as a manager and a trainer. Send resume in confidence stating salary requirements to Business Manager, P.O. Box 4279, Santa Barbara, CA 93140. EOE

HELP WANTED SALES

National regional sales manager: must possess excellent research and ratings knowledge. Motivator, self starter, leader! Reply P.O. Box 2220, Florence, AL 35630. EOE

WHNS 21, a Papoas Telecasting station serving the 34th DMA in the beautiful western Carolinas, is looking for a manager to take charge of a newly-formed retail division. The job requires extensive media retail sales experience and a willingness to spend four out of five days a week making double team calls. That fifth day will be devoted to training and to developing sales presentations. Broadcast sales management, vendor and co-op experience preferred. Send resume to Tony Thompson, General Marketing Manager, WHNS 21, 21 Interstate Court, Greenville, SC 29615. Telephone follow-up will be welcomed at 803—288-2100. EOE M/F/H

WTNH-8 is looking for research director. Must have knowledge of rating books and ability to develop sales promotional pieces and have working knowledge of computers and be familiar with ARB/NSI support services. Resumes to Fran Tvardy, GSM, WTNH-8, 8 Elm St., New Haven, CT 06510. No calls. EOE

HELP WANTED TECHNICAL

Assistant chief engineer. KYUK AM TV is looking for a motivated person with at least 3 years radio TV maintenance experience. This is a HANDS-ON position and applicant must have valid FCC license or SBE certification. Duties include servicing Ikegami/Sony cameras and Sony 3/4" & 1" machines. Position is an excellent opportunity for future advancement into management. Salary range $27,950-$32,000 plus excellent fringe benefits. Position open until filled. Send resume and cover letter to Brad Humeisine, Pouch 468, Bethel, AK 99559. Bethel Broadcasting, Inc. is an AA EOE

Pacific Northwest network affiliate station is seeking a chief engineer to manage and direct the engineering department. Must have at least five years radio television engineering/management experience. Leadership skills. Familiarity with planning and budgeting. FCC General license required. College degree in Electronic Engineering or equivalent experience. Qualified applicants send resume to Personnel Department, P.O. Box 8037, Spokane, WA 99203. King Broadcasting Company is an equal opportunity employer.

Electronic technician: Cable satellite broadcaster seeks experienced individual to repair and maintain all aspects of a state-of-the-art broadcast center including video, audio and RF equipment. Good start salary, excellent benefits. Send resume to Viacom Networks, 35 Adams Ave., Hauppauge, NY 11788. EOE

Needed immediately. Videotape editor. 3 years minimum experience. Send resume to Sheila Withum, Jimmy Swaggart Ministries, P.O. Box 2550, Baton Rouge, LA 70821. Or call 504—768-3417. EOE

Graphics artist: We're looking for a top-notch graphics artist ready to work for a top 40 station with the largest electronic graphics technology. No beginners. EOE. Box B-49

Director of broadcast operations: WQLN-TV FM seeks an individual with a minimum of 10 years exposure in all facets of broadcast operations. The individual will be responsible for the purchase and maintenance of all electronic equipment, building maintenance and the supervision of technicians and operators. Supervisory experience a must, degree preferred. Please send resume with salary requirements to President/General Manager, WQLN-TV FM, 8425 Peach St., Erie, PA 16509. EOE M/F

Engineer/technician: Audio visual, instrumentation and RF helpful. Perform first line maintenance and repair. Salary $26,900/year. Letter of application, resume and three reference letters to Dr. Keith McFarland, Dean for Graduate Studies, East Texas State University, Commerce, TX 75428. EOE.

Chief engineer: State-of-the-art Southwest Independent in top 10 market seeks dynamic, progressive leader with motivational and communicative skills. Needs complete knowledge of broadcast operations, satelliting and transmission. Ability to work with others and management. Send resume to Phil Crow. P O Box 2595. Fort Worth. TX 76113. EOE.

Videotape editor/technician: US Army Safety Center, Fort Rucker, Alabama, seeks experienced editor/technician to edit tapes and operate and maintain video equipment. Applicant must have Bachelor's degree in mass communication, television, or related field plus 2 years experience in TV production or 5 years experience in TV production Salary range: $23.846-$34 580 plus Civil Service benefits Send resume to Army Safety Center. ATTN: CSSC-M. Fort Rucker. AL 36362-5363 by 15 March 89. EOE

Operator/maintenance engineer for UHF network affiliate. Ampex ACR-25 and VPR-6 VTR experience necessary. FCC General or SBE Certification required Send resume to Chief Engineer, WAND-TV 904 Southside Dr., Decatur, IL 62521. EOE.

WABC-TV New York is seeking 20 vacation relief engineers for the news and program departments Candidates must have a minimum of 3 years experience VR positions include TDs, ENG camerapersons and editors, studio camerapersons, videotape operators and video maintenance. Positions to be filled from April through October 1989 Send resume to WABC-TV, VR Employment Dept., 6th Fl., 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

Director of engineering. Syracuse station seeks strong people-manager with knowledge and experience in maintenance, scheduling, capitol planning, plant management and labor relations Resume only to C Creany. WTVH 980 James St., Syracuse NY 13203 EOE

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 Experience in all areas desirable. CMML Lic or SBE Certificate Contact John Weigand, KFMB AM/FM/TV P O. Box 85888, San Diego, CA 92138 EOE

Assistant chief engineer: Top 50 market VHF affiliate seeks a leader with minimum five years combined electronics education and maintenance experience FCC General or SBE Certification required Strong interpersonal and administrative skills also needed We offer medical coverage, profit sharing and other benefits. Resume and salary requirements to Chief Engineer, WOWK-TV, 555 Fifth Ave., Huntington, VW 25706 EOE

HELP WANTED NEWS

TV news producer: Responsible for content of daily newscast. Must be creative imaginative and an excellent writer You will supervise, manage and lead other production and news personnel Prior TV news experience and good people skills required Resume and writing samples to Bob Feldman, News Director, 8 Elm St., New Haven, CT 06510. EOE

Photographer/editor: Must have superb skills and two years experience Resume and tape to Chief Photographer, Ralph Mudge WHEC-TV 191 East Ave., Rochester NY 14604. No calls, please WHEC-TV is EOE

News director for public TV station in Southwest Requires Master's degree in related field plus three years in TV broadcast news, including assignment editor experience Will supervise news operation assign stories, oversee production of newscast using journalism students, teach broadcast journalism course produce public affairs programs Minimum $26 500 plus benefits Send resume names of three professional references to Jim Dryden KRWG-TV, Box 30001 Las Cruces, NM 88003 Deadline: March 8 1989 New Mexico State University is an EEO/AA employer

Director: #1 news station in eastern NC seeks experienced technical director for 6PM & 11PM #1 newscast Must possess strong creative and supervisory skills Grass Valley 300 switcher Salary commensurate with experience Position to be filled by 3 8 89 Send tape resume and salary requirements to: Theresa Dailey, WCTI-TV, P O Box 2325, New Bern, NC 28561 EOE

Director: #1 news station in eastern NC is offering an excellent opportunity for an individual seeking professional growth and development as a weekend and commercial director Grass Valley 300 switcher Salary commensurate with experience Send tape, resume and salary requirements to. Theresa Dailey WCTI-TV, P O. Box 2325, New Bern, NC 28561 EOE

Sports: We're looking for an aggressive sports anchor/reporter We're the number one station in this major market We're looking for a person who is committed to quality, and who can make sports appealing to a broad audience Rush resume to Box B-50 EOE, M/F

Weekend anchor/reporter opening for individual with minimum 3 years experience reporting and or anchoring Resumes and tapes to: Joyce Reed, News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108 No phone calls. EOE.

Reporter/photographer: Able to shoot your own story Help behind the scenes during one newscast Entry level considered. Tape to KECI-TV, Box 5268, Missoula, MT 59806 No calls EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Gannett owned, CBS affiliate, top 50, #1 station We're interested in a person who's excited about producing strong news and program promotion If you have a minimum of 1 yr. experience in radio or television copywriting 3/4" editing, and sound news judgement rush reel and resume to Roz Fields, Promotion Manager, P.O Box TV2, Greensboro, NC 27420

Videographers - Freelance in New England, primarily Southwestern area Must have portable 3 4" deck, broadcast quality camera and transportation Resume with financial requirements, availability, and VHS sample to VIP, P O. Box 91, Millers Falls MA 01349 EOE

Producer/director, photographer/editor positions opening soon at top 50 East Coast affiliate. Creativity, experience enthusiasm required Send resume and salary requirements to Box B-21. EOE.

Photographer with a creative touch, love of travel and adventure, eye for pretty pictures self-motivated and hardworking, and with BVU-900 editing experience Send resume and tape to Newby Berke Productions 214 North Crest, Chattanooga, TN 37404. EOE

Experienced traffic person needed for growing television network located in Miami area Traffic experience preferred Good starting salary and company benefits Send resume to Chuck Hurd, Telemundo Network 2470 W. 8th Ave., Hialeah, FL 33010. EOE

Chicago production company seeks fulltime television writer producer. Broadcast credentials in financial agricultural, and consumer news required Applicant should have experience in writing production of corporate training and marketing programs Involvement in marketing and sales development presentations also required Respond to Box B-15 EOE

Programing coordinator for national cable television network Assist in implementation of creative scheduling and program aquisitions Two years experience required in programing, scheduling or traffic management No calls Please send resume to: The Travel Channel, 1370 Ave of the Americas, New York, NY 10019 EOE.

TV producer: Need self-starter with a reporter's mind to produce stories from Washington for this national program Must know Capitol Hill and have producing experience EOE Box B-44

Daily, national cable talk show seeks experienced (3 years) booker PA who can take a topic from soup (booking) to nuts (completed show) Knowledge of politics business, entertainment, social issues Resumes, references Attention RH, Oliver Productions 1211 Connecticut Ave., NW, Washington, DC 20036 EOE

Producer/director: Promotion department seeking creative individual with hands-on experience with GVG 41 editor, dual channel K-scope, Chyron 4100 EXB, Betacam SP or experience on similar systems required Send tape and resume to Promotion Manager KHTV P O Box 630129, Houston, TX 77263-0129 or call 713—781-3939 EOE. M/F

Producer/director: The Weather Channel a national cable television network. Minimum 2 years producing experience (documentary preferred) College degree preferred Strong writing skills required Qualified applicants Send resume and salary history to. Joe Conboy Director of Production. The Weather Channel, 2600 Cumberland Pkwy., Atlanta, GA 30339 EOE

Producer/director - Top 25 market seeks versatile, aggressive, enthusiastic individual to direct news, commercials, promotion, write and produce special projects Box B-57 EOE

SITUATIONS WANTED MANAGEMENT

General manager/sales manager: Strong sales and management skills 20 years experience Box 466, Seymour, TX 76380.

General sales manager available: Self-starter with strong leadership and management skills Extensive background covering local, national and regional sales management and development--with strong rep experience! Sales management success with group-owned stations and knowledgeable with all areas of station operations Reply Box B-14

SITUATIONS WANTED TECHNICAL

Technical EIC/video engineer: 15 years experience including major television network and nationwide mobile production facilities FCC license/SBE Senior Television certified For resume and information 412—264-4756

SITUATIONS WANTED NEWS

18 year veteran of TV "News Wars" with top ten and network experience looking for new challenge Three time Emmy winning news manager willing to try hand at small to medium market news directorship Interested? Write Box B-10

Multi-talented VO's, commercials, anchor, magazine-public affairs hostess experienced in motion picture - entertainment industry seeks creative opportunity as air personality, talk show-magazine hostess spokeswoman etc TV or radio Personality plus, creative aggressive Character voices Pittsburgh, PA or anywhere Linda Shutok. 412—438-7390

Physician with broad science health environmenta background; credible, attractive on-camera, strong written skills Seeks TV news commentary investigative position in New York Metro area Contact Dr Eric Berger 170 West End Ave., Suite 2-P, New York NY 10023 or 212—595-6617

Young, talented sportscaster looking for break PBP with all the trimmings Try me! Steve - 309 353-4565

Freelance sports producer/reporter available for your special assignments If your sports department could use fresh ideas, energy and experience—call Al 215—641-1954

MISCELLANEOUS

Primo People needs specialists Investigative, consumer medical and feature reporters Send 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

ALLIED FIELDS

HELP WANTED INSTRUCTION

Asst./assoc. prof. for tenure track position Master's degree required ABD preferred Demonstrated teaching and or professional excellence in broadcast television production Responsibilities include teaching television production courses, developing mass media and cultural diversity course and other mass media courses as needed, scholarly or professional creative productivity, and departmental committee assignments St Cloud State University is participating in a 5-year Cultural Diversity initiative Minorities and women are strongly encouraged to apply Submit letter of application, vita 3-5 letters of recommendation and all college transcripts to Dr Marjorie Fish, Chair of Search Committee Dept of Mass Communications, St Cloud State University St Cloud, MN 56301 Deadline for the receipt of all application materials is March 22,1989 AA EOE.

Instructional Video Design. Indiana University is seeking a tenure-track assistant professor in Instructional Systems Technology beginning August, 1989 Graduate-level teaching and research in video design production with an emphasis on related digital information technologies Opportunity to lead media technology activities in proposed Center for Excellence in Education to open in 1991 dedicated to demonstrating exemplary applications of technology to improvement of education Requires doctorate in instructional media technology or related field Professional experience in video design desirable Women and minorities are especially encouraged to apply Submit letter of application and vita by March 1 and completed dossier including three letters of recommendation by March 15 to. Robert Heinich, School of Education Indiana University, Bloomington, IN 47405. AA EOE

Angelo State University seeks an assistant or associate professor of broadcast journalism for the 1989-1990 academic year to teach a variety of broadcast courses and or beginning courses in advertising public relations or photography. Ph D degree in journalism with an emphasis in broadcast news and production required, professional and or teaching experience preferred $30 050 to $35 843 for nine months plus attractive University fringe benefits, rank and salary depend upon academic training and experience San Angelo is located in the Texas Sun Belt. Application deadline April 1 1989 Address inquiries to Judith A. Norwood, Department of Journalism, Angelo State University, San Angelo, TX 76909 An affirmative action, equal opportunity employer

Television faculty position assistant professor full-time tenure track to join a staff of five faculty in R-TV to teach courses in broadcast journalism and TV studio production including corporate video Responsibilities include assisting in establishing a Master's specialty in video linked to the Regents Educational Communication Center a federally funded production center under construction on campus Research publication and professional academic service are important Ph D or ABD (with expected completion within 12 months of appointment) significant professional experience in teaching studio or corporate video and or electronic journalism Send letter of application resume and three letters of recommendation to Dr Paul Prince Miller School of Journalism and Mass Communication 104 Kedzie Hall Kansas State University Manhattan KS 66506 An equal opportunity employer

Grand View College needs an individual to teach introductory and advanced classes in radio and television in its Mass Communication Department Master's degree and broadcast or related experience required Send letter of application resume and three letters of recommendation to Becky McDonnell Communication Department, Grand View College 1200 Grandview Ave Des Moines IA 50316 Deadline is March 1 1989 EOE

San Diego State University: Telecommunications-Film Full-time tenure track appointment Rank negotiable--up to Associate Professor depending on qualifications $27 600-$38,150 academic year Start August 21 1989 MFA or Ph D or equivalent in mass communications media arts or related field Creative projects original research publication in recognized journals in field Expertise in all phases video film production ENG EFP production single camera studio production current post-production procedures scenic design lighting Prefer one year's teaching experience in higher education Send letter of interest and vita to Dr Michael Real Chairman Tenure Track Screening Committee Telecommunications SDSU San Diego CA 92182 Closing date March 15 1989 SDSU is an Affirmative Action Equal Opportunity Title IX Employer and does not discriminate against handicapped people

Director of Radio/CCTV/Film. Twelve-month tenure track position Begin July 1 1989 Administrate the operation of the University's extensive R CCTV F service programs and the academic offerings in the R TV curriculum within the Department of Communication Teach six-nine hours coursework each semester Ph D degree preferred Master's required One degree must be in broadcasting or related field with emphasis in broadcasting Minimum of two years professional broadcast experience preferred Need outstanding record of teaching experience on university level Review of applications will begin March 15 and continue until position is filled Send letter of application resume transcripts and three recent letters of recommendation to Robert L Lowen Search Chair Fort Hays State University 600 Park St Hays KS 67601-4099 FHSU is an AA EO employer Women and minorities are encouraged to apply

Southwest State University, Marshall, Minnesota: POSITION VACANCY Instructor assistant professor of Speech Communication Radio and Television full-time probationary tenure track position Salary range $19 432 - $35 164 rank and salary dependent on experience degree and qualifications Appointment date September 6 1989 Application deadline April 1 1989 Teach courses in radio and television production, performance broadcast journalism and public speaking Energetic and creative individual to advise and supervise student curricular and extra curricular involvement in campus radio television program productions Qualifications Master's degree in Speech Communication Radio and Television or closely related field is required College teaching and professional experience preferred Letter of application transcripts resume and names and addresses of three references should be sent to Director of Personnel Services Southwest State University Marshall MN 56258 Southwest State University is an Equal Opportunity Educator and Employer

Southwest State University, Marshall, Minnesota: ANTICIPATED SECOND POSITION Instructor assistant professor of Speech Communication Full-time probationary tenure track position Salary range $19 432-35 164 Rank and salary dependent on experience degree and qualifications Appointment date September 6 1989 Application deadline April 1 1989 Teach courses in public speaking with additional specialty in radio and television production performance and broadcast journalism Energetic and creative individual to help advise and supervise student curricular and extra curricular involvement in campus radio television program productions Qualifications Master's degree in Speech Communication with Radio and Television speciality or closely related field is required College teaching and professional experience preferred Mail letter of application transcripts resume and names and addresses of three references to Director of Personnel Services Southwest State University Marshall MN 56258 Southwest State University is an Equal Opportunity Educator and Employer

The Texas Woman's University invites applications for a faculty position in broadcasting for fall 1989 Duties will include teaching broadcast production and newswriting as well as supervising live cable TV news broadcasts In addition applicants should be able to teach other journalism courses such as mass media reporting or law Master's degree in Journalism or Mass Media and significant professional experience required Earned doctorate, teaching experience in higher education preferred Rank and salary commensurate with qualifications and experience Please send letter of application curriculum vita and three recent letters of recommendation by March 3 1989 to Dr Mary K Sparks, Chair, Search Committee Box 23866 TWU Denton TX 76204 TWU is an equal opportunity affirmative action employer

Iona College, New Rochelle, N.Y. is seeking qualified persons to teach broadcasting in the Department of Communication Arts Two positions available from Sept 1. 1989 To teach theory, programing and production courses in radio and or television Ability to teach related courses in mass communication desirable Qualifications Master's degree in broadcasting as well as Ph D and or professional experience To apply Send resume and the names and addresses of three references to George Thottam Ph d Chairman Department of Communication Arts Iona College New Rochelle N Y 10801 by March 15. 1989 EOE

Department Chair: Radio Television/Photography. Senior faculty position Rank salary commensurate with background and experience Appointment effective August 1989 The successful candidate will hold an appropriate terminal degree from an accredited institution have a record of research and teaching excellence in graduate and undergraduate curricula and a history of professional experience service The Department is one of three in a newly formed School of Mass Communication and has eight full-time faculty serving 350 majors Send a letter, vita and three letters of recommendation to Bob Spires P O Box 296 MTSU Murfreesboro, TN 37132 Review of applications will begin March 15 and continue until a suitable pool is identified MTSU is an affirmative action equal opportunity employer Women and minorities encouraged to apply

Instructor/assistant professor in Mass Communications to begin August 1989 Ph D preferred Masters and field experience required Courses to be taught from the following areas audio production, broadcast news, management law new technologies and advertising Rank salary dependent on education experience Send letter and resume to Dr Bob Payne Chairman Speech-Theatre-Communications East Central University Ada, OK 74820-6899 AA EOE

Graduate assistants' positions available September 1989 Each position requires 20 hours per week Work will be in radio TV and news labs Assistant will require $500 per month plus a partial-to-full tuition waiver Inquire with Chair Communication Division Pepperdine University, Malibu CA 90265 213—456-4211 Application deadline April 1 EOE

HELP WANTED MANAGEMENT

Retire and work in Florida: If you are a seasoned professional getting ready to retire but are not tired of working we may be looking for one another Orange Blossom Gardens one of the nation's fastest growing active adult communities is seeking veteran broadcasters of all talents and abilities to hire on a part-time or recreational basis We need announcers, engineers, camera operators, producers directors news reporters feature reporters, music videographers and copywriters We are a family owned business not a large corporation We own a cable television system a television station and a radio station Our state-of-the-art 3 4" post-production television facility and audio recording studios turn out original music, news, recreational and sports programing to serve our community of over 5000 residents In ten years our population will be over 20 000 people and we are only just beginning the development of our media properties If interested in learning more send for a FREE videotape that will tell you all about our community After earning about us you may just decide to retire in Florida at Orange Blossom Gardens where you can also enjoy FREE golf for the rest of your life, plus exercise your creative juices in our brand-new television and radio facility There is always room for qualified professionals to come help us realize our broadcast potentials At the same time you can help yourself to the satisfaction that only can be derived from doing what you do best And in an environment where your contributions will be appreciated Send for your FREE videotape today Please send a resume and a short introductory letter outlining your background to Media Development Director, Orange Blossom Gardens 10 Paradise Dr Lady Lake FL 32659 EOE

Prestigious, national survey research firm looking for experienced, responsible professional to manage research projects in the fields of broadcasting and non-profit issue-oriented groups A demanding challenging job in a fast-paced, collegial atmosphere Call Florence Rubenstein at Peter D Hart Research 202—234-5570 EOE

Director of Public Relations and Development: Northern Kentucky University Bachelor's degree in business marketing, communications or public relations or an equivalent combination of education and experience required Applicants should also have assertive interpersonal skills and be able to deal with business leaders and individuals in the community Successful candidate will coordinate fund raising activities for professional public radio station (WNKU) supervise staff in the coordination, development, and production of publication and press release materials also work with other staff members in the development of promotional activities for the radio station Salary $19 308 Application deadline March 1, 1989 Send cover letter, resume and any supporting materials to Northern Kentucky University Development Director Search, Nick McLean General Manager WNKU P O Box 337 Highland Heights, KY 41076 NKU is an affirmative action, equal opportunity employer and actively seeks the candidacy of minorities and women

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Territorial sales rep: Leading jingle producer offers high commission great above average income Must travel understand concept advertising sales Be enthusiastic self-starter 1—800—368-0033

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Goverment jobs $16.040 - $59 230 yr Now hiring Call 1—805—687-6000 Ext R-7833 for current federal list

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

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Wanting 250, 500, 1 000 and 5,000 watt AM-FM transmitters Guarantee Radio Supply Corp 1314 Iturbide Street Laredo TX 78040 Manuel Flores 512 723-3331

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1" VPR-2 "A" remote controllers - need 2 Call station production unit supervisor Erwin Fickas KFMB-TV. 619—571-8888. Ext 298 Collect, or leave message

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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.

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Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystrode 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.

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Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, $4.99. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., toll free, 800—238-4300.

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

Ampex VPR-2Bs. Hitachi HR-230s. Ampex VPR-1Cs. Ampex VPR-5. Complete JVC CR-850 AB roll edit system. Complete Sony 1100A/Paltex Vanguard edit suite. RCA TK-28 and TK-29 film islands and parts, must sell. Call now to list your surplus equipment or for your equipment needs. Media Concepts. 919—977-3600 or FAX 919—977-7298.

Tower, Stainless G-7 927 ft. Standing north Florida, includes 6" line. Buyer take down. Best offer. Maze Broadcast 205—956-2227.

Sony BVU-800's. Reconditioned with 30 day warranty $7995.00. In stock. Maze Broadcast 205—956-2227.

Acrodyne A-1401-U one kilowatt low power UHF transmitter. 4 yrs old. Excellent condition. Maze Broadcast.205—956-2227.

Maze Broadcast will buy your old microwave system. Any brand in broadcast band. 205—956-2227.

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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.

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Routing switcher, 100 in. 96 out. GE TS301A recently retired from service. Good working order with all cables, manuals, racks. Best offer. Aaron Ezekiel. 215—848-4501.

Technics turntables sale prices! SP-25's $399, SP-15's $625, SP-10's $995, SL-1200's $379. All turntables in stock! CD players on the way. Kidd Communications 916—961-6411.

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RADIO

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National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036

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If you agree, read on!

Top 10 Market Opportunities

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WBBM
CBS Radio, A Division of CBS Inc.
630 North McClurg Court
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IF YOU ARE SALES DRIVEN AND WANT TO JOIN A GROWING RADIO ONLY COMPANY SEND YOUR RESUME AND REFERENCES TO

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AM-FM Combo

AM-FM combo in Mid-Atlantic Region is seeking a general manager with outstanding management skills and a proven track record of achieving and maintaining a No. 1 spot for their station. We are looking for a "hungry" achiever who functions best "hands-on". Strong programing background a plus. We offer a competitive salary and excellent benefit package. Send cover letter and resume in confidence to:

BOX B-42
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Top 55 market in Northeast with still growing 23 year old broadcast group.

Up to 75K a year guarantee for the perfect person.

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Available to lead your medium to large market station. Successful management professional with over 15 years in broadcasting, over 5 years as GM/GSM. Experience includes small to large market sales, major market programming, start-ups, marketing research. Turn-around opportunities welcome. Stable, reliable with strong references. Make sure your property is meeting it's potential.

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Writer / Producer
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Need sharp copy for promos? An image-building talent with true creative vision? Then let's get on with it. Experienced media promotion professional with strong print, radio and video background desires to [illegible] into your outlet and make it cook with attention ratings and hot gravy that'll make the big boys proud. Cigar smoking may just become in vogue again with our feats of broadcast publicity. It's Wilson, man.

Wilson @ (714) 776-2340.

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Sr. Print Designer

WCVB-TV seeks a highly creative, skilled graphic designer to handle our advertising and collateral materials for on-air television and promotional print media.

To get graphic with us, you'll need two to three years' graphic design experience and a working knowledge of type, layout, logo design, illustration and a variety of printing processes. Additional experience in photography and familiarity with television and advertising design is preferred.

Interviews by print portfolio only.

If interested in this position, please send resume with salary history to Carol Nicholson Bolling, Human Resources Manager, WCVB-TV, 5 TV Place, Needham, MA 02192.

No telephone calls please.

WCVB is an Equal Opportunity Employer. Minorities and females are encouraged to apply.

WCVB5TV

Help Wanted Technical Continued

Broadcast Engineers

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Take a look at Home Shopping Network. Three years ago, we arrived on the scene as America's first 24-hour-a-day, shop-at-home, discount TV service. Today, we have the largest network of owned and operated broadcast TV stations in the country that collectively reaches over 29 million television households.

In 1987, we completed construction of our new broadcast center including twin, 10,000 square foot studios and one of the nation's largest, most sophisticated telecommunications facilities.

Our expansion has created the need for Broadcast Engineers to install, troubleshoot and maintain our audio, video and RF equipment. If you have 2+ years' experience in component level troubleshooting of broadcast equipment and the ability to work with state-of-the-art systems, we would like to talk with you. Experience with Ikegami HK 323P cameras, Grass Valley switchers and Sony Beta Carts is preferred. An FCC or SBE certification is desired.

We offer competitive salaries and excellent growth opportunities. Please send your resume, or letter of interest, to: Home Shopping Network, Professional Staffing, Dept. BM/0220, 2501 118th Avenue North, St. Petersburg, FL 33716.

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GET IN ON THE GROUND FLOOR OF SOMETHING BIG!

TNT, the new cable network with "the good stuff" in classic movies, kids' shows and original productions, is now hiring top notch writer/producers to create "between-the-movies" programming.
Terrific opportunities for: original shooting, state-of-the-art post production and creative growth.

You *MUST* be:
INNATELY TALENTED
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INCURABLY MOVIE-ORIENTED

Send resume and reel of your good stuff to:

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TNT Creative Services
1050 Techwood Drive
Box 105264
Atlanta, GA. 340348-5264

No phone calls please.
EOE M/F/V/H

TNT

Help Wanted Programing Production & Others Continued

SPECIAL PROJECTS PRODUCER

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WDIV-TV
Personnel Department
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Detroit, MI 48231
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36WTVQ
Your Kentucky Station

TELEVISION ANCHOR

Aggressive News Department looking for dynamic anchor for weekend news. Must also be excellent reporter.

EXCELLENT SALARY

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P.O. Box 5590 Lexington, KY 40555
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AUCTION

WNDS-TV-Ch.50

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March 15, 1989 - 3:00 P.M. AT THE STATION
INSPECTION ANYTIME PRIOR TO SALE BY APPOINTMENT
FULL POWER...EQUIPMENT ONLY 5 YEARS OLD
2 FULLY EQUIPPED STUDIOS (24' X 26' / 40' X 50')
16,000 S.F. CUSTOM DESIGNED BUILDING AND
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OVER 500,000 CABLE HOMES
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No program commitments.
Reach America's 10th largest market.

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With Upgrade Ability
Potential Untouched
$450.000
Substantial Cash Down
Qualified Principals Only
Box B-52

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hunting & fishing area
Single Market

Call after 6 P.M.
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When responding to a blind box ad. address your reply as:

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Broadcasting
1705 DeSales St., NW
Washington, DC 20036

Do NOT send tapes, oversized material or use folders, report covers or the like.

Writing BROADCAST NEWS

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Fates & Fortunes

Media


Whitson

Appointments at Sammons Communications Inc., Dallas: **James N. Whitson,** president, named chairman and CEO and elected executive VP and chief operating officer of Sammons Enterprises Inc., parent company of Sammons Communications; **Mark S. Weber,** senior VP, operations, Sammons Communications Inc., succeeds Whitson. **Heather Kreager,** assistant general counsel, Sammons Corporate Services, elected secretary and general counsel, Sammons Communications; **John Washburn,** senior VP secretary and general counsel, Sammons Communications, elected VP secretary and general counsel, Sammons Enterprises.

Beth Waxman Bressan, VP and assistant to president, CBS/Broadcast Group, New York, given responsibility for CBS program practices. She will oversee both program standards and commercial clearance functions.

David Y. Handelman, senior VP, general counsel, Fox Inc., Los Angeles, named senior VP, external and legal affairs.

Jeffrey D. Elberson, director, budget and planning, American Television & Communications Corp., Stamford, Conn., named director of investments.

Larry Landaker, VP and general sales manager, WEVU(TV) Naples, Fla., named VP and chief operating officer.

Diane Sutter, VP, general manager, WWSW-AM-FM Pittsburgh, joins WTVQ-TV Lexington, Ky., as VP and general manager.

Appointments at KALB-TV Alexandria, La.: **Robert E. Miller,** VP, general manager, named executive VP; **Lesley Golmon,** assistant general manager and general sales manager, named VP and general manager; **Jimmy Fox,** manager, creative services, named operations manager; **Jim Reardon,** general manager, KATC(TV) Lafayette, La., joins KALB-TV as general sales manager.

Appointments at Rifkin & Associates Inc., Denver-based cable TV MSO: **Bob Block,** director of marketing, named VP, marketing; **Bruce Rifkin,** manager, special projects, named director, special projects.

Ted Utz, operations manager, Legacy Communications Group's WMMR(FM) Philadelphia, assumes additional duties as regional director of programing.

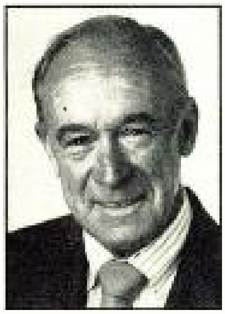
Charles B. Hartshorn, general sales manager, WLRW(FM) Champaign, Ill., joins WBCK(AM)-WMJC(FM) Battle Creek, Mich., as general manager.

Cheri McSpaden, operations manager, WGAM(AM)-WRSI(FM) Greenfield, Mass., named station manager; **Charles Jenest,** sports director, named operations manager, WGAM.

Jeff Parke, general sales manager, KCAL-FM Redlands, Calif., named station manager and director of sales.

Appointments at Palmer Radio Networks, Des Moines, Iowa: **Sally Robson,** network sales and operations manager, named manager; **Cheryl Willey,** accounting manager and office manager, Naegele Outdoor Advertising, Des Moines, joins Palmer's WHO(AM)-KLYF(FM) there as business manager.

Marketing


Daly


Pergolotti

Appointments at DDB Needham Worldwide, New York: **Joe Daly,** chairman, executive committee, DDB Needham, New York, is retiring from agency. Daly was instrumental in growth of agency, joining five months after it was founded in 1949. **Ugo Pergolotti** and **Lora Nelson,** executive producers, New York, elected VP's; **Jeff Vogt** and **David Tessler,** associate creative directors, elected senior VP's; **Nancy Bretl,** management supervisor, elected VP. Appointments at DDB Needham Worldwide, Chicago: **David Wilcox,** associate media director, and **Tony Priore,** account supervisor, elected VP's; **Fred Smith,** executive producer, Young & Rubicam, Chicago, rejoins DDB there in same capacity.

Appointments at McGavern Guild Radio: **Susan Genis-Levine,** account executive, New York, named VP, sales; **Mike Nelson,** account executive, Torbet Radio, division of Interep, San Francisco, joins McGavren Guild Radio there as regional manager; **Don Hall,** VP, sales manager, Dallas office, named VP/sales manager.

Don Gordon, Eastern regional manager, Satellite Music Network, Portland, Me., joins Business Radio Network, Colorado Springs, as VP, advertising sales.

Robin Cichowski, associate media planner, W.B. Doner & Co., Detroit, named media planner.

Chris Weidman, account executive, KPLR-TV St. Louis, joins TeleRep there in same capacity.

Appointments at Seltel: **Gene Thompson,** sales manager, Chicago, named national sales manager, New York; **Shari Reisman,** senior account executive, New York, named sales manager; **Pam Rappaport,** local account executive, WTIC-TV Hartford, Conn.,


L to r: Fertig, Karpas, Jeffrey C. Reiss, chairman and CEO, Reiss Media Enterprises Inc., and Ganley.

Growing. Reiss Media Enterprises has added two operating divisions and realigned the responsibilities of top company executives.

James Ganley, senior vice president and chief financial officer of Lifetime, will join Reiss as president of Reiss Media Distribution, the newly created division that will handle Reiss's Request Television and Guest Cinema pay-per-view services. Ganley will also be executive vice president and chief financial officer of parent RME.

Leonard Fertig, executive vice president of RME, will assume additional responsibilities as president of the newly created Reiss Media Development, which will involve strategic planning and corporate development relating to TVRO, international PPV, HDTV and interactive video services.

Bruce Karpas, senior vice president and general counsel of RME, adds the presidency of Reiss Media Productions, the arm of the company responsible for producing and distributing special events and licensing independent films for PPV. Karpas will also become executive vice president of RME. The changes will be effective March 6.

named account executive, New York; **Virginia Mann,** salesperson, WRLH-TV Richmond, Va., named account executive, New York; **Sheila Doherty,** account executive, WNRW(TV) Winston-Salem, N.C., joins Seltel, Chicago, as account executive; **Robin S. Rash,** associate media director, Larsen, Colby, Koralek, Los Angeles-based advertising agency, joins Seltel there as account executive.

Herb Hofmann, regional marketing representative, Credit Bureau Reports Inc., Lansing, Mich., joins Hillier, Newmark, Wechsler & Howard, Detroit, as account executive.

Garnet Pike, regional marketing supervisor, Million Market/Times Mirror Marketing, newspaper rep firm, Chicago, joins BBDO there as research manager.

Hans Winberg, director, corporate communications, Provident National Bank, Philadelphia, joins McAdams, Richman & Ong, advertising, sales promotion and public relations firm, Bala Cynwyd, Pa., as VP, account services.

Debra Barnhart, media supervisor, Geer, DuBois Inc., advertising agency, New York, named agency of record director.

Linda Yaccarino, manager, Midwest region, Select Media Communications, New York, named director, station sales.

Sharyn Williamson, senior VP, Eisner & Associates, Baltimore-based advertising firm, named executive VP, planning and operations.

Jeffrey H. Kazmark, sales manager, KNBC-TV Los Angeles, joins WNBC-TV New York as director of sales.

Appointments at KSAS-TV Wichita, Kan.: **Dan Wall,** local sales manager, named general sales manager; **Mike Miller,** account executive, named local sales manager; **Wilma Evans,** account executive, named national sales manager.

Leonard J. Ostrow, regional sales manager, WMCA(AM) New York, joins WXCT(AM) New Haven, Conn., as VP and general sales manager.

Appointments at WLOS(TV) Asheville, N.C.: **Glynn W. Pullen,** account executive, WTVK(TV) Knoxville, Tenn., named local sales manager; **Deeana MacDonald,** director, retail services, WFTV(TV) Orlando, Fla., named sales account executive.

Peter Stavenhagen, account executive, Seltel, Chicago, joins WLUK(TV) Green Bay, Wis., as national sales manager.

Al Turner, account executive, WQTV(TV) Boston, named local sales manager.

Programing

Adam R. Platnick, VP, business affairs, Vestron Inc., Stamford, Conn., named senior VP, worldwide business affairs.

Appointments at NBC Entertainment, Burbank, Calif.: **Danelle Black,** manager, current comedy programs, named director, current comedy programs; **Jamie Tarses,** manager, current comedy programs, named director, comedy development; **Charisse McGhee,** manager, drama programs, named director, current drama programs. **Anne H. Bailey,** head writer, NBC's *Santa Barbara*, named head writer, *Days of Our Lives*.

Dunne

Cindy Dunne, founder, Cindy Dunne Productions, Los Angeles, joins Lorimar Television, Culver City, Calif., as VP, movies and mini-series.

Richard Steenberg, VP, programing and sales coordination, CBS, New York, joins Qintex Entertainment Inc. there as senior VP, special programs.

David Kirchheimer, VP of finance and controller, Republic Pictures Corp., Los Angeles, named VP and chief financial officer.

Charmaine Balian, VP, dramatic development, Universal Television, Universal City, Calif., named senior VP, dramatic development and longform programing.

Raul Lefcovich, senior VP, international, Viacom Enterprises, New York, named executive VP, international.

Charles J. Weber, independent consultant, joins Management Company Entertainment Group Inc., Los Angeles, as president and chief operating officer.

Dennis H. Wood, director, pay-TV sales, Worldwide Pay Television, Columbia Pictures International Television, New York, named VP.

Geoffrey Darby, director and producer, Nickelodeon/Nick at Night, New York, named senior VP, production.

Leslie R. Gershman, sales promotion coordinator, KTTV(TV) Los Angeles, joins Genesis Entertainment, Westlake Village, Calif., as director of international sales.

Philip M. Martzolf, director, domestic sales administration, Worldvision Enterprises Inc., New York, named account executive, Eastern division. Martzolf will be responsible for both first-run and off-network domestic program sales.

Rich Thorne, senior VP, The Post Group, post-production company, Hollywood, named chief operating officer.

Debbie Cottle, account executive, Telemation Productions, Chicago, named sales manager.

Guest appearance. Frank Stanton (r), president emeritus of CBS Inc., presents the Stanton Fellowship award to Dr. Morleen Getz Rouse of the University of Cincinnati. Presentation took place February 8 at the 17th annual International Radio & Television Society Inc. faculty/industry seminar.

Steve A. Womack, executive VP, Act III Entertainment, Nashville, joins Jim Owens Companies there as VP and general manager.

Appointments at SportsChannel, New England, Woburn, Mass.: **Carol Kowalski,** executive director, Brookline Community Cable, Cablevision, Brookline, Mass., named programing manager; **Robin Lelle,** production assistant, Cablevision, Boston, named marketing coordinator.

Arnold Boatner, production supervisor, operations and engineering, CBS, New York, joins Raycom Sports and Entertainment, Charlotte, N.C., as research director.

John T. Lazarus, corporate VP, Sports/Entertainment Group, New York, joins Raycom Sports and Entertainment there as VP, sports and entertainment marketing.

Appointments at BizNet, broadcast service of U.S. Chamber of Commerce, Washington: **Suzi Montes de Oca,** assistant producer and assistant director, named sales coordinator; **Bill Sweede,** senior floor manager, named studio supervisor.

John Stofflet, acting news director/managing editor, WKOW-TV Madison, Wis., joins KING-TV Seattle as contributing host, *Tracey & Company* talk show.

J. Daniel Jones, writer and director, KTTY(TV) San Diego, named senior writer, director and production manager.

Barbara Koster, senior producer, special events, WDIV(TV) Detroit, joins noncommercial WTVS(TV) there as producer, *Latenight America with Dennis Wholey*.

Raul Infante, freelance producer, joins KFWD(TV) Dallas as on-air producer.

John W. Schoen, associate producer, reporter, *Business Update*, American Public Radio, New York, named editor, Pacific Public Radio's *Marketplace*.

Bruce Goldberg, director, creative marketing, Premiere Radio Networks, Los Angeles, named VP, creative marketing.

Len Campbell, creative services director, WOGX(TV) Ocala, Fla., named production manager.

Therese Weiler, assistant to station manager, WHIO-TV Dayton, Ohio, named research director.

Gary Frank, production manager, KPAZ-TV Phoenix, joins KUTP(TV) there as production director.

Cecelia Garr, executive VP and general manager, FirstCom, Dallas-based programer, named president and CEO.

Appointments at DIR Broadcasting Corp., New York: **Tom Gatti,** senior VP and director of sales, named senior VP and general manager; **Michael Abramson,** VP, affiliate relations, named VP, programing; **Ray Hockstein,** research director, Christal Radio, New York, named director of research.

Appointments at Satellite Music Network, Dallas: **Harry Nelson,** announcer, *Rock 'n' Hits* format, named operations manager, *Rock 'n' Hits*; **Pat Clarke,** operations manager, *Rock 'n' Hits* format, named operations manager, *Pure Gold Oldies* format.

George Oliva, program manager, KFBK(AM) Sacramento, Calif., joins KFI(AM) Los Angeles in same capacity.

John Krist, talk show host, WWWE(AM) Cleveland, joins KSDO(AM) San Diego in same capacity. **Ernie Myers,** morning host, KSDO(AM), resigns to pursue other broadcast interests.

Appointments at noncommercial WTTW(TV) Chicago: **Peter Hamilton,** independent corporate consultant, and **Sharon Naeole,** VP, Public Broadcast Marketing, New York, join WTTW(TV) in New York as representatives, national and international production projects, East Coast.

Michael Ward, music research director, WAXY (FM) Fort Lauderdale, Fla., named assistant program director.

Mark Todd, assistant program director, KKBQ-FM Houston, joins WXGT(FM) Columbus, Ohio, as program director.

Henry Del Toro, co-host, morning show, WNOR-FM Norfolk, Va., named creative director.

Hugh LeVrier, general manager, KIQX(FM) Durango, Colo., joins Drake-Chenault, programing and marketing consultants, Albuquerque, N.M., as Midwest regional manager. **Dale Brooks,** sales manager, Progressive Music Network, Minneapolis-based adult contemporary radio network, named Atlantic Coast regional manager.

Steve Ellis, assistant programing director and music director, WQHT(FM) New York, named program director; **Kevin McCabe,** music director, WRQX(FM) Washington, joins WQHT in same capacity.

Kenny Lee, program director, WAXY(FM) Fort Lauderdale, Fla., joins WFYR-FM Chicago in same capacity.

Chris Thompson, master control operator, Florida Public Television, Tallahassee, named director.

Dale Kruzic, producer, noncommercial KNME-TV Albuquerque, N.M., named executive producer, local productions.

Rebecca Morris, morning anchor and reporter, WCOB-FM West Yarmouth, Mass., joins WQRC(FM) Hyannis, Mass., as air personality.

Mary Pruess, operations manager, noncommercial KAET(TV) Phoenix, joins Houston Public Television as program manager.

Appointments at WLVI-TV Boston: **Barbara Bethea,** producer/director, named production manager; **Steve Johnston,** art director, WPRI-TV Providence, R.I., joins WPRI-TV in same capacity.

News and Public Affairs

Rob Armstrong, correspondent, CBS News Radio, New York, named Washington correspondent.

David Futrowsky, assignment editor, Conus Communications, Washington, named deputy bureau chief.

Andrew Garcia, computer trainer, Dynatech Newstar, computer news service, Madison, Wis., joins WBBM-TV Chicago, as associate producer, news operations.

Appointments at WNEV-TV Boston: **Heidi Jensen,** weekend producer, named special projects producer; **Susan Krivelow,** freelance writer and series producer, named full-time producer; **Kelly Farmer,** production assistant, named video coordinator.

Alexander Kippen, reporter, Sun World Satellite News, Washington, joins Washington Independent News there as reporter.

Barry Nemcoff, managing editor, *The Nightly Business report,* noncommercial WPBT(TV) Miami, named executive producer.

Appointments at WKAB-TV Montgomery, Ala: **Valerie Calhoun,** weekend anchor, WNCT-TV Greenville, N.C., named evening co-anchor; **Linda McLaughlin,** weekend weather anchor, WVVA(TV) Bluefield, W.Va., named weather anchor; **Gayle Guigliardo,** recent graduate, Auburn University, named general assignment reporter.

Steve Jarriel, reporter and weekend anchor, WATE-TV Knoxville, Tenn., joins WFSB(TV) Hartford, Conn., as reporter.

Debora Lee, executive producer, WTOV-TV Steubenville, Ohio, named assistant news director and executive producer.

Martin Morenz, anchor and reporter, WMTW-TV Poland Springs, Me., joins WJAR(TV) Providence, R.I., as general assignment reporter.

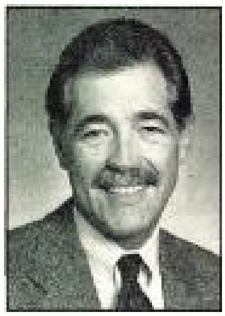
Cindy Dole, weekend anchor and reporter, KRCG-TV Jefferson City, Mo., joins WWMT(TV) Kalamazoo, Mich., as anchor.

Vivian Brown, product specialist, The Weather Channel, Atlanta, named on-camera meteorologist.

David James, sports director, KTMS(AM) Santa Barbara, Calif., joins KEYT-TV there in same capacity.

Sondra Artis, production assistant, WFCT(TV) Fayetteville, N.C., joins WFNC(AM)-WQSM(FM) there as reporter and anchor.

Technology



Hoffman

R. Terry Hoffman, former president and CEO, Telemation Inc., video production and manufacturing company, Salt Lake City, joins Centro Corp., production, post-production and broadcast facilities development service there, as president.

Patricio Northland, regional executive, Europe, Intelsat, Washington, joins Pan American Satellite, Greenwich, Conn., as VP, services development.

John F. Cullen, treasurer, Stainless Enterprises, designers and manufacturers of communications towers, named president and CEO.

Appointments at Acrian, supplier of amplifiers and semiconductor devices for broadcast communications, San Jose, Calif.: **Steven Block,** manager, Eastern regional sales, named manager, Western regional sales; **Frank Klarer,** marketing engineer, Motorola, Phoenix, Ariz., named Eastern regional sales manager.

Leonard M. Lashower, director, video network group, DX Communications, Hawthorne, N.Y., joins Satellite Conference Network Inc., New York, as director of marketing.

Mike Wenglar, chief engineer, KVUE-TV Austin, Tex., named VP, engineering.

John Terhar, photographer and engineer, WNBC-TV New York, joins Conus Communications, Washington, as engineering supervisor.

Appointments at WSI Corporation, providers of weather graphics, data, and systems to cable, network and local television stations, Bedford, Mass.: **Todd Glickman,** manager, industry and government marketing, adds media marketing to duties; **Donald E. Freeland,** marketing support specialist, named asistant manager, media marketing; **Dawn M. Miller,** technical support specialist, named media marketing specialist.

John P. McNally, chief engineer, Zumma Broadcasting Inc., Oklahoma City, joins Southern Illinois University broadcasting service, Carbondale, Ill., as director of engineering.

Promotion and PR

Sharon Yokoi, manager, station relations, Buena Vista Television, Los Angeles, named director, affiliate relations.

Leslie Leventham, VP, administration, creative services, MTV Networks, New York, named VP, creative services.

Appointments at The Lippin Group, public relations agency, New York: **Audrey Davis,** VP, named senior VP; **Cindy Schneider,** account executive, named account supervisor; **Marisa H. Soitz,** account supervisor, named VP; **Michael Wright,** account supervisor, named VP; **Sarah Lesch,** account supervisor, Los Angeles, named VP.

Joella West, attorney, Stuart Glickman law firm, Los Angeles, joins Carsey-Werner Company there as VP, business affairs.

Linda Finney, senior writer, producer, Lifetime Television, New York, named manager, on-air promotion.

Adrienne Hough, executive assistant, Saban Productions, Studio City, Calif., named director of advertising and promotion.

Kathy Dailey, director of communications, KABC-TV Los Angeles, joins Jacobs & Gerber Inc. advertising agency there as director of advertising and promotion services.

Enshrinement. Harry Caray, long-time Chicago Cubs broadcaster, has been named winner of the *Ford Frick Award*. Award is presented annually by the Baseball Hall of Fame in Cooperstown, N.Y. Selection is made by major league baseball executives and broadcasters. Caray will be honored July 23 at annual Hall of fame induction ceremonies. Caray first started broadcasting baseball with the St. Louis Cardinals, later moving to the Oakland Athletics. In 1971, he joined the Chicago White Sox. Caray has been broadcasting Cubs games on superstation WGN Chicago since 1982.

Appointments at NuStar promotion service, West Chester, Pa.: **Richard Miller,** general sales manager, Cable Adnet, Philadelphia, named manager, affiliate sales; **Lisa Schwartz,** manager, affiliate relations, adds sales to her duties; **Julie Scott,** administrative assistant, named coordinator, affiliate sales.

Dean R. Kendall, air personality and operations manager, WDLB(AM)-WLJY(FM) Marshfield, Wis., joins Broadcasting Institute of Maryland, Baltimore, as public relations director.

Paula Maes, public affairs director, KOB-TV Albuquerque, N.M., named promotion/public affairs director.

Sallie Knowlton, director of promotion, KEZI(TV) Eugene, Ore., joins KPDX(TV) Portland, Ore., as sales promotion coordinator.

Allied Fields

Norman Brokaw, co-chairman of board, William Morris Agency, Los Angeles, elected president and CEO; **Lou Weiss,** current co-chairman, named chairman of board. Weiss is based in New York.

Michael Gartner president, NBC News, and **Natalie Hunter,** VP, finance and administration, NBC News, New York, named to Visnews board of directors. **Robert Wright,** president, NBC, named Visnews Trustee.

John Hughes, editor and director of radio broadcasting for Christian Science Publishing Society, parent company of *Christian Science Monitor*, will step down April 1.

David F. Poltrack, senior VP, research and planning, CBS Inc., New York, named 1989 chairman of board of directors of Advertising Research Foundation, New York.

Dick Sharpe, former president, Hillier, Newmark, Wechsler & Howard, New York, joins Blackburn & Co., Washington, as media broker.

Joseph C. Goulden, author, named director of media analysis and associate editor, Accuracy In Media, Washington.

Elected directors, Jones Intercable Inc., Englewood, Calif.: **Glenn R. Jones,** chairman of board and CEO; **Alan Angelich,** group VP/finance; **Patrick J. Lombardi,** VP, The Jones Group Ltd.; **Gregory J. Liptak,** president; **James Krecji,** group VP; **Howard Thrall,** Pacific and Asia marketing manager, Douglas Aircraft Co., and **William H. Sanders,** president, Sanders & Co., Atlanta.

Jane R. Cottrell, associate counsel, Rainbow Program Enterprises, Cablevision Systems Corp., Woodbury, N.Y., joins Group W Satellite Communications, Stamford, Conn., as general counsel.

Connie Malick, Central territory regional manager for Nielsen Television Index, Chicago, named VP, Midwest marketing manager-agencies/advertisers.

Maria Smith, director of programing and community affairs, KUTV(TV) Salt Lake City, elected to NATPE board of directors.

Mike Starling, chief engineer, noncommercial KPBS(FM) San Diego, joins Africa's Swaziland Broadcasting Information Service as engineering consultant.

Neil Sullivan, associate general counsel, Children's Television Workshop, New York, named VP, business affairs, associate general counsel.

Bill Henry, community relations director, WFLA-TV Tampa, Fla., retires. Henry had been with station for 28 years.

Deaths

Robert W. Breckner, 68, owner of KTHO-AM-FM South Lake Tahoe, Calif., and consultant, died Feb. 12 of cancer at his home in Brentwood, Calif. Breckner received degree from Stanford University in 1942. After serving in Navy he joined KNX-AM-FM Los Angeles as program manager. In 1948 he helped start up KTTV(TV) Los Angeles, beginning as program manager and later becoming VP and general manager. Breckner remained with station until 1963. He stayed active as radio and cable consultant, and from 1970 to 1972 was president of TM Communications, Times-Mirror Company's cable subsidiary. He is survived by his wife, Sally, and daughter, Elizabeth.

George S. Turner, former chief of FCC engineering and monitoring bureau, died Feb 7 of cancer at his home in Boca Raton, Fla. Turner joined FCC in 1930's and remained there until retirement in 1964. Survivors include two sons and one daughter.

Emily Kimbrough, 90, author and commentator who hosted program on WCBS(AM) New York, died of cancer Feb. 12 at her home in New York. Survivors include two daughters.

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New York's WNBC-TV has picked up *USA Today*, which WCBS-TV announced last week it will drop on Feb. 27, the same date it will debut on its new station. According to Bud Carey, WNBC-TV VP/general manager, it intends to run show at 5:30 a.m. (WCBS-TV aired it at 2 a.m.), but considers it a backup for 4:30 p.m. (*Donahue*) or 7:30 p.m. (*Inside Edition*). WNBC-TV also acquired Barris Industries' *The Kenny Rogers Show*. It does not have a definite time period, although Carey's plans call for it to run sometime between 2 and 6 a.m. It is also considered backup for 9 a.m. (*Geraldo*, which switches to WCBS-TV in September) or 4 p.m.

□

CVN Companies, operator of Cable Value Network, has settled investigation brought by New York state attorney general's office. Attorney general's office had alleged that home shopping operator had inadequate or non-existent records to substantiate retail prices used in comparison with prices offered on CVN. Without admitting guilt, CVN agreed to adopt guidelines for comparison pricing, to explain those guidelines on air four times daily and to set up special toll-free number for product and pricing information. Spokeswoman for attorney general said office was also investigating Home Shopping Network and FNN's TelShop for similar practices.

□

JAG Communications Inc. has agreed to sell WFBR(AM)-WLIF(FM) Baltimore to Infinity Broadcasting Corp. for $32 million. Seller is New York-based group headed by John A. Gambling. It also owns WFOG(FM) Suffolk, Va. Buyer is New York-based group of 5 AM's and 10 FM's headed by Mel Karmazin, president/CEO. WFBR is fulltimer on 1300 khz with 5 kw. WWLIF operates on 101.9 mhz with 13.5 kw and antenna 960 feet above average terrain.

□

***The Mystery Wheel of Adventure* has been declared "firm go"** by distributor D.L. Taffner Ltd., with clearances passing 50% mark. Clearances are set in nine of top 10 markets, as well as 16 of top 20, including New York (WWOR), Los Angeles (KCOP-TV), Philadelphia (WTAF-TV), San Francisco (KBHK-TV), Boston (WSBK-TV) and Dallas (KDFI-TV).

□

Leadership of cable, broadcast and motion picture industries will be trekking to **Capitol Hill** this year to participate in **broad inquiry into concentration of ownership within media.** Senate Communications Subcommittee is convening hearings, four or five days' worth, in late spring or early summer to examine matter. According to subcommittee staff, hearings will be "all inclusive," with "programers and distributors" making their case before members.

Radio research specialist **Jhan Hiber**, VP for research for Malrite group, Cleveland, will join WFIL(AM)-WEAZ(FM) Philadelphia on April 3 as VP of marketing and research. He operated Hiber & Associates research company for eight years, before that was with Arbitron.

□

Filling fourth of five rotating positions, **NPR's** *All Things Considered* **in March will add host Emil Guillermo,** currently host of daily bilingual Filipino news program on KEST(AM) San Francisco.

□

Tom Turner, executive VP, Group W Radio Sales, has been appointed president, based in New York.

□

CNBC has announced signings of three anchors and one reporter for consumer news service set to debut April 17. Anchors are Neil Cavuto and Dean Shepherd, former anchors with PBS's *Nightly Business Report*, and Sue Herera, former anchor with FNN. Taryn Gottlieb, business editor for News 12 Long Island, joins CNBC as reporter. Bob Davis, CNBC executive producer, said on-air team will include "up to 50 journalists, analysts, hosts and specialists." Four are part of 20-minute promotional tape being seen on Tempo TV transponder slot CNBC has leased from Tempo owner Tele-Communications Inc. Tempo programing ceased last Friday (Feb. 18).

□

After month's silence following announcement of major unwired network, **Group W's Premiere** (BROADCASTING, Jan. 16), **two more major-market affiliate TV stations,** KTVX(TV) Salt Lake City and KOML(TV) San Antonio, Tex., **have indicated their intent to join.** Both stations are represented by MMT Sales. Ed Goldman, president of Group W Sales, said that he expects momentum for local news oriented network to shift once further announcements are made, possibly next week.

□

Discovery Channel said it will launch European version of cable network in United Kingdom and Scandinavia in mid-April. TDC-Europe is joint venture of channel and United Programming International, subsidiary of United Cable, which is part owner of channel. Initially, service will be seen from 6 p.m. to midnight on Intelsat V.

□

Cable industry has natural ally in its battle to keep local telephone companies, including Bell operating companies, **out of cable business: AT&T.** Like cable, AT&T wants to make sure business restrictions in 1982 consent decree that spun off BOC's from AT&T remain in effect. Decree prohibits BOC's from providing

Slow going on Canadian cable carriage

With the Canadian Parliament's passage on Dec. 30, 1988, of legislation implementing the U.S.-Canadian Free Trade Agreement—legislation that provides for payment of copyright compensation to American owners of broadcast programs retransmitted by Canadian cable systems—those systems are anxious to pick up the American signals. A U.S. attorney representing the Canadian Cable Television Association has been urging the State Department to lift the "embargo" on the supply of U.S. superstation signals to Canada. The State Department, however, is moving cautiously.

The Canadian law provides for a system similar to that in force in the U.S.: Regulations defining "distant signals," in relation to which copyright compensation will be paid, will be adopted, and a Copyright Board, now being established, will set tariffs to be paid by cable systems. Copyright liability will begin to accrue on Jan. 1, 1990. Accordingly, said Wesley R. Heppler, CCTA counsel, during a meeting with State Department officials and in a follow-up letter, it is time for State to clear the way for the satellite transmission of the signals of the four superstations that Canada's Department of Communications has approved for cable carriage—WGN-TV Chicago, WPIX(TV) New York, WTBS(TV) Atlanta and WWOR-TV Secaucus, N.J.

The satellite systems involved—United Video (WGN-TV and WPIX); Tempo Television (WTBS) and Eastern Microwave (WWOR-TV)—have preliminary FCC authorization to provide the transborder service. But the commission is deferring final clearance pending approval from the State Department. And the department, following a policy heartily endorsed by the Motion Picture Association of America, remains to be satisfied on several matters.

But the issue that principally concerns MPAA is that the level of copyright compensation remains to be set. "If the level of compensation is so low as to be meaningless," said Fritz Attaway, MPAA counsel, "we would urge the State Department to continue the hold." And Lucy Hummer Richards, director of State's Office of Industrialized Country Policy, one of those with whom Heppler met, said the department is waiting to see "the level of compensation."

David Hall: The Nashville Network's country gentleman

David Hall, vice president and general manager of The Nashville Network, is gregarious, quick with a self-deprecating joke and unafraid to offer an opinion. He also knows the ins and outs of programing a network, meeting a production budget and keeping the network true to its roots while convincing the skeptical that the network is not a downscale advertising vehicle.

Hall has been with TNN from its inception under parent National Life and Accident Insurance Co., through its rollout under American General Corp., to its high-profile growth under Gaylord Broadcasting. Each step of the way, Hall has left his imprimatur on a network that has garnered 43 million homes in under six years. And at every turn, Hall has battled The Nashville Network stereotype.

"It's hard to get them over the preconceived PBR [Pabst Blue Ribbon beer], good old boy, I-drive-a-pickup-truck-with-hay-in-the-back mentality," says Hall. Today, he proudly says, Madison Avenue "loves us." Hall points out that "a lot of people come to Nashville not really sure what they're coming for, but they always want to come back."

Indeed, that TNN is successful may not be so much that it has caught up with the New York-Los Angeles power axis as that that axis has caught up with the network. Country music is the most programed format on radio, and record sales top $450 million. The network has 43 million subscribers, and 32 million of them tune in regularly each month.

The network sprung from Opryland USA, owner of the Grand Ole Opry, Opryland theme park, the Opryland hotel and production facilities. (In fact, Hall says that 50% to 60% of the original programing on CBS Cable was produced in his studios, at a cost that flabbergasted him. "We're very efficient at knowing how to put value on the screen and not let the value slide through your fingers," he says.)

In addition to the cable network, Opryland USA owns a satellite program distribution operation, a videotape duplication business, a 30-plus affiliate country radio network and an about-to-be-launched country life-style magazine, *Country America*. They are all under Hall's purview. Combining the magazine with radio and TV will provide advertisers a multimedia opportunity. "For the country life-style, we are the one-stop shopping center," says Hall.

During his college days at Vanderbilt (he graduated in 1972 with an electrical engineering degree), Hall worked in the engineering department at WSM-TV Nashville and was responsible for construction of the light and sound systems for the Opryland theme park. In 1973, he headed construction of the new Grand Ole Opry House, and he became chief engineer of Opryland USA in 1975. He was named general manager of Opryland Productions in 1977, which provided production services for commercials and syndicated programing.

DAVID EDWARD HALL—Vice president, general manager, Nashville Network, Nashville; b. Aug. 18, 1949, Nashville; BE, electrical engineering, Vanderbilt University, 1972; engineer, Opryland USA, 1971-75; chief engineer, 1975-77; general manager, Opryland Productions, 1977-81; vice president, Opryland USA Inc., 1983; present position since 1981; m. Brenda Thomas, May 31, 1975.

Opryland Productions was renamed The Nashville Network as plans for service were created under National Life, which was eventually bought in a hostile takeover by American General. AG disposed of the noninsurance assets, including the network, which was purchased by Gaylord Broadcasting three months after launch.

Gaylord Chairman Ed Gaylord had been in Nashville checking on his syndication property, *Hee Haw*, the quintessential country life-style television program. While there he learned that Opryland Productions was for sale and eventually bought the company. (Although *Hee Haw* and TNN would appear a perfect fit, the former's success in first run syndication keeps it off the cable network, according to Hall.)

Despite the corporate turmoil, the network launched March 7, 1983, in seven million homes. Aided by the marketing, advertising and distribution resources of Group W Satellite Communications, the network steadily grew, turning profitable in late 1987.

What made believers of the unbelievers, says Hall, was the network's rapid growth. In 1986, the network passed 20 million homes, and the reaction was: "Hey, this thing isn't going away." A year later it passed 30 million homes and the response was: "This thing's strong." All at once, he says, "artists started seeing it as a marketing tool for their careers. Advertisers started saying: 'These people are reaching the heartland of America and these people really consume stuff.' " From there it snowballed, says Hall, with boxed goods, dry goods, fuel, oil, beer and telephone companies joining the ad mix. "To do that you need to deliver a product to a very defined audience," he says.

Hall, an avid boater, has kept a straight course. "Six of the 22 original series are still on the air," he proudly points out, including the prime time *Nashville Now*, hosted by Ralph Emery, the network's keystone show. Increasingly, TNN is becoming *the* place to see fishing, rodeo and some motor racing sports. Where other cable networks have come, gone or undergone substantial makeovers, TNN has been true to Hall's vision since day one.

This year will see a 46% increase in the network's programing budget, which is earmarked for making all programing cable-exclusive and increasing the number of marquee specials. The exclusivity push is exemplified in the network's decision to pull *Crook & Chase* from broadcast syndication April 1. "We're creating programing that is cable exclusive," says Hall. "We're not buying *Miami Vice* or *Cagney & Lacey*," Hall says, although he winces at the missed opportunity of the *Bonanza* episodes now on the CBN Family Channel.

"The emphasis for 1988 and beyond is specials," says Hall, such as its USO tours specials, its *Celebrity Off-Stage*, and individual performances by Willie Nelson (a personal Hall favorite) and Marie Osmond, for example. "We're going to use these as a marketing and promotional tool," he says. "Our mission is to get those 32 million homes to use [the network] more," which will stimulate the ratings and thus the network's rate card. And that is no easy feat, especially in a remote-control, multichannel environment.

"They come over and check us, and if it's not there, they're gone," says Hall of the brave new world of television. The goal is to have a special each night at 7 p.m. "We're fighting among ourselves," says Hall, referring to the other cable services and nonnetwork broadcasters.

Something else will be fighting for Hall's time soon: his wife is due with their first child in April. This week, for instance, Hall flies to Orlando, Fla., on Tuesday on business, flies back on Wednesday morning to catch a child care class, only to return to Orlando that afternoon to tape a Merle Haggard special.

When Hall is not at the helm of the network, or the other operations he oversees, he's at the helm of his boat. Its name? "On Our Way."

Editorials

Forward thinking

The president of the National Association of Broadcasters has his eye on the right target. Asked by BROADCASTING ("At Large," page 42) to identify the "mega-issues" facing his industry today, he concluded: "It's the general structure of how we will be 10, 15, 25 years down the road."

Eddie Fritts is right; this is that kind of time. To view things in the sternest of terms, there is indeed a threat that the free, over-the-air television universe might not survive all the competition—wired and otherwise—that is building up like so many storm clouds on the horizon. Telco entry, on top of an already burgeoning cable universe, is potentially the most destabilizing of all. NAB has asked Congress to put the question on hold—a strategy, one suspects, that won't work for long. Broadcasters must soon decide whether they want to fight 'em or join 'em on this issue—or whether, given the advance of technology, there is a choice.

Fritts is right, too, to assign so high a priority to HDTV, although that pursuit may similarly pose great difficulties for the terrestrial broadcaster. As things stand there's not enough bandwidth in VHF and UHF to take all the signal required for HDTV, and some of the newer technologies being proposed to overtake the Japanese (digital television, for example) require even more. Fiber holds an enormous advantage in that arena—an advantage open to cable and telcos and one from which broadcasters must not preclude themselves.

Were we to add an issue to Fritts's "mega" list it would be elimination of the fairness doctrine, or the fight to obtain full First Amendment protection for the Fifth Estate. If we are indeed to look 10, 15 and 25 years down the road, it is inconceivable to think of a broadcasting industry without such a shield. Those who are now so cavalier about accepting so-called fairness in trade for so illusory a quid pro quo as must carry have little appreciation for the business implications of being second-guessed by government at every turn. They may manage to hold on to their frequencies, but not their freedom—either to speak *or* to operate. That will rank among history's worst bargains—surely ahead of the deal the Indians made for Manhattan.

In times as tumultuous as these it's easy to get caught up in the minutiae of today. Eddie Fritts and the NAB are right to take the long view.

Air apparent

Last week, South Carolina Senator Ernest Hollings (D) introduced legislation that would bankroll TV Marti over the next two years (BROADCASTING, Feb. 13). The funding bill was co-sponsored by, among others, Florida Senators Connie Mack (R) and Bob Graham (D), whose state would undoubtedly benefit from the rolling out of this particular barrel of pork.

There is certainly enough hot air on Capitol Hill to fill the balloon that is supposed to carry TV Marti to its perch 14,000 feet above the Florida coast. And if that were all that the exercise entailed, we would have no quarrel. But the proposed TV broadcast service to Cuba must also be pumped full of tax dollars—32 million of them. And the tethered balloon will not simply bob harmlessly like some Macy's parade entry. It could possibly deliver a double blow to broadcasters, itself interfering with stations in the Southeast and provoking stepped-up jamming from its Cuban target.

Among those expressing reservations about the project reportedly are those charged with implementing it. If so, it is hoped those concerns and the opposition of broadcasters and others to TV Marti will be made clear in hearings on the bill promised by Senator Claiborne Pell (D-R.I.), chairman of the Senate Foreign Relations Committee. Pell has expressed reservations about the proposed service and about the manner in which its $7.5 million start-up appropriation slid over the transom in the last Congress with little debate and no hearings.

The sooner Congress comes down to earth, the better.

Taking their lumps

When the media spend hundreds of millions of dollars on public service campaigns championing causes that meet with congressional approval (anti-drunk driving, AIDS education, drug abuse prevention, health education, homelessness, hunger), Congress generally regards that effort as broadcasters' public service responsibility, holding that it is not only laudable—although the Congress is fairly stingy with the laud—but expected that, in the public interest, the profit motive move back a seat. (Conversely, and curiously, the single most persistent slam against broadcasters is that they are absorbed by profit to the exclusion of public service.) But when the issue was getting legislators to acknowledge publicly the pay raise they were giving themselves (to acknowledge, in effect, that they could be both public servants and interested in making money), the media were "rabble-rousers" who were "working up the electorate."

What the media—broadcast and print—did was what they are meant to do: let people know what is happening—specifically, that the Congress was giving itself a pay raise without any member having to be accountable. A number of radio disk jockeys suggested that listeners who opposed that approach register their collective disaffection by mailing tea bags to appropriate addresses in the rebellious spirit of the Boston Tea Party.

There were rumblings that Congress might vent its spleen in legislative retaliation. "Given the mood of Congress," said one Washington observer, "if people think they can move a radio only [license renewal reform] bill now, they are dreaming." We would hope the attribution of such petulance to the U.S. Congress is misplaced. It was the people speaking. The media simply permitted them to be heard.

Drawn for BROADCASTING by Jack Schmidt

"I talked him down on the price of his sales seminar."

Paul Harvey, CBS top fall Radar book

It turned out to be yet another "good day" for ABC Radio's Paul Harvey last week as the veteran broadcaster once again topped the list of most-listened-to network radio programs. The just-released fall 1988 Radar 38 ratings results indicated an average audience of more than 5.8 million listeners aged 12-plus for the radio personality's weekday morning show, topping Harvey's hold on the top five network slots for that age demographic. ABC shared the top 20 network program list with CBS Radio Network, which grabbed 12 of the available slots.

Paul Harvey News *at 8:30 a.m., Monday-Friday, ranked first, averaging 5,807,000 listeners. In second place was Harvey's daily newscast at 12:06 p.m., with an average 4,478,000 listeners. Harvey's Saturday newscasts ranked third (8:30 a.m., averaging 3,489,000) and fourth (11:10 a.m., averaging 3,179,000).* The Rest of the Story, *the daily program hosted by Harvey at 3:06 p.m., finished in fifth place with an average 2,797,000 listeners. (All times are ET.)*

CBS filled out the top 10 program list for audiences aged 12-plus with the network's Monday-Friday 7 a.m. newscast (2,193,000); the daily 7:25 a.m. Osgood File *(2,091,000); the daily 6 a.m. newscast (2,044,000); the daily 6:25 a.m.* Osgood File *(2,015,000), and the daily 8:25 a.m.* Osgood File *(1,786,000).*

In the Radar 38 largest common daypart category for all full-service networks (Monday-Saturday, 6 a.m.-7 p.m.) for listeners 12-plus, ABC's Entertainment Network was number one, averaging 2,017,000 listeners. Paralleling a boost in its affiliate base, Transtar Radio Network continued its leap up the chart with a 21.2% increase over the last rating period, ranking second with an average 2,004,000 listeners. Also making healthy gains were the NBC Radio Network, which had a 17.8% increase and a sixth-place ranking, averaging 1,479,000 listeners, and Sheridan Broadcasting Network, which saw a 13.1% increase, averaging 423,000 listeners.

long-distance telephone service as well as cable television and other "information services." BOC's "may not be ducks, but they walk, talk and look a lot like monopolies," said AT&T Chairman Robert Allen in luncheon speech before Federal Communications Bar Association in Washington last week. "They could potentially do a lot of damage to competitors in markets currently protected by the MFJ's core restrictions," he said. "If that happens, the force of antitrust law will be blunted. Competition may wane and consumers may suffer. And, whether that happens or not, it promises a return to the incessant controversy and contention of yesteryear."

□

FCC may deny renewal to WBUZ(AM) Fredonia, N.Y., at closed meeting this Wednesday (Feb. 22). Although fate of station will not be known until commissioners vote, one high-ranking official said case against station is strong one. Local groups asked FCC to deny renewal in 1981; case has been working its way up through FCC adjudicatory process ever since. In March 1987 Review Board affirmed administrative law judge's decision not to renew license of owner Henry Serafin. "His propensity to discriminate against minorities in hiring when coupled with his misrepresentations and lack of candor about his discriminatory practices leads to only one conclusion: Serafin is not the type of person that should be entitled to a public franchise."

□

Viacom and Cablevision Systems closed on latter's purchase of assets of Long Island, N.Y., and Cleveland cable systems last week, but Cablevision's option to buy 5% of Showtime for $25 million was not part of closing. Between system sale, bond placement, Showtime growth and low interest among MSO's, operator buy-in was no longer needed.

R.E. (Teddy) Turner IV is leaving Turner Broadcasting System, where he has held variety of production jobs. Turner has been with his father's organization since he was teenager. He is joining Country Music TV Network in Nashville as vice president, sales and marketing.

□

Bell Atlantic has filed tariffs at state PUC's in Virginia, Maryland, New Jersey, Delaware and Pennsylvania for permission to offer PPV ordering services for cable operators. Tariffs call for one-time charge of between $75 and $150, then 25 cents per call for first 1,000 each night, 20 cents thereafter. Bell Atlantic has tested service on six systems serving 220,000 subscribers.

□

CTV Television Network and TVA last week jointly acquired exclusive Canadian television rights for 1992 summer Olympics, paying $16.5 million for, and planning "comprehensive coverage" of Barcelona, Spain, event. CTV was domestic rightsholder for 1988 Calgary winter Olympics.

□

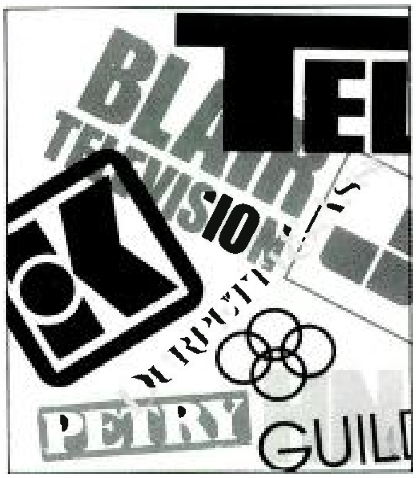
Last Friday night (Feb. 17), ABC News's ***20/20* was to air segment on HDTV** by correspondent Lynn Sherr and producer Mary Whittington. Among those appearing in segment were Representative Edward Markey (D-Mass.), chairman of House Telecommunications Subcommittee; FCC Chairman Dennis Patrick; Jerry Pearlman, chairman and president, Zenith Electronics Corp.; Richard Elkus, chairman, Prometrix Corp., and co-chairman of advanced television taskforce of the American Electronics Association; Michael Sherlock, president, technical services and operations, NBC, and Julius Barnathan, president, broadcast operations and engineering, Capital Cities/ABC. No representative of CBS appeared in segment.

□

News Corp. reported revenue of $1.65 billion for second quarter ended Dec. 31, 1988, up 40% from U.S. dollar equivalent of Australia-based company's revenue one year earlier. Net income for quarter was $224 million, up 77% from corresponding quarter in 1987. Included in current earnings are results from Triangle Publications following its acquisition in second quarter. Net income for Fox Broadcasting was said to be $400,000 for first half of fiscal year.

ACT accolade. *Action for Children's Television President Peggy Charren receives the National Academy of Television Arts and Sciences Trustees Award on Feb. 16 (see page 41). On hand for the occasion were (l-r): Thomas Murphy, chairman/CEO of Capcities/ABC; actress Marlo Thomas; Robert Wussler, senior executive VP, Turner Broadcasting System, and NATAS chairman;* Sesame Street's *Big Bird, and John Cannon, NATAS president.*

March 20 Special Report



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$15,400,000 **Metroplex Communications** has sold **WRFX-FM** Charlotte to **Pyramid Broadcasting** *The undersigned initiated this transaction and acted as financial advisor to Metroplex Communications*	**$11,000,000** **Metropolis Broadcasting** has sold **WERE-AM and WNCX-FM** Cleveland to **Metroplex/Robinson Broadcasting Company** *The undersigned initiated this transaction and acted as financial advisor to Metroplex Robinson Broadcasting Company*	**$79,000,000** **Legacy Broadcasting, Inc.** has sold **KJOI-FM** Los Angeles to **Command Broadcasting Corporation** *The undersigned initiated this transaction and acted as financial advisor to both parties*
$16,000,000 **Legacy Broadcasting, Inc.** has sold **KHOW-AM and KSYY-FM** Denver to **Command Broadcasting Corporation** *The undersigned initiated this transaction and acted as financial advisor to both parties*	**$50,000,000** **Metropolitan Broadcasting Corporation** has sold **KRLD-AM and the TSN** Dallas Ft. Worth to **Command Broadcasting Corporation** *The undersigned initiated this transaction and acted as financial advisor to Command Broadcasting Corporation*	**$24,000,000** **Malrite Communications Group, Inc.** has sold **KKHT-FM** Houston to **Emmis Broadcasting Corporation** *The undersigned initiated this transaction and acted as financial advisor to Malrite Communications Group Inc*
$19,100,000 **Outlet Broadcasting, Inc.** has sold **WIOQ-FM** Philadelphia to **EZ Communications, Inc.** *The undersigned initiated this transaction and acted as financial advisor to Outlet Broadcasting Inc.*	**$56,000,000** **Outlet Broadcasting, Inc.** has sold **KIQQ-FM** Los Angeles to **Westwood One, Inc.** *The undersigned initiated this transaction and acted as financial advisor to Outlet Broadcasting Inc.*	**$19,300,000** **Sconnix Broadcasting Company** has sold **WBOS-FM** Boston to **Ackerley Communications Inc.** *The undersigned initiated this transaction and acted as financial advisor to both parties*

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