


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 17

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 Criticizing cable:
 the drums grow louder
 push stands farther
 on fairness



PRIME WITHOU

For stations and advertisers across the country, the February book had an especially happy ending. Because once again, FRIDAY THE 13TH: THE SERIES and WAR OF THE WORLDS were the #2

and #3 weekly syndicated programs among all male demos, behind only our own STAR TREK: THE NEXT GENERATION. And on stations where they run in prime time, they also enhanced prime time



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Cable under fire...

NCTA
President Jim Mooney (r) is key witness defending cable on Capitol Hill during hearing at which Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio) says he has two cable reregulation bills in works. **PAGE 27.**



World's largest market...

By end of 1992, 12 countries of European Community are to have eliminated tariff barriers separating them, creating single market—world's largest. Examination of its impact, plus preview of this week's MIP-TV international TV programming marketplace, begins on **PAGE 35.**

Fewer viewers...

Three-network share of prime time viewing audience for season ending April 16, falls to its lowest average yet, despite presence of such ratings grabbers as NBC's *The Cosby Show*—which is still number one. **PAGE 29.**



Bill Cosby

30/SOMETHING NEW

NBC unveils its 1989-90 Saturday morning schedule, introducing four new shows designed to recapture network's former top position for daypart.

30/ENVELOPE PLEASE

Twenty-nine radio, television and cable programs are honored with George Foster Peabody Awards.

31/STREAMLINING

Gulf + Western says it will sell its financial services subsidiary to concentrate on its media and entertainment business.

33/WRIGHT STAND

NBC President and CEO Robert Wright supports cable industry's stand on preventing telephone companies from getting into television business.

46/DAY FOR NIGHT

ABC Entertainment continues testing its live, late-night entry, *Day's End*, on individual affiliate stations in 20 markets through May.

51/CZAR OF PROGRAMING

About 450 noncommercial TV executives discuss appointing single national programming executive. Corporation for Public Broadcasting expresses doubts about appropriateness of such move.

52/CABLE FEST

Annual gathering of Cabletelevision Advertising Bureau in New York is forum for optimistic industry reports. Operators are told that promotion is key to increasing viewership—and ultimately advertising revenue.

54/AM IMPROVEMENT

FCC moves to curtail interference in AM band, hoping to close AM-FM fidelity gap.

56/MORNING DRIVERS

Legendary radio personalities discuss programming issues affecting morning drive time; Bob Steele, who has worked mornings at WTC(AM) Hartford, Conn., for more than 50 years, announces his retirement plans.

60/TV FOR CHILDREN

Senate Communications Subcommittee Chairman Daniel Inouye says he plans to introduce bill to fund children's educational programming for both commercial and noncommercial TV.

63/BETTER OFFER

New World Entertainment, which had earlier agreed to be bought by Pathe Entertainment, accepts higher offer from Andrews Group.

63/BFM SHOWCASE

Among issues tackled by

Broadcast Financial Management Association at its annual meeting in Dallas are gaining access to America's television viewers and changing TV, radio and cable markets.

67/TAPED TIME

This week's look ahead to NAB examines new developments and enhancements of videotape recorders.

87/FOR BETTER OR WORSE

Since joining NBC in 1982, John Miller has helped promote network through its third-place days to its current top-ranked status.

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Noble Broadcast Group

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Frank Osborn, President
Osborn Communications
(Publicly traded NASDAQ OSBN)



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Paul Fiddick, President, Radio Group
Heritage Media Corporation

"Americom is very professional at managing the entire marketing process. They are totally detail-oriented and on top of the deal at all times. They understand the economics of the stations and are really good in managing the interrelationships of the people involved. They are outstanding and one of the best brokerage firms I have ever worked with."

Terry Robinson
Recent seller of KMGJ/KIXI Seattle, WA
and KMGK (FM) Minneapolis, MN

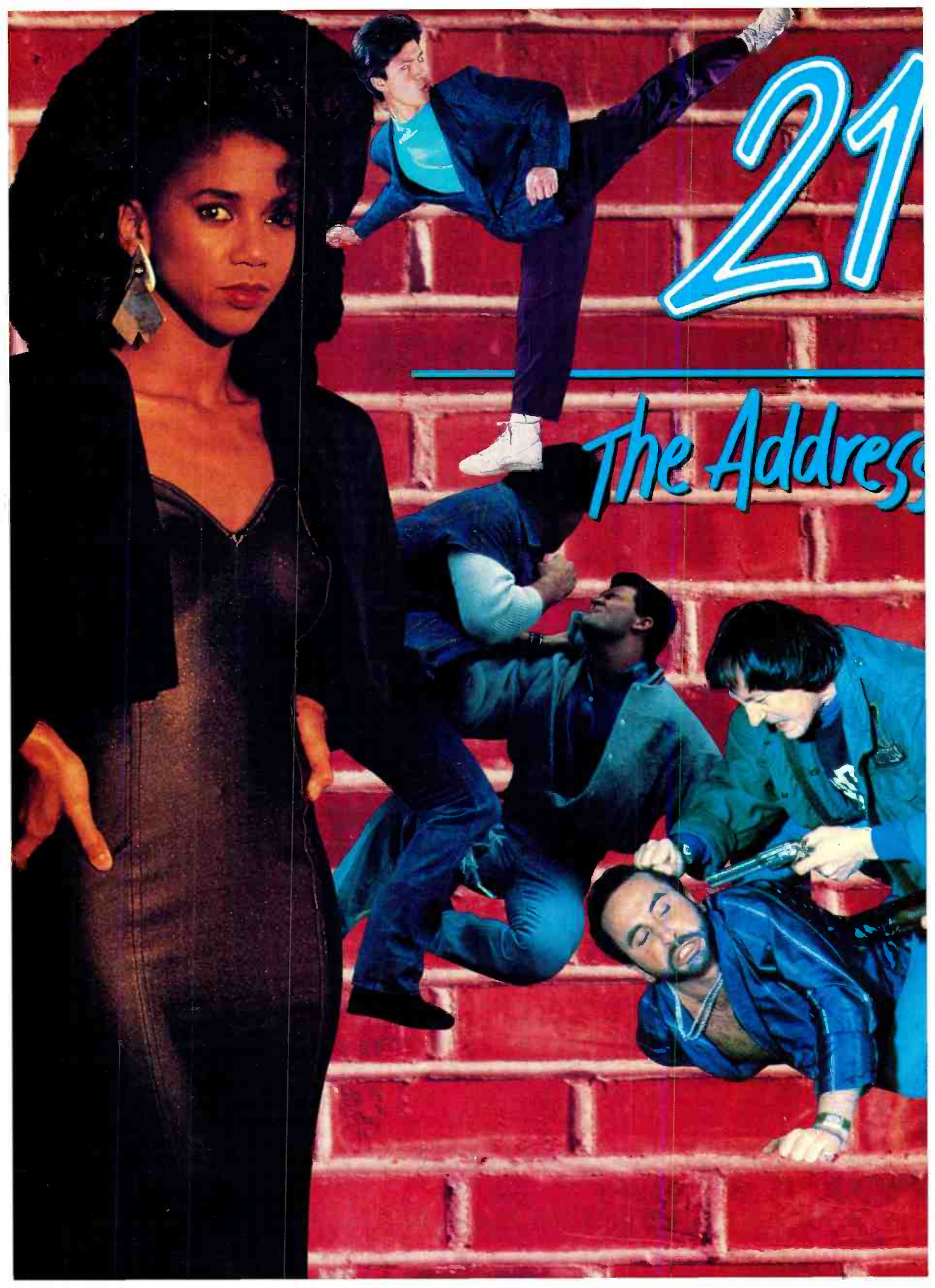


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21

The Address

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Silent treatment

National Association of Broadcasters and Radio Advertising Bureau plan to ask radio stations across country to air 30 seconds of silence on May 26. Pitch will be made by new RAB President Warren Potash at NAB convention in Las Vegas later this month as part of long-awaited campaign to promote importance of radio. Stations will be asked to air 60-second advertisement by actor James Earl Jones beginning at 7:42 a.m. local time, followed by 30 seconds of silence. Stations should expect details in their mailboxes upon return from convention.

Vacancyville

White House last week appeared to be getting to point where it would conclude excruciatingly drawn-out process of filling FCC vacancies. Top White House assistant for presidential personnel, Chase Untermeyer, and his deputy, Ross Starek, interviewed two candidates on what was assumed to be final short list—Alfred Sikes, head of National Telecommunications and Information Administration, who is interested only in chairmanship, and James Smith, partner in Reed Smith Shaw and McClay. Both had been interviewed earlier by lower-level personnel official. Two others on short list—Sherrie Marshall, partner in Wiley, Rein & Fielding, and Andrew C. Barrett, member of Illinois Commerce Commission—apparently were not called back for high-level interview, but only because they are considered sure-thing appointments.

But if direct role of Untermeyer indicated decision day was near, renewed speculation about other names indicated otherwise. Anne Neal, wife of Tom Petri (R-Wis.), has been attracting attention as possible choice. Senator Bob Kasten (R-Wis.) is said to be backing her, along with Vice President Dan Quayle. She comes from family that, like Quayle's, is in newspaper business in Indiana. Then there is Ira Goldman, aide to Senator Pete Wilson (R-Calif.). His name has surfaced before, but this time it is being heard against background of speculation that financial interest and syndication issue may be factor in selection. Wilson has backed Hollywood on that issue.

Raising the bar

According to draft of Senator Howard Metzenbaum's (D-Ohio) proposed cable rate bill, standard for effective competition will be far more stringent than FCC's three over-air signals. Metzenbaum would mandate that all cable

systems be subject to rate regulation unless "comparable video programming is available to at least 67% of all homes in cable community" from competing cable system, wireless cable, DBS, home satellite or other competing multi-channel delivery service. Furthermore, number of homes subscribing to such competing delivery systems must exceed 30% penetration of television households, for cable operators to avoid rate regulation.

Siegel exiting TW deal

Time and Warner Communications continue to negotiate with Chris Craft Chairman Herb Siegel about buying out his interest in Warner so that he will not have substantial stake (and voice) in Time Warner Inc., which is to arise from proposed merger of two media giants. Deal with Siegel would enable Time and Warner to avoid litigation challenging merger, as some believe Siegel is contemplating. It also would obviate crossownership problem at FCC that could force Time Warner to spin off more than 200,000 cable subscribers. (FCC rules prohibit common ownership of TV station and cable system in same market. Siegel's Chris Craft Industries owns KCOP-TV Los Angeles and KMOL-TV San Antonio, Tex., whose signals apparently cover Time-owned cable systems in Los Angeles and Austin, Tex., respectively.

Welcome mat

FCC Commissioner James Quello, whose second thoughts on cable-telco issue have been welcome news to cable industry, will be among speakers at National Cable Television Association panel session on that topic. Panel will be cable friendly, as no telco or Bell operating company representatives are scheduled. Closing session of chief executive officers previewing future will include Tele-Communications Inc.'s John Malone, NBC's Robert Wright and major studio executive.

Middlemanning

Jack Kent Cooke has been talking with different investment banks about re-shopping his cable systems. Replacing Drexel Burnham Lambert as sales advisor would leave no chance of deal going through with previously announced buyer consortium, which still is trying to reach definitive agreement with Cooke. Most likely choice for new bank is Lazard Freres & Co., new home of former Morgan Stanley Communications Group head Steven Rattner. Cooke is said to be looking for more money for systems in wake of \$1.4 billion Centel sale (BROADCASTING, April 3).

Practice versus preaching

In reporting speech given by CBS Inc. President Laurence Tisch in Hollywood last week, press focused on his remarks concerning financial interest and syndication rules (story, page 58). But Tisch also attacked local station time period, prime time access, calling it "vast wasteland" that has become "the spawning ground for tabloid television." What Tisch failed to mention, to amusement of several programmers who heard speech, was CBS-owned stations' unabashed embrace of tabloid genre and other shows loosely labeled "trash TV," such as *Geraldo*. Flagship O&O, WCBS-TV New York, has acquired Paramount's new *Tabloid* for next season, as has WCAU-TV Philadelphia. Three of network's O&O's are running King World's *Inside Edition* this season. KCBS-TV Los Angeles officials have publicly boasted how *Geraldo* has turned around its time period this season. WCBS-TV and WCIX-TV Miami outbid *Geraldo* incumbents in their markets to get show for next season.

Sympathetic senator

Senator John Danforth of Missouri, ranking Republican on Senate Commerce Committee, has approached broadcasters about sponsoring must-carry legislation. Long-time proponent of FCC's must-carry rules, senator has told broadcasters he is interested in working on matter with them. Talks are ongoing with no decision about approach bill might take to insure it would pass constitutional muster.

N.Y. Law

Motion to dismiss Petry's lawsuit against NBC and Group W will be filed this week by latter, which will assert legal insufficiency. Petry's suit claimed that Group W-led Premiere Announcement Network—top-50 market station consortium offering local news availabilities—interfered with independent rep firm's alleged contractual right to be sole national sales representative ("Top of the Week," March 20). Meanwhile, John Blair & Co., which has publicly stated its intent to take Group W to court ("In Brief," Jan. 30), will soon have opportunity to do so as some of client stations are expected to join Premiere as early as this week, along with several other stations. With household coverage already in excess of 50%, Premiere will probably set initial cut-off for station lineup next month, at which point it would have Nielsen compile historical audience delivery data and would set pricing for advertisers.

Feature Shock!

Otari's new MX-50. Built around the premise that you can have everything you ever wanted in a two-track tape machine, and still stay within your budget. For example:

The Transport

—DC quartz PLL capstan motor with front panel selection of operating speeds (from either a 15/7.5 or 7.5/3.75 ips speed pair).

—Capstan speed variable by $\pm 7\%$ from the front panel, and by $\pm 50\%$ from SMPTE

time-code external controllers via an Otari-standard 37-pin connector.

—Optional remote control.

The Electronics

—Lighted VU meters with peak-reading LED indicators.

—Transformerless active balanced inputs with X1-type connectors.

—Optional Voice Editing Module (VEM) for twice normal play speed with normal pitch.



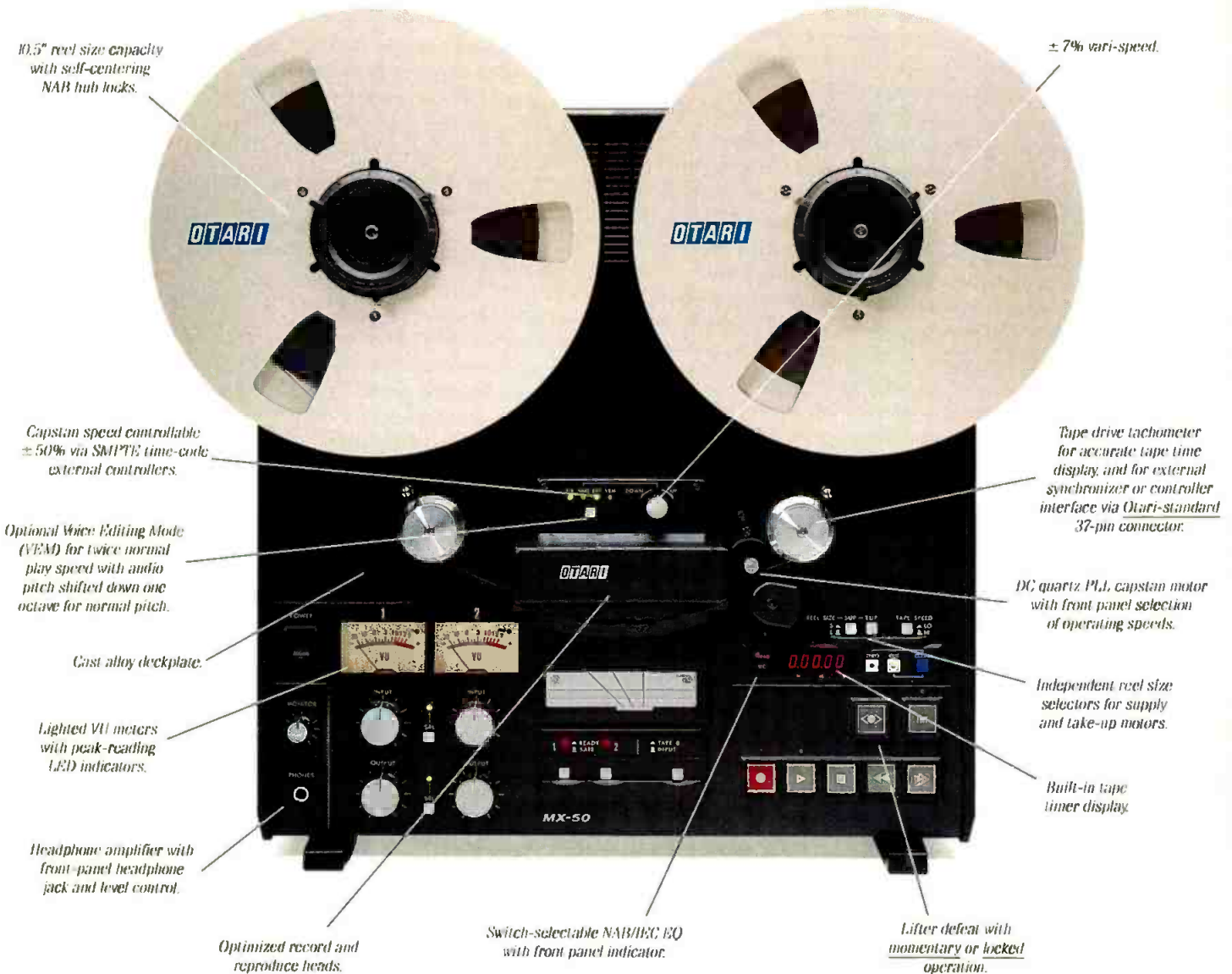
A built-in tape timer displays current tape position in hours, minutes, and seconds, and includes a search-to-cue locator with cue point and zero location memories.

Otari's MX-50. For whenever or wherever you need a professional

audio machine at an affordable price.

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10.5" reel size capacity with self-centering NAB hub locks.

$\pm 7\%$ vari-speed.

Capstan speed controllable $\pm 50\%$ via SMPTE time-code external controllers.

Tape drive tachometer for accurate tape time display, and for external synchronizer or controller interface via Otari-standard 37-pin connector.

Optional Voice Editing Mode (VEM) for twice normal play speed with audio pitch shifted down one octave for normal pitch.

DC quartz PLL capstan motor with front panel selection of operating speeds.

Cast alloy deckplate.

Independent reel size selectors for supply and take-up motors.

Lighted VU meters with peak-reading LED indicators.

Headphone amplifier with front-panel headphone jack and level control.

Optimized record and reproduce heads.

Switch-selectable NAB/IEC EQ with front panel indicator.

Lifter defeat with momentary or locked operation.

Where Things Stand

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

AM-FM Allocations

■ At March 30 open meeting, FCC created opportunity for as many as 200 new FM stations across most of country, authorizing new medium-power class of station. According to FCC, new Class C3 stations with up to 25 kw of power and antennas up to 100 meters above average terrain could go into communities where more powerful Class C2 station would cause interference and less powerful Class A stations would be "economically infeasible." Stations are restricted to Zone II, area that excludes Northeast, portions of Midwest and southern California. At same meeting, FCC deferred action on proposal to double power of all Class A stations from 3 kw to 6 kw.

FM broadcasters are 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.

In hopes of curtailing adjacent channel interference and ultimately of improving technical quality of AM radio, FCC voted April 12 to require AM broadcasters to adhere to industry-developed NRSC-2 standard limiting emissions starting in 1994. In the interim, agency also ruled, stations will be presumed to be in compliance with standard if they implement NRSC-1 audio processing standard.

Commission also hopes to move on plan for implementing expanded AM band before NAB convention. 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.

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. National Association of Broadcasters, which believes move will lead to "AM-ization" of FM band, has petitioned FCC to reconsider.

Cable Regulation

■ Cable television industry remains under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, last week convened hearing (see "Top of the Week") where broadcasters, wireless cable industry, Consumer Federation of America

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and city organizations called on Congress to reregulate cable. Also, Metzenbaum announced he will push for passage of bills he introduced last week: One would restore city authority to regulate rates, while the other would require cable programmers (particularly those in which cable operators have interest) to make their programming available to cable competitors such as wireless cable, and it would restrict horizontal concentration within industry by limiting number of subscribers one company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee plans to convene hearings on concentration of ownership. Although hearings will not focus solely on cable, issue of vertical and horizontal integration in cable is expected to draw congressional attention.

National League of Cities is 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 in 1989 to strengthen their regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However, league assigned action on cable legislation low priority when it met in Washington earlier this month.

Motion picture industry, independent broadcasters, and as of last week, the National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. And House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

Children's Television

■ A bill that would limit amount of advertising on children's television is on legislative fast

track. It was subject of House Telecommunications Subcommittee hearing two weeks ago and passed parent Energy and Commerce Committee last week. In Senate last week, bill that would establish \$10 million endowment for children's programming was offered by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) (see page 60). Inouye also convened hearing on matter.

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

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, allowing broadcasters voluntarily to agree on commercial limits.

Comparative Licensing

To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30 meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after decision, limited such payments to "legitimate and prudent expenses." Likewise, it limited payments for withdrawal of petitions to deny to expenses.

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping the renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery it will be over objections of communications attorneys and



Do you know me?

You might not recognize me, but my station is San Diego's recognized news leader. Throughout the 1980s, M*A*S*H performed as a powerful lead-in to our early news franchise. It's the most successful off-network property we've ever stripped...until now.

For the 1990s, there's only one program that can deliver the overwhelming, broad-based appeal we need to maintain a dominant position in news—
The Golden Girls.



Don't leave your homes without it.

key members of Congress.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programming services (BROADCASTING, Oct. 31, 1988).

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 operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that 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. 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 programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not as programmers 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." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

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

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	10,505	1,201	11,706
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	1,400	287	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

C A B L E †	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration ‡	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit. † Instructional TV fixed service. ‡ Studio-transmitter link.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programmers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

FCC's advisory committee on advanced tele-

Attention Broadcasters:

SEE THE STATE-OF-THE-ART IN HDTV

HDTV EXPO '89 AT NAB.

TROPICANA PAVILION APRIL 29-MAY 2

HDTV Production Expo '89 is the first major exhibit by the HDTV 1125/60 Group demonstrating the diverse applications of HDTV production equipment designed according to the SMPTE 240M standard.

OVER 30 COMPANIES ARE PARTICIPATING including: • Canon • Chyron • Cinema Products • Dynair Electronics • Fujinon • Grass Valley Group • Hitachi • Ikegami • Mitsubishi • Magni Systems • Merlin, Snell & Wilcox • NEC • Nikon, • Panasonic • Panavision • Quantel, Inc. • Rank Cintel, Inc. • Rebo High Definition Studio • Sanyo Fisher • Sharp • Shima Seiki • Sony • Symbolics • Telettra • Tektronix • Toshiba • Ultimatte • Utah Scientific • U.S. JVC • VTE Digital Video.

Latest cameras, VTRs, video disc players, display products, switchers, special effects and graphics systems to be shown. Telecines, electron beam recorder and laser recorders for transfers. Downconversion equipment, fiber optics and more. Mini-cinemas playing the latest HDTV software.

Complimentary admission to all NAB attendees. No tickets required. HDTV Expo Buses depart every fifteen minutes from Las Vegas Convention Center and Tropicana Pavilion.

HDTV
1125/60 
GROUP

vision service (ATS) is preparing to approve second interim report on progress toward recommendation of HDTV transmission standard. ATS Chairman Richard Wiley has sent draft of report to members of group's "blue ribbon" committee. It is expected to be approved during meeting of group on April 17.

House Telecommunications Subcommittee members and government and industry witnesses at hearings held March 8-9 questioned State Department's support for 1,125/60 HDTV production system before CCIR. Following hearings, Subcommittee Chairman Ed Markey (D-Mass.) and John Dingell (D-Mich.), after chairman of parent Energy and Commerce Committee, sent letter to State Department asking it to discontinue support for 1,125/60 while U.S. government's decision is reconsidered by Commerce Department.

Commerce's National Telecommunications and Information Administration recently received comments on inquiry into HDTV production systems. Opinion over whether U.S. government should continue to support establishment of 1,125/60 as world standard was split. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Commerce Secretary Robert Mosbacher told lawmakers at March 8 hearing he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

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. DARPA received 82 proposals.

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 copy-right legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under terms of Satellite Home Viewers Act of 1988, 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 programming off air and not choosing to receive it via cable.

As mandated by Act, the FCC has launched

inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite, whether it should set standard for scrambling of satellite signals and whether cable programmers discriminate against home satellite market in pricing.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.), has vowed to revive measure in 101st Congress.

Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times of day when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages (BROADCASTING, April 3).

International

NBC plans to launch its new cable consumer and business news service, CNBC, in Europe, Japan and the Pacific following its April 17 domestic start date.

New European transfrontier broadcast law has been essentially completed, following Council of Europe's formal adoption of new broadcasting convention and near agreement by European Commission on separate but similar plan. New regulations would harmonize diverging national regulations and establish framework under which emerging trans-border satellite TV services could service European market's 320 million viewers. In apparent win for U.S. program exporters, only minimal quotas against non-European shows are proposed. Ads can fill up to 20% of any hour or 15% of daily schedule, and limitations are placed on tobacco products, pharmaceuticals and alcohol.

Phone company US West has made joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups. Government decision is expected this summer.

Capital Cities/ABC, which already owns 25% through ESPN of London-based satellite sports service Screensport, has taken substantial minority share in Munich TV company Tele-Munchen, majority owner of German satellite service Tele5.

Rupert Murdoch has launched Sky Television satellite service aimed at Britain's nascent direct-to-home dish viewership. Using 16-channel Luxembourg Astra satellite, three new channels—sports, news and movies—joined existing but upgraded Sky Channel service, and will be followed later this year by pay Disney Channel and Sky Arts. MTV Europe is also on Astra.

Cable News Network became first non-Intelsat video service provider from U.S. to Latin America in December 1988 after deal with Pan American Satellite Corp. ESPN has also initiated Latin American service on PanAmSat.

Heavy and often negative response has greeted British Conservative government-proposed massive overhaul of UK broadcasting system, particularly from country's commercial TV sector. Proposed changes, to be debated in Parliament during 1989, include auctioning of regional commercial TV franchises, opening of new fifth terrestrial TV channel, relaxed takeover and ownership rules, separation of fourth channel from existing commercial structure and changes in BBC financing.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June 1988 by FCC's advisory committee on advanced TV service advised FCC not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5, 1988).

Mergers and Acquisitions

■ Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenues of \$10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Two companies have agreed to exchange stock prior to closing, with Time exchanging 12.5% of its common stock outstanding for 12% of Warner's common stock outstanding. Justice Department said April 6 that it would not oppose merger on antitrust grounds. Merger requires shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. Merger completion is expected this summer.

□ MSO's United Cable Television Corp. and

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The New York Times

TUESDAY, APRIL 28, 1987

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Back!



United Artists Communications Inc., said Feb. 9 that they had reached an agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September 1988. Under that agreement, current United Artists stockholders would exchange each share for one share each of UAE class A and class B common stocks. United Cable stockholders would have option to receive either cash or unit of stock and right to sell that stock to Tele-Communications Inc. at specified times in the future. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to \$37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own a majority of newly formed UAE. Companies have filed revised proxy materials at SEC.

Must Carry

Broadcast and cable industries appear to be at impasse on must carry. National Association of Broadcasters President Eddie Fritts last week told a Senate panel that Congress should reregulate cable by adopting legislation that would establish must-carry requirements and channel repositioning rules (see "Top of the Week"). National Cable Television Association President James P. Mooney and Fritts have been trying to hammer out deal on must-carry language which they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with, but broadcasters want to go beyond it and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Network Rules

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC rid its books of two-year limit on term of affiliation agreements between networks and stations at March 16 meeting. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

Proposal to eliminate network-cable cross-ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

Network rules were put on books to limit power of major networks, namely ABC, CBS and NBC. And FCC has taken actions indicating that it is disinclined to apply them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules

and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Public Broadcasting

PBS and NAPTS held annual public TV meeting April 9-12 in San Diego where consensus formed around proposal to create 'czar' at PBS with more centralized authority over most of public TV's national programming money. Following summer-long consideration, NAPTS board expects to endorse and pass on one proposal to CPB, which must report to Congress next January on efficiency of national program funding processes.

New CPB Chairman Ken Towery will testify before House Appropriations Subcommittee April 18. CPB asked Senate March 17 to provide full \$265 million authorized for fiscal 1992, plus remainder of \$200 million authorized for replacement of satellite due to expire in 1991. Administration would cap CPB funding at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million.

Towery asked Congress on March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programming or other budget items unnecessary. Board also adopted \$254,339,038 FY 1990 budget.

PBS board adopted \$26,228,658 FY 1990 budget April 12, representing 6.09% increase over 1989. NAPTS board recommended \$2.1 million FY 1990 budget in January. NPR board Feb. 7-8 set tentative \$20.3 million FY 1990 member dues level ceiling. Current plans call for July start-up of expanded newscasts. In January, Board appointed 10-member working group of "citizen leaders" to propose strategic plan for 1990's by next November.

Syndex

FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

United Video, carrier of superstations WGN-TV Chicago, WPIX-TV New York and KTVT-TV Dallas; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. Turner Broadcasting

System withdrew appeal.

TV Marti

Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in start-up funds for proposed service, and two weeks ago House Foreign Affairs Committee adopted legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator.

Ad countdown

The Radio Advertising Bureau last week announced the nation's top advertising agencies as ranked by radio ad placement. RAB said its results were based on a multi-source study of 1988 agency billings and media disbursements.

Based on 1988 radio spending by dollar volume, the top-ranking advertising agencies were BBDO with \$127.5 million in billings (7.8% of the company's overall media budget); Ogilvy and Mather with \$96.0 million (7.7%); DDB/Needham Worldwide with \$92.4 million (8.1%); McCann-Erickson with \$89.5 million (8.3%); Backer Spielvogel Bates with \$89.3 million (4.3%); Foote Cone Belding with \$87.0 million (6.2%); Young & Rubicam with \$82.6 million (4.6%); J. Walter Thompson with \$81.0 million (4.5%); D'Arcy Masius Benton & Bowles with \$76.4 million (5.3%) and Bozell with \$72.3 million (9.9%).

Based on percentage of agency billings in radio, the leading companies in 1988 were the Richards Group with 29.1% (\$12.5 million); Mojo Advertising with 24.2% (\$13.4 million); Tracy-Locke with 22.7% (\$48.4 million); Evans Communications with 22.2% (\$18.0 million); Davis, Ball, Colombatto with 19% (\$19.1 million); W.B. Doner with 18.5% (\$29.7 million); Tucker Wayne/Luckie with 17.1% (\$13.8 million); Tatham-Laird & Kudner with 14.9% (\$22.9 million); Ross Roy with 13.0% (\$27.4 million) and Ingalls, Quinn & Johnson with 12.9% (\$13.6 million).

■ indicates new listing

This week

- **April 17**—"When Advertising Becomes Art and Art Advertising: Inside Maysles Films," sponsored by *Center for Communication*. General Electric auditorium, New York. Information: (212) 836-3050.
- April 17-19**—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.
- April 18**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.
- **April 18**—Fifth annual "Media Department II and Media Buyer's Seminar," sponsored by *American Women in Radio and Television, Gold Coast chapter*. Jockey Club, Miami. Information: Caroline Scollard, (305) 621-3333.
- **April 18**—"The Media and Religion," seminar sponsored by *Gannett Center for Media Studies*. Gannett Center, New York. Information: (212) 280-8392.
- April 18-22**—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.
- April 19**—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.
- April 19**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Topic: "The 1990's: the Interactive De-

cade." Speakers: Phil Boyer, senior VP-international and program development, Capital Cities/ABC Video Enterprises; Norman Horowitz, president-CEO, MGM/UA Telecommunications; Ronald A. Katz, president/CEO, FDR Interactive Technologies, and Lee Masters, executive VP-general manager, MTV: Music Television. Copacabana, New York. Information: (212) 765-2450.

April 19-22—Seventh annual National Hispanic Media Conference, hosted by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences and National Association of Hispanic Publications*. Convention Center, San Juan, Puerto Rico. Information: (202) 783-6228.

April 20—*International Radio and Television Society* newsmaker luncheon. Speakers: Geraldo Rivera and Sally Jessy Raphael, talk show hosts; Bud Carey, VP-general manager, WNBC-TV New York, and Marvin Kitman, media critic, *Newsday*. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 20-21—*National Association of Telecommunications and Advisors* regional telecommunications conference. Adam's Mark hotel, St. Louis.

April 20-21—*Kentucky Broadcasters Association* spring convention. Executive Inn, Rivermont, Owensboro, Ky. Information: (502) 692-3126.

April 21—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. Chicago Hilton, Chicago. Information: Sarah Key, (213) 282-8801.

April 21—*National Academy of Television Arts and Sciences* presidents' programming conference. Weston hotel, Atlanta. Information: Trudy Wilson, (212) 586-8424.

April 21-22—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

■ **April 22**—"Communications Futures Day," co-sponsored by *American Women in Radio and Television, Washington chapter*, and *Women in Cable, Washington chapter*. WJLA-TV, Washington. Information: (202) 986-7323.

Also in April

April 24—"Cable: Remaking the Deal," luncheon panel on how cable is changing the flow of programming in Hollywood, sponsored by *National Academy of Cable Programming* during National Cable Month. Beverly Wilshire hotel, Los Angeles. Information: Lisa Taylor, (202) 775-3611.

April 24—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. New Orleans Hilton, New Orleans. Information: Sarah Key, (213) 282-8801.

April 26—*Canadian Association of Broadcasters* forum, "Taking the Lead," "a far-ranging plan that sets the course for private broadcasting in the 1990's." King Edward hotel, Toronto. Information: (613) 233-4035.

April 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Gartner, president, NBC News. Copacabana, New York. Information: (212) 765-2450.

Major Meetings

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. Waldorf-Astoria, New York. Information: (202) 429-5102.

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

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

May 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 5—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by *Federal Communications Bar Association* and *BROADCASTING* magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

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. Cobo 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. Future convention: Sept. 16-18, 1990, Washington Convention Center, Washington.

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: 1-800-225-8183. 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 hotel, 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. Future convention: Jan. 7-10, 1991, 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.

Jan. 27-31, 1990—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

April 18-20, 1990—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

April 27—National Radio Standards Committee meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

April 27-29—Broadcast Education Association's 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 28—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of Davis, Graham & Stubbs and HDTV Newsletter. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

■ **April 28**—Eighth annual Legal Forum, "Representing Your Local Broadcaster," sponsored by American Bar Association and National Association of Broadcasters, held prior to NAB convention (see below). Keynote luncheon speech: Susan Wing, Hogan & Hartson. Las Vegas Hilton, Las Vegas. Information: Susan Kaiser, (312) 988-5666.

April 28-29—Texas Associated Press Broadcasters annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

April 29—Maximum Service Telecasters annual membership meeting, held during National Association of Broadcasters convention (see below). Ballrooms F-G, Las Vegas Hilton, Las Vegas.

■ **April 29**—Georgia AP Broadcasters Association annual meeting and awards banquet. Carter Presidential Center, Atlanta. Information: (404) 522-8971.

April 29-May 2—National Association of Broadcasters 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 29-May 3—37th general assembly of World Federation of Advertisers, hosted by Association of National Advertisers. Washington. Information: (212) 697-5950 or (202) 659-3711.

April 30—Digital audio interfacing committee meeting. Meeting room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

May

May 1—Maximum Service Telecasters engineering breakfast, held during National Association of Broadcasters convention (see above). Ballroom F-G, Las Vegas Hilton, Las Vegas.

May 1—Royal Television Society annual meeting, hosted by Capital Cities/ABC, during National Association of Broadcasters convention. Las Vegas. Information, in London: (011)-44-1-387-1970.

May 2—Broadcast Pioneers annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton. (212) 586-2000.

May 3—Caucus for Producers, Writers and Directors general membership meeting, featuring members of New York Business Roundtable. Chasen's,

Errata

In April 10 list of Arbitron February sweeps results, CBS affiliate in Louisville, Ky., should have been listed as being tied with NBC for first with 95,000 total survey area households. And in Joplin, Mo.-Pittsburg, Kan., correct numbers are ABC, 25,000; CBS, 32,000, and NBC, 28,000

Los Angeles. Information: (213) 652-0222.

May 3—National Academy of Television Arts and Sciences, New York chapter, newsmaker luncheon. Speaker: Michael Laibson, executive producer, NBC-TV's *Another World*. Copacabana, New York. Information: (212) 765-2450.

May 4-6—National Association of Telecommunications and Advisors regional telecommunications conference. Red Lion Inn, Portland, Ore. Information: (202) 626-3160.

May 7-10—Canadian Cable Television Association 32nd annual convention and "Cablexpo." Theme: "Picture Tomorrow." Metro Toronto Convention Center, Toronto. Information: (613) 232-2631.

May 8-9—Corporation for Public Broadcasting board meeting. Washington.

May 9—Action for Children's Television Achievement in Children's Television awards. Bartos Theater, Massachusetts Institute of Technology Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

■ **May 9**—Hollywood Radio and Television Society newsmaker luncheon. Speaker: Ted Turner. Question and answer session follows speech. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

May 10—National Academy of Television Arts and Sciences, New York chapter, newsmaker luncheon. Speaker: Dick Kurlander, VP-director of programming, Petry Television, Copacabana, New York. Information: (212) 765-2450.

■ **May 10**—Foundation for American Communications public and the press conference, "Fear, Trust and Acceptable Risk: New Challenges for the Public and the Press." National Press Club, Washington. Information: (213) 851-7372.

May 11—Presentation of National Media Owl Awards by Retirement Research Foundation for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

May 11-15—American Women in Radio and Television 38th annual convention. Theme: "Taking Charge of the Future." Speakers include FCC Chairman Dennis Patrick; Elizabeth Dole, secretary, Department of Labor; FCC Commissioner James Quello; Brenda Fox, VP-general counsel, National Cable Television Association; Jeff Smulyan, president-chairman, Emmis Broadcasting; and Stanley Hubbard, president-CEO, Hubbard Broadcasting, Waldorf-Astoria, New York. Information: (202) 429-5102.

May 14-16—National Federation of Community Broadcasters annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

May 15—Annual presentation of Commendation Awards, sponsored by American Women in Radio and Television. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 16—International Radio and Television Society annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—New Jersey Broadcasters Association annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

May 17—Academy of Television Arts and Sciences forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

May 17-18—Ohio Association of Broadcasters spring convention. New Market Hilton, Canton, Ohio.

May 17-20—American Association of Advertising Agencies 71st annual meeting. Speakers include NBC News President Michael Gartner. Greenbrier, White Sulphur Springs, W. Va.

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

May 21-24—National Cable Television Association annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

May 21-27—Input '89, international public television screening conference, "annual forum for the exchange of program ideas among producers, programmers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by Broadcast Pioneers. Plaza hotel, New York. Information: (212) 586-2000.

May 22-24—Association of National Advertisers creative advertising media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

May 23—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by Long Island Advertising Club. John Cranford Adams Playhouse. Hofstra University, Hempstead, N.Y.

May 23—Broadcast Pioneers, Philadelphia chapter, "Person of the Year" award, to Eugene McCurdy, past president of Pennsylvania Association of Broadcasters and past chairman of Association of Independent Television Stations. Adam's Mark hotel, Philadelphia.

May 24—Federal Communications Bar Association monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

May 24—Entertainment and sports conference, sponsored by Foundation for Accounting Education. Grand Hyatt, New York. Information: (212) 973-8374.

May 24—National Academy of Television Arts and Sciences, New York chapter, newsmaker luncheon. Speaker: David Poltrack, senior VP-research and planning, CBS Marketing Division, CBS/Broadcast Group, Copacabana, New York. Information: (212) 765-2450.

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May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June

June 2-4—*Chesapeake Associated Press Broadcasters' Association* annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

June 3—*Florida AP Broadcasters* 41st annual meeting and awards luncheon. Airport Marriott hotel, Tampa, Fla.

■ **June 3-5**—Sixth annual ShowBiz Expo, exposition of tools, techniques and services for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

June 3-6—Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Center, Chicago. Information: (202) 457-8700.

June 4-10—Banff Television Festival, sponsored by governments of Canada and Alberta, Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

June 5—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

June 8-10—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

June 8-11—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

■ **June 9-10**—Sixth annual Broadcasting-Taishoff seminar, sponsored by *Sigma Delta Chi Foundation*. Speakers include Van Gordon Sauter, former president of CBS News, and Arthur Lord, director of special news operations, NBC News. Los Angeles. Information: (312) 922-7424.

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

June 11-14—*JCPenney-University of Missouri* Community Leadership Television Awards workshop. University of Missouri, Columbia, Mo. Information: Karlan Massey, (314) 882-7771.

■ **June 13**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Lee Iacocca. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

June 14-16—*University of Missouri School of Journalism* management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax, (914) 238-5040.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

■ **June 17-19**—*Alabama Broadcasters Association* spring/summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Mon-

treux: (41) (21) 963-32-20.

June 17-23—*National Association of Broadcasters* executive management development seminar for radio executives. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5420.

June 19-23—*Gannett Center for Media Studies* Leadership Institute. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

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

June 21—*Radio Advertising Bureau's* 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott. Washington.

June 21-24—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit. Information: (213) 465-3777.

June 22-24—*Maryland/District of Columbia/Delaware Broadcasters Association* convention. Hyatt Regency, Baltimore.

June 23-25—"Focus on Use of Microcomputers in Programming," management seminar sponsored by *NATPE Educational Foundation* and *San Diego State University*. Princess Resort hotel, San Diego. Information: Sarah Key, (213) 282-8801.

June 29—Telecast on NBC-TV of 16th annual Daytime Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Grand ballroom, Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

July

July 9-11—*Iowa Broadcasters Association* summer convention. Dubuque, Iowa.

July 9-12—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam/Ramada Renaissance. Saratoga Springs, N.Y. Information: (518) 434-6100.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

July 13—Presentation of *National Federation of Local Cable Programmers* awards. Dallas. Information: (916) 456-0757.

■ **July 18-20**—*Florida Cable Television Association* annual convention. Registry hotel, Naples, Fla.

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists*. Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

July 27-29—*Louisiana Association of Broadcasters* radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

July 28—Synditel, annual press preview of first-run TV programming held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

August

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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.

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A radio ad inventory commentary by George P. Ne, executive VP, Eastern Division, McGavren Guild Radio, New York

The winds of change have been sweeping across the advertising landscape, repercussions of which are beginning to greatly affect the radio station level. To survive in the coming decade, radio station management must now meet the challenge.

The changes: a continual progression of ad agency mergers and consolidations that is shifting the balance of power in time buys; new forms of media placements, and an increasing number of ad-supported network/syndicated program offerings that replace local/national spot availabilities. The impact: a redefinition of the buyer-seller relationship in radio that will affect the way advertising sales are transacted. The solution: tighter controls for measuring the "true value" of a station's inventory.

With the recent flurry of buyouts, the agency world will never be the same. Backer, Spielvogel purchased Ted Bates to become Backer, Spielvogel, Bates. Bozell & Jacobs bought out Kenyon & Eckhart while Benton & Bowles took over D'Arcy. And these are just a few examples. As a result, agencies have more clout than ever before and are in a position to demand discounts, promotions and concessions from stations.

National advertisers are also channeling a substantial amount of their budgets to non-traditional media such as direct-mail, coupons and newspaper inserts.

With the reconfiguration of the agency business, many media accounts have been rapidly changing hands, disrupting already-established alliances between sales managers and agency executives.

Meanwhile, the radio rep side of the business was not immune to the consolidation craze of the 1980's. In 1982, Interep was established by then-McGavren Guild Radio President Ralph Guild as the holding company for what was to become a series of national radio representation firms when he began to both form new rep entities as well as purchase existing ones. (Guild now serves as chairman of Interep.)

Aside from McGavren Guild Radio, Interep is composed of Hillier, Newmark, Wechsler & Howard; Major Market Radio; Durpetti & Associates; Torbet Radio, and Group W Radio Sales.

Additionally, Katz Communications expanded its national radio representation base over the past few years with several rep company purchases to form the Katz Radio Group. That group currently contains Katz Radio, Christal Radio, Republic Radio (formerly RKO Radio Sales), and Banner Radio (formerly Blair Radio) along with a relatively new Hispanic radio sales company.

And like the agency and radio rep markets, the consolidation process also infiltrated network radio, resulting in what some observers are now calling "mega nets,"—some network companies securing



“The key to keeping the aural medium in the forefront is selling smarter through inventory control.”

record numbers of affiliates.

However, network consolidation has also taken on a new wrinkle: mutual sales arrangements.

Just over a year ago, the industry's two premiere, satellite-delivered, 24-hour format networks, the Satellite Music Network (SMN) and the Transtar Radio Networks, delegated their respective advertising sales efforts to two established news and entertainment networks. Transtar is now being sold by the United Stations while SMN is being marketed by the ABC Radio Network.

With a substantially larger share of the radio advertising marketplace to talk about, rep and network executives are in a much stronger position to see advertisers.

But these consolidation moves, coupled with mounting station trading values, have set the stage for a "results-oriented" radio economy. And within such an economy, whether it's national reps or networks/syndicators or whether it's local sales or trade and barter, everyone wants access to a station's inventory worth. Therefore, it has become imperative for station operators to reevaluate their inventory worth by determining how many units they are giving up and exactly how much money they are receiving in return.

The task of objectively measuring the

value of a station's inventory many not be an easy one. To begin, station management must access their average unit rate by day-part in all categories—local and national spot; network/syndicated programming, and any "great" trade and barter deals. In addition, station executives must weigh the airing and configuration of promotional campaigns against available inventory.

The bottom line will ultimately depend on how stations manage inventory on an hourly basis, especially among the high-volume users.

Station operators must also develop a proficient means of "unit forecasting," which should primarily be based upon the previous year's rate of business. This practice should incorporate an ongoing historical analysis or record of inventory pricing that allows "same-time" yearly comparisons. The procedures will directly lead to a more competitive posture against other stations and local media.

In some instances, stations are beginning to insist on a reduced commercial spot load from networks and program suppliers. In effect, these stations are attaching a higher priority to local and national spot sales because they typically generate more revenue than network compensation. It is analogous to a "preferred customer" status at a hotel.

The question radio broadcasters have to repeatedly ask themselves is, what is the true cost of doing business?

Because the industry is in a major transition mode, it is no longer feasible to plan for just the next quarter or even the next month. Long-range goals have to be set today if you expect your station's market position to grow—or, at least, to maintain itself—in the 1990's.

There is, however, good news for the radio industry as it enters 1989. According to the latest Radio Advertising Bureau estimates for 1988, radio revenues should reach \$7.834 billion, which would be a percentage increase of 7.4% over 1987. And based upon its own economic forecast, RAB is projecting a 7.8% increase for radio in 1989.

Breaking down the 1988 figures, local is expected to register a 7.9% jump from 1987 to \$6.048 billion; national spot should climb nearly 6.8% to \$1.404 billion—the latter after two years of near static growth; and network dollars are projected to be up some 3% to \$382 million.

The key to keeping the aural medium in the forefront will be for station executives to communicate to upper management and owners alike that, given the vicissitudes of the current radio advertising marketplace, selling smarter through inventory control will surely equal higher results.

In the words of B.C. Forbes, founder of *Forbes* magazine, "If you don't drive your business, you'll be driven out of business."

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—Merle Welch, Foote, Cone and Belding

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—Robert Strutzel, WGN-TV

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—Jim Martin, WOAY-TV

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In the huddle: NCTA President Jim Mooney (seated, left) and Time Inc. Vice Chairman Gerald Levin (seated, right) confer with (standing, l-r) Pamela Turner, NCTA VP, government affairs; Brian Conboy, Time Inc. VP, government affairs, and Tim Boggs, Warner Communications VP, public affairs.

The big chill on Capitol Hill

Senate hearing last week finds variety of witnesses calling for industry's reregulation; Mooney, others say cable is not unregulated or monopoly

The storm clouds were gathering on Capitol Hill last week as a Senate Antitrust Subcommittee hearing set the tenor for what may become a trying time for the cable industry as it wrestles with growing complaints about skyrocketing rates. The message from broadcasters, city officials and other witnesses was clear: reregulate cable.

It was an appeal that was not wasted on Subcommittee Chairman Howard Metzenbaum (D-Ohio), who announced he has two bills in the works, one that would enable cities to once again set cable rates and another that would force vertically integrated cable companies to make their programming available to competing technologies (such

as wireless cable) on "fair terms." Moreover, the second measure is aimed at curbing the growing concentration of ownership within the industry by barring cable systems from serving more than 25% of subscribers across the nation.

Metzenbaum certainly is no friend to cable as he fought provisions in the Cable



Chairman Metzenbaum

Communications Policy Act of 1984 that curtailed local municipal authority over cable, including the power to regulate rates. At a hearing last year, the senator issued a stern warning to the industry to "clean up its act," and in January he promised to seek a legislative remedy to reduce rates (BROADCASTING, March 21, 1988; Jan. 22).

Rates dominated the hearing. Last October, Metzenbaum released the results of a General Accounting Office survey on basic rate increases in Ohio that showed a 27% increase since rate deregulation took effect in 1987. But that figure was contested by the National Cable Television Association (BROADCASTING, Oct. 10, 1988), which also took issue with the senator last week. Metzenbaum, in his opening remarks, said that basic cable rates rose 32% nationally since deregulation. "The government reports that the price consumers pay for cable



Cable detractors (l-r): NAB's Fritts, INTV's Padden, NYU's Ordover and WCA's Schmidt

service increased higher than any other commodity or service in the entire United States," said the chairman.

But NCTA President James Mooney later told the chairman that figures from the Bureau of Labor Statistics show the average subscriber's bill rose 14.5% over the two-year period. Moreover, the NCTA executive argued that many rates were "frozen" prior to deregulation and that they were "priced unreasonably low." Cable, he maintained, is "still a good buy," when compared to the cost of taking a family of four to the movies.

Mooney emphasized that the money is plowed back into the programming, a practice that has led to the emergence of many new networks. And he said systems are spending more on improving customer service and upgrading equipment. As to the FCC's decision to permit deregulation of rates in those cities that receive three over-the-air broadcast signals, Mooney said the commission was merely responding to what was intended under the Cable Act. (Metzenbaum later characterized the ruling as a "farce." And Janusz Ordover, professor of economics at New York University, testified that the FCC decision is faulty and that the commission should revise the standard.)

The cable leader acknowledged that his industry has some problems to overcome concerning rates and customer service. "We are willing to correct our shortcomings. We only ask that members look at both sides."

Still, Metzenbaum seemed unimpressed. He grilled Mooney, asking if he would work with Congress on legislation to control rate increases. To which the NCTA president said his association was not eager to see the Cable Act "altered." "If your answer is no," said the senator, then he would "move promptly with legislation."

Later Mooney pointed out that he was willing to work with Congress "to keep the rates down." But after the hearing Metzenbaum told reporters he felt Mooney's answer "indicates a kind of arrogance we find around here," and that calling up operators to keep rates down was not a viable solution. "He has not made many calls yet," said the senator.

Cable sources feel the hearing was organized as a "cable bashing" session, but say that despite the "predictable" outcome, industry witnesses made their points.

Gerald Levin, vice chairman of Time Inc., which owns the second-largest cable

MSO, ATC, and HBO and is in the midst of a mega-merger with Warner Communications, joined Mooney on the Hill. He said HBO uses "every available technology" to provide its service to consumers. The Wireless Cable Association contends that because of the growing vertical integration within the industry, programmers are under pressure from MSO's not to sell their product to non-cable distributors. But Levin denied that was the case. HBO has entered into a number of agreements to test its service with wireless operators, he said.

Cable is neither unregulated nor a monopoly, Levin told the senators. The three television networks still dominate, there is multichannel multipoint distribution service (MMDS), home satellite dishes and videocassettes, all of which compete with cable, he said.

WCA President Robert Schmidt said HBO's willingness to deal with his industry is a direct result of Hill pressure. Less than a week before the hearing, Schmidt noted that HBO agreed in principle to sell to MetroTen, a Cleveland-based wireless operator. He suggested the senator hold weekly hearings.

Schmidt also blasted the NCTA for a chart contained in its testimony that showed MetroTen offers SportsChannel America. That is "totally false," he said. But MetroTen confirmed the service is offered. After the hearing, WCA stuck with its charge and distributed letters from MetroTen's Jim Theroux to Metzenbaum's staff, which note that it is carrying the service on a trial basis until April 18. Theroux wrote: "The carriage scheme they put on the table for the first time last Thursday is totally unacceptable, so we are at an impasse." A WCA source said the association planned to continue to emphasize the chart's inaccuracies to the press and Capitol Hill.

An NCTA spokesman later told BROADCASTING that the sources it used for the chart were the MMDS operators themselves: "If the Wireless Cable Association finds our chart to be misleading, they should check the same sources as we did and find out who is misleading whom."

The Consumer Federation of America's legislative director, Gene Kimmelman, endorsed the Ohio Democrat's initiative and said consumers are being "overcharged and underserved." He attributed the problem to "concentration, vertical integration and inadequate regulation," all of which results in overcharges of at least 50%, or \$6 billion.

Further calls for action came from city officials who argued that the Cable Act has not lived up to its promise of "competition instead of regulation." "Today, we have neither," said Tucson, Ariz., Mayor Tom Volgy, who testified on behalf of the National League of Cities and the U.S. Conference of Mayors. Consumers, he said, "have become captives of unregulated monopolies." Volgy is the principal architect behind NLC policy advocating revisiting the Cable Act and endorsing the entry of telephone companies into the cable busi-



Calling for reregulation (l-r): CFA's research director Mark Cooper; CFA's Kimmelman; Tucson, Ariz., Mayor Volgy, and Laredo, Tex., Mayor Pro Tem Ramirez

ness. He is also advocating that the USCM take a similar position, which they are expected to do in June. The NLC, however, has not given the policy priority status for this Congress.

Saul Ramirez, mayor pro tem of Laredo, Tex., was equally disturbed by the current situation. In Laredo, there is no alternative to cable, he said, adding that "we rely upon cable to an extraordinary degree and are captives of multiple and continuing cable rate increases." He said 94% of his constituents speak Spanish and rely on cable television for programming in their language. "Cable television is not a luxury. It is a necessity" and should be regulated like a public utility.

Metzenbaum seems to be the subcommittee's most ardent critic. Five of the subcommittee's eight members attended, three more than last year, but like those who appeared last year, they stayed briefly. Their questions and comments were not confrontational, but they did show a heightened sensitivity to consumer complaints about cable.

"I have received a lot of complaints from my constituents about cable," said Arizona Democrat Dennis DeConcini, chairman of the Copyright Subcommittee. DeConcini said he is specifically concerned about the concentration of ownership (both horizontal and vertical) within the industry. "Either of these problems may be manageable," but Congress could still be "forced to address the issue." And DeConcini raised the possibility that cable's compulsory copyright license may "no longer be necessary."

Senator Paul Simon (D-Ill.) also hears about rates and from constituents in rural areas who cannot get cable. Simon, however, offered some encouraging words to cable. He warned that by letting the telephone companies into the cable business "we could create a monster." The CFA also has reservations about unleashing the phone companies.

Freshman Senator Herbert Kohl (D-Wis.) had a number of questions, including how to "encourage competitive services at the local level."

The attacks on cable were not limited to city officials or the WCA. Broadcasters had their own version of cable misdeeds to recount. As Preston Padden, president of the Association of Independent Television Stations, told the lawmakers: "We are at the mercy of the cable operators." Broadcasters have embarked upon a major campaign to persuade Congress to adopt legislation that would reimpose mandatory carriage rules (must carry) requiring cable to carry most local broadcast signals. And the industry wants the legislation to contain language protecting broadcasters' signals from being shifted off channel.

The National Association of Broadcasters' push for "cable reregulation" is a decided switch in strategy (BROADCASTING, April 10) for the association, which has not been as vitriolic as the independent broadcasting community. Since deregulation, cable "has become the communications equivalent of anabolic steroids," with only 32 of more than 8,000 cable systems having

any direct competition, said Fritts.

Fritts also presented a letter from several Rockford, Ill., broadcasters concerned about being shifted to the upper band of the Janesville, Wis., cable system owned by Jones Intercable. The broadcasters say the shift has caused them to lose viewership. In addition to the shift, they complained that when the service added channels 36 through 42 as part of the channel shift, subscribers were unable to receive the upper channels without paying \$2 more for remote control converters. Additionally, they said the cable company ran out of the new converters.

Janesville general manager Phil Spindt told BROADCASTING that when his system

expanded from 36 to 42 channels, subscribers without cable-ready sets could exchange converters for free. The company, Spindt said, did run out of converters during a three-day period in early April, but has since received enough to handle all requests from subscribers. Spindt estimated that 2,500 converters have been exchanged. As for the \$2, Spindt said it was an optional offering for a remote control device, but was not mandatory.

About the Rockford stations, which have been gradually shifted to the upper band, Spindt said the Janesville system is within the Madison, Wis., ADI and its research has shown there is greater viewership of the Madison stations. □

Three-network viewing falls below 70%

The three-network share of the prime time viewing audience for this season, which was to end yesterday (April 16), had fallen another three percentage points by last Tuesday (April 11), to an average 67.4%, the first time the three-network prime time share has averaged below 70%.

The erosion continued from the season before, despite a slight rise in the percentage of homes using television in prime time, which averaged 61.6%, compared to 61.1% a year ago. The big viewing gainers this season were advertiser-supported cable services, up almost 30%, and the Fox

Broadcasting Co., up almost 50%.

Network officials said their viewing drop was exacerbated by last year's writers' strike. The season before that, shares also dropped sharply, close to 10%, in large part due to the switch to the peoplometer ratings method.

Network share erosion is expected to continue into the 1990's. CBS is projecting the three-network share to fall to the low 60% range by 1995. "It's hard to say exact-



Three of the winners in the ratings race (clockwise from upper left): Fox's 'Married...With Children,' a key contender on Sunday nights; ABC's 'Roseanne,' the highest rated new show of the season, and CBS's 'Lonesome Dove,' the highest rated mini-series.

ly how low it will go," said CBS Network Research Director Gregg Kasparian. "But that's the range. It could go back up with a big hit, as happened with *The Cosby Show*."

NBC Research Vice President Gerry Jaffe expects some "minor erosion" next season. "We started off very badly," he said. "But the last four or five weeks of the season have been very close to year-ago levels."

To no one's surprise, the prime time standings among the three networks are projected to end this season as they did last, with NBC a dominant first, followed by ABC and CBS. The household numbers through April 11: NBC, 15.8 rating/26 share, down 1%; ABC, 13.0/21, down 4%, and CBS, 12.7/21, down 5%.

In the demographic race, NBC is just as dominant, winning by a minimum 15% over ABC, while the latter has a solid hold on second place. For example, through April 9 (the latest available demo numbers), among women 18-49 years old, NBC averaged a 10.8 rating, followed by ABC with a 9.0 and CBS with a 7.8. For men, 18-49, NBC leads with an 8.5, followed by ABC's 7.4 and CBS's 6.2.

Fox this season was a key contender on Sunday nights, particularly in the delivery of younger-skewing demographics. In November, FBC was number one by a full share point in delivering viewers 12-34. That lead was expanded to three share points in February.

From 7 to 8 p.m., with *21 Jump Street*, Fox has been number one among men 18-34 and number two among teenagers and women 18-34. *America's Most Wanted* has been number one in younger demos, while *Married...With Children* has led delivery of adults 18-49.

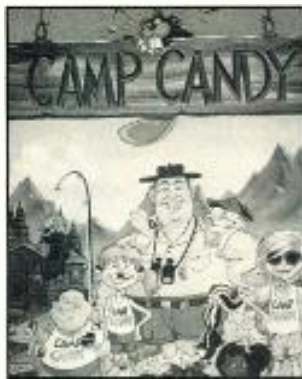
NBC continued its dominance on Monday, Thursday and Saturday, and made a run for Tuesday and Wednesday. In fact, Jaffe said NBC would have captured Wednesday for the season if ABC had not switched its telecast of the Academy Awards to Wednesday, March 29, from the preceding Monday. The telecast averaged a 29.8/50, making it the highest rated special of the season and saving the night for ABC.

NBC's run at capturing Tuesday night was stalled when ABC switched Emmy-winning *Wonder Years* and *Roseanne* (the latter the highest rated new show of the season) from Wednesday. ABC also won Friday night, leaving CBS with a nightly win on Sunday, where it has been number one for years.

Following *Roseanne*, other high-ranking new programs included NBC's *Empty Nest* (9th place overall), NBC's *Dear John* (10th), NBC's *Unsolved Mysteries* (16th) and ABC's *ABC Mystery Movie* (29th).

Following the 61st Annual Academy Awards, other high-ranking specials included ABC's *Barbara Walters 50th Special*, as well as her special airing on Jan. 31; Geraldo Rivera's *Satanic Worship* special on NBC, and the 16th Annual American Music Awards on ABC.

CBS's *Lonesome Dove* was the highest rated mini-series, averaging a 26.2/39 in February. ABC's *War and Remembrance* was second at 18.6/29, followed by NBC's *Favorite Son* at 16/26. □



'Camp Candy'



'Saved by the Bell'



'Captain N-The Gamemaster'

NBC hopes mix of old and new will recapture Saturday morning daypart

NBC unveiled its 1989-90 Saturday morning schedule last week, introducing four new shows: *Camp Candy*, *Captain N—The Gamemaster*, *The Karate Kid* and *Saved by the Bell*, designed to return the network to its former number-one position for the daypart.

The animated *Candy*, airing at 8:30-9 a.m., features John Candy as the head counselor of his parents' aging summer camp. Each week the comedian will appear in live-action segments at the beginning and end of the show.

Captain N is a half-hour animated series based on the popular Nintendo video games, and has "the foundation to become the megahit for next year," according to Phyllis Tucker Vinson, vice president, children's and family programs, NBC. It will air at 9-9:30 a.m.

The Karate Kid is a half-hour animated series based on the feature films featuring the characters of Daniel and Miyagi. It will

add a young girl named Taki to the mix. *Kid* will air at 9:30-10 a.m.

Saved by the Bell is a half-hour, live-action comedy series focusing on six teenage students, airing at 11:30 a.m. to noon.

Candy, *Captain N* and *Karate Kid* are produced by DIC Enterprises and Saban Productions, while *Saved* is a Peter Engel Production in association with NBC Productions.

Calling NBC "the kids' network for the 90's," NBC Entertainment President Brandon Tartikoff said he hoped to recapture viewers between ages 2 and 11, with a mix of pre-sold new properties, more new episodes than in the past seven years on NBC, and proved hits. Returning Saturday morning shows include *Kissyfur*, *Smutfs*, *The Chipmunks* and *ALF* and *ALF-Tales*. Canceled shows include *Gummi Bears*, *Fat Albert*, *Punky Brewster* and *The Mental Misadventures of Ed Grimley*. □

Broadcasting's best: the Peabody Awards

The Fifth Estate's finest programing and news efforts were honored last Friday (April 14) when the annual George Foster Peabody Awards for distinguished broadcasting were announced by the University of Georgia College of Journalism and Mass Communication.

The awards will be presented May 22 at a luncheon at New York's Plaza Hotel sponsored by the Broadcast Pioneers.

The winners:

Jim McKay, ABC Sports □ for "pioneering efforts and career accomplishments in the world of televised sports."

Don Hewitt, CBS News □ for "exceptional contributions to television news over an important period of American history spanning 40 years."

Walter Annenberg, former U.S. ambassador □ for "his philanthropic role in support of the educational uses of radio and television as evidenced by the 'University of the Air' and the CPBAnnenberg project."

WHAS(AM) Louisville, Ky. □ *A Matter of Time: The Crisis in Kentucky Conventions.*

WBUR-FM Boston □ *Speaking for Everyman: Ian McKellen Celebrates Shakespeare's Birthday.*

KMOX(AM) St. Louis □ *Hate Crimes: America's Cancer.*

National Public Radio □ *Cowboys on Everest.*

BBC World Service for Africa □ *Nothing Political! Mandela at 70.*

KTAR(AM) Phoenix, Ariz. □ *The Impeachment of Evan*

Mecham.

WPLG-TV Miami □ *Caution: Precious Cargo.*

MacNeil/Lehrer Productions □ *The MacNeil/Lehrer NewsHour: Election '88 Coverage.*

Frontline, Boston □ *Frontline: The Choice.*

CBS News, New York □ *18 Hours, Abortion Battle* and *"On Runaway Street."*

KCBS-TV Los Angeles □ *MCA and the Mob.*

CBS-TV and Telecom Entertainment □ *The Attic: The Hiding of Anne Frank.*

BBC and WNET-TV □ *The Singing Detective.*

NBC-TV □ *The Murder of Mary Phagan.*

ABC-TV and Bedford Falls Co. □ *thirtysomething.*

Children's Television Workshop □ *3-2-1 CONTACT Extra: I Have AIDS, A Teenager's Story.*

South Carolina ETV Network and The Mosaic Group □ *Children's Express NEWSMAGAZINE: Campaign '88.*

Christian Science Monitor Reports, New York □ *Islam in Turmoil.*

WTTW(TV) Chicago □ *...And the Pursuit of Happiness.*

HBO □ *Dear America: Letters Home From Vietnam* and *Suzi's Story.*

WBRZ-TV Baton Rouge, La. □ *The Best Insurance Commissioner Money Can Buy.*

Turner Network Television □ *The Making of a Legend: Gone With the Wind.*

CBS News □ *60 Minutes' Mr. Snow Goes to Washington.*

WJLA-TV Washington □ *The Radon Watch Campaign.*

Public Affairs Television □ *Bill Moyers' World of Ideas.*

Gulf + Western sets its sights on media empire

It will raise up to \$5 billion from sale, readying it for additions to its publishing and entertainment divisions

Another industry competitor ran onto the vertically integrated playing field last week as Gulf + Western announced it was selling its financial services subsidiary to focus on its media and entertainment business.

Armed with anywhere from \$2 billion to \$5 billion in proceeds from the sale of the division, the temporarily scaled-back Gulf + Western would be poised for continued acquisitions in its publishing and entertainment operations. And in a reflection of the company's direction, Gulf + Western, the parent company of Paramount Pictures Corp., said it would take the name Paramount Communications.

Gulf + Western gave no indication of specific businesses it contemplates acquiring, saying in a release only that the sale proceeds will be used to expand its communications operations globally, "both internally through product development and distribution, and externally through acquisitions and investments." However, Wall Street analysts did not rule out the possibility that the company might expand into broadcast network ownership, contingent upon eventual relaxation of the financial interest and syndication rules.

The announcement marks a continuation of the company's six-year-old strategy to narrow its focus, starting with Gulf + Western Chairman and Chief Executive Officer Martin Davis's assumption of office. The company's most recent move in this area was a January announcement of an agreement giving its Paramount Pictures Corp. subsidiary an option to purchase a majority interest in independent TV group TVX Broadcast Group.

The operation that Gulf + Western is putting up for sale is the Dallas-based Associates First Capital Corp., the nation's third largest independent finance company as measured by total capital funds. The subsidiary accounted for 46% of Gulf + Western's operating profits, before corporate

expenses, in 1988, and had higher operating margins than Gulf + Western's publishing, information and entertainment segments. But, in the company's opinion, Wall Street undervaluation of Associates has negatively affected Gulf + Western's stock price.

In addition to funding a program of global media expansion, Gulf + Western said it



Martin Davis, Chairman-CEO, G+W

would use the proceeds to continue its long-standing stock repurchase program. The company said that it had bought more than 45 million shares since 1983, and currently had the authority to acquire 8.2 million shares. The company had 118 million common and common equivalent shares outstanding as of Jan. 1.

Gulf + Western's entertainment segment, operated primarily through Paramount Pictures, had revenue of \$1.86 billion in fiscal 1988 (ending Oct. 31), with an operating profit (before corporate expenses) of \$251.8 million. Fifty-seven percent of that revenue came from TV and home video operations, and 26% came from motion picture operations.

In addition to Paramount's television production, syndication and distribution operations, the company's television-related businesses include a partnership in a barter advertising sales business; a 50% interest in USA Network, and the Madison Square

Garden Network.

Gulf + Western's publishing and information operations, operated through its Simon & Schuster division, had revenue of \$1.19 billion in 1988, and an operating profit of \$180 million. The business includes education, professional information, consumer and international segments.

Initial market reaction to Gulf + Western's plans was positive. On the day following the company's announcement, Gulf + Western's stock rose \$2.375 to close at \$51.875. By Friday afternoon, the stock price had dropped to \$50.25. "Speculation on the net effect on shareholders is premature," said Chris Dixon of Kidder, Peabody & Co. "The key to seeing whether the sale of Associates is wise is what they do with the proceeds," said Lisa Donneson of County NatWest USA. What Paramount will do with the proceeds is unknown, she said, adding that the company's track record in media acquisitions is encouraging. Analysts held open the possibility that Gulf + Western might not look only at cash deals. "The sale of [Associates] could take many forms," said Hal Vogel of Merrill Lynch.

One item that will probably not be on Paramount Communications' menu is a cable system, analysts said. Given the company's concern with its stock price and the undervaluation of cable systems in the public market, acquiring a cable system would contradict the theory of why Gulf + Western is divesting Associates, Donneson said. "Time Inc. never got credit in its stock price for cable; neither did Warner," she said. With the exception of cable systems, concurred Vogel, "just about everything else is fair game."

One possible target, Vogel said, was a broadcast network. Dividing lines in the entertainment business are "blurring," he said. "One side co-opts the other by buying it.... The enemy becomes your friend," he said. Wall Street observers said they expected relaxation of the financial interest and syndication rules, a current stumbling block to Gulf + Western's integration with a network. □

Bush seen as sending signal on fairness doctrine

President tells newspaper editors he 'will stand with the previous position' of Reagan administration on opposing fairness doctrine bill

The message was not without some ambiguity. But the message President Bush appeared to send to Congress during his appearance last week at the American Society of Newspaper Editors conference in Washington was that he is prepared to veto legislation embodying the fairness doctrine if, as seems likely, a fairness doctrine bill reaches his desk.

He had been asked, during a question-and-answer session following his prepared remarks, if he would veto such a measure, as President Reagan had vetoed the fairness

bill with which Congress confronted him two years ago. The questioner noted that the day before (April 11), the House Energy and Commerce Committee had approved the new fairness doctrine bill (H.R. 315), and that vote counters had said it would probably clear "both chambers quite comfortably." The next legislative test comes tomorrow (April 18), when the Senate Commerce Committee meets to mark up the bill.

"Well, I don't want to indicate a veto would be necessary," the President responded, "but I will stand with the previous position that I was a part of in the last administration." The editors in the audience—who earlier were urged by ASNE President John Seigenthaler of *The Tennes-*

sean of Nashville to support broadcasters in opposing the fairness doctrine—broke into applause.

The White House, when asked later for clarification, declined to go beyond the statement. "We're opposed to legislative imposition of the fairness doctrine," said a White House press spokesman, Steve Hart. He said that has been the President's consistent position. But as to whether the President would veto a fairness doctrine bill, Hart said, "We don't speak this far in advance" of the need to make such a decision. He noted that the measure had not yet moved through either House.

Still, the President's remark struck some observers, including the cheering editors who heard it, as a signal intended to warn

the members of the House and Senate that Bush would follow the pattern set by President Reagan in vetoing a fairness doctrine bill.

But possibly because he stopped short of a flat statement on the issue, those who might otherwise have welcomed the opportunity to comment were closed-mouthed, if they could be reached at all. Calls to aides of Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee, produced no response. An aide to Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, said the chairman did not read the remark as forecasting a veto. Hollings and Dingell are the principal backers of the legislation in their respective Houses.

And the National Association of Broadcasters, uneasy about bucking Congress on the matter when its members are seeking action on an agenda they regard as essential to their well-being—must-carry legislation, for example—responded to a request for comment with a single sentence: "Having read the President's statement, it appears he does not wish to prejudge what action Congress or his administration will take."

The Radio-Television News Directors Association, on the other hand, read the President's remark as a clear statement of intent—"as saying he will veto the fairness doctrine bill if it reaches his desk.... President Reagan vetoed a fairness doctrine bill that was passed by the Congress, and we commend President Bush for indicating he would do so if the pending bill is enacted."

Nor did the RTNDA stop there. It said, "Behind the leadership of Senator Bob Packwood (R-Ore.) and Representative Tom Tauke (R-Iowa)"—leaders in Senate and House in the fight against passage of a fairness doctrine bill—"and with the help of all who believe the fairness doctrine is bad law, we further believe that such a veto can be sustained."

The latest developments in the skirmishing in Congress and on the stump over the fairness doctrine legislation occurred as the Department of Justice was providing the House Energy and Commerce Committee with its views on the proposal. Not surprisingly, it followed the reasoning of the department when it considered the matter two years ago. "Because we believe the bill unconstitutionally offends the requirements of the First Amendment," the department said, "we strongly oppose its enactment, and, if passed by Congress, will recommend presidential disapproval."

The department said it was persuaded by the FCC's conclusion in *Meredith Corp. v. FCC* that the doctrine was unconstitutional, not by the Supreme Court's *Red Lion* decision in 1969. The court then had unambiguously upheld the doctrine's constitutionality. But even if it were to conclude that the doctrine could survive Supreme Court scrutiny under *Red Lion*, Justice said, "we believe the course taken by *Red Lion* is erroneous and should not now be incorporated into public law." It added: "The First Amendment's language clearly indicates that it meant to further public enlightenment by a virtually absolute prohibition on gov-



Bush speaking to newspaper editors
ernment regulation of the content of public debate."

Dingell lost no time in responding to the department. In an 11-page letter—one page longer than Justice's—Dingell said the de-

partment's analysis "ignores the public trustee system of broadcasting established by the Congress, which has undergone intensive scrutiny, and Supreme Court and legal precedent that has harmonized the broadcaster's public trustee obligations with the First Amendment." He also maintained that, contrary to Justice's view, the scarcity rationale for government regulation is still relevant. "In today's market," he said, "the demand for broadcast spectrum far exceeds the supply of frequencies available."

"Under the fairness doctrine," Dingell said, "broadcasters need only fear the consequences of decisions to present one side of an issue in their overall programming. A broadcaster who acts according to the standards of his or her profession, on the other hand, has nothing to fear from the doctrine."

Setting records with HDTV

Transmissions on both coasts test digital delivery of signals

Firsts in the development of satellite delivery of high-definition television were achieved on both coasts last week. On the West Coast, a cooperative effort by Intelsat, Comsat, AT&T and Japanese common carrier KKD (Kohasai Denshen Denwa) resulted in what those organizations claim was the first digital international HDTV transmission.

In the East, HBO, the National Cable Television Association and Japan Broadcasting Corp. (NHK) sponsored what Brenda Fox, NCTA vice president, special policy projects, called "the first delivery of high-definition television by way of satellite and onto a very typical cable system."

The digital HDTV transmissions were held last Wednesday (April 12) linking California to Japan. The signal originated from AT&T's Triunfo Pass earth station in Malibu, where fiber optic signals are converted into microwave signals in regular international telephone service. Between 6 p.m. and 10 p.m. (PDT) the signal was sent over a 72 mhz transponder on the Intelsat V satellite to KDD's "Big Shell" earth station in Tokyo.

The group's goal, according to Ed Thane, principal engineer, Comsat, was to find a method "to take the high rate of information that comes out of the high-definition camera and get it down to a level where you can send over a satellite with existing transponder bandwidths." Input into the system was a combination of pre-recorded programs and live studio shots in the 1,125/60 format. The signal was compressed from about 600 megabits per second to 140 in a system developed by KDD. It was then modulated through a Comsat-developed modem specially designed for wide-band signals. The images were then received on a 2.6-meter, van-mounted dish in Tokyo. "The KDD-designed codec rivals the MUSE technique," Thane said.

The point of the HBO-NCTA-NHK demonstration was to show that "coaxial cable

can produce and retransmit the quality of picture and sound that everybody talks about in high-definition television" and the fiber optic systems that have been proposed by some in the telephone industry are not needed. Over two weeks, HBO sent HDTV pictures by satellite using NHK's MUSE-E to two cable headends in the Washington-area. The first test was transmitted to Media General Cable in Fairfax County, Va., a state-of-the-art, 120-channel FM system. To show that HDTV could also be shown on a "typical" cable system, the demonstration was repeated last week at the 330-mhz, 41-channel Jones Intercable system in Arnold, Md. (outside of Annapolis).

The two key legs in cable distribution, said Paul Heimbach, HBO vice president, engineering, are satellite delivery and modulation at the headend. "Each one of those distribution legs offers some degradation. It's a bit of a torture test for a transmitted signal," Heimbach said. "The demonstration shows that we can suffer the degradation that we normally would suffer, and the end result is certainly a very acceptable, very high-quality high-definition television signal."

The signal was sent from the HBO Communications Center in Long Island, N.Y., over the Satcom K1 satellite and then retransmitted over the Jones system. The pictures were demonstrated to invited viewers at a site 28 miles away that had passed 28 amplifiers. "That's not an untypical number of amplifiers, but it's getting close to as far as you would want to send a signal and expect to end up with high-quality at the other end," said Brian James, NCTA director of engineering.

In an earlier demonstration of MUSE-E on American Cablesystems in Los Angeles, during the NCTA convention in May 1988, objectionable ghosting was visible on the screen. But no ghosting was apparent in last week's demonstration, mainly due to refinement in the cable modulation component of the MUSE-E system since last May, according to Yozo Ono, manager and chief engineer of NHK's American bureau. □

TV Marti bill approved by House

Legislation establishing broadcast service to Cuba would be controlled by commission under President

As it moves through Congress, TV Marti is taking on an unusual shape. The proposal to establish a television equivalent of Radio Marti—which has been broadcasting news, public affairs and entertainment to Cuba for four years—would authorize the FCC to acquire a frequency, even if already occupied, "to further the national interest." What's more, the station ultimately established would be treated as a government facility but would be regulated by the commission under the President's authority.

The TV Marti legislation, part of an overall foreign relations authorization measure that was approved by the House last Wednesday (April 12), was the product of an agreement between Representative John Dingell (D-Mich.), chairman of the Energy and Commerce Committee, and Representative Dante Fascell (D-Fla.), chairman of the Foreign Affairs Committee, where the measure originated. Dingell, concerned about the Foreign Affairs Committee exercising jurisdiction he felt belonged to Energy and Commerce—the original bill would have waived provisions of the Communications Act—insisted on language specifying a role for the commission. At one point, Dingell threatened to secure referral of the bill to his committee, which would have at least slowed consideration of the measure.

But what would make the resulting arrangement unique is the language specifying that the commission would exercise the President's authority in assigning a frequency to what would be a government-owned facility, and would regulate it as it does all other stations. One purpose of assigning that authority to the commission is to maintain a unitary form of regulation. Under the foreign relations committee bill, NTIA would have regulated the proposed station, while all other outlets were under FCC regulation.

What Dingell considered even more important was the need to assure other stations of the kind of protection against potential TV Marti interference that the commission and the procedural safeguards of the Communications Act could provide. The legislation states that the TV Marti assignment shall not "result in objectionable interference with the broadcasts of any domestic licensee."

The bill, even in its original form, contained a section barring the use of operating funds for TV Marti—the bill authorizes the expenditure of \$16 million over each of the next two years for that purpose—unless the President determines that a test of the proposed facility proves it is feasible and would not interfere with U.S. television licensees. But a number of new anti-interference provisions were inserted in the measure at the request of the National Association of Broadcasters, which has long opposed the establishment of a TV Marti. Its members fear that the proposed sta-

tion—whose transmitter would beam signals toward Havana from a balloon tethered 14,000 feet above Cudjoe Key—would cause serious interference problems in South Florida.

Dingell's success was hailed by the broadcasters. NAB President Eddie Fritts said in a statement that broadcasters are "relieved" that the House included measures to guard against "the major interference problems that we believe this ill-advised scheme will produce." He said NAB is especially pleased with the help of Dingell and Representatives Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, and Matthew Rinaldo (R-N.J.), ranking minority member of that subcommittee. But he still described TV Marti as "a solution looking for a problem." Besides the interference issue, he said, the possibility of "counter-interference from Cuba itself will only com-

pound the problem."

The bill does not contain a specific provision detailing the government's authority to preempt a frequency in use or on which a permittee plans to build a station. Officials note that the Communications Act already authorizes the commission to deny a license-renewal application or revoke a license, and so, that power could be used to clear a channel "to further the national interests," as the legislation puts it. And Section 305 provides for government use of the spectrum.

However, House staffers assume that the administration—if and when it decides on a frequency—will enter into negotiations with the permittee or licensee and, it would hope, resolve matters short of litigation. Apart from a financial settlement, the government would offer the grant of an alternative frequency, a UHF channel (VHF's are no longer available in the area). □

Black mayors join with others in supporting telco entry

After debate and changing position by Washington's Mayor Barry, NCBM approves resolution supporting phone companies' ownership of cable

Falling in step with the National League of Cities and the U.S. Conference of Mayors, the National Conference of Black Mayors adopted a resolution in support of allowing telephone companies into cable television after rejecting arguments by cable interests to table it or water it down.

The vote by the full NCBM membership came on April 8 at the end of the organization's annual convention in Oakland, Calif., which was, according to one attendee, the scene of "heavy lobbying" by both

sides of the telco-cable debate. About a third of the NCBM's 306 members attended the meeting.

The resolution, which was adopted by the NCBM board last February and by the group's resolution committee the day before it was sent to the full membership, "endorses the elimination of the restriction against telephone company participation in the delivery of cable television service."

The resolution says the competition to cable companies that the telcos would provide would "result in lower rates, greater diversity of program choice and more rapid development of new services."

Telcos may build cable systems and lease them to franchised cable operators. But the

NBC's Wright takes anti-telco stand

While cable was taking some heat in Washington before the Senate Antitrust Subcommittee last Wednesday (April 12), it was getting some help across town from NBC. NBC President and Chief Executive Officer Robert Wright, one-time head of Cox Cable, came out firmly in support of the cable industry's stand on preventing the telephone companies from getting into the television business.

"We would be very nervous about telco ownership of programming or packaging of television programming in any form," said Wright, after addressing the Washington Metropolitan Cable Club (see page 53). "If they want to be a cable operator in the sense that cable operators package programming, then I would say no," said Wright. "We would object to that. If they want to be in the hardware business, then they divorce themselves from being an operator or packager or a programmer." Otherwise, said Wright, "those two linkages are just too fraught with danger...I think the size and the scale is just too huge and the potential for foreclosing or limiting access is just too great."

Wright's comments mark the first time a broadcast network official has taken a public stand on the cable-telco debate. Given NBC's growing interest in cable programming (its Consumer News & Business Channel launches today [April 17]), it may not be surprising that NBC would side with the cable industry on an issue of critical importance to the wired medium. NBC also has interests in Bravo, American Movie Classics and SportsChannel, through its association with Cablevision Systems Chairman Charles Dolan, and Arts & Entertainment.

European agreement

A Common Market directive on transborder broadcasting—designed to ease barriers to satellite and other TV channels crossing from one European country into others—got a key go-ahead at a meeting of ministers in Strasbourg, France, last Thursday, April 13. The new regulatory plan was approved over the objections of West Germany, Denmark and Belgium and is headed for debate before the European Parliament.

The EC's 12 nations, which developed the directive as part of its plan to remove trade barriers between members by 1992 (see "International," page 35), should see the final version this summer or early fall and are expected to adopt the rules into national legislation beginning in 1990, said EC spokesman Willy Helin.

The plan, more than four years in the making, includes loosely construed quotas on non-European programming, various program and advertising content guidelines, and limits on total ad time. Potentially divisive TV copyright issues were dropped in recent weeks, but will be raised in separate, broader copyright proceedings in the future, Helin said. The EC directive is closely modeled after a similar plan of the 23 member nations of the Council of Europe, following compromise agreements between the two bodies to unite their separate considerations. Only the EC plan will have force of law.

West Germany's objection stemmed from a dispute between its federal government in Bonn and the separate states making up the republic over jurisdiction on "cultural" matters. German courts backed Bonn on the issue, but the government still voted against the EC plan as a "face-saving measure" to avoid further flare-ups with the states, said EC spokesman Harald Hotze. A separate disagreement between EC members and Germany over how Eastern Europe program co-productions would count toward European quotas was resolved, he added.

Denmark's protest, characterized as "very bitter" by Hotze, revolved around an argument over EC jurisdiction on cultural matters. The EC maintains that the regulation of transfrontier TV services has more to do with the free flow of trade and services than with cultural questions.

Belgium voted against the plan after other nations rejected its plan to fund programs of Belgian origin through fees paid by programmers gaining access to Belgian cable networks.

Cable Communications Policy Act of 1984 prohibits them from providing cable service in the same places they provide telephone service. In addition, the consent decree that broke up AT&T and created the seven regional Bell operating companies forbids the RBOC's from providing cable service anywhere.

The National League of Cities came out in favor of eliminating the barriers to telco entry last December, and the U.S. Conference of Mayors is expected to follow suit at its annual meeting this June. Unlike that of the NCBM, the NLC and USCM support is conditioned on telcos submitting to municipal regulation.

At the NCBM meeting, the real battle over the resolution was fought in the resolution committee by Jay Cooper, who represents the United States Telephone Association, and Richard Hatcher, who represents Tele-Communications Inc. Both are former members of NCBM. Cooper was mayor of Prichard, Ala.; Hatcher, of Gary, Ind.

Washington Mayor Marion Barry, an early advocate of telco entry, did not attend the conference, but he injected a measure of long-distance confusion into the debate by sending two faxed letters to the membership in which he twice switched his position on the issue. Robert Johnson, president of District Cablevision, the Washington cable franchisee, and of Black Entertainment Television and a political ally of Barry's, was the apparent cause of Barry's flip-flopping. TCI is a financial backer of both of Johnson's cable enterprises.

According to Cooper, Resolutions Committee Chairman Wilson Goode, the mayor of Philadelphia, gave him and Hatcher ample opportunity to "fully present every possible argument we could conjure."

During the presentations, Cooper said, Hatcher presented an amendment to the resolution that would have prohibited telcos in cable from "participating in programming." Cooper argued against Hatcher's amendment, countering with one that would allow telcos to provide programming, but would require them to make channel capacity available to others on a "nondiscriminatory fee basis."

Cooper said the telcos' amendment was offered by New Orleans Mayor Sidney Barthelemy. Hatcher presented cable's, he said, even though he could not formally do so because he was no longer a member of NCBM. "If I had insisted on procedural grounds," Cooper said, "that amendment would not have been acceptable because it did not have a mayor sponsoring it."

Hatcher could not be reached for comment.

Bob Thomson, vice president, government affairs, TCI, who attended the conference, disputed Cooper's account of what happened. "I am not aware of...an amendment prepared by us actually being officially offered to the resolution committee," he said. "I wasn't privy to the meeting; Dick Hatcher wasn't privy to the meeting."

"We had considered pushing an amendment or encouraging the convention to table the issue, but decided it was probably not productive or important enough for us to

inject controversy in the black mayors' convention," he said.

Keith Hinch, an NCBM staffer who was present at the resolution committee, supported Cooper's account, saying that the resolution committee's vote followed the Cooper-Hatcher debate and the offering of conflicting amendments.

Barry had been a strong advocate of telco entry. Indeed, he urged the board to adopt the telco-entry resolution last February. And, as chairman of the transportation and communications committee of the USCM, he has advocated that USCM support telco entry.

But on April 6, a "Dear Colleague" letter bearing his signature was faxed to the membership recommending that it table action on the resolution, citing the complexity of the issue and the fact that key congressmen were not interested in taking up the issue this year.

According to Ann Simpson-Mason, an aide to the mayor who attended the conference, Barry later sent a second letter retracting the first because he "was misinformed when the first letter was sent out." She said Barry believed that Bob Johnson and Delano Lewis, president of C&P Telephone Co., an operating company of Bell Atlantic, who are on opposite sides of the telco-cable issue, had reached some sort of agreement on the issue. "That turned out not to be the case." She would not comment further.

Cooper said Johnson told Barry that Lewis was "in agreement" on the contents of the letter recommending tabling the issue, clearing the way for its transmission to the conference. According to a copy of the letter obtained by BROADCASTING, the letter was faxed from the offices of Johnson's Black Entertainment Television in Washington.

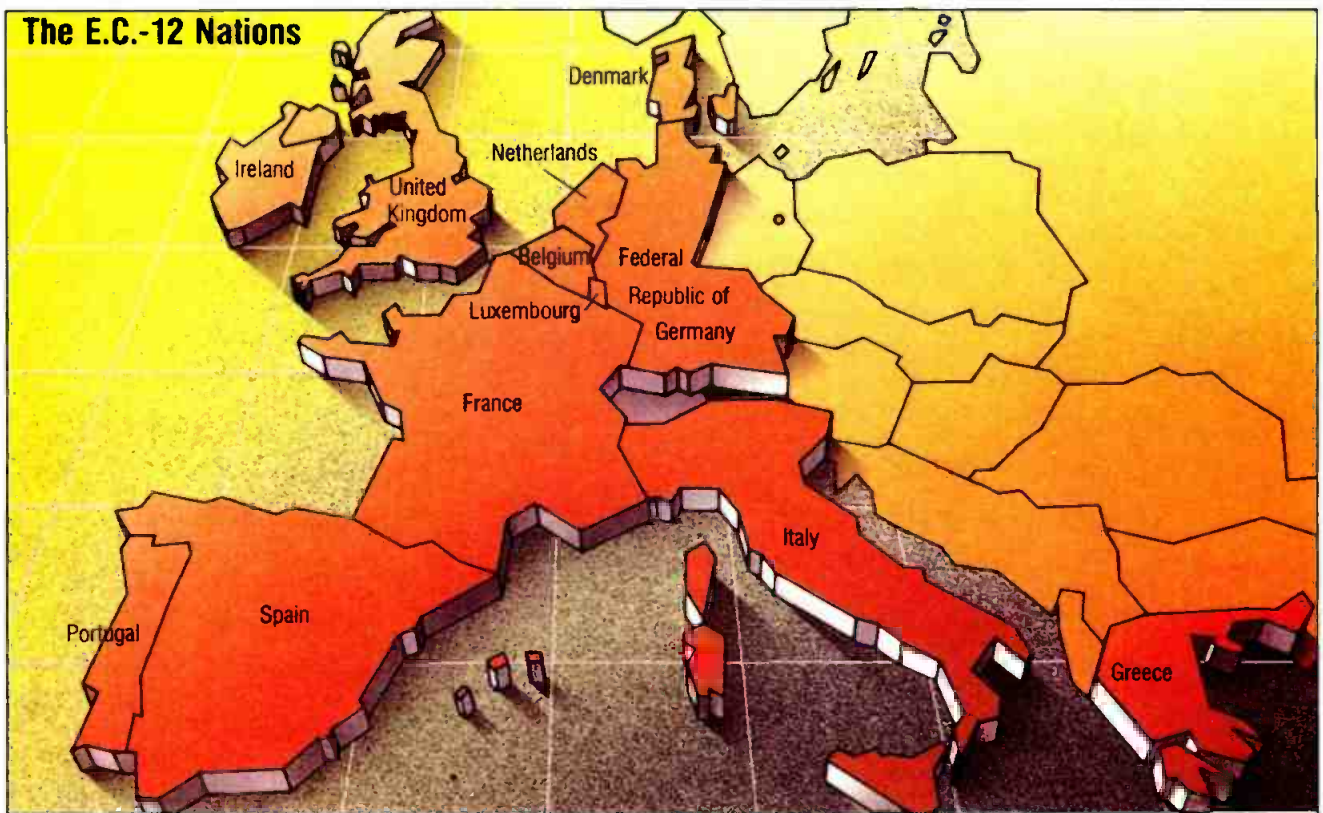
However, after the letter began circulating at the conference and questions were raised about it, Johnson admitted that he had made a mistake and that Lewis had not approved it. Cooper said, That admission prompted the second letter, he said.

Johnson acknowledged that the first letter was sent from BET, and said he knew nothing about the the second "memo" retracting the first. "I don't think anybody could produce a second memo," he said. Simpson-Mason confirmed its existence, but would not release it to the press. Lewis could not be reached for comment.

In a related development, the *Washington Post* reported April 8 that Johnson and Lewis have agreed to become unpaid consultants to assist Barry in his relations with the business community, Congress, the press and the public. Barry has come under increasing pressure from those groups because of the rising tide of drug-related crimes and violence in the city and because of his association with a man indicted for possession of cocaine.

But the move intended to quell controversy has engendered some. Betty Ann Kane, a member of the Washington city council and chairman of its government operations committee, which oversees cable, raised questions about having heads of regulated business working for the mayor. "It blurs the lines," she said. "It could lead to the softening of the regulatory oversight." □

The E.C.-12 Nations



“Europe 1992”—A phrase full of promise, evoking the creation of the world’s largest market as the European Community moves toward the easing of commercial barriers among its 12 nations (illustrated in the EC-supplied map above). A phrase full of worries, too, about barriers against U.S. producers, multinational advertisers and new program services.

Beginning below, BROADCASTING explores both the promise and concern surrounding 1992. There is also a primer on Europe’s new transfrontier media law, a review of international capital in the capital of TV—Hollywood—plus stories on new bids for European ad barter business and a preview of this week’s MIP-TV, the preeminent international television programming marketplace.

Europe and America prepare for 1992

That’s the year the European Community drops its tariff barriers, effectively forming one market; that means good news and bad for U.S. companies

By the end of 1992, the curtain is scheduled to rise on a new chapter in the history of Old Europe. The 12 countries of the European Community are to have eliminated the tariff barriers still separating them for the purpose of creating a single market. And the completion of the march toward unification that was begun almost 40 years ago will produce the greatest economic power in the world, one that produces more than the U.S. and twice as much as Japan. To American industry, the prospect of a market of some 320 million reasonably prosperous people is a dazzling one. But the prospect of what Secretary of Commerce Robert Mosbacher suggests could be a “fortress Europe” is troubling. So there is that mixture of hope and fear likely to be felt on any new frontier. Just ask America’s television programmers.

Business in Europe has been good for them. American programming is among the most popular on the continent, from London to Rome and beyond. Indeed, industry sources estimate that the eight members of the Motion Picture Association of America in 1987 earned some \$400 million in television sales in Europe—more than a third of the amount that television sales generated in the international marketplace. And those sales in Europe could—or should—increase enormously in the years ahead, as the countries on the other side of the Atlantic move increasingly toward privatization of their broadcasting industries, generating new terrestrial stations and satellite-delivered program services, all of them hungry for new product. Privatization is also seen as providing new opportunities for advertisers; many government-owned stations that now dominate the market do with few or no commercials.

So there is a basis for the hope being felt.

The uneasiness emanates from the movement in the EC toward adoption of a directive—directives set compulsory objectives

which member countries are obliged to translate into national legislation—that would establish a quota for EC programing and impose what some Americans at least consider overly restrictive advertising regulations (see story below). The effect of both, industry sources say, could be to hamper the growth of European private broadcasting, with adverse effects on American plans to plug into what is expected to be an increasingly lucrative market. The Council of Ministers was scheduled to meet on April 13 to consider a common position.

The EC, which springs from Europe's determination to avoid future wars, has evolved from the treaty creating the European Coal and Steel Community that representatives of six countries signed in Paris in 1951. Over the years, its members increased in number and signed additional agreements merging other interests, until in 1985 the EC ministers approved a White Paper calling for the elimination of all internal tariff barriers by Dec. 31, 1992. What's more, the EC has taken on the trappings of an international government—a 17-member commission, which proposes legislation and implements policy; a council of ministers representing each of the 12 member states, which is the final EC decision-making body, and the court of justice, which sits as the community's supreme court. The EC is also served by a parliament of 518 directly elected

members. It lacks legislative powers, but does review and can reject proposed legislation.

And those formal institutions are not the only indication that a government is at work. Increasingly, in Brussels, the home of the commission and the council of ministers, a breed of professionals well known in Washington is collecting. "For the next five or 10 years," said one of those following the media directive, "the lawyers and consultants in Brussels will be in the best business." For if there is one thing on which those tracking the directive and attempting to assay its consequences are in agreement, it is that the future is difficult to read. The directive itself is not a model of clarity, and the government of each member country must adopt laws and regulations to implement it. Nor will that end the uncertainty. For inevitably, decisions of the commission will be challenged and, ultimately, decided by the European court. Such murkiness is made to order for lawyers and consultants.

□

The directive is the product of both economic and cultural considerations. By requiring broadcasters, "where practical," to devote a majority of their air time to European-produced material (excluding news, sports, advertising and teletext services), the community

European regulatory primer

As the European Community presses toward unification, one of its most urgent needs has been to harmonize the diverging media laws of its 12 member nations. Without such harmonization, new transborder TV services using satellite and cable to reach viewers across the region would be faced with a maze of often conflicting requirements.

Both the EC and the Council of Europe, a 22-member (soon to be 23-member) body without the EC's treaty powers, have worked in the last several years, often at odds, but of late in unison, to create the much-needed transfrontier broadcasting law.

In a series of compromises reached last fall under pressure from members common to both the EC and the council, the two bodies agreed the EC's "TV Without Frontiers" directive would be changed to conform with the council's convention on transfrontier television, while the EC directive, eventually to be translated into law in each of the member states, would become the document of legal recourse in serious disputes.

The council's convention was adopted by member states' foreign ministers in March, and next week a formal decision is expected to open the document for member-state signatures May 5. Once open for signature, seven members must ratify the document before it has the force of international law, although any two signing countries could agree to put the convention into effect provisionally for transmissions between their borders.

The EC's directive was to be considered separately at a meeting of ministers April 13, and EC representatives were hopeful unanimous consent could be achieved for a subsequent presentation to the European Parliament. If the document avoids getting bogged down in a full-fledged parliamentary debate, particularly with elections due in June, approval could be achieved by the EC Council of Ministers in May or June and member states could then take up the directive for approval by their national parliaments and translation into national law in 1990.

Following are the major points of this new legal framework to organize TV broadcasting in Europe's future:

■ **Program quotas.** Long a major stumbling block in the debate over the new media law, the position finally was a good deal more lenient than expected. The convention's language: "The parties shall ensure, where practicable and by appropriate means, that broadcasters reserve for European works a majority proportion of their transmission time, excluding the time appointed to news, sports events, games, advertising and teletext services." Oversight appears to be on the relaxed side, with the EC, for instance, monitoring the quotas over anywhere from a one-year to a three-year period.

■ **Program content.** General requirements involve limits on

programing considered indecent, containing pornography or undue violence, inciting racial hatred or potentially harmful to children. The documents also provide for a public right of reply.

■ **Advertising.** Advertising is not to exceed 15% of the daily transmission time, although 20% is permissible with home shopping-type services. Ads are allowed for a maximum of 20% in any one-hour period.

Complex restrictions apply to where ads may appear within programs. In-program advertising is allowed where shows consist of autonomous parts (such as sports and performances). In other programs, 20 minutes between breaks is required. In feature films and made-for-TV movies longer than 45 minutes, interruptions are allowed once every 45 minutes, with an additional interruption allowed if the program is at least 20 minutes longer than two or more complete periods of 45 minutes. No ads are allowed in religious, children's, news and current affairs programs or documentaries, unless the programs are 30 minutes or longer. Tobacco advertising is prohibited, as is advertising of prescription medicines, and strict limitations are placed on alcohol advertising. There are also restrictions on misleading ads and those aimed at or using children.

Sponsorship is allowed where the sponsor is clearly identified, although editorial influence is proscribed. No sponsorship of news and current affairs programs is allowed.

Ads aimed at an individual nation other than that where the service originated must also abide by the advertising rules of the receiving nation.

■ **Arbitration.** A key point in the EC-council compromise, final arbitration rests with the Court of Europe, with EC members in any dispute applying community rules rather than those of the convention. As an initial arbitration procedure, however, the council convention creates a standing committee that will also make recommendations on the application of the convention and suggest modifications. Disputes unresolved by the committee would go to arbitration in a tribunal of representatives of three council member states. To further accommodate the EC in the arbitration process, the EC is expected to become a signatory to the convention, allowing it representation on the standing committee with its own vote as well as the votes of its 12 member nations.

■ **Copyright.** Considered a potentially serious point of conflict between the EC and the Council, the EC has decided to withdraw its copyright proposals from the directive, but has promised to raise the debate in a broader copyright proceeding. The council has made its own recommendation on copyright, but is separate from the broadcasting convention.



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hopes to encourage the development of a home-grown television production industry. "The European programming industry is weak," said Ulf Bruhann, head of the commission's media sector. "We want to put the industry in a position to increase its output." Elimination of internal tariff barriers will help in the development of a European program production industry, but "not enough," Bruhann said.

As for the other concern seen as driving the broadcasting directive, listen to a member of the British parliament, Mark Fisher, who is the Labor Party's Art and Media spokesman: "What people are worried about is that [American programming] would become an unregulated flood and sweep away local drama and series, and it's very important that we have a balance between international product and our own national culture and identity." He spoke on March 30 on NBC's *Today*, which, as it happens, was being transmitted by satellite to the United Kingdom for distribution by Rupert Murdoch's Sky Channel, in recent years one of the most important new distribution vehicles pointing to the need for change in European media law.

Whether the driving force behind the directive is economic or cultural—and most Americans following the story see it as economic; after all, they say, wouldn't German programming dilute British culture at least as much as *Dynasty* and *Dallas*?—some see hard times ahead for those seeking to do business in Europe. Henry Goldberg, counsel for Turner Broadcasting System, said in a memorandum on the subject that European- or EC-wide restrictions "will actually worsen the outlook" for American programmers. "Until now, at least, these companies have been able to operate more freely in the national markets of the European countries that have taken a more liberal view of U.S. TV programs and advertising. It appears that the practices of the more restrictive countries will be extended across Europe." Italy, for instance, which now imposes no restrictions on advertising, would be obliged to adopt the restrictions called for in the directive, Turner is concerned specifically about its CNN, which originates in Atlanta but is transmitted by satellite to hotels and homes across Europe.

The Motion Picture Association of America is also exhibiting considerable concern about Europe 1992. MPAA President Jack Valenti, in response to a request for a comment, made it clear he was prepared to go literally to the top of the U.S. government if the EC adopts measures seen as barring American creative product from Europe. "I have met with Ambassador Carla Hills, the U.S. Trade Representative, and voiced my deep anxieties about 1992," Valenti said. "It is my intention to alert the White House, the Secretary of State, and the Secretary of Commerce as well as the relevant committees in the U.S. Congress." Valenti's is not simply one small voice in Washington. The MPAA is one of the few bright spots in the American balance of trade picture. It estimates that its members last year sold \$4.2 billion worth of product—theatrical films, television programs, home video and pay-television material—abroad, producing a trade surplus of \$2.5 billion.

Possibly because of the change in administrations, the U.S. government does not seem to have been moving aggressively on Europe 1992, at least thus far. A Commerce Department spokesman, in response to a request for a comment, said that "no one has been appointed and confirmed who is qualified" to speak on the subject. And an official at the State Department said it "lacks the resources" to focus on the broadcasting directive. But neither has the government been ignoring the issue. The U.S. Trade Representative's office is coordinating a 17-member interagency task force that is monitoring developments in Europe. Ten subsidiary working groups are being established, including one on services and trade that will be concerned with broadcasting and on which the FCC will be represented. What's more, the concerns of the MPAA, Turner and others may have sparked a U.S. effort to persuade the EC to modify the broadcast directive.

The Commerce Department's International Trade Division two weeks ago had drafted a position for transmittal to the U.S. embassies in Brussels and in the EC capitals. It could not be learned whether the message had been sent, as expected, on April 10, three days before the EC ministers were to take a common position—although not yet a final one—on the directive. But it would have asked the U.S. representatives to make it clear to the host governments that the U.S. wants to consult with EC officials on aspects of the broadcasting directive that concern the U.S. government and the entertainment community, aspects that the message said would "diminish the ability" of many American

entertainment companies to do business in Europe.

The draft did not refer only to the proposed minimum quota for EC programming and to the proposed restrictions on advertising. It also expressed concern about a proposal that has been under consideration that would restrict the extent to which copyright owners would be able to prevent retransmission of their programming across borders by cable system operators. As it was described by an EC official, the provision would not deny the copyright owner remuneration in second countries. But if the owner could not reach a licensing agreement in the second country, the dispute would be referred to a performing rights tribunal for resolution. The matter is of considerable importance to the MPAA members, who make it clear that copyright law is—as one MPAA official put it—"the bedrock" of their business.

However, the MPAA members apparently can relax as far as that issue is concerned, for the time being. An EC official, Matthias Rueter, last week said that "the broadcasting directive would not contain a chapter on copyright." He said the proposed chapter had gone through several revisions without emerging in a form acceptable to the council of ministers. "At the moment," he said, "there is no solution. The matter is on the table for further discussion." It was not to be considered at the meeting on April 13.

□

Some in the U.S.—in the private sector and in government—do not seem as concerned as the MPAA and Turner, at least regarding the program quota. They note that the established broadcasting entities in Europe, most of them government owned, now have program quotas, if informal ones, that are stiffer than that of a simple majority. Britain's BBC and the commercial ITV, for instance, each devotes about 86% of their time to local material. Yet, American companies are not complaining about being denied sufficient access. The concern seems to focus on the emerging privately owned stations and satellite services. They are seen as having enormous needs for programming, which Americans, under the proposed quota, might be denied the opportunity to fill completely.

Americans like Steven T. Koltai, Warner Brothers vice president for strategic planning, view the quota issue as "the hottest topic." But he also sees the European need for programming as operating in favor of lax or nonexistent enforcement of the quota. "Neither we nor the Europeans have enough programming to fill all the channels," said Koltai. American programmers, he feels, cannot be denied. And commission officials do not appear to disagree. "The regulation is not waterproof," said one commission official, referring to the "where practicable" escape clause. Commission officials say their calculations indicate Europe will need some 120,000 hours of programming in the 1990's. Other estimates are substantially higher.

And while U.S. industry groups and government officials see the proposed restrictions on advertising as burdensome, and likely to deny EC stations the revenue they need to buy programming, the advertising establishment in Europe takes the attitude that things could have been worse, much worse. Ronald Beatson, director general of the European Association of Advertising Agencies, said the association would prefer "total deregulation." But the percentages of time that the directive would permit broadcasters to devote to commercials and the breaks within programs it would allow (see page 36) are a far cry, he said, from the restrictions some in the community were seeking several years ago: Broadcasters would have been required to limit advertising to 10% of the broadcast day and to air all of their advertising within a block of time that they would have been obliged to publicize in advance. "Can you imagine the appeal of that kind of advertising?" Beatson asked.

The EAAA sees the EC as outstripping the U.S. and Japan as an advertising market. Beatson said advertising—in print, television, radio, movies and outdoor—would grow in the EC by 46.2% from 1988 to 1992, while the rate of growth in the U.S. would be 25.1% and in Japan, 22.2%. However, more money would still be spent on advertising in the U.S. in 1992 than in the EC and the six-nation Free Trade Zone combined. According to the EAAA's figures, advertising expenditures in Europe will amount to \$51 billion and, in the U.S., \$68 billion.

□

Simply finding ways of getting around or through the EC quota may not be the best, certainly not the only, way for U.S. program producers to deal with Europe 1992. They can follow the trail of such major American companies as AT&T and General Electric and buy into EC companies or form joint production ventures with



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them. Some already are. And Herb Granath, president of Capital Cities/ABC Video Enterprises, says that is "the better way to go." Capcities/ABC recently purchased 50% of a German production house, Telemunchen. "That allows us to do co-productions, using a foreign company," says Granath. According to EC officials, such co-productions would be counted against the quota on a pro-rata basis—that is, 50% of them would be considered European. If the European percentage was greater than 50%, 100% of the program would be counted as European.

Capcities/ABC is not the only American mass media company in Europe. MTV Europe is the product of Viacom International's joint venture with Robert Maxwell's Mirror Group and British Telecom. CNN, ESPN, Walt Disney, NBC and MTM Enterprises are among those also in Europe. And HBO and Showtime are exploring the establishment of European versions of their U.S. cable network movie channels. The major motion picture studios, of course, have long had subsidiaries in Europe, primarily for sales purposes. Nor does that exhaust the list. A number of American companies have

invested heavily in cable systems in Britain and in cable networks on the continent. "All of these new cable companies," said Turner counsel Goldberg, in the memorandum he prepared on Europe 1992, "will need satellite-delivered programming from U.S. companies and joint ventures of U.S. and European companies."

So Europe's attractiveness to American companies is evident, and growing. "Like everybody else in the distribution business," says Warner Brothers' Koltai, "we're optimistic and excited about what's going on in Europe." But such enthusiasm is tempered by the realization that Europe 1992 presents a great unknown. "We don't know the implications for our business of the regulations that may be put in place as a part of Europe 1992," he says. Certainly the broadcasting directive raises questions that will not be answered for years. (After all, the Communications Act of 1934 continues to generate controversy and business for lawyers.)

In any case, 500 years after Columbus discovered the New World in a search for the riches of the Orient, Americans are turning back to the Old, with the same prize in mind. □

Going Hollywood: Foreign companies look for part in U.S. studios

Worldwide demand for American TV increases international interest in ownership of libraries, studios

American TV and film libraries and studios will pass increasingly into the hands of foreign owners, and the majority of U.S. majors may end up owned by offshore interests, some Wall Street analysts are predicting in the wake of a \$1 billion plan giving control of MGM/UA to Australian media firm Qintex.

Expectations of increasing foreign ownership in the U.S. entertainment industry—propelled by growing worldwide demand for programs in the wake of widespread deregulation—have peaked following several big offshore buy-ins, most recently the Qintex-MGM/UA deal (BROADCASTING, April 10), but reaching back to the 1985 half-billion-dollar acquisition of 20th Century Fox by Rupert Murdoch's Australia-based News Corp.

Hollywood studios considered candidates for foreign buyers are Columbia Pictures, with 49% owner Coca-Cola looking to sell its shares, and MCA, where the age of Chairman Lew Wasserman (75 in May) raises questions for some about long-term leadership. Other, smaller producers are also said to be on foreign buyers' lists.

Meanwhile, the number of potential offshore buyers continues to swell, with as many as two dozen European and Japanese companies on the prowl, according to CL Global Partners Senior Vice President William Moses.

Among them, say analysts, are such international players as West Germany's Bertelsmann and Leo Kirch Group; Silvio Berlusconi's Fininvest of Italy; France's Canal Plus, Bouygues, Compagnie General des Eaux and Societe Lyonnaise des Eaux; the Dutch Philips; Britain's Maxwell Communications, and Japanese firms Sony, Pioneer, Yomiuri Shinbun and Fuji Sanki.

Offshore buyers already active in the U.S. program market on a smaller, but perhaps no less significant, scale include British broadcaster Television South with 10% French partner Canal Plus, which last sum-

mer bought MTM for \$320 million, and Italian financier Giancarlo Parretti, who through French studio Pathe bought Cannon and has made unsuccessful attempts to buy both New World (see story, page 63) and De Laurentiis Entertainment Group.

The list of foreign acquisitions also includes the Australian firm Westfield (Network Ten) and its \$34.5 million purchase earlier this month of a 24.4% stake in Baris Industries and the French L'Oreal's \$30 million-plus buy of Filmation from Group W earlier this year.

British broadcaster Central TV has also recently set up a new U.S.-based animation firm, Zodiac, and continues to search for a \$40 million-\$100 million U.S. production acquisition, while fellow British broadcasters Thames TV has put out the notice it is looking for U.S. studio facilities, Granada TV is hunting for library deals, and even the noncommercial BBC has said it is on the lookout for U.S. library acquisitions to complement its vast store of dramas and documentaries.

"All the movie studios are going to be bought," according to First Boston Director of Equity Research Rich MacDonald. "All of them are vulnerable, with low debt, a single class of stock, and none held by a single company or individual, except for Columbia."

Merrill Lynch, pointed out that foreign buyers "have looked at all companies" in their search for libraries and production capacity, and as buyers carry certain advantages over domestic bidders (i.e., the lower cost of capital for the Japanese and more lenient accounting rules for the Europeans).

The large independents may also be increasingly attractive targets for foreign buyers, noted CL Global's Moses. "If a buyer doesn't have \$6 billion to buy MCA, it can look at a New Line or Vestron," he said, adding that foreign interests had already expressed interest in Vestron.

Observers do not overrule the possibility of domestic buyouts of studios, but most acknowledge it is less likely because of regulations restricting what some see as a regulations restricting what some see as a

key partnership, that between studios and the major networks.

J.B. Holston III, vice president-general manager of NBC's new international unit, said his company is "dismayed that the [financial interest and syndication] rules are resulting in the third largest export industry going to largely foreign ownership. We think that's happening because the logical partners can't get together. In a year, we will look back and regret that three or four or five of the majors will be owned by foreigners [and that] it will substantially strengthen them."

Despite its concern about foreign buyers, NBC has its own tie-up with the soon-to-be foreign owners of MGM/UA. The network has a 15% option on Qintex, whose Seven Network in Australia is an NBC affiliate.

Foreign ownership is not universally considered a negative. In fact, many on Wall Street see it as a much needed injection of fresh capital into the industry. MacDonald said foreign ownership was "probably net positive because of new cash flow, new owners and new markets."

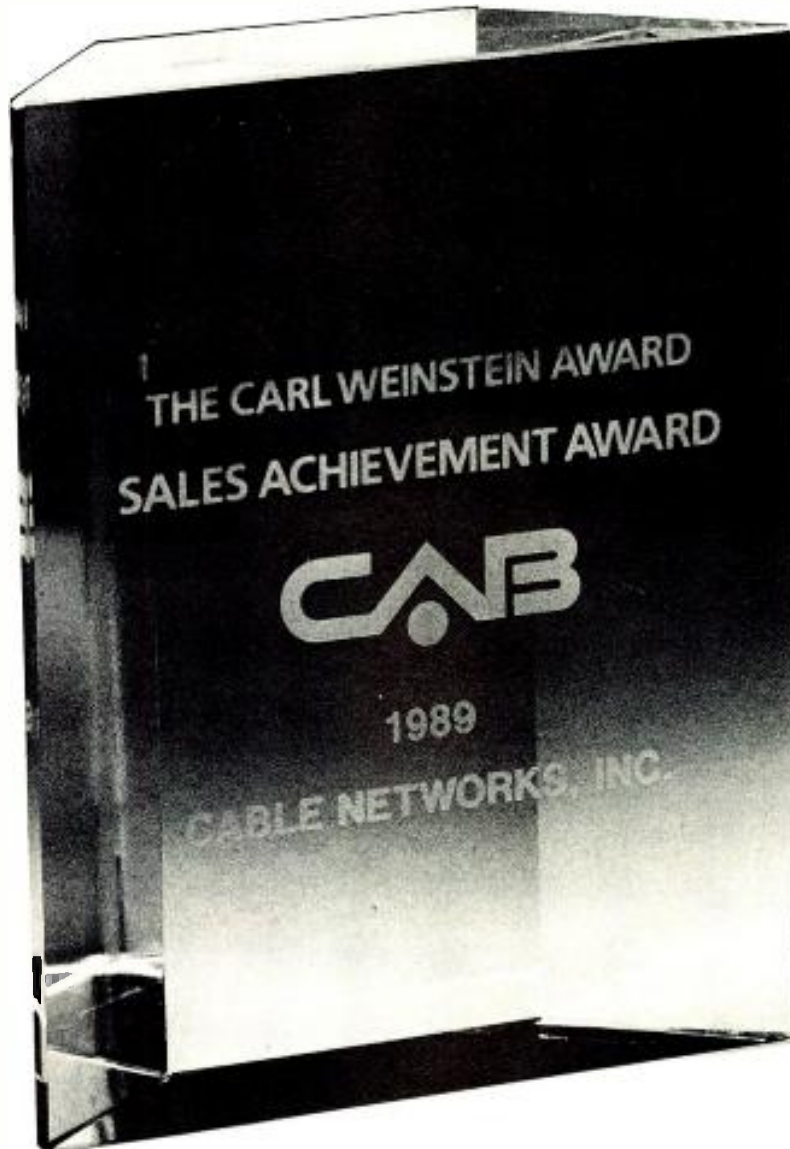
Moses agreed that even with foreign ownership, there will not be "tinkering with the internal creative process. The reason American product sells is because it's American."

Even if off-shore companies do buy more U.S. studios and libraries, no short-term boon may be in the offing. Rather, most see such foreign acquisitions as strategic investments, not designed for a rapid return on investment as much as to realize the long-term value of American libraries and production capacity as world program demand continues to grow.

Robert Wiley, vice president and entertainment analyst for Wall Street firm Furrman, Selz, said foreign investors believe program libraries outside the U.S. are not deep enough to fulfill the growing demand and must be supplemented by U.S. program capacity, whose value he said can only appreciate with the passage of time.

Responsible in large part for programs' increasing value, argued Wiley, will be the development of television advertising in

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Europe and elsewhere, which will help place a higher value on the shows supplied to growing commercial services.

But Vogel was less sanguine about advertising's near-term potential. While he agreed foreign buyers would experience plenty of growth over a 10-to-20-year period, Vogel said talk about an overseas explosion in demand is "misleading."

"The problem is people on Wall Street are underestimating the amount of time for

advertising [growth] to take place in Europe," argued Vogel.

Vogel, who believes a large part of the near-term program sales business, possibly as much as half, has already been done with England and Western Europe, also noted that the new European outlets' need in the next few years for American product will eventually be eased as Europe expands its own production capacity by the early-to-mid 1990's.

First Boston's media analyst MacDonald argued, however, that there is a way for foreign buyers to more quickly realize the value of their newly acquired Hollywood libraries without waiting for longer-term advertising growth.

"The real implication is the coming eruption in pay-TV worldwide," he said. "It's the same model as in the U.S.," he said, with Home Box Office leading the expansion of cable's ad-supported services. □

US, UK companies take aim at European barter

MGM/UA, Taffner and ABC join Thames, Central and Yorkshire to back London-based effort

Three American companies and three British companies unveiled plans last week to form a consortium to develop and sell barter advertising-supported programming to the European market ("In Brief," April 10).

The new venture, Advertiser Supported Alliance for Programing (ASAP), comprises MGM/UA, D.L. Taffner Ltd. and ABC on the American side, and Central Television Enterprises, Thames Television International and Yorkshire Television International on the British side. The announcement of ASAP was made Wednesday, April 12, at a live satellite press conference held simultaneously in Los Angeles, New York and London.

According to Philip Jones, managing director, Central Television Enterprises, "the consortium will be located in London and a managing director of ASAP will be named later." Stating that "programing is what ASAP is all about," Jones said, "it [programing] is all there, and lots of it. We have enough to program countless channels over a countless number of years."

Together, the group's programing covers all types of television fare, including sitcoms, hour-long dramas, mini-series, game shows, animation and documentaries as well as sports and news shows. "Because of the mix of programing that we have available to us, we have the opportunity to go into all dayparts," said Jones, adding: "No single company has the programing to carry that kind of weight."

ABC brings such series as *Nightline*, *Moonlighting* and *Wide World of Sports* as well as such longer-form product as the mini-series *Amerika* and the made-for-TV movie, *Baby M*. MGM/UA, in addition to its film library, brings *thirtysomething*, *In the Heat of the Night* and the upcoming *Poltergeist: The Series*. D.L. Taffner will add *Three's Company* and *Too Close for Comfort*, among others, as well as its animated library.

The British companies bring such series as *Spitting Image* and *Voyager* from Central Television, and *The World at War* and *Ben-Hill* from Thames Television International.

Not entirely ruling out the possibility, John Healy, president, ABC Distribution Company, said ABC's participation in the consortium may include some programing from ESPN in the future.

Also, with the impending MGM-Qintex

merger (BROADCASTING, April 10), Norman Horowitz, president, MGM/UA, said that "Qintex will be brought into the venture as a member of the MGM/UA group, as well as Qintex's Channel Seven in Australia."

"There is no doubt that this development will grow, it's just a matter of when," said Norman Horowitz, president, MGM/UA. "We are positioning ourselves in the changing marketplace by preparing for the future rather than having the future bite us in the butt," he said.

Horowitz cited four factors that indicate the European market is ready for this type of international programing consortium: "advancements in satellite technology; a desire from the European community for more programing; deregulation of the broadcast industry in Europe, resulting in privatization and a greater number of television outlets, and the move toward a more unified European market."

Remarking on the venture, Tim Duncan, executive director, Advertiser Syndicated Television Association, said: "The only

thing that anyone knows for sure is that it is a concept waiting to happen, it is only a question of when." He added: "The loosening of the reins [through deregulation] in each country means an increase in the cost of programing due to the growing number of outlets available. Barter is a mechanism that helps fray the cost of programing." Duncan cautioned that although the "tariffs are being relaxed, you're not going to do away with... years of European territorialism."

The pricing for the ad time in each country will be set according to what the "standards are for buying advertising time in that country," said Jones. In addition, Jones said that the practice of offering advertiser guarantees will be determined by the standard practice in each country.

Responding to whether additional companies will be added to the joint venture, Don Taffner, president, D.L. Taffner, said: "If others want to join us, they'll have to talk to all six of us, and if they want to go into competition with us, we're at least a day ahead of them." □

TV's top programs play the Palais

Buyers and sellers from around the world will gather in Cannes for 26th annual MIP-TV marketplace

Amid a swirl of global mega-mergers, Hollywood studio buyouts and new worldwide broadcast alliances, some 7,000 international media and entertainment executives will gather at the eye of the storm this week for the 26th annual Marche Internationale Des Programmes de Television, or MIP-TV international TV program market, in the Palais des Festivals at the French Riviera resort town of Cannes.

Still the largest of the international program fairs, the April 21-26 event will bring together representatives from 1,500 companies and 87 countries. Of 350 exhibitors, nearly 100 are U.S. companies.

And if the bringing together of those executives in booth and hallway is not suf-

ficient to instigate discussion about the rapid changes in the international TV market, the show organizers have planned a two-part conference Sunday morning, April 23, on the future of program production, distribution and acquisition.

Panelists Bob Cooper of HBO, Mel Harris of Paramount Television, Ian Holmes of Reg Grundy, Alan Howden of BBC-TV, Marialina Marcucci of Super Channel and Jan Steinman of Scansat will be discussing the potential for pan-European programing and advertising, the role of non-European programs, European broadcasters' coproduction and production plans and the impact on U.S. production of The European Community's 1992 unification.

On the exhibit floor, the U.S. majors and large independents will be well represented, with MCA TV, Paramount and Warner Bros. International, Worldvision, Qintex



MIP-TV 89

Entertainment (soon to own MGM/UA), Vestron, Viacom, Reeves, Republic Pictures and New World.

Columbia Pictures International TV will have new half-hour comedies, including the CBS *Live-in, The Famous Teddy Z* (for which it has a CBS series commitment) and a network pilot with *Max Headroom* star Matt Frewer, along with a dozen-and-a-half other network pilots and two two-hour dramas, *Murder In Paradise* and *Murder Takes All: Mike Hammer in Las Vegas*.

Mini-major Orion will have the Academy Award-winning documentary "Hotel Terminus: The Life and Times of Klaus Barbie," the four-hour HBO mini-series *Glory! Glory!* and the three-hour CBS movie *Pancho Barnes*.

The U.S. networks will be on hand as well. NBC International, the company's newly consolidated sales and international development unit, will satellite in NBC's new cable consumer and business news service, CNBC, for potential overseas re-broadcast deals, and will also be selling the new NBC-produced half-hour daytime drama *Generations*. ABC Distribution will have its TV-movies *Ladykillers* and *Million Dollar Hijack* and the hour magazine *Globe-TV*, and CBS Broadcast International will be representing five new products from its agreement earlier this year with the European Coproduction Association.

The American presence will be felt as well with a growing group from the U.S. cable world. Among the two dozen companies represented either in exhibits or as buyers are HBO, Showtime/The Movie Channel, USA Network, The Disney Channel, MTV, Turner Broadcasting, Arts & Entertainment, Christian Broadcasting Network, Lifetime, The Learning Channel, Sports Channel, Bravo, Think Entertainment, ESPN and CNN International.

The Discovery Channel will be at MIP touting the April launch of its Europe service to cable operations in the UK and Scandinavia. Nickelodeon will also be at the show, in part exploring the possibility of establishing channel blocks under the Nickelodeon name with overseas broadcast and cable services, as well as seeking new format deals for its shows (*Double Dare* is already formatted in Great Britain, Canada, and Holland, and the channel also has a format deal for its *Finders Keepers* in Britain, now under consideration for a series on the UK's ITV network).

Another industry segment with ever-growing representation at the show is ad agencies, with this year's crop including McCann-Erickson, D'Arcy Masius Benton & Bowles, BBDO, Leo Burnett, Dentsu New York, Foote Cone & Belding and Young & Rubicam.

Lintas Worldwide, which earlier this year cut a deal with King World on overseas format deals of its top-rated syndicated game shows *Wheel of Fortune* and *Jeopardy!*, will be at the show, as will King World's new international head Fred Cohen, on the lookout for projects for the company's new ad-supported TV movie production operation and new program formats for the company's program research and development station network.

Among other exhibitors will be Turner,

offering the two-hour *Gore Vidal's Billy the Kid*; King Features will be on hand with TV movies *Sex Tapes Scandal*, *Deadly Silence* and *Women of Brewster Place* with Oprah Winfrey, and Henson International, with *The Jim Henson Hour*, the NBC series beginning this month, and the pilot of the half-hour series *Ghost of Faffner Hall*, pre-sold to Home Box Office.

Saban International will be at MIP with its four-hour mini-series *Phantom of the Opera*, currently in preproduction for NBC, and also will be representing new DIC Enterprises animated product such as half-hour animated series *Hey Vern, It's Ernest!*, *Woofers* and *Zoomer*. The company is also representing half-hour spoof *Offshore TV*, two new one-hour specials and three two-hour live event specials.

World Events will launch international sales of the half-hour animated series *Denver*, *The Last Dinosaur*, and will demonstrate its Veil interactive video technology, already licensed in France for its *Saber Rider* on TF1. The company will also preview *Vytor*, *The Starfire Champion* at MIP.

Fries Entertainment will have its new Fries Frame VI film package and the music-variety series *The New Generation*; ITC will be at the show with new product in-

cluding the six-hour miniseries *A Dangerous Life* and the CBS-TV movie *Throwaway Wives*, and Triangle Entertainment will have two-hour specials *The Look of the Year* and *The 1989 Mother-Daughter International Pageant*.

On hand will be Fremantle, which just opened the company's fourth overseas office, in Madrid, and the NBA.

Among the more than half-dozen American companies exhibiting for the first time at MIP will be TransWorld Entertainment's international distribution arm Emerald Films International, with a 200-title film library, and the World Wrestling Federation.

UK-based producers making news will be Consolidated, which is highlighting its \$22 million co-production deal with Italy's RAI for two mini-series, the eight-hour *The Nightmare Years* and the four-hour *Michelangelo: A Season of Giants*, both to air on Turner Network TV and RAI I.

Telso International has *The Heroes*, a four-hour mini-series co-production with Australia's Network Ten, as well as its Re-tealia co-production *The Endless Games*, and Granada TV will also be represented, as will first-time UK exhibitors ITN and the ITV film purchase group. □

Rudman questions Brazilian Worldnet satellite contract

During hearing, senator asks why foreign government was named instead of PanAmSat

Senator Warren Rudman (R-N.H.), ranking minority member of a Senate appropriations subcommittee considering the U.S. Information Agency budget, last week raised critical questions regarding the agency's controversial Worldnet system. But unlike Senate Foreign Relations Committee Chairman Claiborne Pell (D-R.I.), Rudman was not concerned about the program. Rather, he was concerned about the agency's decision to award a sole-source contract to Brazil's government-owned Embratel to act as the network manager for Worldnet in Latin America.

Not only did Rudman say the U.S. has had trade problems with Brazil; he appeared to feel the agency had not been fair to the U.S.'s PanAmSat, the only separate satellite system thus far authorized to compete with the International Telecommunications Satellite Organization.

"Why give a contract on a sole-source basis to a company owned by the government of Brazil?" Rudman asked the USIA's acting director, Marvin Stone, during a hearing on the agency's request for \$949.2 million for 1990. "Why not encourage the private sector, including U.S. telecommunications companies?" He made it clear he was thinking of PanAmSat, which is authorized to provide service to Latin America as well as to Europe.

The agency's acting director of television services, Bill Eames, said "exceptional circumstances" were involved. Essentially,

USIA contract officers and technical people decided that PAS, on the basis of information it had submitted, could not provide the desired service. Eames said the officials concluded that PAS service did not meet the agency's technical specifications and that PAS's satellite footprint did not provide the desired coverage. So Embratel's sole-source contract was continued.

Embratel had been granted a contract in 1986 to operate as network manager for one hour a day of service, five days a week. When the decision was made in 1988 to expand the service to 24 hours, the USIA contract officers decided the original contract could be extended and a new one was not needed. However, when PAS objected to being denied an opportunity to bid, Eames said later, it was invited to provide information on the service that it could provide.

Fred Landman, PAS president, dismissed USIA's reasons for refusing to accept a bid as "lame, a bunch of bull, a sham." The most serious complaint USIA expressed, he said, was that U.S. missions in Latin America would have to re-point 33 antennas. "People do that in their backyards all the time," Landman said.

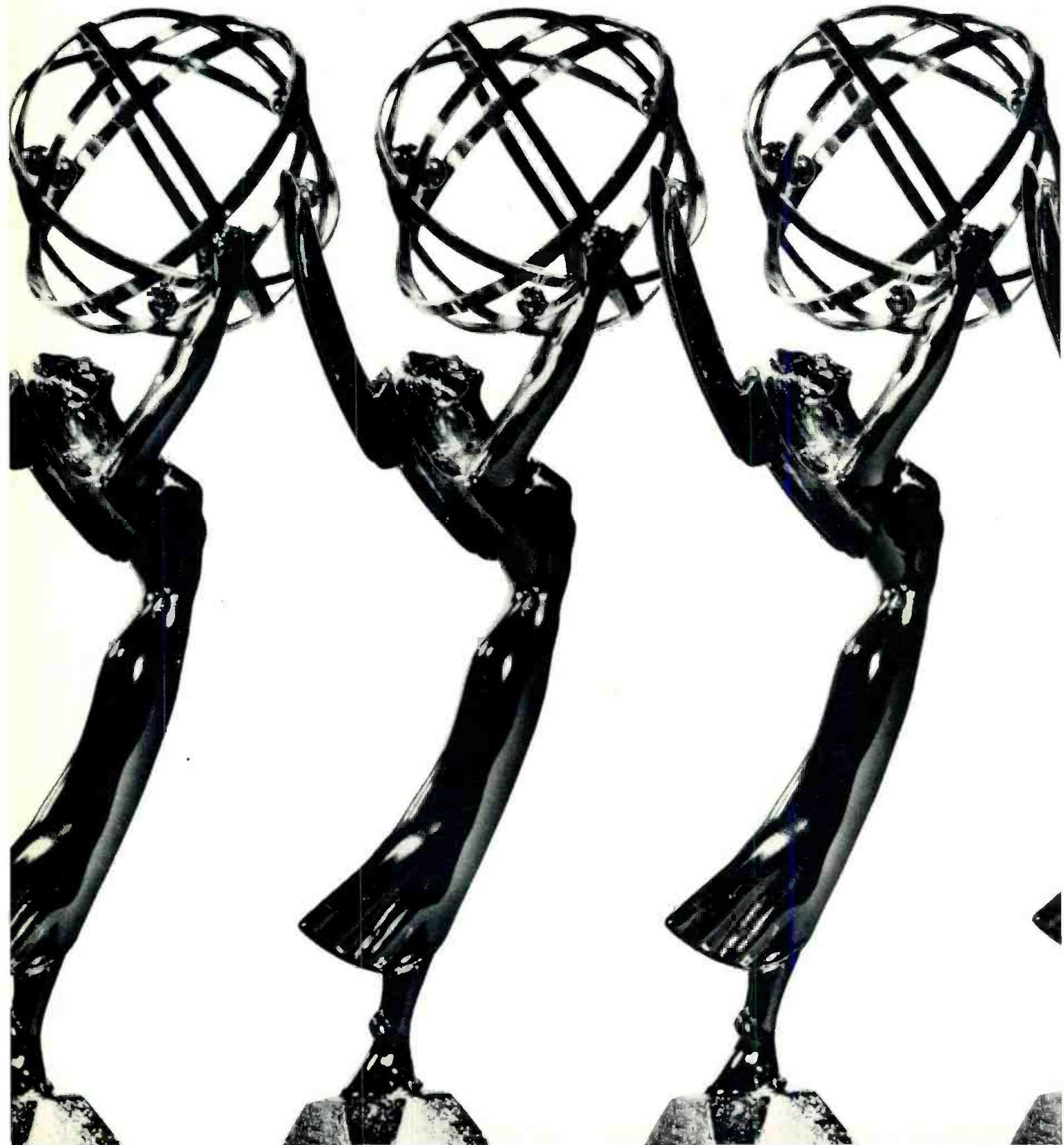
As network manager, Embratel uplinks the Worldnet signal to an Intelsat transponder for relay to receive-only dishes throughout Latin America, negotiates the waivers of downlink fees Worldnet regularly obtains worldwide, and uses its own satellite to deliver the Worldnet signal to areas of Brazil.

The Embratel contract will cost the USIA \$2,020,000 in 1990.

Rudman indicated he was not dropping the issue. "The USIA should be very careful," he said. "This raises tough issues. Political people in Congress are concerned about telecommunications matters. We will follow up." Stone promised to provide more detailed information. □

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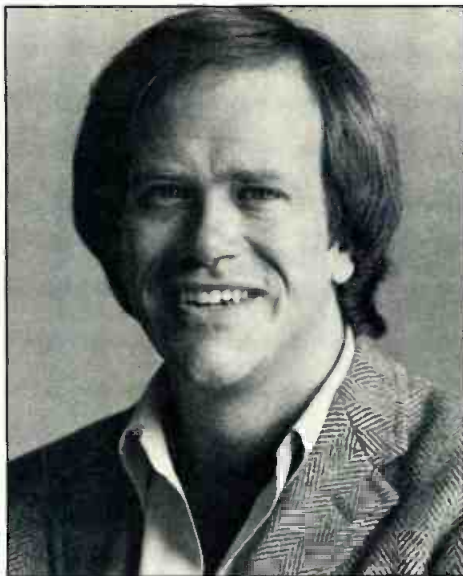
Ebersol is named NBC Sports president

He replaces Arthur Watson, who, until he retires next year, will be responsible for bidding on major sports telecast rights

NBC Sports will have a new president, effective May 1, when Dick Ebersol replaces Arthur Watson, who in turn will take the title of NBC executive vice president. The 41-year old Ebersol currently heads an independent production company responsible for several of the network's late-night programs, although his start in television was in sports at ABC.

For the next year, until he retires, Watson will be primarily responsible for bidding on several major sports telecast rights, including the 1994 winter Olympics, the National Football League, the National Basketball Association, and both college football and basketball.

Asked about the challenges in negotiating telecast rights, Watson said, "They'll all be difficult because of baseball's recent contract and how different it was. What they got raises the expectations of rights holders, rightly or wrongly." Watson will



Ebersol



Watson

also spend the next year helping Ebersol make the transition: "The nice part of this arrangement is that it gives me time to fill Dick in on past history," Watson said.

Ebersol said it was only in recent weeks that he had been approached about Watson's job. He currently owns No Sleep Productions, which is responsible for *Saturday Night's Main Event*, *Friday Night Videos* and *Later with Bob Costas*.

Watson said he was proud that during his 10 years as president of the sports division, it was profitable in all but one year, and that it managed to end ABC's "stranglehold" on the Olympics, adding: "Maybe the most important thing to me is watching younger

people develop into major talents, giving us an on-air look I am proud of."

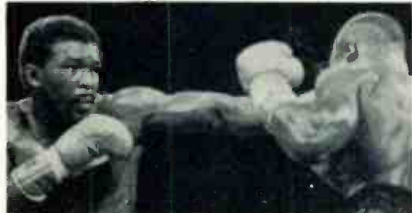
Ebersol started at ABC Sports in 1967 as a television researcher for the winter and summer Olympic games. Four years later he became an executive assistant to then-ABC Sports President Roone Arledge and later was director of sports program development for ABC Sports as well as producer. In 1974 he joined NBC as director of weekend late night programming and is partly responsible for developing *Saturday Night Live*. He became head of NBC's Event Specials, Variety and Comedy Departments in 1977 and from 1981 to 1985 was executive producer of *Saturday Night Live*. □



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ABC Entertainment begins testing 'Day's End'

Program is described as 'busy person's digest of the day in TV'

Day's End, ABC Entertainment's live, late-night entry that began testing on individual affiliate stations March 6, will continue its test run in 20 markets through the end of May. The program, hosted by *Good Morning, America* weatherman Spencer Christian and comedian/talk show personality Ross Shafer, will become a network offering in June "providing all the signals are there," said Squire Rushnell, vice president, late night and children's television.

"I think this is the first time a network show in any daypart has been tested this way," Rushnell told BROADCASTING. "The original premise was to select key markets that would become our partners in this evolution. After the original seven, we had

another 13 come on board because they wanted to." *Day's End* is now seen in 20 markets nationwide, including six of the top 10: Los Angeles (added last week), Chicago, San Francisco, Boston, Dallas and Houston.

"We can add more markets," Rushnell said, "and are certainly open to doing that, although I would guess that most stations not on board before May are not likely to mess around with anything they're doing during sweeps." Rushnell added that the show is not being seen in New York "quite by design; you don't go to Broadway until you get the barnacles off."

Using as a benchmark how stations were doing in the same time period during the February sweeps, Nielsen numbers from March 6-31 show *Day's End* making steady progress in Chicago (from 3/10 in its first

week to 4/14 at the end of the month, versus a 5/15 during the February sweeps); slightly ahead in San Francisco (2/12 for the week of March 27-31, compared to 2/11 during the February sweeps); and behind by one ratings point in Boston, Dallas and Houston.

Rushnell had been developing ideas for late night programming for the past year and decided on the concept for *End* just before the affiliates' meeting last June. ABC research indicated that what people were seeking in late night programming was similar to responses regarding *Good Morning, America*. However, fewer than 20% of the women who watch *Nightline* have seen some part of *GMA*, said Rushnell, while among men, the figure is under 10%.

"With this new information on nonduplicated audiences," Rushnell said, "I started thinking in terms of going much broader than *GMA*, and taking everything available to us from all of television.

"The premise is: If *Nightline* is the front page of a newspaper, *Day's End* is the rest of it, all the interesting features and so forth." Intended to follow *Nightline* in a network situation, *End* should be "a busy person's digest of the day in television; focused, relaxing, entertaining, and uplifting," said Rushnell, but "not heavy. Most people have already seen the 11 o'clock news and *Nightline*."

Rushnell labels this show "unique" for several reasons. During the testing period, ABC is giving the program to stations with all the commercial positions, "so the only way we will receive any revenue back is if

and when we go to full network," he said. Rushnell also considers the participating affiliates his "allies," calling a number of them on a daily basis and soliciting advice and opinions from station executives, which he considers "integral" to development of the show.

"I said we'd be glad to be involved if Squire was willing to have the test markets truly be a test," said Patrick Scott, general manager, KOMO-TV Seattle, one of the original stations to test *End*, "and it's truly been a partnership, which is what we think affiliate/network relationships should be." Scott said that the program, which airs after *Nightline* four days a week in Seattle, is performing slightly below the time period average, although on April 11 it beat *The Pat Sajak Show*, "which has been on a downward trend."

Day's End is designed around the chemistry between Christian and Shafer, but room is also being made for guest contributors or hosts, and "having women in the mix is something we feel adds a dimension," said Rushnell. The two hosts may be on separate assignments away from the show occasionally, and "we need to develop people who can sit in on those kinds of situations."

Rushnell said that ABC is "committed" to the *Day's End* concept, and that support has been coming from Capital Cities/ABC senior executives—"Murphy, Burke, Sias, on down; there is every indication we're in this thing for the long haul." At the same time, continuing optimistic signs must be seen to insure it will secure a network berth. "It's an evolutionary process," said Rushnell. □

Sporting news: cable services again in spotlight

Turner announces new network in Southeast with TCI and ATC; Z Channel going all sports and spinning off movies to Bravo

Cable regional sports services continued in the news last week, as Turner Broadcasting System detailed plans for a regional network in the Southeast, SportsChannel confirmed that Z Channel's movies and sports would be split apart, and NBC President Robert Wright spoke on the competition being provided SportsChannel (now 50% owned by NBC) by Bill Daniels and Telecommunications Inc.

Turner Cable Network Sales President Terry McGuirk said TBS, TCI and American Television & Communications (the latter two Turner board members) will set up a regional sports channel in the Southeast, focusing on college sports and other events. The new untitled service will be separate from TBS, and may involve ownership by still other board MSO's when completed.

The network will focus on college sports, Southeast Conference football and basketball, some of which already appear on WTBS(TV) Atlanta, as well as stock car racing and other events. McGuirk said there are no plans to bring the Braves or Hawks

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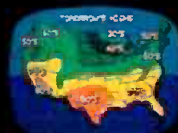
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NBC wins penultimate prime time week, CBS takes second

Nielsen	□	Net	□	Show
1	23.3/35	A		Roseanne
2	22.4/38	N		Cosby Show
3	22.2/36	N		Cheers
4	21.5/36	N		Different World
5	21.3/34	C		60 Minutes
6	21.2/32	C		NCAA Championships
7	20.6/36	N		Golden Girls
8	19.9/35	N		Empty Nest
9	19.7/33	N		L.A. Law
10	19.3/29	C		Murder, She Wrote
11	19.2/30	N		Dear John
12	19.1/28	A		ABC Mystery Movie
13	18.6/29	A		Wonder Years
14	18.4/31	A		Who's the Boss?
15	18.2/28	A		ABC Sunday Movie
16	18.2/34	N		Hunter
17	17.9/30	N		Unsolved Mysteries
18	17.4/26	N		NBC Sunday Movie
19	17.1/26	A		Anything But Love
20	17.0/26	N		In the Heat of the Night
21	16.8/27	N		Matlock
22	16.1/26	N		Night Court
23	15.9/27	C		Knots Landing
24	15.7/25	N		Hogan Family
25	15.3/25	N		ALF
26	15.1/26	A		Growing Pains
27	15.1/28	N		Amen
28	15.0/25	A		Head of the Class
29	15.0/24	C		Jake and the Fatman
30	14.6/26	A		Full House
31	14.6/25	C		Dallas
32	14.6/22	N		NBC Monday Movie
33	14.2/26	A		20/20
34	13.9/24	C		CBS Sunday Movie
35	13.8/23	N		Midnight Caller
36	13.8/22	N		My Two Dads

Nielsen	□	Net	□	Show
37	13.7/24	A		Mr. Belvedere
38	13.7/23	A		thirtysomething
39	13.5/21	N		Family Ties
40	13.4/21	A		MacGyver
41	13.3/25	N		227
42	13.2/23	N		Nightingales
43	13.0/22	A		Just the Ten of Us
44	13.0/25	A		Perfect Strangers
45	12.6/20	A		Robert Guillaume Show
46	12.3/19	N		Day by Day
47	12.1/21	A		China Beach
48	12.1/19	C		Equalizer
49	12.0/21	C		Wiseguy
50	12.0/18	F		Married...With Children
51	11.8/21	C		Falcon Crest
52	11.5/20	N		Magical World of Disney
53	10.9/18	A		Coach
54	10.8/17	C		CBS Tuesday Movie
55	10.7/20	C		Beauty and the Beast
56	10.0/16	F		America's Most Wanted
57	10.0/18	N		Unsub
58	9.3/16	C		48 Hours
59	9.1/15	C		Live-in
60	8.8/16	C		CBS Saturday Movie
61	8.6/13	C		Heartland
62	8.5/16	C		Paradise
63	8.3/13	C		Tour of Duty
64	8.2/14	C		Hard Time on Planet Earth
65	8.1/13	A		ABC Family Classic
66	8.1/15	A		Mission: Impossible
67	8.0/14	N		Quantum Leap
68	7.7/14	N		Sesame Street: 20-Still Counting
69	7.5/13	A		Great Circuses of the World
70	7.4/13	A		Man Called Hawk
71	6.9/12	F		21 Jump Street
72	6.2/10	A		Moonlighting

Nielsen	□	Net	□	Show
73	5.1/9	A		Heartbeat
74	5.1/9	F		Cops
75	4.7/7	F		Garry Shandling Show
76	4.1/8	A		Men
77	4.0/7	F		Beyond Tomorrow
78	3.8/7	F		Reporters
79	3.7/5	F		Tracey Ullman Show
80	3.1/5	F		Duet

Cassandras *

(Week ending April 2)

Rtg.	Show	Stns.	Covg.
1	15.0 Wheel of Fortune, syn.	228	99
2	13.0 Jeopardy	208	96
3	10.8 Cosby Show	197	97
4	10.2 Star Trek	235	97
5	9.0 Nat'l Geo. On Assignment	137	92
6	8.8 Oprah Winfrey Show	213	99
7	7.2 Entertainment Tonight	161	92
8	7.0 Current Affair	143	89
9	6.8 Wheel of Fortune, wknd.	157	82
10	6.6 Donahue	221	97
11	6.4 Tri-Star Showcase	113	88
12	6.3 Magic II, special	131	85
13	6.1 Geraldo	191	98
14	5.6 People's Court	185	91
15	5.6 Star Search	148	93

The following programs are included, but not ranked:

7.5 Wrestling Network	143	90
9.2 World Wrestling Fed.	245	97

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* Nielsen syndicated weekly pocketpiece

over at the moment. The Atlanta Braves are seen on WTBS(TV) and are a large part of the summer programming block. The Hawks are also on WTBS, sharing time with the NBA, in addition to being on local broadcast and on PPV on one cable system. The NBA, however, will move to TNT once it reaches 30 million homes, which is likely to occur by next season, since TNT, as of last week, was in 27 million homes.

Since the service's territory will include North and South Carolina, Georgia, Tennessee, Alabama and Mississippi, and possibly Kentucky and Louisiana, other college conferences may also be included, such as the Atlantic Coast Conference. There are also the NBA Charlotte Hornets, in their first year in the league, and they do not have a cable contract. All told, there are 4.4 million cable subscribers in the six core states.

McGuirk said he was "not worried about tonnage" for the service, expected to run initially six hours or so each evening. Turner hopes to have the service launched this fall.

Marc Lustgarten, president and chief executive officer, Rainbow Program Enter-

prises, which has purchased the Z Channel, told a New York chapter of the National Academy of Television Arts and Sciences that it would turn Z Channel to an all-sports service, and place its movies on Rainbow's Bravo cultural service. The sports service, to be renamed SportsChannel Los Angeles, would serve as SportsChannel America's Los Angeles outlet, carrying national and local sports. Its prime programming is the NHL and baseball's California Angels and Los Angeles Dodgers.

SportsChannel Los Angeles will go head to head with the Bill Daniels-owned Prime Ticket regional cable sports network in southern California. NBC joined SportsChannel as 50% owner late last year (the deal is expected to close soon), but expansion plans will likely be more difficult since the Daniels group of sports networks has been strengthened by the addition of TCI.

NBC President Bob Wright spoke about the increasing competition in regional sports last week in Washington. "Realistically it was never intended by me that by simply announcing that we were active in several regions we would automatically be the premiere service in every region,"

Wright said. That cable operators in large markets "are looking for ways to participate is perfectly reasonable. I think we'll have to hold ourselves out as being an attractive alternative to other options and to present ourselves to cable operators in the major markets," Wright said, as a startup vehicle or on the accumulated strength of the programming. "There is a big difference between being a programming company and being a cable company," he said. "And there is a whole different list of problems and issues. We'll just have to try and do our best to entice people to deal with us as a regional sports opportunity. There's going to be competition. That's the way the world is."

Lustgarten, whose SportsChannel New York lost the New York Yankees to Madison Square Garden Network, discussed how programmers are "jamming" the cost of events down the throats of all subscribers, forcing them to pay whether they want to or not. (Cablevision Systems, which owns SportsChannel, is locked in a dispute with MSG over carriage of the Yankees on basic.) If these transactions continue, said Lustgarten, basic cable as it is known today will disappear.

On the MSG controversy, Lustgarten again accused the press of missing the point. "The issue is not in terms of whether the Yankees should be available to everyone; all agree on this," he said. The issue is being characterized as the distributor telling the retailer what to do, and "this is unheard of; it's anti-consumer," he said.

On new launches, Lustgarten said: "We will expand sports channels into as many markets as is economically feasible." □

New for NBC's Friday

NBC will premiere two new Friday night series this month. *Dream Street*, an hour-long drama from Marshall Herskovitz and Edward Zwick, creators of ABC's *thirtysomething*, makes its debut Friday, April 21, at 10-11 p.m. The show will replace *Unsub*, which completes its eight-episode run, averaging a 10.1 rating/20 share for six already seen episodes. Replacing *Father Dowling*, which is also finishing its trial run, will be *The Jim Henson Hour*, at 8-9 p.m. *Father Dowling* averaged a 13.2/22 over seven episodes. The two new shows will join *Quantum Leap*, a science fiction/adventure series that premiered Friday, March 31, at 9-10 p.m.

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Keynoting for the Congress

The Honorable Edward Markey (D-Mass.)

Chairman, House

Telecommunications and Finance Subcommittee

Keynoting for the FCC

The Honorable Dennis R. Patrick

Chairman, Federal Communications Commission

Speaking for the Industries

Steve Effros, President, Community Antenna Television Association

Eddie Fritts, President, National Association of Broadcasters

James P. Mooney, President, National Cable Television Association

Preston Padden, President, Association of Independent Television Stations

John Sodolski, President, U.S. Telephone Association

Jack Valenti, President, Motion Picture Association of America

Remarks

James H. Quello, FCC Commissioner

Regulatory/Legal Issues

Toni Cook, Senate Commerce Committee

David Donovan, Federal Communications Commission

Noel Gunther, Federal Communications Commission

Terry Haines, House Energy and Commerce Committee

Lisa Hook, Federal Communications Commission

Richard Zaragoza, Fisher, Wayland, Cooper & Leader

Broadcasting vs. Cable: the CEO Point of View

Stewart Blair, United Artists Cable Systems Corp.

George Castrucci, Great American Broadcasting

Charles Dolan, Cablevision Systems Corp.

James Dowdle, Tribune Broadcasting Co.

Glenn Jones, Jones Intercable

Burton Staniar, Group W

The Show Business Equation

Rich Frank, President, Walt Disney Studios

Michael Fuchs, Chairman and CEO, Home Box Office

Michael Gerber, President of Acquisitions and First Run Programming, Viacom

Roger King, President, King World Productions

David Salzman, President, Lorimar Television

Looking At the Bottom Line

Paul Finnegan, Vice President, First Chicago Venture Capital

Richard Friedman, Vice President, Goldman Sachs & Co.

Dennis Leibowitz, Senior Vice President, Donaldson, Lufkin & Jenrette

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In Conclusion: A View From the Hill

The Honorable Daniel Inouye (D-Hawaii)

Chairman, Senate Communications Subcommittee

Co-Chairmen

Donald West
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CPB skeptical on PBS program czar

Proposed chief programming executive reduces 'accountability, insulation'

Momentum toward centralizing national program decision-making and funding gathered more steam last week, as about 450 noncommercial television executives attended their April 9-11 annual meeting in San Diego. As 10 of 11 small groups studying centralization options reported informal consensus around the idea of creating a single national "chief programming executive" or "programming czar," Corporation for Public Broadcasting President Donald Ledwig expresses doubts about the appropriateness and efficacy of moving CPB Program Fund money to PBS.

"There might be a plurality around the programming czar idea," said Corporation for Public Broadcasting President Donald Ledwig, who, along with CPB vice president, programming, Eugene Katt, attended the San Diego gathering. However, Ledwig said: "CPB sees not a czar, but a small knighthood with our checkbook. There is no strong argument for enacting any of those" three centralizing options offered by the National Association of Public Television Stations National Program Funding Task Force (BROADCASTING, April 10).

Neither the task force options paper nor discussion of it at the meeting "have indicated what is wrong with what we have—why the czar would pick any better programs" than have been developed and funded by the CPB Program Fund, said Ledwig. "We continue to ask: 'How will these proposals improve programming?'"

In response to arguments that program development and scheduling could be better



Outgoing PBS Chairman Alfred Stern (l) greets PBS President Bruce Christensen

linked under PBS's roof, Ledwig said: "I think we cooperate now with the needs and schedule of the system." While other broadcast services' audiences are declining, he said: "We're holding our own at 101 million viewers a week. From that point of view, we must be doing something right."

CPB's top concern, said Ledwig, is that CPB would still be responsible for how public TV spends federal money, even if it loses its authority to influence how that money is spent. "We will sit before the [House] Appropriations Committee next week [April 18]. They hold us accountable. You have to...tell Congress what we are doing—[getting] specific, about outreach programs and underwriting guidelines, for example. If we simply turn money over to someone outside CPB whom we might not be able to influence, then we lose our ability to be accountable to Congress. We have to have sufficient authority to carry out our

[legislative] mandate. That was the issue" last year, when the Senate proposed handing Program Fund money to the stations (BROADCASTING, May 30, 1988). "and it remains the issue today," Ledwig said.

Asked if the proposed program czar might be outside CPB influence, Ledwig said: "When membership groups start spending federal dollars, you have a conflict." He noted that, as a membership organization, PBS would find itself answering both to members and to the federal government. "Most of these [task force] proposals reduce either insulation or accountability or both."

Ledwig also argued that the task force proposals are incomplete now, addressing only the CPB Program Fund—"only 14% of all the national programming dollars. We're doing a broader study of all the national programming mechanisms, including the SPC"—the Station Program Cooperative, the major mechanism through which public TV renews prime time series. The stations, which pool their own programming dollars through the SPC, are, by several accounts, close to granting PBS new authority to negotiate directly with a producer on behalf of stations. Whether the program czar would administer SPC activities remains unclear.

"We're getting lots of ideas here," Ledwig said of the small group and "town meeting" discussions being held in San Diego. "We look forward to the final report" from the task force next fall, he said. The process at CPB of preparing a report on national programming due in Congress next January will end "in due course," perhaps also in the fall, he said. □

Satellite Footprints

Comsat not planning separate system. Communications Satellite Corp. officials last week denied a "Closed Circuit" report that it is planning to operate a separate satellite system over the Atlantic in competition with the International Telecommunications Satellite Organization. The officials acknowledged that Comsat and other signatories to the International Telecommunications Satellite Organization are seeking additional satellite capacity needed for video and other services, including International Business Service ("Closed Circuit," April 10). And others in the international telecommunications community say they have heard that Comsat is interested in operating a separate system. However, Bruce Crockett, president of the Comsat World Systems Division, issued a flat denial. He said, "Any discussions that signatories have had about additional capacity have been totally in the context of Intelsat obtaining additional capacity for signatories to use. There is no intent for signatories to obtain capacity on their own and compete with Intelsat."

□

Federal footdragging? Benjamin Griffin, a Washington attorney whose clients have included GE Americom-HBO co-venture and Crimson Satellite Associates, charged that the FCC has evaded tough satellite issues in the 1980's. An example of broader evasiveness, he said, was the FCC's denial last November of Crimson's request to operate its Satcom K-3 satellite from a 50-state orbital position at a power 15 watts higher than originally authorized.

"The K-3 message," Griffin told those attending Phillips Publications' April 5-7 Satellite VIII conference in Washington, "is that the FCC is disinclined at the moment to address issues critical to the industry." After two-and-a-half years of deliberation over GE's re-

quest to operate K-3 at 60 w, the "FCC delivered what is essentially a nondecision"—denying the request but failing, he said, to address competitors' charges that increasing K-3's power from 45 w would have caused interference to adjacent birds two degrees away. Conceding that a direct ruling on the projected interference "would have tied up the industry for years in litigation," he charged, however, that the commission "has been out of sync" since 1983, when it adopted two-degree spacing between birds in the domestic fixed satellite service arc.

The FCC, he said, has also been slow to act on another interference issue of import to all television networks. Despite "industry agreement" on an automatic transmission identification system standard (ATIS) to solve common operator error interference problems, he said, "we still have no decision on this very important issue, a total mystery after three years and hundreds of thousands of dollars" spent by interested parties testing solutions. The FCC, he said, "needs to be educated on which issues are crucial. It needs to be willing to work harder and willing to compromise. Decisions delayed by the FCC are opportunities denied."

The growth in the number of uplinks for private business video networks, "from hundreds to thousands," said GTE Spacenet Vice President Dan French, means "the interference issue becomes crucial." Without adequate operator training, he said, "the reliability of satellite video will be perceived as low."

Keynote speaker James Beggs, chairman of Spacehab Inc., echoed Griffin's message, "damning the administration not with faint praise, but perhaps outright," for its slowness in appointing science advisor. There must be "adequate planning and administration at the very top" of the federal government, he said.

CAB conference promotes cable's growth

Capacity crowd hears optimistic reports of industry's progress in last decade and is urged to increase money for programing

The Cabletelevision Advertising Bureau's annual convention in New York last week at the Waldorf-Astoria hotel was bursting at the seams, with 1,400 attendees attesting to the continued boom in cable advertising.

The industry has come a long way in this decade, from \$60 million in 1980 to \$1.8 billion this year, fueled by penetration and viewer increases. But there is more to be done, speakers at CAB said. One is to plow more money back into programing, to add new subscribers and to increase overall viewership. Operators were told that promotion was key to increasing viewership, translating into more advertising dollars. And the industry also received some nuts-and-bolts advice on accounting, billing and verification procedures that will make it easier for advertisers to use cable.

CAB President Bob Alter, in his opening remarks last Tuesday (April 11), set the tone in discussing cable's place in television programing. He referred to a survey released by the Roper organization (BROADCASTING, April 3), showing that cable fared better than broadcast TV in many categories, including better entertainment and children's programing and more educational, cultural and sports fare. Broadcast stations received better marks in local and national news.

"I don't believe the study denigrates broadcast television," said Alter, "which still does an excellent job of providing quality programing. However, in revealing these viewer attitudes, it underscores the reason cable is the primary force in the restructuring of television. By providing multichannel programing choices, it has allowed viewers to take control of their TV sets and become their own program directors."

Said Louis M. Schultz, executive vice president, director, media services, Lintas: USA: "As more and more people subscribe to cable, the perceived distinction between traditional network fare and cable programing is blurring." And even though cable's audiences are small, that does not put less value on them, he said. "There may not be as many viewers," he said, "but the ones who are there have both eyes open."

The rapid changes are causing advertisers to move into the 1990's "with a growing sense of urgency about the need to develop creative strategies to insure the effectiveness of television," Alter said. Those that will be the most effective, he said, will understand television's promotion value versus other media, the changing economics of program production, and distribution and segmentation of viewership.



Munro

Munro says Time-Warner merger provides strong player in global market; he outlines company's cable plans

Time Inc. Chairman Dick Munro, speaking at Tuesday's lunch, touched on the Time-Warner merger, saying it would be good for the country and the media and entertainment industries. He cited a list of U.S. media companies now owned by foreigners, and said the Time-Warner combination will provide the U.S. with a strong player in the global communications market. As for this country, Munro said: "The free market thrives on competition, and whether it is cars or clothing or magazines or movies, when one company turns out better products, the rest learn to try harder."

Half of the value in the newly merged company will be tied up in cable operations. "We're especially enthusiastic about basic," he said. (Time-Warner will own 42% of Movietime, 17% of BET, plus a smaller stake in Turner Broadcasting. And HBO is actively promoting a basic cable comedy channel.) Munro said: "We see real growth both on the subscriber side and the advertising side, and we intend to become a major presence in basic." Without mentioning the comedy channel by name, Munro said: "Our goal in basic is to develop a high-quality, well-defined, differentiated service with the audience appeal of HBO and the channel identification of CNN.... Given the expertise of HBO, we feel we're off to a good start."

At Tuesday's keynote panel, Bob Igiel, senior vice president, NW Ayer, said: "The cable industry deserves high marks" in delivering programing and audiences to advertisers. And although "cable has lived up to its promise," said Igiel, it still does not have most of the audience.

Igiel said advertisers will expect more of cable in terms of audience and programing. "It's important to cable networks to get to the next plateau," he said. "It must be

done with original programing, promoted well by operators and networks."

Igiel suggested that advertisers, cable operators and networks "are uniquely qualified to build assets," and he urged programing partnership among the three. "We should thoroughly explore it."

Paramount TV Group President Mel Harris picked up on the need for investing in original programing, saying "lack of money can put a ceiling on results. Talent follows money," Harris said, whose company owns 50% of the USA Network.

Harris also made the case for more program runs and more promotion. Adding viewers by multiple exposures will help defray program costs, he said, and fuel bigger budgets.

United Cable President Fred Vierra said cable needs to remember it is in "the retail entertainment business." Although cable tries to differentiate itself from broadcasters to gain subscribers, once they are on board, network and local television stations "are important." The networks are a "vital part of our options," said Vierra, providing a valuable stream of second- and third-run products, in addition to setting the scale on advertising rates. The networks are valuable enough, said Vierra, that if one was teetering on the brink, the cable industry might well step in with financial support to keep it afloat.

Panelists Tom Freston, president and chief executive officer of MTV Networks, and Gerald Hogan, president of Turner Entertainment Networks, pointed out that more money for programing does not necessarily translate into better programing. And Hogan questioned whether cable should step in and save a failing network, as Vierra alluded to. Why not let the network fail if there "is an inherent inefficiency in that system?" asked Hogan.

Sports proponents debate what effect regional sports networks will have on reps, agencies and clients

One of the hottest topics in cable of late has been regional sports networks. How that proliferation would affect sports advertising drew a standing-room-only crowd at a CAB panel. David Martin, vice president, corporate media, Stroh Brewery Co., laid it on the line with 10 questions that doubled as concerns in some cases about the growing strength of cable sports, and regionals in particular.

Of chief concern to Martin was how the banding together of regional sports networks to sell advertising will affect reps and advertisers. "Will there be one or two national firms trying together to rep sports? How will it impact national spot?" he asked. He also asked whether clients would get outpriced on a local basis, or whether

they could buy spots in local teams only, or be forced to take the regional package.

Those concerns were raised in light of cable regional sports developing into two camps—the SportsChannel operation owned by Charles Dolan, and the Bill Daniels-Tele-Communications Inc. association, which is expanding rapidly. Dolan has his own sales arm to sell time across all seven networks, which serve some five million homes. The Daniels group serves nearly nine million homes and with TCI's participation, that is expected to jump substantially, possibly to upward of 20 million homes across a dozen markets. The Daniels-TCI group is exploring setting up a rep firm, or handling it out of house, and has had discussions with Group W, among others, on such a venture. Group W owns Home Team Sports, one of several non-Dolan, non-Daniels-owned sports networks. Those non-aligned networks, however, have a working relationship with the Daniels camp and could likely be added in regional and national advertising buys.

Martin also wondered about the shift of sports from broadcast to cable, whether natural tie-ins, like ABC-ESPN, will occur, whether regional sports services will create new programming, and/or drive the cost of other programming up, whether PPV threatens ad-supported sports networks, whether clients should buy the rights to smaller-interest sports and whether the government will get involved in the migration of sports



Party time. Continental Cablevision celebrated its 25th anniversary on April 8 with a party for its 12,000 employees at 23 locations across the country. Shown above from WGBH-TV Boston, where Continental originated a 90-minute feed that linked the 23 sites, are Janet Stewart, one of the company's first employees in its Tiffin, Ohio, system, and Continental Chairman Amos Hostetter.

from "free" to cable television.

ESPN President Roger Werner said history suggests that it may be appropriate for cable to do regular season coverage of a sports league from start to finish. (That is nearly the case with the 1990 baseball season, where CBS has 12 regular season

games, and ESPN has more than 150.) "If we do our jobs right, if it is priced right, cable can increase its penetration," said Werner. The political heat will fall away as cable reaches those higher penetrations, he said.

Moderator John Sie, TCI senior vice president, said the key word is responsibility. TCI, he said, believes there should be the same number of games on over-the-air television on a local basis as on regional cable.

Stroh's Martin also sounded an alarm on the NCAA's proposal to ban beer advertising in basketball as part of its next round of negotiations with the networks. Martin said advertisers missed a key opportunity to fight when CBS agreed to a limitation on beer advertising as part of its present deal. "We think it's a great pressure on traditional networks," said Martin. "The fear is that with a legally produced product, we've been told we cannot advertise. That is the forerunner of all kinds of problems." Aspirin, automobiles and razor blades fall into the same category of being dangerous if abused. "It's ludicrous. If we lose this battle, we lose a serious battle for all of advertising," said Martin. He said Stroh's has been very conscious not to encourage consumption in its advertising, yet the momentum is swinging in favor of the ban. And he worried that a network such as ABC, which has lost several major events recently, would ante up for the NCAA, despite the ban. □

CNBC: 'Most significant program venture' for NBC

New consumer business channel, which launches today, dominates speech in Washington by NBC chief

NBC President and Chief Executive Officer Robert Wright told a Washington Cable Club audience last week that the company's Consumer News & Business Channel, which launches today in 13 million cable homes, is "the most significant programming venture that we've ever been involved in," save for launch of the network itself. "It's a very exciting time for NBC."

Wright touched on NBC's efforts to gain carriage on cable systems, saying he has received "as pleasant and honest a reception as I could ever expect from the cable industry." (Many large MSO's, although not all, have signed to carry CNBC.) Wright said he was aware of concerns about program costs, channel capacity, viewer needs and unique programming, and "recognized we were cutting out a pretty small niche."

When he was at Cox, Wright said the company launched both CNN and its eventual competitor, Satellite News Channels. "Our view is that those kind of services are the foundation of real value of cable," said Wright, taking a subtle jab at operators that will not carry CNBC because they believe it would compete against other services. "It's not meant to copy them," he said, adding, "There is not enough money to do that." Wright took a stab at Time Inc., whose cable company, American Television & Communications, has not signed. He said

Time Chairman Dick Munro, in referring to the grand opportunities the Time-Warner merger would bring, was quoted as saying it was a shame the networks did not want to do more in program expansion. There is a "bizarre aspect" to that, Wright pointed out, since Time, at the same time, is on the Hill urging that the networks stay regulated.

NBC does not intend to be a cable operator or theatrical producer, said Wright, but wants to use its resources to license, develop or purchase programming or fund co-ventures for its networks. He said he hoped NBC would be one of the seven or eight major networks with primary appeal in TV's multichannel future and that CNBC would join the list of secondary channels with "enthusiastic but small viewer" levels.

In programming news, Wright showed a videotape showing Mary Alice Williams as host of a program entitled *Media Beat*, to run at 6 p.m. CNBC will carry *Business View* weeknights at 6:30-7:30 p.m., to be repeated at 11 p.m. The business news recap program will be hosted by Dean Shepherd and Sue Herrera.

CNBC is gaining partial to full rollouts on MSO's that have signed for the service. Cox Cable and Cablevision Systems will roll out CNBC in nearly all their systems over the next few weeks.

TCI's contract calls for a roll-out of CNBC before four million homes. TCI's Northwest division, which serves 960,000 subscribers, plans to roll out CNBC on most of its systems today and throughout

May and June. TCI will add CNBC to an open channel on its Chicago system. In Pittsburgh and surrounding suburbs, TCI will drop VH-1 in favor of CNBC, a move affecting 300,000 subscribers.

Comcast will be carrying out CNBC in Philadelphia, Baltimore and southeast Michigan, to reach the 25% level for charter affiliation, or just under 400,000 subscribers. Comcast said it would be placing CNBC in some open channels, but switching it with other services in other areas.

TCI and Comcast now own Storer, but carriage on Storer systems probably will not be determined until a Storer programming committee meets with Storer management. Storer is channel tight, said Comcast, but some systems may be carrying CNBC today.

Cablevision Industries, which serves 900,000 subscribers, also signed a charter affiliation agreement, but said it would carry CNBC to 600,000 of its subscribers. Mike Egan, vice president, programming, said CNBC would be replacing Tempo, some broadcast duplicates, some bulletin board channels and FNN on its systems. He said the FNN drop was "not significant," and numbered less than 50,000 subscribers.

A number of top MSO's, including ATC, Warner Cable, Continental, Times Mirror, Sammons, Century, Viacom and Paragon have not signed for CNBC. A deal with Continental appeared close last week, CNBC said, and it also said it was talking with Viacom. But it appears coverage from the Time-Warner cable companies will not be coming anytime soon, CNBC said. □

FCC takes action to close AM-FM fidelity gap

Commission votes to require AM's to follow NRSC-2 RF emission standard

The FCC moved last week to curtail interference in the AM band in the hope of encouraging the production of wideband AM radios and narrowing the fidelity gap between AM and FM that has been partly responsible for the decline of AM over the past two decades.

The agency voted unanimously at last Wednesday's (April 12) open meeting to require AM stations to adhere to the industry-developed NRSC-2 RF emission standard starting June 30, 1990.

As a transitional measure, the FCC ruled that stations implementing the NRSC-1 audio processing standard will be presumed to be in compliance with the NRSC-2 standard until June 30, 1994. After that, it said, stations must meet the NRSC-2 standard.

"I hope that AM licensees will move quickly to comply with the new standard and that receiver manufacturers will get the message and give consumers the option of buying high-quality AM receivers," said FCC Commissioner Patricia Diaz Dennis in a prepared statement.

At the request of Commissioners Dennis and James Quello, the agency deferred action on an unrelated proposal in the same rulemaking to permit AM stations to increase power and to accept interference in the resulting new coverage area. Most broadcasters had opposed the idea, arguing that it would have an overall deleterious effect on AM service.

NRSC-1 and NRSC-2 were developed by the National Radio Systems Committee, a group of broadcasters and receiver manufacturers. Both are aimed at cutting back on second adjacent channel interference among AM stations, which has caused receiver manufacturers to gradually narrow the frequency response or fidelity of AM radio. The poor fidelity of today's narrowband AM radio has contributed to the loss of the music-listening public to FM.

The NRSC-1 standard limits the boosting of the high frequencies in audio and limits the bandwidth of audio to 10 khz prior to modulation and transmission. The NRSC-2 standard limits the emissions during transmission. Each tackles the same problem—the former by controlling the transmission input, the latter by controlling the output.

Even if implementation of the standard cleans up second adjacent channel interference as promised, the wideband AM radios will not necessarily follow. Eb Tingley, consumer electronics consultant to the Electronics Industries Association, said whether to manufacture wideband radios is as much a marketing question as a technical one.

But broadcasters are hopeful. Charles Morgan, vice president, engineering, Sus-

quehanna Broadcasting, the licensee of seven AM's, and former chairman of the NRSC, said the receiver manufacturers have said that if the FCC makes the NRSC mandatory, they will build wideband radios. "That's what they ought to do," he said. "There is no reason for delay."

Morgan said the wideband radios are already on the drawing board. By 1990, he said, such radios "will be in the market and in cars where they count."

Once the standards are widely implemented, Morgan said, the wideband radios will produce "good quality AM that is difficult for the average listener to distinguish from FM."

Dick Kennedy, a design engineer for Delco Electronics, the General Motors subsidiary that makes radios for GM cars and trucks, said the standards would allow and increase fidelity from 3 khz to 6 khz. "That's a radical step, but it still doesn't sound like FM," he said.

Kennedy had no comment on Delco's plans for wideband radio production.

The National Association of Broadcasters' enthusiasm for the FCC action was tempered by its disappointment that the FCC decided to adopt the NRSC-2 rather than NRSC-1, which it had argued was easier to implement and more effective than NRSC-2.

"Although we are disappointed that the FCC did not adopt...NRSC-1, the FCC's adoption today of NRSC-2...is certainly another step forward in improving the quality of AM radio," said Jeff Baumann, NAB executive vice president and general counsel, in a prepared statement. "In addition, the FCC's decision to presume compliance with NRSC-2 emission limitations for sta-

tions employing NRSC-1...will certainly serve as an incentive for stations to utilize NRSC-1."

The NRSC issued NRSC-1 as a voluntary standard in January 1987, but the NAB later asked the FCC to make it a federally mandated one. According to NAB, about 1,000 broadcasters (about 20%) have implemented NRSC voluntarily.

Broadcasters prefer NRSC-1 to NRSC-2 because it accomplishes the same thing at far less cost. To monitor emissions to insure they are in compliance with NRSC-2, broadcasters would have to buy either a spectrum analyzer, which cost up to \$20,000, or a specially designed "splatter" monitor. Delta Electronics is marketing a splatter monitor for \$1,800.

By contrast, the Society of Broadcast Engineers, in its comments to the FCC, estimated that it costs between \$400 and \$700 to buy and install the gear for NRSC-1.

The FCC cited three reasons for its decision to go with NRSC-2 over NRSC-1: 1) used alone, NRSC-1 "will not be effective in alleviating interference produced by overmodulation or transmission system anomalies"; 2) the NRSC-1 adjustments "can be readily circumvented or abused by adjustments made to other audio processing equipment," and 3) NRSC-1 restricts "the flexibility" of broadcasters in audio processing.

According to Felker, a proposal tabled at the request of Dennis and Quello would have allowed AM broadcasters to increase power and accept interference "at the fringes of their new coverage areas" as long as they did not cause interference to other stations.

On March 23, Felker said the FCC, by a 2-1 vote (Quello dissenting) on circulation,



News simulcast. Beginning May 1, a network of eight radio stations in North and South Carolina will simulcast the 6 p.m. ET edition of *Eyewitness News*, seen daily on wsoc-tv Charlotte, N.C. The television station reported that participating radio stations, which already have newsgathering teams in place, will be given direct access to the *Eyewitness News* room. Wsoc(AM) Charlotte, N.C., is serving as the flagship station for the network, which will also include WLTC(AM) Gastonia; WLOM(AM) Lincolnton; WIXE(AM) Monroe; WJRI(AM) Lenoir; WSIC(AM) Statesville, and WOHS(AM) Shelby, all North Carolina, and WLCM(AM) Lancaster, S.C. Pictured are members of the *Eyewitness News* team (l-r): Harold Johnson, Meg MacDonald, Bill Walker and Ray Boylan.

granted WCVH(AM) Chester, Pa., a waiver of the rule prohibiting a station from accepting interference within its protected contour so that it could increase power from 1 kw to 50 kw. If adopted, Felker said, the grant of such power increases in similar circumstances would have become "routine."

David Donovan, the mass media assistant to Quello, explained his boss's opposition. Although the proposal would not allow stations to interfere with others, he said, it would increase the overall noise in the band, discouraging potential listeners from switching to the AM band. "You end up with an island of service in a sea of noise." □

SRC goes after 'undocumented' Hispanic market

Strategy Research Corp. study takes closer look at illegal immigrants

While the ratings companies continue their efforts toward refining measurement of the Hispanic market (see sidebar), a study just released by Strategy Research Corp. is shining some new light on the commonly misunderstood area of illegal (undocumented) immigration. The U.S. Hispanic population at the start of this year reached an estimated 23.7 million, according to SRC's 1989 *U.S. Hispanic Market Study*, with immigration during this decade accounting for most of the growth of the population segment.

"We have all been plagued for 15 to 20 years by an aberration called the undocumented market," said SRC President Richard Tobin, sharing the company's findings with several members of the Hispanic broadcasting and advertising communities last Tuesday (April 11) in New York. The meeting was one of three "1989 U.S. Hispanic Market Seminars" arranged by the company in conjunction with the release of its new study (the other seminars were scheduled for April 13 in Los Angeles and April 18 in Miami).

SRC executives acknowledged that the company's first three studies (1980, 1984 and 1987) "undercut" the actual U.S. Hispanic population because of "inadequate" census data and "inaccurate" immigration data available at the time. But Tobin said that changes in U.S. documentation procedures, specifically the Immigration Reform and Control Act of 1986, have made for a clearer picture. He said that the Immigration Act, which granted amnesty to illegal aliens who had been living in the U.S. prior to 1982, accounted for 2.7 million previously unreported persons of Hispanic or Latin origin. The data, said Tobin, became available in 1987-88 and has been incorporated into the current report.

The heavy immigrant influence appears to spell good news for Hispanic broadcasters, since SRC figures reveal that the Hispanic population is in many ways rejecting assimilation. While 13% of all U.S. Hispanics are considered "fully assimilated,"



—Dan Patrick
Owner/
General Manager
KSEV-AM
Houston

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reported SRC, 49% are considered only "partially assimilated" and 38% are classified as "totally unassimilated." SRC noted that in 1984, for example, 68% of Hispanic adults spoke Spanish most frequently in the home; in 1989, the figure rose to 78%. Eight out of 10 U.S. Hispanics, added SRC, described themselves as "Hispanic First/American Second."

Among some other highlights from the new study: California and Texas now account for 57% of the total U.S. Hispanic population; the median age of Hispanics is 25.7 years and the average Hispanic household size is 3.6 persons; 80% of the U.S. Hispanic population is concentrated in the top 33 Hispanic markets, with one-half of the population concentrated in the top seven; the average length of residence of Hispanics in the U.S. is 13 years and three months; the average annual income among Hispanics is \$30,243 per household. Countries of origin for the present U.S. Hispanic population, according to the study, are Mexico (62%); Cuba (5%); Puerto Rico (12%); Central and South America (13%), and other Caribbean nations (8%).

Hispanic ratings update

Competitors Arbitron Radio and Birch Scarborough Research have separately announced their latest developments in Hispanic radio measurement, an area that continues to be a source of frustration for many broadcasters and advertising agencies dependent on such data (BROADCASTING, April 3).

Birch, based in Coral Springs, Fla., announced that Lotus Hispanic Reps has signed a multi-year agreement with the company to purchase its full Birch Hispanic Target Market Report service. Lotus currently represents more than 95 Hispanic stations nationally, including stations in the top 30 markets. Tom Birch, chairman and chief executive officer of the research company, characterized the endorsement as an "important step" in the emergence of the service.

New York-based Arbitron, meanwhile, said that it will produce its Hispanic Local Market Reports for 16 markets starting in July, an increase over the five markets that were previously announced. Markets that Arbitron said will now be measured twice yearly are Chicago; El Paso, Tex.; Houston-Galveston; Los Angeles; McAllen-Brownsville, Tex.; Miami-Fort Lauderdale-Hollywood, Fla.; New York; Riverside-San Bernardino, Calif.; San Antonio, Tex.; San Diego, and San Francisco. Markets that will be measured once each year by the company are Dallas-Fort Worth; Fresno, Calif.; Monterey-Salinas-Santa Cruz, Calif.; Phoenix, and Tucson, Ariz.

The new reports will be based on listening data collected as part of Arbitron's regular survey, according to the company, and the estimates produced will be measured only against the Hispanic population in each market. The company added that the Hispanic information will also be provided on its SpoTraQ and FasTraQ software.

SRC said that its current study represents a sample of 4,500 door-to-door personal interviews conducted within 29 U.S. Hispanic markets during the month of February 1989. The study includes detailed market descriptions of the top 33 Hispanic ADI's along with demographic profiles. Sponsors

of the study included several companies involved in Hispanic advertising and broadcasting, among them Cadena Radio Centro, Spanish Broadcasting System, Tichenor Spanish Radio, WQBA-SuperQ Miami, Lotus Hispanic Reps and WLVH Sage Hispanic Broadcasting. □

Morning becomes electric at MB

Top personalities discuss programing and station management issues; WTIC's Bob Steele announces retirement plans after 50 years

Topics ranged from programing issues to station management battles during a free-wheeling panel of legendary morning talk show hosts held last Wednesday (April 12) at the Museum of Broadcasting in New York. Reminiscences took a back seat as the outspoken personalities tackled some top issues in the all-important morning drive arena.

Moderator John A. Gambling (WOR[AM] New York) led the panel of morning personalities, which featured Dave Herman (WNEW-FM New York); Joe O'Brien (WHUD[FM] Peekskill, N.Y.); Dick Purtan (WCZY-FM Detroit); Cleveland Wheeler (WRBQ-FM Tampa), and Bob Steele (WTIC [AM] Hartford, Conn.). A connecting factor among the panelists, noted Gambling, was that all have had long histories at their respective stations despite the "peripatetic" nature of many personalities in radio.

The most eyebrows were raised at the seminar by what Steele described as his first public announcement that he planned to retire from WTIC(AM) at the end of the year. Steele has worked mornings at the station for more than 50 years, where he continually ranks as one of the nation's top drive time dominators. The broadcaster said that he would not opt for semi-retirement, insisting that he would permanently leave his position behind the microphone by 1990.

In terms of issues, programing was among those taking center stage. Responding to a question from the audience about the impact that new ownership is having on programing at WNEW-FM, Herman noted that the change has been "kind of traumatic." He said the station, which has operated as an AOR outlet since 1967, is under new ownership entering an "experimental peri-

od" with its tighter playlist. While he referred to the station's new owners as both "good" and "fair," he added that on-air personalities generally don't like to "be told that they have to pull their reins in."

Herman further described hit radio as a "cyclical" format, exemplified by its demise on the AM dial and its rise on FM. "The competition factor is going to change that," he said, adding a prediction that FM radio in upcoming years is likely to feature less "hit" programing and more "creative radio."

While comments were limited on the recent "teabag protest" against the congressional pay raise that was orchestrated by several of the country's talk show hosts, some of the panelists did address issue-oriented programing. Wheeler, for example, said that talk show personalities should take stands on important issues more often. Many hosts, he said, spend too much time talking about public service and not enough time exercising that power. He said that his program actively takes stances and has "never suffered in ratings" for doing so.

For example, he said, his station recently worked with a citizens' coalition to successfully fight a proposed Florida service tax. Part of the headline-making campaign, he said, included a roll of toilet paper imprinted with a photograph of a local politician and the slogan: "Wipe out service taxes."

Purtan, who said he was once fired by a radio station for referring to Spiro T. Agnew as "Spiral Tax Agnew" on the air, said that rallying around issues can be a good audience-grabber for announcers who have a strong enough power base to successfully execute such campaigns. He was quick to note, however, that the success of stations participating in the "teabag protest" may have been hyped. After all, he said, early "teabag" organizer Roy Fox of WXYT(FM) Detroit was subsequently fired from the station, and ratings suffered there

Continued on Page 58.



R-1: Gambling, Wheeler, Purtan, O'Brien and Herman

Stock Index

Closing Wed Apr 12 Closing Wed Apr 5 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

Closing Wed Apr 12 Closing Wed Apr 5 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

BROADCASTING

N (CCB) Capital Cities/ABC	402	1/2	396	1/2	6	01 51	24	6,511
N (CBS) CBS	184	5/8	178	1/2	6 1/8	03 43	10	4,362
A (CCU) Clear Channel	14	13	7/8		1/8	00 90	25	54
A (HTG) Heritage Media	5	3/8	5	3/8		00 00	-6	60
O (JCOR) Jacor Commun.	6	3/8	6	1/4	1/8	02 00	-14	62
O (LINB) LIN	90		87		3	03 44	57	4,650
O (OBCCC) Olympia Broad.	2	1/2	2	1/2		00 00		6
O (OSBN) Osborn Commun.	8	1/2	7	3/4	3/4	09 67	-7	43
O (OCOAC) Outlet Commun.	29		28	3/4	1/4	00 86	-10	190
A (PR) Price Commun.	7	1/2	7		1/2	07 14	-6	72
O (SAGB) Sage Broadcasting	5		5			00 00	-7	19
O (SCRPP) Scripps Howard	57	1/2	60		- 2 1/2	- 04 16	46	593
O (SUNNC) SunGroup Inc.	1	5/8	1	3/4	- 1/8	- 07 14	-2	3
O (TLMD) Telemundo	6		6	1/4	- 1/4	- 04 00		45
O (TVXGC) TVX Broadcast	3		3	1/4	- 1/4	- 07 69		17
O (UTVI) United Television	33	1/4	33	1/4		00 00	54	364

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	27	5/8	26	1/2	1 1/8	04 24	11	291
O (ASTV) Amer. Comm. & TV		1/32		1/32		00 00		2
N (AFL) American Family	17	3/4	17		3/4	04 41	15	1,436
O (ACCSA) Assoc. Commun.	33	1/2	31	1/2	2	06 34		479
O (BMAC) BMA Corp.	33	1/8	32		1 1/8	03 51	89	347
N (CCN) Chris-Craft	32		32	5/8	-	01 91	71	697
O (DUCO) Durham Corp.	32	1/4	32	1/4		00 00	27	271
N (GCI) Gannett Co.	38	7/8	38	3/8	1/2	01 30	19	6,294
N (GY) GenCorp	17	3/8	17	5/8	- 1/4	- 01 41	1	551
O (GMXC) GMX Commun.		3/32		3/32		00 00	1	551
O (GACC) Great Amer. Comm.	10	1/2	10	1/4	1/4	02 43	10	276
N (JP) Jefferson-Pilot	34	3/4	34	1/2	1/4	00 72	15	1,371
N (KRI) Knight-Ridder	46	7/8	44	7/8	2	04 45	17	2,666
N (LEE) Lee Enterprises	26		26			00 00	18	645
N (LC) Liberty	36		35		1	02 85	13	334
N (MHP) McGraw-Hill	72		70	1/8	1 7/8	02 67	22	3,471
A (MEGA) Media General	34	1/8	33	3/4	3/8	01 11	22	962
N (MDP) Meredith Corp.	31		31	1/8	- 1/8	- 00 40	12	595
N (MCG) Mich. Energy	31		30	7/8	1/8	00 40	20	84
O (MMEDC) Multimedia	94		93	1/2	1/2	00 53	91	1,034
A (NYTA) New York Times	28	1/4	28	1/8	1/8	00 44	14	2,316
N (NWS) News Corp. Ltd.	19	1/2	18	7/8	5/8	03 31	10	5,196
O (PARC) Park Commun.	28	1/4	28		1/4	00 89	22	389
O (PLTZ) Pulitzer Publishing	25	1/4	26	1/4	- 1	03 80	17	264
N (REL) Reliance Group Hold.	5		4	7/8	1/8	02 56	5	375
O (RTRS) Reuters Ltd.	36	7/8	35	3/8	1 1/2	04 24	25	30,617
O (STAUF) Stauffer Commun.	134		134			00 00	45	134
N (TMC) Times Mirror	36	5/8	35	7/8	3/4	02 09	17	4,739
O (TMC) TM Communications		7/32		7/32		00 00	1	1
N (TRB) Tribune	45	7/8	43	1/4	2 5/8	06 06	25	3,500
A (TBSA) Turner Bcastg. 'A'	27	3/4	26	3/8	1 3/8	05 21	-5	604
A (TBSB) Turner Bcastg. 'B'	26	3/4	23	5/8	3 1/8	13 22	-4	582
A (WPOB) Washington Post	221	5/8	214	3/4	6 7/8	03 20	15	2,846

PROGRAMING

O (SP) Aaron Spelling Prod.	7	7/8	7	5/8	1/4	03 27	6	144
O (ALLT) All American TV	3	1/8	3	1/8		00 00		3
O (BRRS) Barris Indus.	8	3/4	8	1/8	5/8	07 69	-4	68
N (KO) Coca-Cola	51	7/8	52	7/8	- 1	- 01 89	21	19,474
A (CLR) Color Systems	1	3/8	1	1/4	1/8	10 00		7
N (KPE) Columbia Pic. Ent.	18	1/4	17	7/8	3/8	02 09	260	2,002
O (CAVN) CVN Cos.	15	1/2	14	1/2	1	06 89	13	269
A (DEG) De Laurentis Ent.		3/4		11/16	1 1/6	09 09		8
O (dcp) dick clark prod.	4	3/8	4	3/8		00 00	11	36
N (DIS) Disney	79	7/8	79	1/8	3/4	00 94	24	10,589
O (FNFI) Financial News	8	3/4	8	1/8	5/8	07 69	39	105
A (FE) Fries Entertain.	3	3/8	2	3/4	5/8	22 72	14	17
N (GW) Gulf + Western	51	1/8	48	1/2	2 5/8	05 41	8	3,073
A (HHH) Heritage Entertain.	1	7/8	1	3/4	1/8	07 14	1	8
A (HSN) Home Shopping Net.	6	3/8	6	5/8	- 1/4	- 03 77	28	555
N (KWP) King World	24	1/8	23	3/4	3/8	01 57	15	695
N (MCA) MCA	57		54	7/8	2 1/8	03 87	31	4,144
N (MGM) MGM/UA Commun.	17	5/8	17	7/8	- 1/4	- 01 39	-10	883
A (NHI) Nelson Holdings		15/16		11/16	1 4	36 36	-9	25
A (NWE) New World Enter.	8	3/4	6	1/8	2 5/8	42 85	24	94
O (NNET) Nostalgia Network	1	9/16	1	1/2	1/16	04 16	-2	8
N (OPC) Orion Pictures	18	1/2	16	3/8	2 1/8	12 97	16	319
O (MOVEQ) Peregrine Ent.		1/4		1/4		00 00	-8	

PROGRAMING

N (PLA) Playboy Ent.	12	5/8	12	1/2	1/8	01 00	14	118
O (QNTX) Qntex	5	7/8	4	7/8	1	20 51	-13	41
O (QVCN) QVC Network	9	5/8	9	3/4	- 1/8	- 01 28	-20	97
O (RVCC) Reeves Commun.	5	5/8	5	1/2	1/8	02 27	28	71
O (RPICA) Republic Pic. 'A'	9	3/4	9	1/2	1 4	02 63	108	41
O (SMNI) Sat. Music Net.	5	5/16	5	5/16		00 00	48	47
N (WCI) Warner	46	7/8	47	3/8	- 1/2	- 01 05	25	5,913
O (WONE) Westwood One	8	1/4	9		- 3/4	- 08 33	11	118

SERVICE

O (AMEA) A.M.E. Inc.	9	1/2	10		- 1/2	- 05 00	10	46
O (AGRP) Andrews Group	5	5/8	5	3/8	1 4	04 65	-2	37
O (BSIM) Burnup & Sims	22	5/8	22	1/2	1 8	00 55	49	361
N (CQ) Comsat	30		30			00 00	-11	550
N (DNB) Dun & Bradstreet	52	3/4	51	3 4	1	01 93	20	8,018
N (FCB) Foote Cone & B.	23	1/2	23	1/2		00 00	11	195
O (GREY) Grey Advertising	121	1/2	122		- 1 2	- 00 40	16	147
O (IDBX) IDB Communications	8		8			00 00	32	32
N (IPG) Interpublic Group	39	3/4	39	1 4	1 2	01 27	17	892
O (OGIL) Ogilvy Group	32		33	1 4	- 1 1 4	- 03 75	15	455
O (OMCM) Omnicom Group	20	3/4	20	5/8	1/8	00 60	14	510
N (SAA) Saatchi & Saatchi	14	7/8	14	5/8	1/4	01 70	6	2,167
O (TLMT) Telemation	1	7/8	1	7/8		00 00	7	8
A (UNV) Unitel Video	13		13			00 00	19	28

CABLE

A (ATN) Acton Corp.	20	1/2	19	3/4	3 4	03 79	3	24
O (ATCMA) Amer. TV & Comm.	42	3/4	43	1 2	- 3 4	- 01 72	95	4,650
O (CTEX) C Tec Corp.	50	1/2	50	3 4	- 1 4	- 00 49	22	277
A (CVC) Cablevision Sys. 'A'	40		39		1	02 56	-13	841
O (CNCAA) Centel Cable	43	1/2	43	3 8	1 8	00 28	140	1,087
N (CNT) Centel Corp.	67	3/8	67	1/2	- 1 8	- 00 18	18	2,930
O (CMCSA) Comcast	21	3/8	20	3 4	5 8	03 01	-97	955
A (FAL) Falcon Cable Systems	19	1/4	19	5 8	- 3 8	- 01 91	-60	123
O (JOIN) Jones Intercable	16	1/2	15	7/8	5 8	03 93	51	210
T (MHPQ) Maclean Hunter 'X'	12	3/4	12	3/4		00 00	35	939
T (RCLA) Rogers Commun. 'A'	114		116		- 2	- 01 72	-175	1,410
T (RCLB) Rogers Commun. 'B'	96	1/4	97		- 3 4	- 00 77	-148	1,190
O (TCAT) TCA Cable TV	33	3/4	32	3 4	1	03 05	66	407
O (TCOMA) Tele-Commun.	32	1/8	30	1 2	1 5 8	05 32	64	4,862
N (TL) Time Inc.	114	3/8	113	1 4	1 8	00 99	27	6,684
O (UACI) United Art. Commun.	34	1/4	33	1/2	3 4	02 23	285	1,406
N (UCT) United Cable TV	38	1/4	38	3 8	- 1 8	00 32	-201	1,425
N (VIA) Viacom	40	3/8	40	1 8	1 4	00 62	-5	2,154
N (WU) Western Union	2	1/4	2	1 2	- 1 4	10 00		71
O (WSMCA) WestMarc	20	5/8	20	3 8	1 4	01 22	26	296

ELECTRONICS-MANUFACTURING

N (MMM) 3M	67	5/8	66	7/8	3 4	01 12	16	15,383
N (ARV) Arvin Industries	22	5/8	23	3 8	- 3 4	- 03 20	9	430
O (CCBL) C-Cor Electronics	14		15		- 1	- 06 66	23	28
N (CHY) Chyron	3	7/8	3	3 4	1 8	03 33	13	39
A (COH) Cohu	13	3/4	13		3 4	05 76	13	25
N (EK) Eastman Kodak	45	3/4	46	5/8	- 7/8	- 01 87	12	15,504
N (GRL) Gen. Instrument	28	3/8	29	3/4	1 3 8	- 04 62	-20	948
N (GE) General Electric	45		45			00 00	19	41,190
O (GETE) Geotel Inc.		11/16		11 16		00 00	-2	2
N (HRS) Harris Corp.	28	1 2	28		1 2	01 78	12	1,166
O (ITEL) Itel Corp.	21	1/4	21		1/4	01 19	49	564
N (MAI) M/A Com. Inc.	7	1/2	7	3/4	- 1 4	- 03 22	-5	203
N (IV) Mark IV Indus.	12		12			00 00	7	129
O (MCDY) Microdyne	3	5/8	3	3 4	- 1 8	- 03 33	-2	15
O (MCOM) Midwest Commun.	5	7/8	5	3 4	1 8	02 17	14	17
N (MOT) Motorola	45	3 8	42		3 3 8	08 03	18	5,866
N (OAK) Oak Industries	1		1	1/8	- 1 8	- 11 11	10	75
A (PPI) Pico Products	1	1/2	1	3/8	1 8	09 09	-30	5
N (SFA) Sci-Atlanta	14	7 8	14	1 8	3 4	05 30	12	348
N (SNE) Sony Corp.	51	1/8	51	1 2	- 3 8	- 00 72	83	11,821
N (TEK) Tektronix	21		20	7 8	1 8	00 59	700	582
O (TLCR) Telecrafter	4	5 8	4	1 2	1 8	02 77	21	7
O (TVTK) Television Tech.	123	32	1	38	11 32	25 00	-71	11
N (VAR) Varian Assoc.	26	7 8	26	5 8	1 4	00 93	-141	586
N (WX) Westinghouse	54	1 8	54	1 4	- 1 8	- 00 23	10	7,769
N (ZE) Zenith	18	5 8	17	3 4	7 8	04 92	-23	482
Standard & Poor's 400	344.95		340.97			3.98		01.17

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 Broadcastings own research

during the protest.

On the topic of "shock radio," the panel was generally opposed to the trend. "I regret that radio didn't stay the way it was in the 1960's," said O'Brien, whose on-air experience dates back to 1936. Others, like Herman, recognized some positive effect that such broadcasters have had on the industry: "They've pushed the boundaries of what's acceptable: from that angle, I'm kind of grateful to them."

The Museum of Broadcasting's "Radio With Personality" seminar series also featured a session the following afternoon with a panel of long-time afternoon and evening personalities. Both sessions were sponsored by Interep. □

Ruderman sentenced

S.G. (Rudy) Ruderman, former broadcast editor of *Business Week*, was sentenced April 5 to six months in prison and three years' probation for trading on information taken from nonpublic page proofs of the magazine. The veteran radio broadcaster was also fined \$5,000 for the scheme, which the Federal District Court in Manhattan said lasted from January 1986 to July 1988, grossing nearly \$39,000 and netting about \$10,000. Ruderman, contending he suffered net losses of \$2,000, also agreed to pay \$41,000 to the Securities and Exchange Commission.

Law & Regulation

Tisch seeks fin-syn compromise

CBS executive tells Hollywood that rules are obsolete and that they should change with business

Laurence Tisch, president and chief executive officer, CBS Inc., went to Hollywood last week and told that community the financial interest and syndication rules are obsolete. "It is simply unrealistic to believe that 20-year-old regulations should not be adjusted along with everything else to reflect today's economic and competitive reality," he told those attending a luncheon sponsored by the Hollywood Radio and Television Society.

The speech followed a Tuesday morning breakfast meeting CBS officials had with a group of independent program producers where the so-called "fin-syn" issue was the primary topic of conversation.

According to sources at the meeting, CBS officials, led by Tisch and CBS/Broadcast Group President Howard Stringer, tried to convince the producers that the network was "sincere" in efforts to come up with a workable compromise. However, the producers didn't come away from the meeting altogether convinced.

"We accepted what CBS had to say," said one producer in attendance. "But we also pointed out the long-standing history the networks have in dealing with producers.... We have to see something more substantial than their sincerity."

In his formal luncheon speech, Tisch essentially pled that the television network and production businesses have changed so drastically since the fin-syn rules were imposed that it would be unfair to those businesses to keep them in place. "The clear lines that once so easily separated the functions of production and distribution are now not only blurred, they are almost nonexistent," said Tisch.

"Think of what it must be like these days at a meeting of the [Motion Picture Association of America]," Tisch continued. "Four members will soon own cable channels. Five members own major interests in television stations. One member is a television network two nights a week (going on three), at least for the viewers and advertisers, but never when it comes to the regulators."

The Time-Warner merger, said Tisch, will usher in a new age that requires "a new set of rules, new types of relationships and new forms of competition around the world.... All this is meant to apply to every communications company—including foreign giants who are now buying into [the Hollywood] community—everyone, that is, except our three networks." Tisch said the above scenario "defies common sense. We know it. Many of you know it."

Producers at the private breakfast meeting did not dispute CBS's good faith intentions per se, to deal with producers at arm's length in the wake of future regulatory changes. But they stressed that neither side has been able to come up with a formula for compromise acceptable to the other. Tisch did not offer a compromise at the luncheon and no proposals were suggested at the private meeting.

Those attending that meeting downplayed the notion of any significant divisiveness among the producer community concerning the fin-syn issues. "If you polled all the independents I think you'd find we are in line for the most part with the majors," said one producer attending the Tuesday breakfast meeting. "And until something more substantial can be shown, or some way we can truly be protected, the present rules are in our best interests."

Nevertheless, CBS's decision to meet with independents last week was said to be a factor in the collapse of talks on the fin-syn issue April 4 between network representatives and major studio representatives in New York. The MPAA has scheduled a press conference April 18 to announce that several representatives from independent



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Lawrence Tisch (3rd from left), poses with (l-r) CBS Entertainment President Kim LeMasters, independent producer Steve Tisch and NBC Entertainment President Brandon Tartikoff during meeting at Hollywood Radio and Television Society.

producer ranks will be added to the fin-syn negotiating committee.

Robert Wright, president and chief executive officer of NBC, characterized the talks as "slow but ongoing." He said that "independent producers coming to the table broadens the base of the Hollywood community and that is probably a necessity from their standpoint. They have to feel better represented. I think it will help."

According to Wright: "There are two issues: one is getting a deal together that may be hard if you are only going to try to get handshakes in Hollywood. I think getting a deal together that would be acceptable to Congress is definitely doable." Asked the time frame for a solution, Wright said: "I don't know," adding that no definite date for the next meeting has been scheduled.

In any event, CBS's Tisch said he was as determined as he was "sincere" that a compromise would be found. "One way or another the rules must change," he said. "The only issues are how that change will be achieved and the new structure of our relationship."

Tisch reminded his audience that "while you enjoy new forms of distribution, it is the three networks that put almost four billion dollars annually into the creative community. The new players may damage our ability to finance the expensive, high-quality product that showcases your best efforts, but none of these new media can or will replace us as a leading purchaser of your product."

Tisch insisted he wasn't looking for a "grand battle" on the fin-syn issue. And he tied that issue to another one plaguing the production industry—deficit financing of programs. "Our long-term common interests exceed the stakes in this issue," he said. As the two sides seek a fin-syn compromise, he added: "We should be exploring new approaches to reduce deficits, particularly for independent producers, who bring so much talent to our efforts, but lack the deep pockets of either the studios or the networks."

But if push comes to shove, Tisch left no doubt where CBS would stand. "While we are reasonable, we are neither blind nor

timid," he said. "We cannot stand by idly as most of the leaders of [the Hollywood] community enter into direct competition with us for audiences and revenues in the distribution business, while piously preaching the sanctity of separation of functions solely as it affects the three networks."

Tisch did not field questions at the end of his speech. Response from the crowd attending the luncheon, as one studio executive remarked, was "tepid." □

FCC adopts liberal waiver policy for proposed radio-TV combinations

Although voting for it, Commissioner Dennis voices her reservations, calling for rule rather than waiver policy

FCC Commissioner Patricia Diaz Dennis went along with the FCC relaxation of the one-to-a-market rule prohibiting radio-television combinations, but in a seven-page statement released last week, she set forth her reservations about the move and made known her commitment to diversity through structural regulations. "I still believe that local ownership rules make it easier for iconoclastic, provocative voices to be heard and that the public benefits from hearing them," she said.

At the FCC's Dec. 12, 1988, open meeting, FCC Chairman Dennis Patrick and Commissioner James Quello adopted a liberal waiver policy for proposed radio-TV combinations. Under the policy, the FCC will "look with favor" upon waiver requests involving combinations in top-25 markets with at least 30 separately owned broadcast licensees or "voices," or involving "failed" stations that are dark or in bankruptcy. The FCC will also consider waivers in other markets based on a more onerous public interest showing.

At the meeting, Dennis withheld her vote, complaining that she had not seen the final proposal until 10 minutes before the

SOLD!

WQEN/WAAX, Gadsden, Alabama and WELO/WZLQ, Tupelo, Mississippi have been sold by Heritage Broadcast Group, Inc., Jim Cullen, Chairman and Adam G. Polacek, President for \$9,200,000 to Phoenix Holdings, Sam Howard, Principal.

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meeting began. She subsequently voted for the policy, concurring in part, dissenting in part.

In her statement, Dennis said she agreed that the FCC could approve combinations in the "largest markets without significantly undermining diversity." However, she said, the FCC had gone too far.

"The majority finds that 30 voices in a market represent enough diversity to warrant allowing a combination, she said." "I would insist on at least 45 voices and 65 stations.... Such an approach would restrict the effect of the change to the top 10 or 15 markets."

Dennis said she also would require 10 TV voices in the market. "The majority's approach ignores the differences between radio and TV," she said. "Television stations generally cover a wider area, attract a larger audience and have more impact on public opinion than radio stations."

Dennis also argued for a "hard-and-fast rule" rather than a waiver policy. In markets that do not meet her 10/45/65 standard, she said, the rule should be strictly enforced. "Government generally governs best and intrudes least by setting clear, predictable rules by which its citizens and business decision-makers can then organize their conduct," she said.

The FCC relaxed its regional and national ownership rules based in part on the "vitality" of the local rules, she said. Consequently, she said, "we should be extremely cautious in weakening the diversity safety net of the local rules. The majority's approach rips gaping holes in that net." □

Inouye plans bill to fund children's educational television

Proposal would provide \$10 million for shows going to public stations first; thereafter programs could be sold to commercial broadcast and cable TV as long as no ads inserted

Senate Communications Subcommittee Chairman Senator Daniel Inouye (D-Hawaii) last week said he intends to introduce legislation to fund children's educational programming for both noncommercial and commercial TV.

The proposed National Endowment for Children's Educational Television would make grants, beginning with \$10 million next year, to producers of programs "specifically directed toward the development of fundamental intellectual skills" of children 16 years old and younger.

A draft of the bill says producers must make the endowment-funded programming available only to noncommercial stations for two years after its production. But thereafter, it says, they could sell it to commercial broadcast and cable television on the conditions that prices "assure the maximum practicable distribution" and that no advertising is inserted.

"I don't think we can limit ourselves to public television," Inouye said at the close of an April 11 subcommittee hearing on children's educational TV, during which he

announced his intention to introduce the bill. "We have to look at commercial broadcasters and cable as well. That's where the action is."

Describing the "piddling amount of \$10 million" as an "almost embarrassing" prescription for the current "crisis" in education in the U.S., Inouye said: "The biggest impediment has been lack of funds now spread across many agencies. Today's hearing is to determine whether the time has come to create a fund dedicated to children's TV."

"Horrorified" by illiteracy rates among blacks and Hispanics two and three times higher than among whites, as well as studies documenting television's efficacy among the disadvantaged, he also argued that the endowment would have a particular, positive impact on minorities.

Fellow subcommittee members Ernest Hollings (D-S.C.), Larry Pressler (R-S.D.) and J. James Exon (D-Neb.) expressed their support during the hearing, with Pressler saying he would like to cosponsor the bill.

Nine hearing witnesses, most of them education experts, voiced agreement on television's power to stimulate young viewers. Several advocated a comprehensive plan to coordinate children's school curricula with TV programming and extolled the promise of reaching students via videotape and direct broadcast satellite narrowcasting to schools. They also stressed, however, that, although educational TV is cost-effective—*Sesame Street* costs between \$1 and \$1.25 per child per year, said Children's Television Workshop President David Britt—it is expensive to produce.

Exacerbating that problem on the commercial side, according to one witness, Edward Palmer, author of "Television and America's Children: A Crisis of Neglect," children's programming accounts for only 3% of television advertising dollars. "Children's TV is the least profitable programming [commercial broadcasters] have," concurred Britt, who said that the commercial side of the industry has showed "no sustained interest" in acquiring *Sesame Street* during its 20-year history.

Congress "can and should" provide commercial television with incentives, said Daniel Anderson, department of psychology, the University of Massachusetts, and coauthor of a Department of Education study that debunked theories of television's "mesmerizing" effect on children (BROADCASTING, Dec. 12). "If at least the initial production costs were available" through federal outlays, he said, "I suspect commercial broadcasters will be willing to meet some of their obligations."

Inouye—who asked witnesses: "Considering our Constitution, how can we require the commercial networks to set aside a certain amount of time" for educational programming?—pulled no punches in his assessment of commercial television's contributions to the medium becoming a "school for violence."

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"There is potential for good and potential for evil and bad" in television, said Inouye. "I'd like to suggest that much more is devoted to the bad." From a year of "sitting in front of the tube once a week for about 12 hours, flipping channels," he concluded, "It's terrible." On one occasion, following a "Just Say No" public service announcement, he recounted, "the pink flamingos came up. I saw a show with a yacht, the beautiful people arriving in Mercedes, drug dealers....I had to wonder, 'What message are we sending?'"

Said Hollings: "Little children talking like adults, and adults talking like little children. That's what is going on at eight o'clock every night. Thank heavens for MacNeill/Lehrer."

Television's role, said witnesses Levar Burton, host of public TV's *Reading Rainbow*, and Aletha Huston, co-director of the Lawrence, Kan.-based Center for Research on the Influence of Television on Children, is to make children excited about learning. The role of a program such as *Reading Rainbow*, said Huston, is "not to teach them how to read, but to teach them to want to read." □

Appeals court says telco arguments made too late

Some representatives of the telephone industry failed last week in their effort to persuade the U.S. Court of Appeals in Washington that the ban on cable television-telephone company crossownership, as contained in the Cable Communications Policy Act of 1984, is unconstitutional on its face. The appeals court, in affirming a commission decision in a crossownership case, said the arguments had been made too late in the proceeding.

The case involves the FCC's decision in March 1985 that Northwestern Indiana Telephone Co. violated its cable television-telco crossownership rules by virtue of direct and indirect connections with Northwest Indiana CATV Inc. The telephone company is owned by Robert Mussman and the cable system by his son, Rhys. And the commission had recited a number of business relationships it said were prohibited by the rule barring telephone companies from owning cable systems in their service areas.

But the court sent the case back to the FCC for clarification. And the remand order was seen by the U.S. Telephone Association and the Bell Atlantic Corp. as an opportunity to challenge the constitutionality of the crossownership ban. NITCO and Northwest also said the crossownership regulations are unconstitutional on their face and as applied.

But the court, as Judge Kenneth Starr put it in writing for himself, Chief Judge Patricia Wald and Judge Spottswood Robinson III, refused "to engage in the widened battle." Essentially, the court held the challenges should have come at earlier stages in the case. "It is elementary that where an argument could have been raised on an ini-

tial appeal, it is inappropriate to consider that argument on a second appeal following remand," Starr wrote.

As for its decision to affirm the commission's decision in the case, the court expressed itself as satisfied with the FCC's further explanation. Critical to its earlier uncertainty was the fact that the commission on two previous occasions had permitted telephone companies to construct distribution channels for cable operators, one of the actions the commission said in *Northwestern Indiana* had constituted a violation of the rules. In each of the cases, the commission had relied on an exception to its definition of "affiliate" that applies to the "carrier-user relationship." Why, the court wanted to know, was not that exception

applicable to NITCO and to Northwest?

Because, the commission said on remand, "the carrier-user relationship...contemplates transactions that entail a general offer to provide on an indiscriminate basis, substantially the same service or services to any and all similarly situated companies." NITCO, the commission added, did not deal with Northwest on common carrier terms. Accordingly, the commission concluded, "there was no carrier-user relationship."

The court said the commission's interpretation of the carrier-user exception "reasonably took into account" the fact that the telephone companies in the earlier cases had "evinced a willingness to deal with cable companies on a common carrier basis, whereas NITCO did not." □



Changing Hands

WBRE-TV Wilkes-Barre, Pa. (Scranton) □ Sold by Northeastern TV Investors to Adams Communications for undisclosed amount. Sources estimate value of deal at approximately \$40 million. **Seller** is owned by I. Martin Pompadur and Ralph Becker, who purchased station in 1984 for \$21 million ("Changing Hands," Feb. 20, 1984). Principals have interests in Toledo Television Investors, a Connecticut limited partnership which owns **WNWO-TV** Toledo, Ohio. They also own interest in Television Station Partners, which owns **WRDW-TV** Augusta, Ga.; **WEYI-TV** Saginaw, Mich.; **WROC-TV** Roches-

ter, N.Y., and **WTOV-TV** Steubenville, Ohio. **Buyer** is Clearwater, Fla.-based group owned by Stephen Adams. It also owns **KOOL-AM-FM** Phoenix; **KHIH(FM)** Boulder, Colo.; **WHOI(TV)** Peoria and **wkll(AM)** Wood River, both Illinois; **WWLP(TV)** Springfield, Mass.; **WLAV-AM-FM** Grand Rapids and **WILX-TV** Onondaga, both Michigan; **KEZK(FM)** St. Louis; **WWAY(TV)** Wilmington, N.C.; **KISS(FM)** San Antonio, **KOSA-TV** Odessa and **KAUZ-TV** Wichita Falls, all Texas; **KQUL(AM)-KZOK(FM)** Seattle; **WTRF-TV** Wheeling, W.Va.; **WMTV(TV)** Madison and **WSAW-TV** Wausau, both Wisconsin. **WBRE-TV** is NBC affiliate on ch. 28

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with 4,120 kw visual, and 820 kw aural, and antenna 1,645 feet above average terrain. *Broker: Sandler Capital Management.*

WWL(AM)-WLMG(FM) New Orleans □ Sold by Loyola University to Keymarket Communications for \$13.1 million. **Seller** put stations on air in 1922 and 1970 respectively, and has no other broadcast interests. **Buyer** is North Augusta, S.C.-based group owned by Kerby Confer. It also owns WRLX(FM) Hickory, N.C.; WHGB(AM)-WNNK(FM) Harrisburg and WYOM(AM)-WKRZ-FM Wilkes-Barre, both Pennsylvania; WTCB(FM) Orangeburg, S.C.; WRVR-AM-FM Memphis; KKMJ(FM) Austin and KOKE(AM) Rollingwood (Austin), both Texas. WWL is fulltimer on 870 khz with 50 kw, and WLMG operates on 101.9 mhz with 95 kw and antenna 830 feet above average terrain. *Broker: R.C. Crister & Company Inc.*

WHLY(FM) Leesburg, Fla. □ Sold by Southern Starr Broadcasting Group to J.J. Taylor Companies for \$12 million ("In Brief," April 3). **Seller** is Orlando, Fla.-based group principally owned by Peter H. Starr. It also owns KZLR-FM Pine Bluff, Ark.; WPLR(FM) New Haven, Conn.; WPOM(AM) Moss Point and WKNN(FM) Pascagoula, both Mississippi. **Buyer** also owns WEAT-AM-FM West Palm Beach and WIVY-FM Jacksonville, both Florida. WHLY operates on 106.7 mhz with 100 kw and antenna 928 feet above average terrain. *Broker: Gary Stevens & Co.*

WYAH-TV Portsmouth, Va. □ Sold by CBN Continental Broadcasting Network Inc. to Centennial Communications Inc. for \$8.2 million, plus \$1.8 million noncompete agreement. **Seller** is Virginia Beach, Va.-based group headed by Timothy Robertson. It also owns KXTX-TV Dallas and wxri(FM) Norfolk, Va. Group has purchased wntr(AM) Silver Spring, Md., and sold wxri(FM) Norfolk, Va., subject to FCC approval. **Buyer** is owned by Raymond B. Bottom Jr., W. Howard Jernigan Jr., Ernest T. Harris, Robert L. Freeman Jr., Dorothy Duffy and Robert L. Freeman, Newport News, Va.-based group with no other broadcast interests. WYAH-TV is independent on ch. 27 with 1440 kw visual, 478 kw aural, and antenna 970 feet above average terrain.

WFOY(AM)-WUVU-FM St. Augustine, Fla. □ Sold by Shull Broadcasting Co. to Sage Broadcasting Corp. for \$3.5 million. **Seller** is owned by Douglas Shull, who has no other broadcast interests. **Buyer** is Stamford, Conn.-based group headed by Gerald Poch, president. It also owns WLVI(FM) Hartford, WKHT(AM) Manchester and WNAO(AM) Naugatuck, all Connecticut; WTAX(AM)-WDBR(FM) Springfield, Ill.; KMNS(AM)-KSEZ(FM) Sioux City, Iowa; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WSGO(AM)-WKOL-FM Amsterdam, N.Y.; WCOL(AM)-WSGO-FM Carbondale, Pa.; WACO-AM-FM Waco, Tex.; WRFB(FM) Stowe, Vt., and WAMT(AM)-WGNE-FM Titusville, Fla. WFOY is fulltimer on 1240 khz with 1 kw, and WUVU-FM operates on 97.7 mhz with 3 kw and antenna 200 feet above average terrain.

WYER-AM-FM Mt. Carmel, Ill. □ Sold by John F. Hurlbut and his wife, Emmy Lou, to River Valley Radio Inc. for \$650,000. **Sellers** have no other broadcast interests. **Buyer** is owned by brothers Craig E. Fenneman, Brian F. Fenneman, Scott J. Fenneman and Keith Yarber. Yarber is general manager of WKOO(FM) Lexington, Ky. Craig is Indianapolis-based entrepreneur, who owns Fenneman & Associates, property management firm, and several Taco Bell franchises in southern Indiana and Kentucky. Scott is Evansville, Ind.-based advertis-

ing executive, and Brian is broadcasting executive. WYER (AM) is daytimer on 1360 khz with 500 w, and WYER-FM operates on 94.9 mhz with 50 kw and antenna 425 feet above average terrain.

WPSK-FM Pulaski, Va. □ Sold by Radiox Inc. to New River Media Group Inc. for \$410,000. **Seller** is principally owned by R.J. Kirk, attorney, and also owns co-located WPSK(AM). **Buyer** is owned by The Cumberland Group Ltd., Richland, Va.-based private investment firm headed by Ralph Bernard Davis. It is also purchasing WYVE(AM) Wytheville, Va. (see below). WPSK-FM operates on 107.1 mhz with 200 w and antenna 1,212 feet above average terrain. *Broker: Kozacko-Horton Co.*

KIVR(AM) Cave Junction, Ore. □ Sold by New Frontier Broadcasting Inc. to Sound Broadcasting Corp. for \$350,000. **Seller** is principally owned by Jeff Saigo, and also owns co-located KBBG(FM). **Buyer** is owned by Charles Richard Knerr and Florence L.K. Howell, who have no other broadcast interests. KIVR operates fulltime on 1400 khz with 1 kw.

WYVE(AM) Wytheville, Va. □ Sold by April Inc. to Sentinel Communications Inc. for \$230,000. **Seller** is subsidiary of Carteret Service Corp., Morristown N.J.-based savings and mortgage firm, affiliated with Carteret Bank. It has no other broadcast interests. **Buyer** is owned by The Cumberland Group Ltd., Richland, Va.-based private investment firm headed by Ralph Bernard Davis. It is also purchasing WPSK-FM Pulaski, Va. (see above). WYVE is daytimer on 1280 khz with 2.5 kw. *Broker: Kozacko-Horton Co.*

WSCM(AM) Cobleskill, N.Y. □ Sold by Bruce M. Lyons to B-BE Media Inc. for \$207,416. **Seller** also owns wxxx-FM Newport, N.H., and WACS-FM Cobleskill, N.Y. He is purchasing WHWB-FM Port Henry, N.Y., pending FCC approval. **Buyer** is owned by Robert W. Evans, Worcester, N.Y.-based broadcaster with no other broadcast interests. WCM is daytimer on 1190 khz with 1 kw. *Broker: Kozacko-Horton Co.*

CABLE

System serving U.S. Naval Base, Guantanamo Bay, Cuba □ Sold by Antilles Cable TV Inc. to Phoenix Cable Inc. **Seller** has no other cable holdings. **Buyer** is subsidiary of Phoenix American Inc., San Rafael, Calif.-based financial services firm. Through affiliates, it owns and operates cable systems in seven states. System serves approximately 2,000 subscribers.

For other proposed and approved sales, see "For the Record," page 68.

Prize PSA

The Academy of Television Arts & Sciences has announced a new program whereby a \$15,000 will be awarded by the Academy to full-time college or university students who produce the best four- to seven-minute film or video public service announcement on anti-substance abuse. The first place winner will receive \$7,500, second place \$5,000 and third place \$2,500. Submissions for the contest, which requires no entry fee, will be accepted from April 1 to Sept. 1.

New offer for New World

Company, which earlier had agreed to be purchased by Pathe, gets better offer from Andrews Group

New World Entertainment last week backed out of an agreement in principle to be acquired by Pathe Entertainment in order to accept a higher offer from the Andrews Group, an acquisition vehicle controlled by investor Ronald Perelman and headed by Bill Bevins, former chief financial officer for Turner Broadcasting System. Despite reported disadvantages suffered by domestic hidders, the stock market valued the new offer 40% higher than the bid from Pathe, which indicated it would not attempt to counter.

Andrews said it would pay \$8.95 a share cash—New World went public in October 1985 at \$7.50—for all the stock except the roughly 30% owned by the company's three co-chairmen, Lawrence L. Kuppin, Robert Rehme and Harry E. Sloan. Those three would exchange their shares for shares in the Andrews Group, which planned to launch a tender offer last Friday or today (April 17).

Andrews had recently purchased the publishing and merchandising operations of Marvel Entertainment Group from New World, which kept the television production division of the company. Andrews Group also comprises several media companies, including syndicator Four Star International, Compact Video and Vid-America Inc.

The new bidders are said to be primarily interested in New World's television operations, which include production for prime time network television and animation. Los Angeles-based New World began the 1988-89 television season with five series scheduled for prime time, but only two of those remain: *Tour of Duty* and the highly rated *Wonder Years*. The *Robert Guillaume Show* was recently added to ABC's schedule. The canceling of shows and the writers' strike were primarily responsible, the company said, for a decline in 1988 domestic television revenue to \$106 million from \$147.7 million in the prior year.

New ownership would help solve New World's continuing liquidity problems. It faces interest payments to lenders and a \$47 million principal repayment five months from now to General Electric Capital Corp. (GECC), which helped finance a repurchase last year of long-term debt, much of it for less than half the face value amount. GECC should make out well since it has warrants to purchase stock, for a nominal sum, for up to 15% of the shares outstanding.

New World over the past few years has been a net user of cash, since theatrical film and television operations have not generat-



New World co-chairmen (l-r): Kuppin, Rehme and Sloan

ed enough long-term successes. The company's 1988 results, released two weeks ago, revealed a \$61.1 million operating loss on revenue of \$340.5 million. Contributing to the loss was \$26.8 million in write-downs on television and animation product, including "revisions of revenues expected to be derived from the exploitation of the canceled television series *Crime Story* and *Rags to Riches*." New World also took a

\$10 million charge against earnings because, the company said, expected syndication revenue from *Highway to Heaven* might not be enough to cover an advance.

Last week's announcement said the merger is expected to close "shortly after successful completion of the [tender] offer." It is expected that Kuppin and Sloan will be given consulting contracts with Andrews Group. □

BFM: Taking care of business

Cable and broadcasting debate differences in wake of NAB call for cable reregulation

The lead-off panel of the 29th Broadcast Financial Management Association convention, entitled "Telecommunications '89-'90," showcased new developments in long-running conflicts between cable and television industry associations, and between broadcasting and cable interests. Monday's debate was partially fueled by the report that the National Association of

Broadcasters, in a policy change, would ask Congress to investigate reregulation of the cable industry. Among their differing views, the representatives of broadcasting, cable and telephone industry associations agreed on one item: that a crucial issue in the future of their businesses is access to the household.

The panel included representatives of six different industry associations, ranging from the Radio-Television News Directors Association to the United States Telephone Association. The panel was moderated by



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Don West, BROADCASTING managing editor, and Erwin Krasnow, a partner in the Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand.

The springboard for the discussion was the statement the previous week by NAB President Eddie Fritts that he would call for reregulation of the cable industry at an upcoming cable hearing (BROADCASTING, April 10). Jeff Baumann, NAB senior vice president and general counsel, was quick to characterize the announcement as advocacy, not acrimony. Fritts's announcement, he said, reflected a concern about access and about financial interest. The NAB wanted to alert Congress that broadcasters and cable interests had hit a dead end in negotiations regarding channel placement, Baumann said.

The NAB's proposal of cable reregulation was probably not a "declaration of war," said Brenda Fox, vice president and general counsel of the National Cable Television Association. "I think there's some posturing going on," she said. Although the courts had found in 1987 that channel positioning was not a right of broadcasters, the broadcasters were asking for more stringent channel placement rules than the ones that had been struck down.

Preston Padden, president of the Association of Independent Television Stations, threw his lot in with the NAB, saying that the INTV's testimony at the hearings starting Wednesday would be similar to the NAB's. Vertical integration in the cable industry was the "root" cause of many of independent stations' problems, he said.



Monitoring the changing media landscape: Moderator Krasnow, NAB's Baumann, NCTA's Fox, INTV's Padden, NATPE's Corvo, RTNDA's Schultz, USTA's White, moderator West.

Padden disputed the assumption that it was the INTV that had caused the NAB's recent shift in position, now taking a dim view of cable vertical integration. He suggested that the pressure came from network affiliates, who have similarly expressed their displeasure with cable by calling for the repeal of the cable compulsory license.

The cause of the shift might be rooted in the new network affiliation organizations, suggested Phil Corvo, president of NATPE International. Beyond that, he raised the question of whether the harder line went back to the networks.

Ward White, United States Telephone Association vice president for government and public affairs, said that local telephone companies' interest in the video services business arose out of their desire to continue meeting their customers' needs.

In line with the NCTA's previously aired

views on cable-telco crossownership, Fox disputed White's assertion that consumer demand for new technology is driving the telcos' effort to get into cable. Rather, she said, the telcos want expansion in video services as a justification for the "tremendous expense" of changing their plant from copper-wire to fiber-optic base.

The issue is not plant replacement, countered White, but access.

Fox responded that anyone who wants access to the phone companies' new systems should be granted it. But she questioned whether phone companies themselves should be allowed to compete in the offering of programming. Though telephone companies say that they are amenable to the idea of regulation to prevent unfair treatment of competitive video providers using phone lines, she pointed out that a majority of the regional Bell operating companies were in the process of appealing the use of one such regulatory mechanism.

The debate between cable companies and telcos, Baumann interjected, was not just over technology. Broader issues that he wanted Congress and the FCC to consider were "Where is the public interest?" and "What role does free, over-the-air television have in all this?" Later on in the panel, Baumann said that what broadcasters wanted was access to the home.

The prospect of a "potentially ubiquitous" fiber optic network (the type that phone companies might provide) was "scary" to broadcasters, Padden said. However, Padden said, his organization had not taken the cable industry's side in the cable-telco conflict because of the similarly scary profile of the cable industry. The 1984 Cable Act, he said, contained a few restrictions on cable companies, notably in the areas of franchise fees, access and the renewal process. Cable companies' use of the First Amendment to rid themselves of these legislative compromises, he said, had characterized them as an industry "hell-bent on deregulation."

Fox said cable interests had no problem with telephone companies as common carriers of video signals.

Continuing his attack on cable, Padden read from an article that appeared in that morning's *New York Times*, regarding NBC's forthcoming CNBC cable channel. Referring to the interlocking interests of cable operators and programmers, one NBC executive was quoted as saying: "Working in cable is like dealing with the Mob."

White said that telcos did not need video

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programming to justify new builds, but simply wanted to provide as many services as possible. "We're not interested in being NBC [or] CBS," he said.

Addressing the eventual development of HDTV transmissions, Padden asked Fox whether cable operators would commit to broadcasters the same amount of bandwidth that cable operators would commit to their own services. Announcing to the audience that Padden had asked a trick question, Fox said that cable operators would transmit the signal that over-the-air broadcasters provided, but would not let cable high-definition technology be held back by limitations on broadcast HDTV.

Asked by Krasnow if there was a tie between the declining fortunes of AM stations and independent television stations, Baumann said that the main problem with AM was the FCC's failure to adopt a stereo standard. He also said that AM had suffered by the "shoehorning" of more stations on the band, resulting in more interference.

"The worst is behind us," said Padden in regard to the fortunes of independents. Indies suffered from the government's "not-very-veiled hostility" toward adopting a must-carry rule, Padden said.

Concluding the seminar, Ernie Schultz, president of the Radio-Television News Directors Association, asked his audience to use its human resources expertise to stem the flow of minorities out of radio and television newsrooms. If the industry is unable to increase the number of minorities in news, he said, "we face serious problems as an industry, but even more serious problems as a society."

Market for TV, radio and cable discussed by BFM roundtable

Changing television station-trading multiples, the availability of capital and decreasing returns in cable deals were the subject of a business roundtable on Tuesday.

Participating in a free-ranging discussion of financial trends in cable, television and radio were Thomas Reifenheiser, senior vice president of Chase Manhattan Bank; Steven Rattner, general partner of Lazard Freres & Co., and Ronald Doerfler, senior vice president and chief financial officer of Capital Cities/ABC. The discussion was moderated by Price Waterhouse senior audit manager Kevin Reymond, who began the roundtable with an overview of growing difficulties in the television business, improving fortunes in radio and cable and fundamental changes in the global media industry.

Reifenheiser began the discussion by saying there was no shortage of money for radio deals, either on the part of buyers or lenders. Putting the development of the radio business in perspective, he said total financing for all radio station purchases in 1979 amounted to \$100 million, while he expected that in the next year or so, the sale of a single station would probably equal to that price.

Addressing trends in the junk-bond market, Rattner said the market was much less interested in smaller deals. For a typical institution wanting to take a maximum of



Steve Rattner of Lazard Freres

10% of a single issue, a \$60 million issue is in many cases too small. In these smaller deals, he sees a trend toward unregistered, private placements.

The independent TV trading market has hit bottom and is probably improving, Rattner said, as stations work through high programming costs and find new ways to get ad revenue. Among affiliates, purchase prices as indicated by recent deals, including the Knight-Ridder station sales, are at about 10 to 14 times current-year cash flow, down from the cash flow multiples of 12 to 16 that affiliates had more than a year ago.

Doerfler commented that compared to cash flow multiples of affiliate purchases earlier this decade, the 10 to 14 range was still an improvement. Later on, in a discussion of the future of network compensation, he suggested to station purchasers that they assign a lower multiple to that part of station revenue. The audience responded with nervous laughter.

Doerfler hinted that the generally lower cost of syndicated programming, especially among one-hour shows, could be a short-lived phenomenon. Because of the soft one-hour market, fewer such shows are in the production pipeline—creating a future shortage that might cause them to be bid up again.

The biggest issue facing cable now, Rattner said, is how to make "a lot of money" at current rates of return. Return

on equity in recent cable deals is no higher than 25%, which is low "in the grand scheme of things," he said. As recently as the Wometco Cable sale of 1986, the rate of return was greater than 50%, he said.

IRS has made no definitive ruling yet on deductibility of affiliation agreements and station licenses

The tax deductibility of network affiliation agreements and broadcast licenses in station purchases has an unclear status with the Internal Revenue Service, despite its growing usage, according to a speaker on a Tuesday panel covering major tax issues. And in Congress's attempts to balance the budget, broadcasters face the danger of limitations on the deductibility of advertising expenditures, said another panelist.

A 1988 ruling by the IRS regarding the deductibility of transferred franchises has "a very marked impact on the broadcast industry," said Thomas Fitzgerald of the Chicago law firm of Winston & Strawn. The ruling allowed the purchaser of a franchised business (for example, a McDonald's restaurant) to amortize, over a 10-year period, the acquisition cost allocable to the intangible asset of the franchise, he said.

A network affiliation agreement clearly fits the definition of a franchise, Fitzgerald said, and a 1987 IRS private letter ruling (applying to a cable franchise) indicates that a broadcast license issued by the FCC is also a franchise, he said. Thus, the amount of a station purchase price allocated to these two intangible assets should be tax-deductible like more traditionally defined franchises, he said.

IRS personnel have shared the "conceptual viewpoint" that the network affiliation agreement qualifies as a franchise, but the IRS has not formally expressed this view, he said. The IRS has had several arguments against defining the license as a franchise, he said. But, Fitzgerald added, he had no indication from the IRS whether or when it might formally rule on these issues. Possibly, the issue will be resolved through litigation or legislation, he said.

Another panelist, Jim Bond, a partner with the Washington-based law firm of Harrison, Bond & Pecaro, said that four of the firm's clients had received favorable

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results from the IRS, at the conferee level, regarding deductibility of these items. But IRS acceptance of broadcasters' point of view is not complete, the discussion proved. Bond said that at the agent level, the IRS had generally taken a harder line on deductibility of intangibles. One audience member who had dealt with the IRS on this issue said he understood that the IRS wanted to litigate the matter. And Fitzgerald later acknowledged that he had heard rumors that the IRS might want to reverse its 1987 ruling regarding the cable franchise.

Budgetary pressure is causing Congress to seek out all sources of revenue while not giving off the impression of establishing new taxes, according to James Davidson, a Washington attorney who has lobbied for the National Association of Broadcasters. One possible revenue source is the amortization of intangibles such as network affiliation agreements and magazine subscriber lists. After heavy lobbying in 1987, a proposal to limit such amortization was dropped, but it could return, he said.

The size of federal revenues that could be earned by limiting advertising deductibility are tantalizing to the government, he said. Through a measure disallowing deductibility of 20% of advertising expenses, Congress could raise \$38 billion in new revenues over three years, he said.

Advertising taxes at the state level translate into a threat at the federal level. Davidson said. If several states manage to enforce advertising taxes, "The federal government won't want to be outdone," he said. □



Creative accounting. Speaking to BFM members at a luncheon last Monday (April 10), Howard Stringer (above), president, CBS/Broadcast Group, told his audience: "Please understand that the greatest profit opportunities come from good programming and ratings which generate increased sales. Cutting costs to the detriment of quality programming is only a temporary and highly illusory fix.... So try to understand all aspects of our business. Nurture the creative process. Be involved. Speak up. The green eyeshade is now a relic. You cannot hide. You must not be invisible."

Capital Cities/ABC's Barnathan takes on new responsibilities

In his newly created position at network, he will focus on new technologies and their practical business applications for ABC

Capital Cities/ABC Inc. formally announced last week that Julius Barnathan, president, ABC broadcast operations and engineering, has been named to the new position of senior corporate vice president in charge of technology and strategic planning ("Closed Circuit," April 10). Barnathan's focus will be on how new technologies will be used as business opportunities for ABC. He reports directly to Thomas Murphy, chairman and chief executive officer of Capcities/ABC. Robert Siegenthaler, vice president, news practices for ABC News, New York, since 1985, has been picked to succeed Barnathan in the operations and engineering department.

Scenarios for providing high-definition television to broadcast viewers will be a main concern for Barnathan. "When you say 'new technologies,' you have to look at the new businesses that come out of new technologies. I've been spending time looking at [HDTV], but not adequate time," Barnathan said. "When you talk about high definition, you not only have to talk about the ability to make a picture, but then you've got to find a way to distribute it and show it on a screen." He plans to investigate such technologies as fiber optic networks and flat screen receivers, to determine when they are likely to be available to the public.

ABC, along with Tele-Communications Inc., has provided financial support to Faroudja Laboratories Inc., Sunnyvale, Calif., developers of the SuperNTSC, an improved-NTSC transmission system, and have praised the system in several public forums. "We're trying to get as much as we can out of the current system and then look ahead to see what are the best ways to get new systems in the future," Barnathan said.

At a recent hearing of the House Science, Space and Technology Committee (BROADCASTING, March 27), TCI Senior Vice President John Sie predicted that by the year 2000, the TV industry would grow out of SuperNTSC and advance to a "processed digital" transmission system. Barnathan agreed that Sie's timetable could be achieved.

Other issues Barnathan will focus on will be the growth of new media in Europe, such as cable and direct-broadcast satellite services, and CCD (closed-coupled device) chip technology, which is potentially "more than just a pick-up tube in a camera," he said.

Barnathan has been with ABC-TV since 1954, and has been head of the broadcast operations and engineering department for 24 years. □

This announcement appears as a matter of record only.

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March 1989



ON THE ROAD TO

NAB

VIDEOTAPE

LAS VEGAS 1989

In preparation for the annual National Association of Broadcasters convention, BROADCASTING is presenting a weekly feature looking ahead to the various technological offerings that will occupy the equipment exhibit.

This week: videotape recorders.

Composite digital formats and automated tape library systems are the two videotape recorder product categories that have undergone the greatest development and enhancement over the past year. Those enhancements will be on display April 29-May 2 at the National Association of Broadcasters equipment exhibition in Las Vegas. There is an effort to make composite digital decks smaller and more portable for the broadcaster to take into the field. The library system enhancements, after last year's introductions of systems with capacity of up to 1,000 cassettes, are mainly software advancements aimed at making the systems easier to use for a wider variety of applications.

There will be few announcements of new equipment in the half-inch component analog formats, MII and Betacam SP, at this year's show. Also, no new Type C (one-inch) or U-Matic (three-quarter-inch) VTR's have been announced. But the slowly growing trend toward development of formats invented for the consumer market—S-VHS and 8 mm—for professional and broadcast ENG applications continues, with several new products being shown.

In the past year, since Sony Corp. and Ampex Corp. first introduced production versions of their D-2 composite digital tape decks at NAB '88, the most common question from broadcasters has been: "What about a portable machine?" This is supposed to be an important part of any format," said Gregg Bond, Sony marketing manager, digital products. Sony's answer is the DVR-1, a 22-pound portable D-2 machine about the same size as Sony's old BVU-110 U-Matic ENG deck. The DVR-1 will accept either the medium-or small-sized D-2 tape cassettes for total playback time of 94 minutes. It takes BP90-A batteries, which will last 100 minutes. The new digital deck will sell for \$37,000 when it becomes ready for shipping in early 1990.

The next step will be a D-2 VTR dockable to a camcorder, which Bond said Sony will do as soon "as technology allows." But he could not predict when that advancement might come. "I think we're on the

leading edge of technology" with the DVR-1, Bond said. But Jerry Spencer, marketing manager for Matsushita's Panasonic Broadcast Systems, Secaucus, N.J., doubted that a D-2 camcorder will ever be built. "Technically it's certainly achievable, but I don't know if the cameramen will be willing to carry it around."

Panasonic is instead introducing a production model VTR in Matsushita's new half-inch composite digital format. A prototype of a studio VTR in the new format was shown at the Society of Motion Picture and Television Engineers Conference in New York last fall (BROADCASTING, Oct. 24). The technical specifications of the new format are almost identical to D-2. The main difference between them is that the Matsushita format uses the same tape transports as its MII half-inch component analog decks, while D-2 is a three-quarter-inch format. The price for the machine, which Panasonic expects to begin delivering by the end of 1989, will be announced at the NAB show. Spencer said that a camcorder in the new format could be introduced within two years.

Among composite digital studio recorders, the D-2 recorders introduced last year by Sony (DVR-10) and Ampex (VPR-300) will again be on display. In addition, Sony is introducing the DVR-18, a higher-end unit which will accept the large cassette size, not accepted by the DVR-10. Standard

on the VTR will will be a "fast-formatting" record mode, which is designed to speed editing time. At \$81,000, the DVR-18 is about \$6,000 more expensive than the DVR-10. It is scheduled for delivery in November.

A new participant in the D-2 market this spring is Hitachi Denshi America, Woodbury, N.Y., which is introducing its VL-D500, a production version of a composite digital recorder shown in prototype a year ago. It will accept all three D-2 tape sizes for recording up to 208 minutes. The main difference between the VL-D500 and the Sony and Ampex decks is "the ease of operation," said Fred Scott, director, videotape recorder engineering. "It has been designed to avoid the complex operating menus that are common in other machines." Hitachi is looking at miniaturization of D-2 decks, Scott said. But in the next five years it foresees a combination of formats being used in different applications. D-2 will be the norm in the studio while the component half-inch machines will continue to be used in the field.

Ampex is enhancing its D-2 product through introduction of its "M-GEN" software, designed to correct errors in multi-generational recording between analog and digital VTR's. If a job is done completely in the digital domain, the software is not necessary. However, when generations are

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transferred one or more times between analog and digital recorders, analog artifacts will perpetuate. M-GEN allows an operator to predict the probable degradation in a signal up to 20 generations before the duplications are done. Several parameters, including black level, video level, chroma amplitude, chroma phase, differential gain and burst phase, can then be adjusted to avoid multigeneration flaws.

Sony is offering a number of interfaces as options to the DVR-18. A time-compression board, BKDV-110, for \$6,000 and serial interface board, BKDV-105, for \$3,000, will be available next December. Two remote control interfaces have been designed for both the DVR-10 and DVR-18, the BKDV-102 for \$3,000 and the BKDV-108 for \$3,500. Both are available now.

Component digital (D-1) recorders will be shown again by the same two companies that exhibited them last year, Sony and BTS Broadcast Television Systems. Ampex Corp. and the Grass Valley Group, Grass Valley, Calif., are planning to add D-1 to D-2 and D-2 to D-1 signal translators to their product lines.

"Once upon a time a license to transmit was a license to print money. That is not true today," said Sony product manager Richard M. Bauarschi. That is why Sony will show its IBO (integrated broadcast operation) system as a technology concept at its NAB booth to demonstrate ways to reduce errors and expenses through central computer control of several pieces of studio equipment, including an audio system and Sony's new line of switchers and stillstore. The key component in the IBO display will be two Sony LMS (Library Management System) units, one for commercials and one for programs.

Sony introduced LMS systems for the D-2 and Betacam SP formats with capacity of up to 1,000 cassettes at NAB '88. Out of 35 systems sold worldwide, about half have been in D-2 configurations. Eight of them have been installed in the U.S. and three in Canada. This year Sony is enhancing the system with its new BZC-2000 software.

With the earlier LMS software only one event could be stored on each tape. Under the new system multiple events on each tape allow for up to 7,500 30-second commercials to be stored and quickly accessed. Similar software, dubbed "Multi-Cut," is also being offered at NAB by Odetics Broadcast, Anaheim, Calif.

The DVC-80 is new LMS hardware being introduced by Sony. It is a lower-end D-2 configured system that will hold up to 84 small-or medium-sized tape cassettes. It is controlled by the same software that controls the larger systems. Sony is marketing it as an inexpensive way for smaller broadcasters to buy into D-2 technology.

Odetics leads the industry in installations with about 70 of its "Cart Machines," 280-cassette units, delivered. It will also lead the NAB convention in library system-related product introductions with six. The most featured new product will be the "News Control Terminal" option for expansion of the Cart Machine's applications into a TV newsroom. Terminals will feature flat-panel touch-screens for quick programing of video playlists and other functions. "What happens when you get to a newscast is that you think that you know how the newscast is going to go with 20 or 30 spots. But inevitably one story will go over a little bit or some late-breaking thing will come in. The New Control Terminal gives you the versatility to rearrange throughout the newscast," according to Odetics' Bill Keegan. The terminal stands eight inches high, 11 inches wide and 12 inches deep. Other enhancements include: the Library Expansion Module, an add-on element which will allow for doubling the capacity of the standard Cart Machine; the external VTR controller, and PAL and D-2 versions of the Cart Machine.

The ALS (Automated Library System) to be demonstrated at the exhibition by Lake Systems Corp., Newton, Mass., will be the first to be delivered. The company will announce the identity of its first customer at the show, according to Lake Systems' Edward Herlihy. It will be shown "in a totally automated broadcast environment.... It will

be a two-channel machine that can program a television station on the air and can do production at the same time," he said. Lake will also show computerized switching, external VTR control and options to the system. A program-delay system will be shown in the D-2 format.

New, low-priced recorders in the S-VHS format for TV news applications are being introduced by Hitachi and Panasonic. The Hitachi VL-S100 recorder includes a built-in time-base corrector. The AG-7450 is Panasonic Industrial Co.'s first recorder dockable to a two-chip CCD camera. In addition, Panasonic is showing its AG-A800 A/B roll edit controller. Both items are scheduled for delivery by early fall. The controller is list priced at \$4,700.

There has been increased interest in S-VHS for professional and low-end broadcast ENG use, according to Terry Gardner, VCR marketing manager for Panasonic Industrial. "NBC's engineering department has evaluated the S-VHS equipment and OK'd it for use by its affiliates.... NBC has some affiliates that are using the equipment and ABC is looking at it," Gardner said.

Looking to break into the same market, Sony is promoting its high-band 8 mm (Hi8) format which records 400-line resolution images. It will introduce the EVO-H150, one-chip, one piece CCD camcorder, weighing 4.8 pounds. Features include a 1/10,000-second electronic shutter and built-in omnidirectional, unidirectional and narration microphones. Also to be introduced is the EVO-9800 feeder/recorder, designed for interface with U-Matic SP editors. The unit includes transfer from the Sony-developed 8 mm timecode to the SMPTE timecode. Picture frame search in the EVO-9800 has also been increased to 17-19 times faster than earlier 8 mm units. Both the camcorder and recorder will be available for delivery in August. In addition, Sony will show a prototype of a portable Hi8 recorder to be docked to the DXC-325 three-chip camera. □

Next week: NAB Advance

For the Record

As compiled by BROADCASTING from Apr. 6 through Apr. 12 and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

- KVMR(FM) Nevada City, CA (BALH890328HB; 89.5 mhz; 1.96 kw; Ant 980 ft.)—Seeks assignment of license from American Victorian Museum to Nevada City Community Broadcast Group for \$32,000. Seller has no other broadcast interests. Buyer is equally owned by William Kelley Tuttle, Jima Jack Abbott, Louise Hollander Jones, Gary Lee Hudson, John Charles Coale, Rosa Icela Lopez, Mary Louise Caulfield, John Michael Daly, Gary Stuart Johnson and Gus A. Koehler. They have no other broadcast interests. Filed March 28.
- WFOY(AM)-WUVU-FM St. Augustine, FL (AM; BAL890313GU; 1240 khz; 1 kw-U; FM; BALH890313GV; 97.7 mhz; 3 kw; ANT 200 ft.)—Seeks assignment of license from Shull Broadcasting Co. Inc. to Sage Broadcasting for \$3.5 million. Seller is owned by Douglas Shull, who has no other broadcast interests. Buyer is Stamford, Ct.-based group headed by Gerald Poch, president. It also owns WLWH(FM) Hartford, WKHT(AM) Manchester and WNAQ(AM) Naugatuck, all Connecticut; WTAX(AM)-WDBR(FM) Springfield, IL; KMNS(AM)-KSEZ(FM) Sioux City, Iowa; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WSGD(AM)-WKOL-FM Amsterdam, NY; WCDL(AM)-WSGD-FM Carbondale, PA; WACO-AM-FM Waco, TX; WRFB(FM) Stowe, VT, and WAMT(AM)-WGNE-FM Ti-

WAPE-FM Jacksonville, both Florida; WLUP-AM-FM Chicago; and KHYI(FM) Arlington, TX. Group has agreed to purchase KFAC-FM Los Angeles and WAXY(FM) Fort Lauderdale, FL, subject to FCC approval. Buyer is owned by Bruce C. Maduri, Robert F. Sterlin and L. Edgar Barnhill. Principals own interest in WNIV(AM) Atlanta and WLQY Hollywood, FL. Filed March 27.

- WYNR(AM)-WPIQ-FM Brunswick, GA (AM: BAL890327GW; 790 khz; 50 w-D, DA-D; FM: BALH890327GX; 101.5 mhz; 100 kw; Ant. 245 ft.)—Seeks assignment of license from Southcoast Broadcasting Inc. to Eagle Broadcasting Inc. Seller is owned by Robert Hilker, Lewis Bagwell and William Rollins. Hilker and Rollins own interest in WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; WDX(AM)-WORG(FM) Orangeburg, SC; WSTX-AM-FM Christiansted, St. Croix, VI; WABZ(FM) Albemarle, WEGO(AM) Concord and WCGC(AM) Belmont, all North Carolina. Bagwell owns interest in WJJJ(AM) Christiansburg, and WVVV(FM) Blacksburg, both Virginia. Buyer is equally owned by James Earl Henderson, and Bonn A. Gilbert Jr., who have no other broadcast interests. Filed March 27.
- WYER-AM-FM Mt. Carmel, IL (AM: BAL890329HF; 1360 khz; 500 w-D; FM: BALH890329HG; 94.9 mhz; 50 kw; Ant. 425 ft.)—Seeks assignment of license from John F. and Emmy L. Hurlbut to River Valley Radio Inc. for \$650,000. Sellers have no other broadcast interests. Buyer is owned by Craig E. Fenneman, Keith Yarber, Brian F. Fenneman and Scott J. Fenneman. Yarber is general manager of WKQQ(FM) Lexington, KY. Filed March 29.
- WQSI(AM) Frederick and WZYQ-FM Braddock Heights, both Maryland (AM: BTC890323GI; 820 khz; 5.00 kw-D; FM: BTCH890323GJ; 103.9 mhz; 350 w; Ant. 910 ft.)—Seeks transfer of control from Leo L. Shank and Howard C. Fisher to Thomas D. Boock for \$450,000. Seller hereby agrees to sell to purchaser and purchaser hereby agrees to purchase from sellers, equal number of shares from Shank and from Fisher which together constitute 15% of corporation's issued common stock. Buyer is owned by Leo L. Shank, Howard C. Fisher, Thomas D. Boock, Nancy L. Fowler and Thomas D. Boock. Filed March 23.
- WALE(AM) Fall River, MA (BAL890327EB; 1400 khz; 1 kw-U)—Seeks assignment of license from North American Broadcasting Co. to SNE Broadcasting Ltd. for \$625,000. Seller is owned by Frank E. Battaglia, who has no other broadcast interests. Buyer is equally owned by Robert S. Karam and James J. Karam, who have no other broadcast interests. Filed March 27.
- KMPX(TV) Decatur, TX (BAPCT890303KM; ch 29; 5000 kw-V; Ant. 910 ft.)—Seeks transfer of control from Karen Hicks to Word of God Fellowship Inc. for \$25,000. Seller has no other broadcast interests. Buyer is equally owned by Marcus D. Lamb, Joni T. Lamb, Jimmie F. Lamb, Corrine D. Lamb and Tom Calendar. It also owns WMCF(TV) Montgomery, AL. Filed March 3.
- WPSK-FM Pulaski, VA (BALH890329HE; 107.1 mhz; 200 W; Ant. 1212 ft.)—Seeks assignment of license from Radio Inc. to New River Media Group Inc. for \$410,000. Seller is principally owned by R.J. Kirk, attorney, and also owns co-located WPSK(AM). Buyer is owned by The Cumberland Group Ltd., Richland, VA-based private investment firm headed by Ralph Bernard Davis. It is also purchasing WYVE(AM) Wytheville, VA. Filed March 29.
- WYVE(AM) Wytheville, VA (BAL890329EA; 1280 khz; 2.5 kw-D, DA)—Seeks assignment of license from April Inc. to Sentinel Communications Inc. for \$230,000. Seller is subsidiary of Carteret Service Corp., Morristown NJ-based savings and mortgage, affiliated with Carteret Bank. It has no other broadcast interests. Buyer is owned by The Cumberland Group Ltd., Richland, Va.-based private investment firm headed by Ralph Bernard Davis. It is also purchasing WPSK-FM Pulaski, VA. Filed March 29.

Actions

- KKGZ(AM)-KKDD-FM Brush, CO (AM: BAPL890214EB; 1010 khz; 5 kw, DA-N; FM: BALH890214EC; 107.1 mhz; 3 kw; Ant 91 ft.)—Granted app. of assignment of license from Randall S. Jacobson, receiver to Claud M. Pettit and Margaret E. Pettit for no consideration. Seller has no other broadcast interests. Buyer is equally owned by Claud M. Pettit and Margaret E. Pettit. Claude M. Pettit is member of Board of Trustees of Colorado Christian Church, which is licensee of KWBI(FM) Morrison, KWBI-TV Denver and KJOL(FM) Grand Junction, all Colorado. Action March 31.
- WDEC(FM) Americus, GA (BALH890103GU; 94.3 mhz; 3 kw)—Granted app. of assignment of license from The Americus Broadcasting Co. to Guest-Mattox Broadcasting Inc. for \$450,000. Seller is owned by Conway D. and Violet Smith, who also own WTTL(AM) Madisonville, Ky. Buyer is equally owned by A.J. Guest and G. Troy Mattox, who have no other broadcast interests. Action April 3.
- WTRX(AM) Burton, MI (BAL890210EB; 1330 khz; 5 kw-D)—Granted app. of assignment of license from Getz Communications Inc. to David Lee Communications Inc. for \$225,000. Seller is owned by Lawrence D. Getz and Margaret A. Getz, who have no other broadcast interests.

- Buyer has no other broadcast interests. Action March 28.
- WATO(AM) Oak Ridge, TN (BAL890210EB; 1290 khz; 5 kw-D, 500 w-N, DA-2)—Granted app. of assignment of license from Radioack Inc. to Frank Treece and Violet Treece for \$235,000. Seller is owned by John W. Pirkle, who owns co-located WOKI-FM. Buyer is equally owned by Frank Treece and Violet Treece, who have no other broadcast interests. Action March 30.

New Stations

Applications

- Avenal, CA (BPED890320MB)—Avenal Educational Services Inc. seeks 105.7 mhz; 915 kw; 182 m. Address: 12550 Brookhurst Street, Suite A, Garden Grove, CA 92640. Principal is headed by George Sullivan, who has no other broadcast interests. Filed March 20.
- Quincy, CA (BPH890308MC)—Ralph E. Wittick seeks 100.3 mhz; 3 kw; 197 m. Address: 395 W. Main Street, Quincy, CA 95971. Principal has no other broadcast interests. Filed March 8.
- Quincy, CA (BPH890313MR)—John K. Larue seeks 100.3 mhz; 3 kw; minus 151 m. Address: 2764 West Swain Rd., Stockton, CA 95207. Principal has no other broadcast interests. Filed March 13.
- Pueblo, CO (BPED890309MP)—Joy Media Broadcasters Inc. seeks 89.7 mhz; 50 kw; minus 8 m. Address: 16742 Gothard Street, Huntington Beach, CA 92647. Principal has no other broadcast interests. Filed March 9.
- Golconda, IL (BPH890315MG)—William L. Moir seeks 105.1 mhz; 922 kw; 179 m. Address: 11920 Gay Glen, St. Louis, MO 63043. Principal has no other broadcast interests. Filed March 15.
- La Monte, MO (BPH890313MM)—Valkyrie Broadcasting Inc. seeks 97.1 mhz; 1.35 kw; 150 m. Address: Truman Hills Mall, Suite 6, P.O. Box 1420, Warsaw, MO 65355. Principal is equally owned by Jim McCollum, Joey Anderson, Mark Pearce, Louise McDaniel, and Jon Hart. It has no other broadcast interests. Filed March 13.
- Great Falls, MT (BPH890313MW)—T.C. Monte Inc. seeks 107.3 mhz; 100 kw; 300 m. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is equally owned by Benjamin L. Homel, Robert L. Lawrence and Frank E. Wood. Filed March 13.
- Great Falls, MT (BPH890313MO)—Robert M. Mason seeks 107.3 mhz; 100 kw; 305 m. Address: 1943 Greenview, Northbrook, IL 60062. Principal has no other broadcast interests. Filed March 13.
- Santa Fe, NM (BPH890313MS)—T.C. Monte Inc. seeks 94.7 mhz; 15 kw; 620 m. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is equally owned by Benjamin L. Homel, Robert L. Lawrence, and Frank E. Wood. It has no other broadcast interests. Filed March 13.
- Santa Fe, NM (BPH890313MV)—SKR Inc. seeks 94.7 mhz; 43 kw; 850 m. Address: 1729 South Eudora St., Denver, CO 80222. Principal is owned by Annette M. Rosenberg, who has no other broadcast interests. Filed March 13.
- Santa Fe, NM (BPH890313MU)—Vicente Silva seeks 94.7 mhz; 35 kw; 889 m. Address: 2940 Calle de Pinos Altos, Santa Fe, NM 87505. Principal has no other broadcast interests. Filed March 13.
- Santa Fe, NM (BPH890313MT)—John Strelitz seeks 94.7 mhz; 43 kw; 852 m. Address: 7354 Ruthven Rd., Norfolk, VA 23505. Principal has no other broadcast interests. Filed March 13.
- Albany, NY (BPH890315IE)—Cap-Town Broadcasting Inc. seeks 106.5 mhz; 14.5 kw; 257 m. Address: 1054 Troy-Schenectady Rd., Latham, NY 12110. Principal has no other broadcast interests. Filed March 15.
- Durham, NC (BPED890313MY)—North Carolina Central seeks 90.7 mhz; 45 kw; 144 m. Address: P.O. Box 19363, Durham, NC 27707. Principal has no other broadcast interests. Filed March 13.
- Fairbluff, NC (BPH890313MQ)—Great American Media Ltd. seeks 105.3 mhz; 3 kw; 100 m. Address: P.O. Box 17964, Raleigh, NC 27609. Principal has no other broadcast interests. Filed March 13.
- Fairbluff, NC (BPH890313MX)—Virginia Bledsoe seeks 105.3 mhz; 3 kw; 100 m. Address: 1526 N. Newsome Circle, Hartsville, SC 29550. Principal has no other broadcast interests. Filed March 13.
- Leland, NC (BPH890316MB)—WCCCR Broadcasting LP seeks 94.1 mhz; 3 kw; 100 m. Address: Route 1, Box 229, Leland, NC 28541. Principal is owned by Ruby Brown, 8%; Catherine O. Hicks, 8%; Carol L. Mathewson,

- 8%; Clarkie Munn, 8%, and Kent S. Foster, 68%. Filed March 16.
- Leland, NC (BPH890313MP)—Leland Broadcasting Group Inc. seeks 94.1 mhz; 3 kw; 100 m. Address: P.O. Box 40, Leland, NC 28451. Principal is owned by C. Frank Thomas, 51%; C.O. Thomas, 24%; and Jimmy B. Oldham, 25%. Filed March 13.
- Leland, NC (BPH890316MA)—Antoinette Gray Inc. seeks 94.1 mhz; 3 kw; 100 m. Address: 714B South 12th Street, Wilmington, NC 28401. Principal has no other broadcast interests. Filed March 16.
- Leland, NC (BPH890316MD)—Hara Broadcasting Inc. seeks 94.1 mhz; 3 kw; 100 m. Address: 211 N 2nd St., Wilmington, NC 28401. Principal has no other broadcast interests. Filed March 16.
- Leland, NC (BPH890316ME)—Cape Broadcasting Corp. seeks 94.1 mhz; 3 kw; 100 m. Address: P.O. Box 1, Bolton, NC 28423. Principal is owned by Michael T. Mills, who also owns interest in Bull Broadcasting Corp., applicant for new FM, 98.9 mhz, McClellanville, SC. Filed March 16.
- Leland, NC (BPH890316MF)—Sharon M. Moran seeks 94.1 mhz; 3 kw; 100 m. Address: P.O. Box 1092, Salem, VA 24153. Principal is director of Tinker Creek Broadcasters Inc., licensee of WKBA(AM) Vinton, VA. Moran's husband, David Moran, holds construction permits for WMYT(AM) Carolina Beach, NC, and WLRG(AM) Timmonsville, SC. He also owns WVZN(AM) Lynchburg, VA. Filed March 16.
- Lawrenceburg, TN (BPH890320MC)—TR A Prospect Communications seeks 97.5 mhz; 1.8 kw; 128 m. Address: P.O. Box 156, Lawrenceburg, TN 38464. Principal is headed by Roger Wright, and has no other broadcast interests. Filed March 20.
- Stanton, TX (BPED890313MD)—Southwest Educational Media Foundation of Texas Inc. seeks 105.9 mhz; 3 kw; 91 m. Address: 2100 Hwy 360, #1204, Grand Prairie, TX 75050. Principal is owned by T. Kent Atkins, Mary Helen Atkins and Charles Delap. Filed March 13.
- Ephrata, WA (BPH890316MC)—Barbara Maiers seeks 93.9 mhz; 50 kw; 150 m. Address: Rte. 3, 1000 Flamingo Drive, Moses Lake, WA 98837. Principal has no other broadcast interests. Filed March 16.
- Ephrata, WA (BPH890316MI)—Ephrata Broadcast Group seeks 93.9 mhz; 50 kw; 150 m. Address: 405 14th Street, #1600, Oakland, CA 94612. Principal is equally owned by Joseph Weinstein, John Hidalgo and Robert Lopez. They have no other broadcast interests. Filed March 16.

Actions

- Key Colony Beach, FL (BPH871110NI)—Granted app. of Richard L. Silva for 105.5 mhz; 3 kw H&V; 100 m. Address: c/o Sombroero Marina, 35 Sombroero Blvd., Marathon, FL 33050. Principal has no other broadcast interests. Action March 29.
- Lancaster, OH (BPH870514MD)—Granted app. of Skyway Broadcasting Inc. for 103.5 mhz; 3 kw; H&V; 100 m. Address: 535 Tarklin Rd., Lancaster, OH 43130. Principal is equally owned by John Garber, Carl Heister, Richard Schorr, and Dallas Hessler. Action March 29.

Facilities Changes

Applications

AM's

- Juneau, AK, KINY 800 khz—March 24-Application for CP to increase daytime power to 10 kw.
- Carmel, CA, KRML 1410 khz—March 1-Application for Mod of CP (BP821022AA) to make changes in antenna system; 3.9 kw to 2 kw; TL: 1.6 km SE of Hwy. 1 and Carmel Valley Rd., Carmel Valley, CA; 36 32 06N 121 53 34W.
- San Mateo, CA, KOFY 1050 khz—March 24-Application for Mod of CP (BP860912AM) to correct coordinates to 37 39 02N 122 09 09W.
- Salt Lake City, UT, KUTR 860 khz—March 28-Application for CP to reduce daytime power to 10 kw and critical hours to 3 kw.

FM's

- San Bernardino, CA, KOLA 99.9 mhz—March 21-Application for CP to change TL: Box Springs Mountains, 8 km SE 101 degrees of post office in downtown Riverside, CA; HAAT: 510 m H&V; 33 57 59N 117 17 16W.
- Alamogordo, NM, KINN-FM 105.5 mhz—March 7-Application for Mod of CP (BPH880419IA) to change HAAT: 524 m H&V; ERP: 2.23 kw H&V; TL: Long Ridge Elec-

tronics Site, Lincoln National Forest, approximately 10 km SE of Alamogordo, NM.

■ Shadyside, OH, WBJY 95.7 mhz—March 2-Application for Mod of CP (BPH871103MC) to change HAAT: 191 m H&V; ERP: .85 kw H&V; TL: R.D. 1 Kirkwood Heights, Bridgeport, OH.

■ Wilson, NC, WAHD 90.5 mhz—March 3-Application for Mod of CP (BPH840229CC) to change ERP: 3.8 kw H&V; HAAT: 30 m H&V; TL: 2351 Gordon and Pulley Rd.

■ Toledo, OH, WOTL 90.3 mhz—March 27-Application for Mod of CP (BPEID8405291B) to change ERP: .695 kw H&V.

■ Chattanooga, TN, WUTC 88.1 mhz—March 8-Application for CP to change ERP: 30 kw H&V; HAAT: 273 m H&V.

■ Signal Mountain, TN, WAWL-FM 91.5 mhz—March 9-Application for CP to change ERP: 4 kw H&V; HAAT: 89 m H&V; TL: Missionary Ridge, near I-24; change city of license: move presently authorized directional antenna.

■ Bryan, TX, KKYS 104.9 mhz—Feb. 27-Application for CP to change FREQ: 104.7 mhz; ERP: 50 kw H&V; HAAT: 87 m H&V; class: C2; per docket 87-209.

■ Auburn, WA, KGRG 89.9 mhz—March 15-Application for CP to change ERP: .25 kw H&V; HAAT: 112 m H&V; TL: 3 mi S of Auburn, WA.

■ Wausau, WI, WDEZ 101.9 mhz—Feb. 24-Application for Mod of CP (BPH8702171J) to change HAAT: 341 m H&V; TL: .72 km W of Thornapple Rd., .86 km N of Daisy Rd., in Rib Mountain Township, 8.85 km SW of Wausau, WI.

TV's

■ West Milford, NJ, WFME-TV ch. 66—March 30-Application for Mod of CP to change ERP: .24 kw (vis); HAAT: 711 ft.; TL: Bald Mountain, near Mahwah, NJ; ANT: Bogner B24UO: 74 12 03N 41 07 14W.

■ San Antonio, TX, New TV ch. 60—March 24-Application for Mod of CP (BPCT841129LD) to change ERP: 5000 kw (vis); HAAT: 456 m; TL: Approximately 4 km E of Calaveras Lake; ANT: Andrew ATW (DA).

Actions

■ Tolleson, AZ, KXEG 1010 khz—April 3-Application (BP880415AD) granted for CP to increase day power to 7.5 kw; install DA-D; changes in antenna system: 33 26 43N 112 12 23W.

■ Long Beach, CA, KGER 1390 khz—March 31-Application (BMP880914AG) granted for Mod of CP (BP860130AB) to specify modified standard radiation pattern for daytime operation.

■ Rancho Cordova, CA, KMCE 650 khz—March 31-Application (BMP890123AL) granted for Mod of CP (BP810410AAB) to change TL: .9 mi W of Eagles Nest Rd. and .15 mi S of Gerber Rd., 6.2 mi NE of Elk Grove, CA; reduce tower height with top loading: 38 28 46N 121 16 34W.

■ Redlands, CA, KCAL 1410 khz—March 31-Application (BP880923AG) granted for CP to change TL: 1255 W, Lugonia Ave., Redlands, CA, .35 mi E of Redlands; make changes in antenna system: 34 04 08N 117 12 06W.

■ Georgetown, DE, WSEA 900 khz—March 31-Application (BMP880921AC) granted for Mod of CP to decrease tower height and eliminate one tower.

■ Marietta, GA, WFTD 1080 khz—March 29-Application (BMP881004AH) granted for Mod of CP (BP871202AB) to correct coordinates to 34 01 35N 84 40 04W.

■ Hilo, HI, KIPA 620 khz—March 31-Application (BMP880829AH) granted for Mod of CP to change TL: Pakini Iki, Ka'u, Island of Hawaii, HI; changes in antenna system: 19 00 18N 155 40 37W.

■ Grinnell, IA, KGRN 1410 khz—March 31-Application (BP880103AE) granted for CP to reduce power to .3 kw; changes in antenna system: TL: 1.6 km N of 16th Ave. and 6.4 km E of Hwy. 146, Grinnell, IA: 41 46 35N 92 38 56W.

■ Florence, KY, WMLX 1180 khz—March 31-Application (BP881011AE) granted for CP to change DA array electrical parameters.

■ Bethany, MO, KAN 870 khz—March 31-Application (BP881107AH) granted for CP to reduce power to 930 w and make changes in antenna system.

■ Babylon, NY, WGLI 1290 khz—March 28-Application (BP890113AB) granted for CP to reduce day and night power to .265 kw and correct coordinates to 40 43 05N 73 20 05W.

■ Eden, NC, WWMO 830 khz—March 27-Application (BMP880915AH) granted for Mod of CP (BP870318AU) to make changes in antenna system and change TL to .8 km E of intersection of Hwys. 14 and 87 near Fairview, NC; 36 32 08N 79 47 43W.

■ Piqua, OH, WPTW 1030 khz—March 28-Application (BP881205AE) granted to correct coordinates: 40 08 25N 84 16 27W.

■ Clinton, TN, WYSH 1380 khz—March 31-Application (BP881110AC) granted for CP to change TL slightly SE of original site. Clinton, TN; 36 06 44N 84 08 26W; compute night nominal power: .28 kw.

■ Jonesboro, TN, WKTP 1590 khz—March 27-Application (BP880711AH) granted for CP to relocate daytime site to nighttime site and change from DA-N to DA-2.

FM's

■ Sacramento, CA, KWOD 106.5 mhz—March 29-Application (BMP8830616AA) granted for Mod of CP to change antenna system; decrease HAAT from 152 m to 125 m.

■ Daytona Beach, FL, WWLV 94.5 mhz—March 31-Application granted for CP to change HAAT: 448 m H&V.

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RADIO

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Broadcast engineer - WFNX-FM, Boston Phoenix Radio seeks an engineer for a Class A station located in the metro Boston area. Responsibilities include studio maintenance engineering, remote broadcasts and maintenance of high powered transmitting equipment. Qualified candidates will have 3-5 years related work experience. Please call Max Tolkoff, Program Director at 617-595-6200 or send resume to: WFNX-FM, 25 Exchange St., Lynn, MA 01901. EOE.

HELP WANTED NEWS

Fulltime reporter/anchor opening at full service combo near Washington and Baltimore. Must have excellent writing skills and experience at covering planning/zoning issues. T&R to: News Director, WFMD/WFRE, PO Box 151, Frederick, MD 21701. EOE.

News director wanted to manage 4 person staff. Needs good reporting/writing/on air skills plus management ability. T & R: Jim Glassman, WIRL, PO Box 3335, Peoria, IL 61614. EOE, M/F.

Fulltime news director for Midwest small market. CBS and state net affiliate. Must have experience and/or J school. Tape and resume to: John David, KMPL/KSTG, PO Box 907, Sikeston, MO 63801, 314-471-1520. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Talented radio copywriters send us your resumes. Central New Jersey AM-FM market leader needs creative copywriter with versatile commercial announcing and production skills. Good typing ability a must. No tapes. Resume and references to: Box C-51. EOE.

Managing editor/producer: One of the nation's top university radio-TV departments seeks a graduate assistant with commercial television news experience to help supervise the production of a daily television newscast on a PBS affiliate. Contact Ken Keller, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901-6609. 618-536-7555. Deadline May 1, AA/EOE.

SITUATIONS WANTED MANAGEMENT

Presently employed general manager ready to move into new opportunity. Medium or large market wanted. Aggressive. Mature. Goal oriented. CRMC. I produce results! And have records to prove it. Call me now at 901-794-7993. Your ratings and cash flow will be happy you did!

General manager with twelve years experience in all phases of broadcasting. Sales, programing & promotions oriented. Excellent leader and trainer. Bottom line management Box C-37

Leadership: 20 plus years of seeing the results of actions further in the future than the competition can. 817—483-4630. Jack

Higher revenues, ratings and MARGINS: Major market operations manager seeking general management position with organization committed to winning and growing. Experienced, successful leader and motivator. People and bottom line oriented. Please reply in confidence to: Box C-39

General manager/sales manager. Strong local sales background. Street seller. 20 years experienced small market radio Box C-40

Need a turnaround, or looking for a pro? Revenue motivated, ratings driven, bottom line G.M. Top 50 market experience. aggressive, young, energetic pro. any format. West only. 505—293-1252.

General managership sought. Revenue-and-results focused major market operations manager willing to trade market size for positive, mutual growth opportunity. Startup specialist with substantial, broadbased background. J. Young, 301—424-6061.

Aggressive, polished, professional, experienced general manager. Top 100 market preferred 10 years GM experience Seeking career opportunity with stable, professional organization. Sales, promotion and bottom line oriented. Box C-48.

Southeast general manager. Nine years GM experience. FM. Longevity in top 100 market. Profitable sales and ratings track. Box C-50.

Experience-enthusiasm-know how. Excellent track record if your station isn't making money, let's turn it around. If it is, let's make more 35 years experience, 20 in management. Call before your competition does. 915—297-1003.

SITUATIONS WANTED ANNOUNCERS

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? Clean-cut black male with part-time college tunnel radio experience, seeks simple down to earth entry level radio station on East Coast Norman, 617—298-3437

I miss radio! Jock, 8 years experience, looking to return to a quality station. Let's talk. Kevin Hilley, 3241 Hulmeville Rd., B-48, Bensalem, PA 19020. 215—639-4676.

27 years Easy Listening experience. Final career move. Bonneville or similar only! Neil Sher, 717—675-6982.

Versatile announcer with 4 years experience in news & production. Start immediately. Dave, 303—278-0106.

20 year pro seeks position at AC/Oldies station. Strong adult female numbers. Call Rob Morgan (The Morgan Person) at 1—717—334-2037

Broadcast student and experienced voiceover producer will produce your station ID. No cost. Information, 804—977-5333.

PBP pro seeks pro or major college job. Can run network also. Complete package. Well worth call. Tim, 513—874-5734.

7 year radio vet. Number one ratings in mornings/afternoons. PD/MD experience, great production, wants P2 in market position. Joe, 205—837-8813.

SITUATIONS WANTED TECHNICAL

Experienced, capable broadcast/communications engineer. Excellent troubleshooting ability for your AM/FM/DA. Studios, transmitters, antenna system. General. SBE. AS. Foreign/USA. Reply to Box C-38.

SITUATIONS WANTED NEWS

Diligent, energetic, Sportscaster available for play-by-play or color commentary. Well-versed in all sports, all levels of competition. Also, News anchor/reporter. Willing to relocate. Call Marc, day or night, at 201—287-3327.

Sportscasting MVP candidate seeks crack with professional line-up. Creative. Excellent writer. Entertaining delivery. GREAT voice. PBP. Five AP Awards. Top references. Degree. 31. Hustler. Hungry! Bill, 812—853-9173.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Integrity, hard work and experience. Laid back air style, production/producer. If your small or medium market station has positive environment and growth potential, lets talk. Box C-36.

9 yr. pro AC, Country PD. Excellent production, programming, promotion and people skills seeks stable small market PD position. Brad, 407—646-8853.

10 year experienced team player seeks PD/MD/On-air position. AC/Country, Midwest markets preferred. Prod. Awards, continuity exp. Greg 219—264-0217.

MISCELLANEOUS

Make money in Voiceovers: One-day seminar covers marketing, technique, demo tapes, character voices, everything you need to do commercials and industrials. In NYC, Sunday May 21. Call toll free: 1—800—333-8108. In NYC 212—369-3148. Berkley Prods., Box 6599-B, New York, NY 10128-991. EOE

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager: I'm not looking for a Brookings "Think Tank" alumnus but someone pretty close to that Top 25 East Coast Indie looking for an idea-generating promotion oriented person who can work with a GM who thinks he's Pat Fallon. Send whatever you feel necessary (except tapes) to get an interview and I'll be in touch: Box R-94 EOE. No tapes.

Chief engineer: Must have hands-on experience supervising studio and transmitter personnel; prefer person with minimum 3-5 years in engineering management; must have proficient budgeting skills and ability to lead cost effective department. Send resume and salary requirements to Gary R Bolton, Vice President/General Manager, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773. EOE, M/F.

Volunteer coordinator: To recruit and coordinate volunteer staff for Channel 10/36 Friends to support fundraising and other activities. College degree with minimum two years experience in volunteer, public relations or marketing. Must be skilled communicator, creative planner, capable manager and have ability to relate to persons of all ages and backgrounds. Strong organizational skills, attention to detail and sensitivity to volunteer needs required. Send resume before April 30 to: Executive Director, Channel 10/36 Friends, Inc., 1036 North Eighth St., Milwaukee, WI 53233. EOE.

Art/electronic graphics manager: Top NBC affiliate is looking for an aggressive art/electronic graphics manager who can direct and manage newly combined art/electronic graphics department. Supervisory position responsible to the marketing director for developing, executing, and maintaining graphic consistency in station image, news, promotion, programing, print, specialty advertising and administrative support materials. Candidate must possess strong management and administrative skills, electronic and print design expertise, an understanding of multimedia advertising and a sound knowledge of computer graphic systems (Quantel Paintbox preferred), printing techniques, paper uses, type and photography. Position is responsible for managing 5 staff artists. Send resumes and tapes to: Lu Ann Carling, KUTV, P.O. Box 30901, 2185 South 3600 West, Salt Lake City, UT 84130-0901. Equal opportunity employer.

Director of Television Services, General Manager, WBGU-TV: The Director of Television Services is responsible to the Vice President for University Relations for the management of public television station WBGU-TV, the Bowling Green University 11-channel closed circuit instructional television service, two ITFS channels serving Firelands College (the Bowling Green State University branch campus), and the BGSU Community Cable Channel on Wood Cable TV in Bowling Green. This position is responsible for designing policy, preparing and managing Television Services' budgets with ultimate responsibilities for securing funding from public and private sources for operational expenses; handling all aspects of personnel management; representing Television Services to the general public, local, state, and federal government entities, and assuring compliance with University policy with federal, state, and local laws and regulations. A Master's degree in appropriate discipline required; seven years in public broadcasting with at least five of those years in middle or senior level management; University licensee experience; experience in government and private sector grant writing, budget formulation, guidance experience in all facets of fund-raising preferred; knowledge of FCC regulations pertaining to broadcast. Must be solidly committed to excellence in public television and ITV/ETV and a firm believer in local production. This executive level position requires, with the submission of a letter of application and official transcripts, a narrative addressing the applicant's personal position and/or feelings (relating to the leadership of WBGU-TV) on personnel management, the future of public broadcasting, and programing. This information must be postmarked on or before May 30, 1989 and sent to: Annmarie Heldt, Director, Administrative Staff Personnel Services, Bowling Green State University, Bowling Green, OH 43403. BGSU is an AA/EOWE.

Promotion manager: ABC affiliate in growing Topeka market seeks creative, energetic, experienced promotion specialist with strong on-air background, media selection and excellent community promotions skills. Resumes to Jack Donahue, General Manager, KTKA-TV, Box 2229, Topeka, KS 66601 EOE.

Regional sales-Midwest station Two years television sales experience, knowledge of ratings and research, computer avails. Established list with additional growth potential. Call 309—662-4373. EOE. M/F.

Traffic director: WRGT-TV, An ACT III Broadcasting station, is nestled in the Miami Valley in the 49th ADI. We are seeking an experienced person. JDS traffic experience is preferred, excellent people skills are a must. Send resume and salary requirements to Traffic Director, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. WRGT-TV is an equal opportunity employer.

GSM needed for small Midwest market affiliate. Prior sales management with local, regional, and national a must. Excellent compensation for right individual. Send resume, compensation requirements, and references to Box C-54. EOE. M/F.

Combination news director/anchor. Emphasis on local news, community involvement with positive what's "Good in the News" approach. Northwestern network affiliate. Exciting opportunity. Send resume, salary, and references to Box C-61 EOE.

HELP WANTED SALES

Television/radio salespersons: Several experienced people sought for major market station sales, broadcasting's oldest media - merchandising, sales - promotion concept. Community Club Awards (CCA). Substantial draw against commission. Full time travel. Resume/pix. Contact: J.C. Gilmore, P.O. Box 151, Westport, CT 06881. 203—226-3377. EOE.

Growth company seeks highly motivated, experienced sales representatives to sell and service proven marketing systems to TV stations on a territorial basis. Draw against commission. Potential 60K+. No calls. Letters, resumes to: President, BRG, 210 25th Ave., North, Suite 818, Nashville, TN 37203. EOE.

Account executive: Candidate should have proven broadcast sales background of 2-3 years. Some college required, a degree preferred. Working knowledge of vendor-driven sales campaigns, strong developmental skills, agency and direct experience, superior communication and presentation abilities, and a solid desire to succeed are necessary. Send resume and cover letter to: John Feeser, Local/Regional Sales Manager, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604-7127. Deadline for application is April 21st. WGAL-TV is an equal opportunity employer.

Sales manager: Local television station/weekly newspaper located in central Florida has immediate opening. Get in on the ground floor of a dynamic, fast growing operation. The job calls for media retail sales management experience and good people skills. Excellent communicative, organizational, and motivational skills required. A print advertising background, in addition to television, would be a plus but is not required. Resume, salary requirements to: Marketing Manager, OBG, 10 Paradise Dr., Lady Lake, FL 32659. EOE.

Account executive opening in the top station in the 98th market. Requires at least 2 years experience in sales. Need an aggressive, smart working individual who understands selling television based on the client's needs. Send resumes to Diane Gower, GSM, WBBH, P.O. Box 7578, Ft. Myers, FL 33911. EOE.

Television sales: Established New York company seeks dynamic, personable person with rep/media or syndication background. EOE. Box C-60.

Sales-marketing opportunity, self starter with great deal of enthusiasm. Income commensurate with experience. Send resume, no phone calls, WJET-TV, Mike George, 8455 Peach St., Erie, PA 16509. Affirmative action. EOE.

We're the number one Independent in the tenth largest market looking for an enthusiastic, high-caliber account executive deserving of a top list. Four years or more of TV sales required. Send resume to: Nancy McNeil, Local Sales Manager, KHTV, P.O. Box 630129, Houston, TX 77263-0129. Equal opportunity employer.

Broadcast marketing rep: Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales, news and/or cable is required. Position involves extensive travel. Resume, references and salary requirements to Box C-59. EOE.

Get on the cutting edge of broadcasting marketing. The number one Independent in the tenth largest market has an exciting opportunity for the right candidate in sales/marketing. Applicable college degree and/or work experience required. Send resume to: John De Roche, General Sales Manager, KHTV, P.O. Box 630129, Houston, TX 77263-0129. Equal opportunity employer.

HELP WANTED TECHNICAL

Assistant chief engineer sought for TV ministry in Texas or California. Uplink experience a must. Five years experience. Call Personnel at 214-620-1586. EOE.

Chief engineer. Telemundo station, KSTS-TV, San Jose, California, seeks knowledgeable "hands on" Chief Engineer with UHF experience and strong management skills. KSTS-TV offers a very competitive benefits package. Submit detailed resume, salary history and requirements to: Personnel Manager, KSTS-TV, 2349 Bering Dr., San Jose, CA 95131. We are an equal opportunity employer.

Maintenance supervisor: At least 5 yrs. experience in the following areas: UHF transmitters, 2 GHz microwave, mobile productions, studio cameras, FCC licensing and supervision. Salaried position with excellent benefits; compensation commensurate with experience. Contact Chas Callaway, Director of Engineering, WKYT-TV, Box 5037, Lexington, KY 40555 EOE.

The United States Information Agency has an engineering technician vacancy, the position is full-time career conditional. Position is located in the Office of Administration and Technology, Field Equipment and Supply Branch. This position provides technical services to USIA field missions in servicing and training personnel in the maintenance and use of audio visual equipment. The job requires field trips of two months overseas duration three times a year. This announcement is open to all qualified applicants (outside status and non-status). Apply under Announcement No. PDM-84-88, open until filled. The position is a GS-802-12 with a salary range of \$33,218 to \$43,181. For further information and copy of announcement, contact Andria L. Doye, Monday-Friday, 9AM to 4PM EST at 202-485-2675. EOE.

Electronic maintenance engineer: The nation's #1 Independent station and Washington, D.C.'s most watched station is seeking an electronic maintenance engineer. Experience in all areas of television maintenance, such as VTR's (1", 3/4", 1/2") monitors, switchers, cameras and distribution system is required. System installation and design skills are a plus. If qualified, please send resume to: Personnel, Fox Television WTTG, 5151 Wisconsin Ave., N.W. Washington, DC 20016. EOE.

Maintenance engineer: UHF broadcaster seeks engineer with a minimum of 3 years experience in the maintenance, installation and repair of studio and transmitter equipment and systems for facilities in N.Y. and N.J. Repair to component level. Resumes to: Chief Engineer, Silver King Broadcasting, 390 West Market St., Newark, NJ 07107. EOE.

Top ranked CBS affiliate in medium-small Midwest market seeking hands-on chief engineer. Responsibilities include supervising and training 9 person department, maintaining FCC documents, maintenance of all technical equipment, must have good people skills and UHF transmitter experience. Group owned, EOE. Reply to Box C-28.

SUCCESS-N-LIFE: TV ministry in Dallas expanding and seeking qualified personnel in all fields. Maintenance and operating engineers, field producers, writers, audio operators, production assistants, etc. Call Personnel at 214-620-1586 for information or write Robert Tilton Ministries, PO Box 819000, Dallas, TX 75381. EOE.

Electronics - AV/TV supervising engineer to lead technical team in support of AV/TV and micro-computer equipment in both academic and administrative programs. Requires engineering experience including maintenance and staff supervision, facilities design, and extensive knowledge of analog, digital, RF, micro-computer and satellite technologies. FCC General license is required. Women and minority candidates are encouraged to apply. Send resume by May 1, 1989 to Personnel Office, Dept. 141A, Bucks County Community College, Newtown, PA 18940. No tel. inq. EOE.

Engineering supervisor for number one station in top 30 market. Must have hands-on, as well as good people management ability. EOE and good benefits. Send resume and salary history to Operations Manager, WSMV-TV, P.O. Box 4, Nashville, TN 37202.

Traffic director/DP coordinator: KVAL-TV is searching for an energetic and motivated candidate to supervise traffic and data processing operations. Experience with Columbine traffic system and IBM S/36 a definite plus. This is an excellent position with good benefits, great working environment and challenging responsibilities. Please send resume and compensation history/requirements to: Personnel, KVAL-TV, P.O. Box 1313, Eugene, OR 97440. EOE.

Operator/maintenance technician for UHF ABC affiliate. 3-4 years maintenance experience with a ACR-25 required. Send resume to Chief Engineer, WAND-TV, 904 Southside Dr., Decatur, IL 62521. AA/EOE.

Wanted: Chief engineer for growing up-state New York affiliate. Qualified candidate must have hands-on ability and good people skills. Great opportunity for ACE or supervisor to move up and grow with strong company. EOE, benefits. Resume to Box C-57.

Traffic technician: Group W Satellite Communications, Stamford, CT, a leading national provider of Broadcast and Cable Programming Satellite Transmission Services is seeking a responsible individual to operate our full time transmission facility. Duties will include scheduling and tracking of all GWSC transmission facilities and of billing progression prior to and following a facilities sale. In addition, you will control multiple receive antennas and associated equipment, route video and audio throughout the GWSC network to its end users and interface with all customers relative to rate structures, quality control and traffic orders. To qualify, you'll need 2-3 years' experience in the traffic/technical areas of operating receive earth station systems, test equipment such as waveform monitors, vectorscopes, spectrum analyzers and audio test equipment. The ability to speak clearly and distinctly with customers is a must. Working knowledge of computer terminals a plus. We offer a competitive salary and excellent benefits. Send your cover letter, resume and salary requirements to: Human Resources, Group W Satellite Communications, 250 Harbor Drive, P.O. Box 10210, Stamford, CT 06904. An Equal Opportunity Employer M/F.

Video technician - Become involved in video engineering for Cable 6 TV located in NY's fastest growing county! Responsibilities include: maintenance, repair, wiring and installation of TV production equipment and supervision and set-up of studio and remote productions. Degree or certification in electronics or equivalent required. One year work experience in repair and production engineering preferred. Send resume, salary requirements to: Operations Manager, Cable 6 TV, Industrial Dr., Middletown, NY 10940. EOE.

HELP WANTED NEWS

News anchor - 6 and 10 weeknights, reporting required. Minimum 2 years experience. Mature position to complement current anchor. Open immediately. Tape resume to: Kathy Nelson, News Director, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

Sports entry: Need number two person for dominant station in four station market. Small but aggressive staff has covered Seoul Olympics and is spring training home of Tokyo Giants. Must be able to shoot, edit, produce and anchor. Play-by-play possible. Call collect John Morvant, Guam Cable TV, 671-477-9484. EOE.

News director anchor: Network affiliate in smaller New England market looking for a news director/anchor with strong managerial talents and people skills. Hands-on experience combined with an aggressive, creative attitude is being sought to lead our expanding news operation. Apply immediate. Reply to Box C-17. EOE.

Co-anchor: for fast growing, medium sized NBC Affiliate. Must be professional and personable to compliment our current anchor. Minimum 2-3 years on-air experience. Send tape and resume to Jim LaBranche, News Director, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009. EOE. M/F.

Meteorologist: Medium market affiliate seeks experienced professional to become chief meteorologist. Latest technology available. Stable ownership and management. Looking for someone who has a creative, personal style to make science understandable. Desire for public involvement a must. If you want to live in a family-oriented community, have steady career growth and work in a professional environment where weather news is important, write: Box C-25. EOE.

Meteorologist wanted. AMS Seal preferred. Knowledge of Liveline, Astro Graphics and on-site radar helpful. Send tapes, resume and salary requirements to Steve Hunsicker, WCJB-TV, 6220 NW 43rd St., Gainesville, FL 32606. Applications must be received by May 1st. EOE.

News director. Group-owned network affiliate in major Southeastern market. Join us in paradise! Box C-32. EOE.

Weather specialist with strong Live Line 5 and Doppler experience wanted for Southeast network affiliate. Send resume to Box C-33. EOE.

Assignment editor/producer needed at Independent in market of 650,000. Unique opportunity allows for desk and producing responsibilities on alternating days. TV, radio, or print news experience required. Send resume to ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

News anchor - 6 and 10 weeknights. Reporting required. Needed to complement current anchor. Some experience preferred. Send tape and resume to: Bruce Stein, News Director, WAOW, 1908 Grand Ave., Wausau, WI 54401. EOE.

News photographer: Immediate opening for news photographer and editor. General assignments, sports and features. One year ENG experience at commercial market station. Send tape and resume to John Firpo, News Director, KCRL-TV, 1790 Vassar St., Reno, NV 89502. EOE.

Top 50 Sunbelt affiliate looking for dynamic and aggressive weekend anchor. At least five years anchoring and reporting experience required. EOE. Box C-45.

Producer: Sacramento CBS affiliate wants an aggressive newscast producer with 3 years producing/writing experience. High energy, creative idea person currently producing major newscasts with live and satellite experience. proven leadership qualities. Tom Newberry, News Director, KXTV, 400 Broadway, Sacramento, CA 95818. EOE, M/F.

Weathercaster for Midwest market. Meteorologist preferred, AMS seal with experience considered. Excellent opportunity with group owned, network affiliate dedicated to excellent news operation. Send salary requirements and resume to Box C-56. EOE. M/F.

Florida beach job. Sony BV900 experienced editor to cut news and PM style packages. Freelance 4/23-5/5. Travel and living paid. Call 813-746-4949. EOE.

Photojournalist: Medium market, Midwest CBS affiliate seeking a creative storyteller. Editing skills a must. Tapes and resumes to Gary Cousins, WKBN-TV, 3930 Sunset Blvd., Youngstown, OH 44512. EOE.

Executive producer. Minimum six years experience in news producing. Good news judgement, eye for graphics and organizational skills a must. We're looking for someone who can lead by example. EOE. Box C-46.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Traffic manager - VideoStar Connections would like to confidentially review resumes of professionals who have international experience and a desire to manage a growing traffic department. Joan Benedetti, VideoStar Connections, 3490 Piedmont Road, Atlanta, GA 30305. EOE.

The Graphics Unit at CBS in Chicago is looking for a full-time, staff designer. Versatile individuals with print and/or video experience who are capable of handling a variety of responsibilities and working flexible hours are encouraged to apply. Interest in computer graphics and a commitment to design excellence are our main requirements. Send resume only to: Design Director, WBBM-TV, 630 N. McClurg Court, Chicago, IL 60611. EOE.

Traffic supervisor for network affiliate. Requirements: 3 years experience, working knowledge of all aspects of computerized traffic system (BIAS preferred), excellent people skills, accomplished trainer. Send resume stating salary requirements along with references to TV Traffic Department, PO Box 112787, San Diego, CA 92111. EOE.

Our search continues! Looking for production manager, promotion director, and executive producer for program development. Send non-returnable VHS demo. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Supervisory TV marketing specialist: The US Information Agency has an opening in Washington, DC for an experienced TV marketing specialist in its Television and Film Service. Experience in managing all aspects of TV marketing including developing strategies for products, supervising creation of promotional materials, budgeting and analyzing marketing effectiveness and foreign TV/film markets and festivals. Salary range: \$48,592 - \$63,172. Submit an application for Federal Employment (SF-171) to USIA, Office of Personnel, Room 518, 301 4th St., SW, Washington, DC 20547. Be sure to indicate announcement number PDP-223-89 on application. All applications must be received by 5/17/89. USIA is an equal opportunity employer.

Production manager: Supervises studio and remote production of Alabama Public Television's News and Public Affairs Division in Montgomery. Production activities include a nightly half-hour public affairs program, a monthly agricultural program and documentaries. This position supervises production staff and reports to APT News and Public Affairs Director. Required: BA degree in Communication, Broadcasting or closely related field; plus five years experience in broadcast television production; two years experience in a production management. Salary \$20,670-\$31,356. For application call Joe Terry, APT News and Public Affairs Director at 205-261-4000. Applicants are encouraged to apply by May 1, 1989. Samples of production work may be requested. Minorities and women are urged to apply for this position. AA/EOE.

Producer/director: Responsible for instructional television broadcast and non-broadcast productions. Bachelor's in Broadcast Journalism, Mass Communications with emphasis in television, film or related area and three years television production experience or equivalent required. Teleconference and live studio directing experience desired. \$24,592 minimum. Continuation of position beyond June 1990 contingent upon SERC funding. Apply by May 5 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Associate producer/director: Produce and direct limited instructional and contract productions and perform related production activities for statewide public television network. Bachelor's in Broadcast Journalism or related field and one year experience in television production required. Equivalency considered. \$21,538 minimum. Apply by May 5 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Assistant editor: Immediate opening for an experienced 1" videotape operator/assistant editor at Maine's most reputable production company. Must be creative and possess excellent communication skills. Please send letter, resume, and salary requirements to: Bill Meisle, VP Film and Tape, 2257 West Broadway, South Portland, ME 04106; or call 207-774-4480 EOE.

TV producer: South Dakota Public Broadcasting seeks a Minority Affairs Producer in Vermillion with primary emphasis on Native America programming. Duties: Supervise the production of television programs in the area of Minority Affairs for South Dakota Public Broadcasting network, plan and supervise program production for broadcast and non-broadcast programs, including program hosting, scriptwriting, participate in on-air fundraising, research and development, editing, grant research functions, develop budgets for each programming area, and compile and distribute information about Minority Affairs and other relevant information. Education and experience: Graduation from a college or university with a bachelor's degree in communications with a broadcast emphasis and 3 years experience in the television production field or specialty area, or an equivalent combination of education and experience. Minimum salary: \$20,092.80. Deadline: April 28, 1989. Send resume (including Social Security Number) or State application form to the Bureau of Personnel, 400 East Capitol, Pierre, SD 57501. Handicapped documentation or DD214 forms required for preference points. An equal opportunity employer.

Chief editor/GOOD COMPANY: We want that hot shot with speed and style who can cut a piece that plays like a dream. Candidate must be able to cut 3/4" and Beta on quick turnaround with high quality results. You must have an eye for details, an ear for the right music, and a good sense of effects and transitions. Must also be computer literate and capable of implementing database of video logs. Three years editing experience minimum. Responsibilities include coordinating all videotape needs for show. Daily preproduction editing, A/B rolls, promos, ordering tape stock, and maintaining show tape and music libraries. Also includes graphic production supervision for show. Knowledge of BVE-800, match cut, timecode editing a plus. Please send letter, resume, and tape to: GOOD COMPANY/KSTP-TV, Attn: Jennifer Groen, Dept. E-1, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer. M/F.

TV producer/director: New Hampshire Public Television is looking for creativity, ambition, self motivation and flair to fill the position of producer/director. Experience and demonstrated ability in the following areas of production is required: Magazine formats - both the production of segments and the coordination of a production team; performance directing; studio talk show production and direction, writing, communication and hands-on directing skills. Strong studio, field and talent directing skills desirable. Minimum qualifications are a Bachelor's degree in liberal arts, communications or journalism and three or more years experience in producing and directing for broadcast television. Salary: \$20,560 - \$31,940; usually not to exceed \$23,060. Please send a detailed resume (non-citizens must include current visa status) and sample tape to: Bill Humphreys, Executive Producer, NHPTV, P.O. Box 1100, Durham, NH 03824. No phone calls, please. Application deadline is April 28, 1989. Women and minorities are encouraged to apply. An AA/EEO employer.

Creative service manager: needed to manage production and promotion departments. The right hands-on experienced pro will find excellent salary and benefits in an aggressive production/promotion station. Send resume, salary requirements to Box C-55. EOE. M/F.

Promotion manager: Top 100 Mid-Western CBS affiliate looking for a promotion manager to run a 2-person department. Experience necessary. Send resume and salary requirements to Box C-44. EOE.

Producer/host: Must have field production abilities, sharp interview techniques, studio skills and top-notch writing. Must also be well organized, creative, hard-working and able to enjoy both on-air and off-air work. News experience helpful. Tape and resume (no calls) to Michael Cascio, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. A CC/ABC, Inc. owned station. EOE.

Electronic graphic artist: Experienced on Ampex AVA III. Knowledgeable of the possibilities when you combine it with ADO. Familiar with Chyron IV. Must have strong print background and desire to break new ground. Send resume and salary history to Pete Nikiel, WISN-TV, P.O. Box 7088, Indianapolis, IN 46207. EOE. M/F.

Host/field producer: Host/field producer with excellent track record for award-winning weekly arts magazine show airing in the #1 and #4 markets. Varied duties require triple talents: (1) Strong on-air experience as anchor and/or host of own talk show; (2) Top journalistic credentials, writing and field producing skills include own cassette editing; (3) Solid background, interest in and commitment to the arts. Send resume and tape to Nila Aronow, Series Producer, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE.

SITUATIONS WANTED MANAGEMENT

Looking for opportunity to work my way to the top! GREAT EDUCATION: BA Broadcast Production, MBA, MS Broadcast Administration. 2 years major market experience: budgeting, financial, computers, marketing/audience research. Bright, hard-working problem solver. How can I help your team? Robert Auman 617-244-6152.

General sales manager: Seek position in the Southeast with top-flight company. Bright young talent would like to move up from local sales management position. Self-motivated, innovative achiever with excellent technical skills and successful experience with group owned stations in large and medium size markets. Currently employed, but looking for new opportunity. Box R-65.

Broadcast professional with 20 years radio/television management experience available for temporary manager or consulting. Skilled in all aspects of station and sales operation. Reply in strictest confidence to C-52.

SITUATIONS WANTED TECHNICAL

Camerman/lighting director/video technician: All one man and looking for staff position. 6 yrs experience in NY from commercials to sports. Will relocate. John, 516-474-2555.

SITUATIONS WANTED NEWS

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Excellent sportscaster looking for a good station. 12 years experience. Will consider any markets. 216-929-0131, or write Box C-1.

I want out of New York City! But, I won't leave news. Can shoot, write, and edit - seeking reporter position in cable/small/medium market. Tom: 201-984-5802.

Sports: Talk is cheap. As a veteran sportscaster, I back my words with knowledge. Sports talk-show host, ten years of play-by-play, including coverage in the most recent NCAA basketball tournament. Job experience includes anchoring in Philadelphia, and reporting in Boston and for most of the major networks. Box C-21.

I'll be your sportscasting MVP. 10 year veteran. Five AP Awards. Creative. Excellent writer. Proven professional background. Top references. Degree. 31. Husler, Hungary. Bill, 812-853-9173.

I know how to cover a fire. Female print journalist with eight years experience on major market newspapers looking for a news director who wants a solid reporter on his or her team. Freelance TV experience. 617-437-0488.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Associate producer/production assistant: Worked at #1 station in Boston in documentary and drama department. Worked on magazine format program. Some film experience. Hold Bachelor's degree. Willing to relocate. Write Box R-12.

Award winning electronic graphic designer: enthusiastic, creative, and hard working. Seeks a design or assistant art director's position. Wishes to relocate to a top 100 market. Background includes: Production, set design, and print. Member BDA & BPME. Call 915-778-8462.

Experienced ND with hands-on record of upgrading casts. Ratings through people is my way. 913-451-1259. EOE.

MISCELLANEOUS

Primo People wants you. If you are a general assignment reporter who has some anchoring experience, send tape and resume to Steve Porcicelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116, 203-637-3653.

Attention job-hunters! Frustrated by dead-ends and worn-out leads? Climb aboard The Hot Sheet---the pulse of broadcasting's employment market. 813-786-3603.

Carrer videos. Let our broadcast professionals prepare your personalized video resume tape. Unique format, super rates. 312-272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships available to qualified students studying in our M.A. program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production, or research assistance. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

University of Tennessee-Knoxville: Outstanding opportunity to join dynamic Department of Broadcasting as assistant professor. Ph.D. in Broadcasting or related field required. Evidence of successful teaching and potential to become productive researcher also required. Department of Broadcasting at UTK emphasizes management in its approach to curriculum and programs. The department operates a 50,000 watt commercial AM All News radio station along with a non-commercial FM station, and produces a weekly television program. We seek an energetic faculty member who is capable of teaching in a variety of areas. Send letter of application and CV by April 24 to: Dr. Sam Swan, Head, 295 Communications, UTK, Knoxville, TN 37996. UTK encourages applications from minorities and women. Interviewing at BEA in Las Vegas. EOE.

Communications/Broadcasting: The University of Southern Indiana invites applications for a tenure track position as Assistant Professor of Communications beginning Fall 1989. The duties for this position include teaching Radio Production, Survey of Broadcasting, Programming, Media Writing, assisting with operation of university radio station and advising broadcast majors. May also teach courses in area of specialty. Masters degree and professional experience required; Ph.D. desirable. The Communications Department offers Associate and Baccalaureate degrees with emphasis in Radio/TV, Journalism, Theatre, Public Relations and General Communication. The University is a growing state supported public institution with an enrollment of more than 5000 students, located in Evansville, Indiana. Evansville is a city of 150,000 located in the Southwestern corner of the state. It is approximately two hours from Louisville, KY and three hours from Indianapolis, St. Louis and Nashville. Submit letter of application, curriculum vita and names and phone numbers of three references by May 5, 1989 to Kenneth Creech, Chairman Department of Communications, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712. AA/EOE.

HELP WANTED SALES

National private network provider seeks "Top Gun" salesperson. If you have experience selling VSAT networks and are a proven sales performer don't miss this opportunity. Excellent salary, commission and benefits. Call on largest national accounts. Strong existing customer base. Send resume and salary history in confidence to Box R-75. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000. Ext. TV-7833.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing.. TELEPROMPTER. Learn from former ABC Network News correspondent/New York local reporter DEMO TAPES. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP)

On-camera video instruction tape. This tape has benefited everyone from entry level to network. Send \$49.95 to: The Media Training Center, P.O. Box 7151, Phoenix, AZ 85011-7151

MISCELLANEOUS

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.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

FM antenna(s) Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

Cash or equipment trade for TV antennas, transmitters and/or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243.

Class A FM needs everything! Autogram console, ITC 99 RAC/play, ITC Delta I or triples, Moseley MRC-1600 and PCL606, Orban optimod, reel recorders, antenna (107.7 Mhz), transmitter/exciter 1,000 watts. Low price needed! Kidd Communications, 916-961-6411

5KW AM needs transmitter and more! Must be Continental Power Rock or Harris MW5. Also need Moseley MRC-1600 and PCL 606. Orban 9100, plus studio equipment. Kidd Communications, 916-961-6411

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856

FM Transmitter **CSI T-25-F(1985)** RCA BTF20E1 (1975, 1976, 1974) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 5000DS (1972) Gates FM-1G (1967) Transcom Corp. 215-884-0888. Telex 910-240-3856

AM Transmitters ** CCA AM 10,000D (1970), Collins 820F (1978) ** Gates BC-5P2 (1966) ** Collins 21E ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888. Telex 910-240-3856

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888. Telex 910-240-3856

1KW AM Transmitters ** Collins 820D (1981) ** CSI T1A (1981), Sparta SS1000 (1981) ** Collins 20V3 (1967) ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888. Telex 910-240-3856

Nautel 1985, AMFET-5, 5KW AM transmitter like new condition ** Transcom Corp. 215-884-0888. TELEX 910-240-3856

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen. 303-885-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klytrode transmitter. Bill Kitchen, Television Technology, 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E24TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

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

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

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-1C one inch type C VTR's. 2 avail. good condition. \$6995.00 each. Maze Broadcast. 205-956-2227.

Hitachi HR-200B, new heads. \$14,000. Sony BVW-40s, \$17,000. Sony BVU-110s, \$1800. BVW-75, \$31,500. Ampex ADO-2000, \$79,500. Call now for your used equipment needs. Media Concepts, 919-977-3600 or FAX 919-977-7298.

Hitachi HR-200B, special price. Sony BVH-1000s, BVH-1100s, BVH-1100As. Sony BVW-40s, BVW-3As. RCA TK-28B and TK-29B in multiplexers. RCA TP-66s on special this month. O'Connor 100 fluid heads special. Call now for your used equipment needs. Media Concepts, 919-977-3600 or FAX 919-977-7298.

Ampex VPR-1C one inch type C VTR's. 2 avail. good condition. \$6995.00 each. Maze Broadcast. 205-956-2227.

Mobile production van. 42 foot Lufkin with G.V. 1600-7K switcher, Ampex cameras. Just did network shoot. Complete less VTR's. Maze Broadcast. 205-956-2227.

Marconi 25KW UHF hi band transmitter on channel 62. Less klystrons and exciter. \$25,000.00 Maze Broadcast. 205-956-2227.

Grass Valley 1600-7K 24 X 3 switcher system with Mark II dual channel digital effects. Available immediately. Price negotiable. Maze Broadcast. 205-956-2227.

Scientific Atlanta model 8005, 4.6 meter satellite antennas. \$2500. Broadcast quality receivers, model S 414, \$1075. Megastar. 702-386-2844.

Ku-band and C-band satellite earth stations designed and installed. Megastar. 702-386-2844.

Fidelipac audio cartridges, model 300. from 20 seconds to 10 minutes. \$2 each. Technichrome. 702-386-2844.

Ku-band and C-band satellite earth stations designed and installed. Megastar. 702-386-2844.

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. 205-322-6666, WBRC-TV.

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.

Harris console & exciter: Harris M-90 broadcast console. 24 ch. input. Harris MS-15 exciter. Contact: Bart, 913-272-2122.

Wegener Panda II demodulator: Complete system for Transtar. Contact: Bart, 913-272-2122.

Sony BVT 800 TBC, \$6000. Sony BVU 50 recorder \$2500. 214-401-0683.

FM antenna(s) - Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

Used -new AM, FM TV transmitters, LPTV, antennas, cable, connectors, STL equipment. Etc. Save thousands. Broadcasting Systems. 602-582-6550.

AM stereo - Complete chain. Motorola C-Quam + CRL AM-4 system. Includes 1300 C-Quam exciter with day/night two transmitter option 1310 C-Quam modulation monitor, CRL SPP-800 stereo preparation processor, two CRL SEP-400A spectral energy processors, and CRL SMP900 AM stereo matrix processor. Four years old, good condition. Removed 2/89; changed to Newstalk format. \$10,000 OBO. WOCA, Ocala, FL. 904-732-8000.

For sale: Three TC50 camera systems with lenses, ITE tripods and cam heads 5K each. Call 219-424-5555. Ask for Glenn.

Complete FM radio station with 25 KW Collins transmitter will be auctioned by mail bid. Write for details, Box C-47.

RADIO

Help Wanted Management

OWN YOUR OWN STATION

Small market group operator is looking for successful small market manager to become co-owner/manager of their own station. No cash investment required. Earn your equity. Let's talk at NAB convention. Call 1-800-735-2112. Confidential. EOE.

MANAGERS

The MEG Company is a growing radio broadcaster seeking sales managers, general managers and a chief of marketing. Several new acquisitions in top 125 markets have created openings for managers ready to provide hands-on participation in return for a key position with excellent compensation potential in an exciting company. If you are a charger with integrity who understands sales and knows how to handle people, we have the opportunity for you. Contact us now for a meeting at the NAB. Minorities are encouraged to join us.

The MEG Company, Suite 208
3201 Pioneers Boulevard
Lincoln, NE 68502
EOE

Help Wanted Announcers

ATTENTION

Play-by-play announcer
wanted for NBA Franchise.
Send resume to Box C-41.

EOE

Help Wanted News

Capitol Broadcasting Company RADIO NEWS DIRECTOR

One of the Southeast's leading radio news operations seeks a News Director for the North Carolina News Network (90 affiliates) and highly-rated WRAL-FM. Must have three years experience managing a news staff of five or more, and solid on-air skills. The person we seek has high journalistic standards, a creative flair, well-developed people skills and is results-oriented. College degree required. EOE. Women and minorities encouraged to apply.

Tape and Resume to:

Ron Price

Director, Corporate Communications
Capitol Broadcasting Company
P.O. Box 12800
Raleigh, NC 27605

WRAL-FM 101.5

NORTH CAROLINA NEWS

NETWORK

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GENERAL MANAGER AVAILABLE TODAY

I am a sales and Bottom Line oriented Manager; Former Owner with the knowledge, experience and motivational skills necessary to handle any situation. ALL SIZE MARKETS CONSIDERED. Successful start-ups and Turn-Arounds in my background.

**AVAILABLE FOR NAB INTERVIEW,
CALL TODAY.**

David C. Weinfeld
(508) 394-4041

210 Setucket Road
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Situations Wanted News

Free Lance PBP Wanted
for 1989 basketball & football

Top PBP from 18 yr. Veteran
50kw AM experienced
IN, OH, IL, MI, KY preferred

Please reply to Box C-31
Also available at NAB for meeting

Miscellaneous

NATIONAL WEATHER NETWORKS

Localized on-air radio weathercasts. AMS Seal certified/8 years TV & radio experience - 1988 National Weather Assn. Radio Contributor of the Year. Over 50 radio affiliates on line nationwide.

BARTER/SYNDICATION
EDWARD ST. PE' 1-800-722-9847

TELEVISION

Help Wanted News

CBN NEWS CORRESPONDENTS

The Christian Broadcasting Network, Inc. has immediate openings for the position of News Correspondent in our Washington, D.C. bureau. Applicants should have on-air experience in researching, writing, and producing news for television. Join our expert team of reporters in our nationally broadcasted program, The 700 Club. EOE. Send your resume and videotape to:

CBN Employment Department
Box H1
CBN Center
Virginia Beach, VA 23463



Help Wanted Programming Production & Others

Investigative News Producer

WCVB-TV, a Boston-based ABC affiliate, is adding an Investigative News Producer to its award-winning Investigative News Unit. We are seeking a person with a commitment to long hours, tedious field work and the news sense to break important Investigative stories. Our news producer will join a self-motivated unit dedicated to researching and reporting stories that have never been told. Applicants should have B.S. Degree with a minimum of three years experience in special projects or Investigative producing, a proven track record, and a flair for creative production techniques.

Children's Programming Producer

WCVB-TV also seeks an experienced video producer to oversee the children's program "A Likely Story", and to develop special projects for the programming department. In this position, you will determine content and format, assist with research and writing, and take responsibility for overall creative integrity of your productions. You will also be responsible for meeting delivery dates and operating within established budgets.

To qualify, you must have a BS degree and minimum of 5 years' experience in studio and field production, including extensive post-production work and familiarity with state-of-the-art equipment. Prior children's television experience is also required, plus strong managerial abilities, excellent creative skills and the ability to work successfully with actors and children.

To be considered for this position include a resume cassette and a script sample (up to 5 pages).

If interested in either of these positions, please send a resume, salary history, and additional materials to Carol Nicholson Bolling, Human Resources Manager, WCVB-TV, 5 TV Place, Needham, MA 02192 (no phone calls please).

Equal Opportunity Employer. Minorities and females are encouraged to apply.

WCVB 5 TV

MEDIA SCHEDULER

Join an award-winning production team in a major cable network, and enjoy living in the heart of the resort of Virginia Beach. As media scheduler, you'll research demos, schedule on-air promotions and control production traffic for our Creative Services Department.

All we require is two years' experience in media research and media buying, some television production background and strong organizational skills.

Become a part of The Family Channel success story, and live at the beach. Send your resume to:

The Family Channel
Personnel Department, Box M1
CBN Center
Virginia Beach, VA 23463



CNN/HEADLINE NEWS RESEARCH PROJECT MANAGER

Turner Broadcasting System has an opening in its Research Department for a Project Manager specializing in CNN and Headline News. Position requires the management of research projects dealing with ratings and audience analysis for the two news services. Emphasis is on programming, scheduling, promotion, and marketing. **Qualifications:** Experience in TV/Media research, preferably audience and programming research, a strong analytical background, and the ability to identify and solve problems. Must be able to take the initiative, conceptualize, and execute projects. Need quantitative skills; PC knowledge and experience, and creative writing ability. Understanding of/interest in news and news programs a must.

Absolutely No Calls. Send Resume and Salary Requirements to:

CNN/HLN Project Manager
TBS Research Dept.
One CNN Center
P. O. Box 105366
Atlanta, GA 30348-5366

EOE

QUANTEL PAINTBOX GENIUS

If you're a great designer, know how to make magic with a Quantel PaintBox, enjoy working with and leading the way for a top notch design team and production facility... apply today. This a a job with a future!

Send reel and resume to:
Lou Bortone, Exec. Art Director
WBZ-TV
1170 Soldiers Field Road
Boston, MA 02134
(No calls, please!)

Group W Television is an Equal Opportunity Employer.

PRODUCTION STAFF

Movietime, the 24-hour cable entertainment network, seeks production staff for New York bureau. Positions include Bureau Chief, Camera, Audio Tech and Assignment Editor. EOE. Send resumes, salary history and reel to:

MOVIE TIME
JOB SEARCH #2
6561 Santa Monica Blvd.
Hollywood, CA 90038



Covering the World
of Entertainment.

**Help Wanted Programing
Production & Others Continued**

DIRECTOR OF PRODUCTION

Movietime, the 24-hour cable entertainment network, seeks Director of Production to manage the network's production requirements including studio, editing, engineering, master control and mobile production tasks. 3 yrs. management experience; 6 years production experience. Salary \$45K negotiable. No phone calls. EOE. Send resumes and salary history to:



**MOVIE TIME
JOB SEARCH #1**
6561 Santa Monica Blvd. Hollywood, CA 90038
Covering the World
of Entertainment.

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ON-AIR PROMOTION
WANTS TOP MANAGERS,
PRODUCERS, ANNOUNCERS.**

Can you handle Sports?
Movies? Entertainment? News?

We want to see your reel...
then your resume.

We believe in top management,
unlimited creativity,
hard work, quality spots
and having fun.

Send reel and resume to:



PROMOTION

c/o Bill Keith
1050 Techwood Drive
Atlanta, GA 30318

Help Wanted Sales



Rapid growth is forcing us to expand our staff. Young aggressive, high-energy cable network needs some great sales talent.

Affiliate Sales -- requires 2-3 years experience.

Ad Sales -- cable and radio experience preferred.

If you're on a fast track and are looking for a new challenge, send us your resume. No calls please.

NCTV
114 Fifth Ave.
New York, NY 10011
Attn: Human Resources
EOE.

Help Wanted Technical

Technical Director/Director:

At least 2 years Director/Technical Directing experience, for fast paced newscasts and post production in top 40 market. Prefer candidate who is proficient with GVG 300 switcher with DVE, E-MEM and Chyron 4. Ability to work well with crew is vital.

Send resume and sample tape to:

**Vic Miller
KTYY,
500 E. Britton Road,
Oklahoma City, OK 73114.
Equal Opportunity Employer**

**TELEVISION MAINTENANCE
ENGINEER**

5 Years experience desired maintaining broadcast digital equipment e.g. ADO, Paint Box, Quantel SS, Chyron, in addition to standard studio cameras, VTR's, switchers.

Send resume to:

**Don Hain,
WPLG/TV,
3900 Biscayne Blvd.
Miami, FL 33137.
EOE**

Technical

**SUPERVISOR
ON-AIR COORDINATION**

Ensure the consistency
of our programming operations.

USA NETWORK, America's favorite cable network, is seeking an individual to coordinate all programming activities at our state-of-the-art Network Operations Center in Hauppauge, NY.

Responsibilities include working with various departments to ensure that programs are received on time; verifying the daily log; supervising the editing of commercial insert reels; analyzing discrepancy reports; and trouble-shooting problem areas. Also supervising reception of live event feeds.

To qualify, you must have a college degree and at least one year of experience supervising television or technical operations in 24-hour-a-day real-time environment. The position requires someone who can anticipate problems, demonstrate consistently good judgement under deadline pressure, who can work with minimal supervision and is skilled at communicating with technical and non-technical departments.

In return, we offer an attractive salary and benefits package and the opportunity to work with a programming leader in the cable industry. If interested, send your resume and salary history to: Human Resources, Dept. OAP; USA Network, 1230 Avenue of the Americas, New York, NY 10020. We are an equal opportunity employer.

USA NETWORK



**MAINTENANCE ENGINEER
POST PRODUCTION
EVENING SHIFT**

State-of-the-art post production facility at Disney-MGM Studios in Florida has an immediate need for an experienced Maintenance Engineer to work the evening shift. Experience with editing systems and type "C" Format VTRs is required as well as strong digital effects experience and the ability to troubleshoot to a component level. An EE degree is preferred. Willingness to work overtime and ability to interface with clients in a professional manner a must.

If you are motivated and ready for this challenge, send your resume and salary requirements to:

Walt Disney World Co.
Professional Staffing TPG-5
P.O. Box 10,090
Lake Buena Vista, FL 32830



Walt Disney World Co.

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Television Professionals

Independent television station in top 10 market seeks professionals to restaff in the following positions:

Traffic Manager

Qualified candidates will have proven management capabilities and several years experience in broadcasting, preferably in independent television.

Master Control Operator

Must have an interest in working with and developing a proficiency with broadcast equipment. Experience with technical broadcast equipment helpful. Should be willing to work weekend and night shifts.

If you are seeking an exciting growth opportunity with an established communications company, competitive salary and an excellent benefits program, please send your resume and salary requirements in confidence to:

WQTV 68
Human Resources Director
1660 Soldiers Field Rd.
Boston, MA 02135
No phone calls please.



WQTV is an equal opportunity employer.

Help Wanted Management

MANAGEMENT OPPORTUNITY

Nation's most dynamic and fastest growing single-source consumer information company is looking for a select few media professionals to fill regional manager positions. The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming those challenges. If you're looking to join a rapidly growing company (we're making our fourth move in three years),

send your resume to:

Patrick McDonnell
at Impact Resources
779 Brookedge Blvd.
Westerville, Ohio 43081.
EOE.

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Columbia School of Broadcasting has developed a program which makes your broadcast property serve a double purpose and produce a new profit dividend. Get the details on the exclusive license for your market and tap into a major profit center! Call our License Director at (800) 288-5858 or write to:

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Hollywood, CA 90028

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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.

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JOB MARKET

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Your future starts here.

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Business Opportunities Continued

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Specializing in complex FM substitution proposals, site location and drop-in channel problems which others can't seem to solve. References available.

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Why have your money tied up in a broadcast tower?

Tower Corporation of America, an experienced tower owner and operator, will buy your tower for cash and guarantee a long-term lease for your station's antennas.

For details on how to take advantage of this offer contact

Mary Anne Benedict,
Tower Corporation of America
One Dock Street,
Stamford, Connecticut 06902,
(203) 357-1464.

PLAY TO WIN!

In today's competitive broadcast game, there are advantages to securing representation. With Westwood, that edge provides the assistance and meticulous selling of your talent to stations worldwide. If you're a live star AIR TALENT, PROGRAMMER or GENERAL MANAGER call or write
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(818) 848-1209

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Whether you are just starting your career or you are ready for that next move, contact us, describe the right job for you. Send us your tape and let us go to work for you.
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Basalt, Colorado 81621
303-927-3555

California

Broadcast Job Bank

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California Broadcasters Association

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Media



Shanks

Bob Shanks, president. TV-america, production company, New York, joins Network Ten Australia, Sydney, as managing director. Shanks is former ABC Television Network VP who helped develop *Good Morning America*, *ABC Theatre* and *Barbara Walters Specials*.

James R. Pingel, controller, Shamrock Broadcasting Inc., Burbank, Calif., named VP and corporate controller. Shamrock owns five AM, 10 FM and three TV stations.

John L. Coker, VP, finance and contracts, Federal Data Systems Corp., Bethesda, Md., joins American Mobile Satellite Consortium Inc., Washington-based mobile satellite communications service, as VP, corporate development and chief financial officer.

Richard Sutton, station manager, WBAB-AM-FM Babylon, N.Y., joins WXRJ(FM) Portsmouth, Va., as general manager. Sutton's appointment is pending FCC approval of WIN Communications/ML Media's acquisition of WXRJ(FM).

Appointments at Schurz Communications Inc., group owner, one AM, one FM and three TV stations, South Bend, Ind.: **E. Berry Smith**, president and general manager of Schurz-owned WSBT-AM-TV and WNSN(FM), South Bend, Ind., named senior VP of Schurz Communications Inc. broadcasting division; **James D. Freeman**, VP and station manager, WSBT-TV, will replace Smith as president and general manager.

Steve Zappia, production manager, WKBW-TV Buffalo, N.Y., named operations manager.

Bill Dunaway, VP and general manager, WPTF-TV Durham, N.C., joins KAMR-TV Amarillo, Tex., as VP and general manager. Dunaway succeeds **Ray Poindexter**, who retires May 1.

Appointments at Cox Enterprises Inc.: **Robert F. Neil**, VP and general manager, WWRM(FM) St. Petersburg, Fla., joins WSB-AM-FM Atlanta as VP and general manager; **Robert E. Huntley**, general sales manager, WSB-AM-FM, joins WWRM(FM) as VP and general manager.

Michael Anselmo, general manager, WDGJ(AM)-KEEY-FM Minneapolis, named VP and general manager.

Steve Kingston, operations manager, WHTZ(FM) New York, named VP and director of operations and programming.

Edward Lenane, program director, WLIX(AM) Islip, N.Y., and WLIX(AM) Hartford, Conn., named operations manager of WLIX(AM).

Ron Shannon, general manager, WLNZ-FM St. Johns, Mich., joins KKRJ(FM) Wichita, Kan., as VP and general manager.

Ken Koch, general sales manager, KGEM(AM)-KJOT(FM) Boise, Idaho, named station manager.

Marketing

Elected VP's at Lintas: New York advertising agency: **Roger Fisherman**, account supervisor; **Amy Kroninger**, account manager; **Irene Little**, **Andrew Maguire** and **Brian Schadt**, all account supervisors.

Dick Rogers, senior VP and account group director, DDB Needham Worldwide, McLean, Va., named executive VP.

Sandy Sheffer, director of advertising sales, Eastern region, MTV Music Network, New York, named VP, key accounts and advertising sales.

Mike Feltz, sales executive, WDIV(TV) Detroit, joins The Weather Channel there as account manager.

Appointments at National Cable Advertising: **Thomas Akers**, account executive, Group W

Cable, Chicago, and **Bruce N. Baumhardt**, senior account executive, Warner Cable Communications, Cincinnati, join NCA, Chicago, in same capacity; **Louise Conover**, account executive, Las Colinas cable system, Dallas, joins NCA there in same capacity.

Appointments at Group W Radio Sales, Dallas: **Jill Crawford**, account executive, named VP and regional manager; **Julie Lane**, assistant sales trainee, Durpetti & Associates, Dallas, named account executive.

Errol Gerber, account executive, WSEX(FM) Chicago, joins Cable Media Inc., cable rep firm there, as account executive.

Keri Myers, sales representative, KNUA(FM) Seattle, joins Northwest Cable Advertising there as agency sales representative.

Appointments at Katz Communications Inc.: **Gerry Horn**, sales executive, Katz Television, Charlotte, N.C., named manager; **Stu Zuckerman**, VP, Katz Independent Television, New York, named sales manager. Swords team: **Mary Oliver-Kamalski**, broadcast buyer, Havas, Dentsu, Marsteller, Los Angeles, joins Katz Independent Television there as sales executive; **Cindy Hvamb**, account executive, WDOK(FM) Cleveland, joins Katz Television there as sales executive; **Susan Gardiner**, salesperson, WSMH(TV) Flint,

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Mich., joins Independent Television, Detroit, as sales executive.

Appointments at Seltel: **Joseph Pedri**, general manager, Seltel, Philadelphia, named general manager, Seltel, San Francisco; **Twila Hill**, account executive, Independent Television Sales, Dallas, joins Seltel there as account executive.

Elizabeth Sanches, account executive, KTXA(TV) Fort Worth, joins Petry, Dallas, in same capacity.

Appointments at CBS Radio Representatives: **Terri L. Scalcucci**, account executive, Atlanta, joins New York office in same capacity; **Yvonne Ruiz**, account executive, Univision, New York, joins CBS Radio Representatives there as manager, CBS Hispanic marketing department; **Jeanne M. William**, account executive, Major Market radio, Detroit, joins CBS Radio Representatives there in same capacity; **Ann C. Seraydarian**, account executive, Detroit, joins Chicago office in same capacity; **Jeffrey Brummel**, senior sales assistant, New York, joins Atlanta office as account executive.

Appointments at Harrington, Righter & Parsons Inc.: **David Palmer**, account executive, Chicago, named sales manager, Los Angeles; **Dian Bizarro**, research analyst, Los Angeles, named account executive; **Rick Oster**, account executive, TeleRep, Los Angeles, joins HRP there in same capacity; **Marion Chiofalo**, account executive, Adam Young, New York, joins HRP there in same capacity.

Joe DelGrosso, VP, director of sales and marketing, KATV(TV) Little Rock, Ark., joins WJLA-TV Washington as VP and director of sales.

Debra Kleiman, account executive, KMOV(TV) St. Louis, joins TeleRep, New York, in same capacity.

Allen Gantman, sales manager, Eastman Radio, Los Angeles, named VP, Western region manager.

Harry Remboldt, national sales manager, WHEC-TV Rochester, N.Y., joins WDIV(TV) Detroit in same capacity.

George Jostlin, general manager, Falcon Cable, Maywood, Ill., joins Z Channel cable network, Santa Monica, Calif., as account manager.

Donald O'Connor, account executive, WRGB(TV) Schenectady, N.Y., joins WSTM-TV Syracuse, N.Y., in same capacity.

Peter Schruth, managing partner, National Balloon Racing Association, Atlanta, joins WLVU-TV Cambridge, Mass., as general sales manager.

David K. Ulrickson, regional sales manager, KCRA-TV Sacramento, Calif., joins KOVR-TV Stockton, Calif., as general sales manager.

Appointments at WPTT-TV Pittsburgh: **Dale A. Remy**, general sales manager, WDKY-TV Danville, Ky., named general sales manager; **Robert Skiviat**, regional sales manager, named local sales manager.

Caroline Scollard, account executive, WBFS-TV Miami, named national sales manager.

Nicholas Magnini, national sales manager, WTVB-TV Buffalo, N.Y., named general sales manager; **David Hogenkamp**, account executive, named local sales manager.

Timothy J. McKernan, local sales manager, KPLR-TV St. Louis, named director of sales.

Nancy Leichter, local sales manager, KTWV-FM Los Angeles, joins KIQQ(FM) there as sales manager.

Ronald Dadetta, national sales account executive, ABC Radio Networks, Chicago, joins Westwood One there as account executive.

Mary Birch, sales development manager, KFVB(AM) Los Angeles, joins KQXT(FM) San Antonio, Tex., as general sales manager.

Vince Raimondo, account executive, WPEN(AM)-WMKG(FM) Philadelphia, named national sales manager.

Debbie Wood, local sales manager, WKSZ(FM) Media, Pa., named general sales manager; **Stanton Vogin**, account executive, named national sales manager.

Debbie Morton, account executive, KQPT(FM) Sacramento, Calif., named retail sales manager.

Susan Cherry, account executive, KKBQ-FM Pasadena, Tex., joins KKHT(FM) Houston as local sales manager.

Maryellen Kurtz, national sales manager, WIOD(AM)-WGTR(FM) Miami, joins KJR(AM)-KLTX(FM) Seattle as general sales manager.

Skip Quast, account executive, KOGO(AM)-KBBY(FM) Ventura, Calif., named senior account executive.

David Lebow, national sales manager, KPWR(FM) Los Angeles, joins WJIB(FM) Boston as general sales manager.

Kim Vigelius, senior account executive, WXYT (AM)-WVAE(FM) Detroit, named retail sales manager.

Paul Falzone, director, new business development, WXKS-FM Medford, Mass., joins WBOS(FM) Boston as sales manager.

Pat Baker, VP, sales, director of marketing service, Interop Radio Networks, New York, joins WKQX(FM) Chicago as national sales manager.

Ellen C. Brown, VP, administration, Public Affairs Consultant Inc., government relations firm, Harrisburg, Pa., joins WKBO(AM) there as assistant sales manager.

David Papandrea, WABY(AM)-WKLI(FM) Albany, N.Y., joins WQBK-AM-FM Rensselaer, N.Y., as general sales manager.

Mike Weeks, local sales manager, KWWL(TV) Waterloo, Iowa, named VP and general sales manager; **John Sampson**, general sales manager, KAAL(TV) Austin, Minn., named national sales manager.

Programing

Robert L. Oppenheim, counsel, Kenoff & Machtinger law firm, Century City, Calif., joins Heritage Entertainment, Los Angeles, as executive VP.

Dan Schrier, senior VP, International Creative Management, Los Angeles, joins Ohlmeier Communications Company there as executive VP.

Stuart Sheslow, VP, creative affairs, 20th Century Fox Television Production Division, Los Angeles, named executive VP, creative affairs.



Aal

Deborah Aal, executive producer, GTG Entertainment, Los Angeles, joins Act III Television there as president.

Christopher Forgy, VP, national marketing and programing, Times Mirror Cable Television, Irvine, Calif., named senior VP, marketing, sales and programing.

Ira L. Kurgan, VP, business affairs, Fox Broadcasting Co., Los Angeles, named senior VP, business affairs.



Mundt

Bruce D. Mundt, director of broadcasting, noncommercial WTTW(TV) Chicago, named director of program acquisitions and fundraising programing, Public Broadcasting Service, Alexandria, Va.

Craig Wilson, VP, sales, marketing and programing, Request Television, New York, named senior VP, sales, marketing and programing, Request Television is pay-per-view service of Reiss Media Enterprises Inc.

Marcia Zwilling, manager, current programing, Lorimar Television, Culver City, Calif., named director, current programing.

Dan Cohen, supervisor, current series programing, ABC Entertainment, Century City, Calif., named manager, prime time scheduling.

Fernanda Carapinha, marketing analyst and programing specialist, Capital Cities/ABC National TV Sales, New York, joins Lifetime Television there as director, program planning and scheduling.

Hannah Storm, weekend anchor and sports reporter, WPCQ-TV Charlotte, N.C., joins CNN Sports, Atlanta, as anchor.

Andrea Kremer, producer, director and on-air reporter, NFL Films, Mt. Laurel, N.J., joins ESPN, Chicago, as Midwest correspondent.

Appointments at MTV Networks: **Lee Hunt**, VP and creative director, Turner Network Television, Atlanta, joins MTV Networks, New York, as executive producer, prime time; **Karen Flischel**, director, MTV research department, New York, named VP, research; **Tod Mesirow**, freelance producer, joins MTV's VH-1, Los Angeles, as producer.

Christopher Conway, VP and station manager, KUSA(AM)-KSD-FM St. Louis, joins World Events Productions there as executive VP, World Events Productions is production and syndication company.

John Landgraaf, VP, J-Nex Television News Services, Los Angeles, joins Sarabande Pro-

ductions. Culver City, Calif., as director, creative affairs.

Leslie Jacobson, senior VP, business affairs, Home Box Office, New York, named senior VP, film programming.



Nancy Alspaugh, executive producer, *Evening Magazine*, WBZ-TV Boston, joins Group W Productions, San Francisco, as producer of *This Evening*; **Abby Melamed**, producer, Group W's *This Evening*, and national producer, *PM Magazine*, named executive producer of *PM Magazine* and senior producer of *This Evening*.

Douglas A. Lee, director, new business development, Home Box Office, New York, joins Twentieth Century Fox Television, Los Angeles, as VP, pay television, Los Angeles.

Jim O'Neill, VP, domestic television sales, Samuel Goldwyn Television, Los Angeles, joins MTM Television Distribution, Studio City, Calif., as Northeast sales manager.

Joseph DiSalvo, manager, sales, Northeast division, Viacom Enterprises, New York, named VP, Northeast region.

Lance Robbins, independent producer and VP, Premiere Entertainment Group, Woodland Hills, Calif., joins Saban International, international distribution division of Saban Entertainment, Studio City, Calif., as VP, acquisitions and ancillary sales.

Susan Cho, sales associate, World Events Productions, production and syndication company, St. Louis, named director of sales.

Sarah Norat-Phillips, public affairs director, WKBW-TV Buffalo, N.Y., named director of programing and public affairs.

Jocelyn Chan, freelance research consultant, joins Harmony Gold, Los Angeles, as director of research.

Bill Barrick, account executive, Harbor Broadcasting Co., Cape Coral, Fla., joins noncommercial WSFP-FM-TV Fort Myers, Fla., as marketing consultant.

Denny Nugent, station operations manager, KOY-AM-FM Phoenix, joins WGAR-AM-FM Cleveland as program director.

Matt Farber, consultant, Burkhart/Douglas and Associates, Wahington, joins WAVA(FM) as program director; **Don Geronimo**, air personality, named program coordinator.

Lou Roberts, afternoon air personality, WCZY-FM Detroit, joins WNIC(FM) Dearborn, Mich., in same capacity.

Appointments at WCRI-FM Jacksonville, Fla.: **Steve Fox**, program director, WJAX(AM) Jacksonville, Fla., joins WCRI-FM as assistant program director; **Tommy Charles**, program director, WSUN(AM) St. Petersburg, Fla., joins WCRI-FM as production director and afternoon air personality.

Bob Burns, air personality, noncommercial KTEP(FM) El Paso, Tex., joins KKMJ(FM) Austin, Tex., as evening air personality.

News and Public Affairs

Bruce Hagan, news director, NBC Radio Networks, New York, joins WNYW(TV) there as managing editor.



Hagan



Martin

Appointments at WTSP-TV St. Petersburg, Fla.: **Mel Martin**, VP and news director, Post-Newsweek Inc.'s WJXT(TV) Jacksonville, Fla., joins WTSP-TV as news director. **Darryl David**, weekend co-anchor and business reporter, WMAQ-TV Chicago, joins WTSP-TV as co-anchor, noon newscast, and anchor, 5 p.m. newscast. Martin replaces **Terry Cole**, who was fired March 15 along with assistant news director **Mike Shapiro** Shapiro allegedly accessed information from computer system of rival station, WTVT(TV) Tampa ("In Brief," Feb. 13, March 20).

Nancy Bauer, news director, KNSD(TV) San Diego, joins KNBC-TV Los Angeles as executive producer, *Channel Four News*. Bauer is responsible for all of station's newscasts.

Appointments at WBBM-TV Chicago: **Linda MacLennan**, co-anchor, 4:30 p.m. newscast, named co-anchor, 10 p.m. newscast; **Adele Arakawa**, anchor, reporter and producer, WRAL-TV Raleigh, N.C., named co-anchor, 4:30 p.m. newscast.

Sandra Pinckney, reporter, WJZ-TV Baltimore, named weekend co-anchor.

Appointments at KMOH-TV Kingman, Ariz.: **Jake Crellin**, producer and reporter, WREX(TV) Rockford, Ill., named news director and anchor; **Michael Anthony**, assistant news director, KAZM(AM) Sedona, Ariz., named reporter and assignment editor.

Angela Lawrence, noon anchor and political reporter, KLST(TV) San Angelo, Tex., joins WMG(TV) Macon, Ga., as morning anchor and reporter.

Debbie Smith, news and special projects producer, WWL-TV New Orleans, joins KGW-TV Portland, Ore., as documentary producer.

Seth Warner, air personality, WASH(FM) Washington, joins Voice of America there as Europe midday host.

Appointments at WHO(AM) Des Moines, Iowa: **Chuck Shockley**, reporter, KQKD(AM) Redfield, S.D., named news reporter and anchor; **Al Setka**, anchor and reporter, KKAR(AM) Bellevue, Neb., named reporter.

Tony Romeo, news director and anchor, WCMB(AM)-WIMX(FM) Harrisburg, Pa., joins WFAS-AM-FM White Plains, N.Y., as news director.

Cindy Wine, reporter, KDKB(FM) Mesa, Ariz., joins WKLR(FM) Indianapolis as news director.

Technology



Werner



Hitch

Jerome E. Werner, director of licensing, dbx Inc., electronics firm, Newton, Mass., named president. Werner replaces **Michael Kelley**, who resigned at end of February.

John L. Hitch, sales associate, Becker & Associates, Shelbyville, Ky., joins Belden Wire and Cable, Richmond, Ind.-based manufacturer of wire and cable-related products, as marketing communications manager. Hitch will coordinate company's advertising, market research, public relations and audio-visual support.

Austin Basso, Gulf Coast region sales manager, television division products, Tektronix, Dallas, named sales and marketing manager, Beaverton, Ore.

Appointments at Electronic Industries Association, Washington: **Megan Brand**, auditor, named controller; **Joe T. Franklin**, administrative director, National Machine Tool Builders Association, Washington, named group VP, components group.

Appointments at JVC Professional Products Co.: **Michael Messerla**, national sales manager, television division, Eureka, Mo., named national field manager; **John Brown**, national manager, government sales and market development, Powell, Tenn., named national manager, market development.

Susie A. Wade, special projects coordinator, Consumer Electronics Show, Washington, named manager of special projects. Wade will be responsible for planning, promoting and managing CES workshop program.

John W. Shike, product manager, video editing systems, CMX, Santa Clara, Calif., named senior product manager.

Jeffrey Clarine, regional sales manager, BTS Broadcast Systems Inc., Faribaut, Minn., joins LDL Communications there as Central region sales manager, television transmitters, antenna systems and towers.

Geoffrey de Lissovoy, director of sales and marketing and manager of corporate and industrial sales, Broadcast Equipment Rental Co., Los Angeles, joins Bexel Corp., Burbank, Calif.-based broadcast and video equipment rental house, as marketing consultant.

Peter Zimbaldi, operations supervisor, Lifetime Television, New York, named shift manager, technical operations.

Charles R. Allen, chief engineer, Renaissance Communications Corp.'s WTX-TV Waterbury, Conn., named director of engineering, Renaissance Communications Corp. Rose will maintain his position with WTX-TV.

Promotion and PR

Steve Kaufman, producer and reporter, United States Information Agency's Worldnet Television Network, joins Hill and Knowlton there as deputy director of electronic media and communications counsel.

Meredith Wagner, director, public affairs, Lifetime Television, New York, named VP, public affairs.

Steve Bradbury, director of marketing, Peregrine Entertainment Ltd./Together Again Productions, Los Angeles, joins MCA TV there as director of advertising and promotion.

Jack Krieger, assistant director of creative services, D.L. Taffner/Ltd., Los Angeles, joins LBS Communications Inc. there as promotion manager.

Eva Moreland, communications specialist, The Weather Channel, Atlanta, named publicist.

Stacey J. Marks, news promotion producer, WSVN-TV Miami, named creative services director.

JoAnn Mangione, news producer, WSTM-TV Syracuse, N.Y., named creative services director.

Leslie Larson, promotion writer and producer, WFAA-TV Dallas, named assistant promotion manager.

H. Brian O'Neill, creative services director, KYW-TV Philadelphia, joins The Nashville Network, Nashville, in same capacity.

Rob Schuller, staff announcer and copywriter, WQTV(TV) Boston, joins WJIB(FM) there as promotions coordinator.

Jocelyn Taub, assistant promotion director, WNEF-FM New York, joins WDRE-FM Garden City, N.Y., as promotion director.

Jim Edelman, special projects director, WRIF(FM) Detroit, joins KQPT(FM) Sacramento, Calif., as promotion director.

Elizabeth Roach, communications specialist, WXYZ-TV Detroit, joins WMTG(AM)-WNIC(FM) there as promotion director.

Appointments at WRBQ-AM-FM Tampa, Fla.: **Lizz Nierengarten**, consultant, named public relations director; **Lori Rubio**, assistant promotion director, named promotion director.

Steve Morawetz, senior account executive, Padilla Speer Beardsley Inc., Minneapolis-based public relations consulting firm, named VP.

Allied Fields

Richard Hirsch, chief counsel for special pro-

jects, Home Box Office, New York, named chief counsel, litigation; **Harold Akserlad**, VP and chief counsel, litigation, named senior VP, business affairs.

Brian Jacobs, executive media director, Leo Burnett advertising agency, London, named chairman of International Advertising Association's Global Media Commission.

P.C. Koch, executive director of government relations, U.S. Telephone Association, Washington, joins law firm of Wunder, Ryan, Cannon & Thelen there as attorney. Firm was previously known as Wunder & Diefenderfer.

Dan B. Speare, president and general manager, KPMC(AM) Bakersfield, Calif., appointed to National Association of Broadcasters' Radio Board of Directors.



Goodman

Bruce D. Goodman, regional coordinator for Lawyers for Bush/Quayle and former senior VP and general counsel of Mutual Broadcasting, joins law firm of Arter & Hadden, Washington, as partner.

Ron Townsend, president and general manager, WUSA(TV) Washington, elected to National Association of Broadcasters' television board of directors.

Willard Block, president, special projects, Viacom International Inc., New York, joins Spelling Entertainment Inc. there as consultant.

William H. Boger, staff member, House Appropriations Committee, and legislative assistant to Representative Robert L. Livingston (R-La.), joins law firm of Wilkinson, Barker, Knauer & Quinn, Washington, as associate.

Lisabeth Reddington, broadcast coordinator, Lever Brothers, New York, joins Group W Satellite Communications, Stamford, Conn., as research associate.

Jay Noble, affiliate relations manager, Satellite Music Network, Dallas, joins Drake-Chenault, Albuquerque, N.M., as manager of affiliate relations.

Elected to Associated Press Broadcasters Inc. board, Washington: **Ken Maness**, president, WJCW(AM)-WQUT(FM) Johnson City, Tenn., named VP, radio; **Roger Ogden**, president and general manager, KCNC-TV Denver, named VP, television.

Karen G. Thompson, VP, Pym's Cable Brokerage, Denver, forms Network Communications Corp., cable brokerage firm there.

Frances Seghers, correspondent, *Business Week*, Washington, joins Motion Picture Association of America there as executive di-

rector for federal affairs.

Terri Sontag, national accounts manager, Prevue Guide, Tulsa, Okla., joins parent company, United Video, there as corporate accounts manager.

Elected trustees, National Association of Public Television Stations, Washington: **Henry Cauthen**, president, South Carolina Educational Television; **William J. McCarter**, WTTW(TV) Chicago; **Hope Green**, general manager, Vermont Educational Television.

Allen R. Adler, legislative counsel to American Civil Liberties Union, Washington, joins Cohn & Marks law firm there as member, specializing in communications.

Nancy H. Mason, chief of staff to Congressman Ron Packard (R-Calif.), joins National Telecommunications and Information Administration, Washington, as director, Office of Congressional Affairs.

Henry Schafer, VP, program research, television network group, Capital Cities/ABC Inc., New York, joins Marketing Evaluations Inc., Port Washington, N.Y., as executive VP. Marketing Evaluations is parent of TVQ Ratings.

William D. Simon, VP, and **Stephen A. Unger**, executive VP and managing director, Worldwide Entertainment division, Los Angeles, named co-managing directors, Korn/Ferry International is executive recruitment firm.

John Pushkash, manager, broadcast program services, noncommercial WMVS(TV) and WMVT(TV), both Milwaukee, named manager, cable and educational relations; **Tom Dvorak**, program director, named chairman, Central Educational Network Program Executive Committee.

Betty Rollin, contributing correspondent, NBC News, New York, named Women in Communications Matrix award winner for career achievements in broadcasting.

Deborah Norville, anchor, *NBC News at Sunrise*, named Broadcast Advertising Club of Chicago person of year.

Jacquelyn Goddard, news director, WMYF(AM)-WERZ(FM) Exeter, N.H., named state coordinator for Radio-Television News Directors Association.

Dale K. Outzs, general manager, noncommercial WOSU-AM-FM-TV Columbus, Ohio, named chairman of newly formed national task force developing plan to "bring public radio to more listeners."

Rosa Morales, senior producer and director, noncommercial WUCM-TV University Center, Mich., named to Hispanic Ad Hoc AIDS Task Force of Michigan Department of Public Health.

William S. Rubens, former VP, research, NBC, New York, named recipient of first annual National Association of Broadcasters-/Broadcast Education Association "Hugh Malcolm Beville Jr. Award" for "major contributions to advancement of audience research." Award will be presented at BEA's April 28 luncheon during its annual convention.

Marilyn F. Solomon, director of corporate relations and executive producer, KCOP(TV) Los Angeles, named to Los Angeles City Commission of Status of Women.

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NBC's John Miller: Singing the network's praises

As a member of two international champion barbershop quartets, and with parents who were musicians, John Miller, NBC senior vice president, responsible for all entertainment, news, sports and corporate advertising and promotion activities, might very well have made his career in front of the camera.

"I went to Kansas University as a theater major, with the intention of becoming an actor, and after a while I decided I was going to make a minor course correction by going into TV journalism. I found that I had a knack for production as well as an enjoyment for it. I figured that if I ever had the chance to cross back in front of the camera I would—so far, that hasn't happened."

After a year or so of free-lance production work following graduation, Miller joined WMAQ-TV Chicago as a production assistant. One of his first duties at the NBC O&O was overseeing the production of the early morning inspirational message and meditation at the station's sign-on. "There were times that the crew would literally fall asleep during the meditation segment."

In the year following his joining WMAQ-TV, and his being named associate producer, Miller moved from production to on-air promotion director. "Bob Walsh, the station manager at the time, said: 'We need you to give promotion a try.' I found that I liked it and was given a lot of freedom to produce and create things with promotion as well as getting shows launched."

Apparently Miller took to his new responsibilities quickly, because in 1978, six months after taking over as promotion director for the station, he was offered the promotion manager's job at WBBM-TV, the CBS O&O in the market. "The CBS station noticed what I was doing, and after four years at WMAQ-TV, it was time to move on," he said.

In his new position at WBBM-TV, Miller reported directly to Steve Sohmer, then vice president of advertising and promotion for CBS Entertainment, eventually becoming his second in command. The working relationship with Sohmer was one that would continue until 1986, when Sohmer left NBC.

"I consider that I got my promotional master's degree through my working with him [Sohmer]," says Miller. "Having worked with him, I learned a lot from his successes as well as his failures; he's a bigger-than-life personality."

Following a two-year stint at WBBM-TV, Miller, at Sohmer's suggestion, became director of affiliate promotion services for CBS in Los Angeles. A year later, in 1981, Miller joined Sohmer in New York as director of advertising and promotion for CBS News.

"1981 was a trying year for CBS; it was



JOHN DOUGLAS MILLER—senior vice president and member of NBC Program Development Group, Los Angeles; b. Oct. 7, 1950, Chicago. BA in public communications, Syracuse University, 1972; associate producer, WMAQ-TV Chicago, 1973-76; promotion manager, WBBM-TV Chicago, 1976-80; CBS director of affiliate relations, Los Angeles, 1981; director of advertising and promotion, CBS News, New York, 1981-82; vice president, affiliate promotion services, NBC, Los Angeles, 1982-84; vice president, advertising and promotion, NBC Entertainment, Los Angeles, 1984-86; vice president, advertising and promotion, corporate communications, 1986-89; current position since March; m. Sharon Worsham, July 4, 1981; children—Bobby, 19, and Jason, 14, from wife's previous marriage, and Justin, 5, and Jon-Michael, 2.

the year that Cronkite left and Dan Rather took over, and Ed Joyce also came in. Initially, in the news division, the attitude was: 'We know that we have to do this promotion thing, but we really don't want to be aware of it or dirty our hands with this promotion and advertising business.' And then when Ed Joyce came in, it was: 'Come on, where's the promotion?' It was a major switch from doing a job that was shunned to one that was given higher visibility."

In 1982, Miller joined NBC as vice president, affiliate promotion services, West Coast, and in the process went from the top-rated network (CBS) to the third-place network (NBC). In coming to NBC, Miller says, "we did look at what NBC had done in the past, and tried to make some changes, but the biggest thing we did, and it's something that I have tried to maintain because I think it's vital to our success, is to never do things the way you did them yesterday."

"Back when I joined NBC, the network was not just in third place, but it was described in the media as a 'dismal' third place. It was really depressing to call in for the numbers each morning; there was a lot

of indigestion seeing those 18 shares for shows that we felt had a lot of promise."

Miller remembers the discouragement of that time. "We felt that we had sort of reinvented the promotional wheel, that that by itself would generate some movement. We learned that you can't just be clever, you have to tell the people what the show is about," a reference to promotional spots that garnered a lot of attention for going after the competition, but left viewers without a clear idea of what the NBC alternative was.

"The low point," he says, "was in the fall of 1984, when we had nine new shows, and by mid-season they were gone." NBC's fortunes began to change following that disastrous fall. Several of the network's mid-season replacements that season, namely *Night Court* and *TV's Bloopers and Practical Jokes*, began to catch on, and in 1985, with the addition of *The Cosby Show*, the network was positioned to win its first prime time ratings race in the 1985-86 season.

Promoting a first-place network is markedly different from promoting a last-place network, according to Miller. "When you're the underdog, [promotional spots that go after the competition] can work for you; if you're considered the top dog and you go after a weak show, then you're just sort of looked at as a bully, and it doesn't work, so you really have to pick your spots to do that kind of competitive advertising."

In August 1986, Miller was named to oversee all of the network's advertising and promotion efforts following Sohmer's exit to join Columbia Pictures as its president. Just last month, Miller was named senior vice president and joined the NBC Program Development Group, which is chaired by Brandon Tartikoff, president, NBC Entertainment.

In the almost three years since taking over, Miller says that the business of promoting a network has changed almost as much as the networks themselves. "Now I'm looking for more unusual avenues to exploit what we do. Three years ago, we hadn't put promos on videocassettes, we didn't do direct mail.... Those are the things that have been additive to the basics that we have maintained, but that's what makes this job interesting and unusual, looking for those new promotion forms."

After having spent so much time performing before audiences in barbershop quartets, and coming from a family with a performance background, it's not surprising that Miller's philosophy toward promotion contains a strong element of showmanship with no reluctance to take chances. "The biggest promotional successes are things that have no right to work but somehow do," he says. "If there's a failure, it's not so much in taking a risk, it's in not taking the risk."

Time Inc. and Warner Communications altered terms of their merger agreement last week after Securities and Exchange Commission expressed opinion that two companies' proposed stock swap prior to transaction would require accounting that would dilute earnings of new company. SEC said stock swap, cleared April 6 by Justice Department, would require Time and Warner to use purchase-price accounting for merger, requiring resulting company to amortize good will in Time's acquisition of Warner. Two companies plan to account for merger as pooling of interests. Under new terms, Time would exchange 12.4% of its shares for 10.7% of Warner shares prior to merger only if third party acquired 10% of stock of either company or made tender offer for more than 25%.

Advanced Television Systems Committee (ATSC) has changed its stance on worldwide HDTV production standard. Group, which had approved 1,125/60 (SMPTE 240M) standard and supported its acceptance by CCIR as single, world standard, is now calling for delay in world standard selection until end of next CCIR study period in 1994. Change was made due to strong differences between European nations, where TV systems are based on 50-hertz equipment, and U.S. and Japan, where equipment uses 59.94-hertz field rate. Following meeting of ATSC executive committee April 14, group sent letter to State Department supporting investigation of "common image" approach in which CCIR would agree on all HDTV production system parameters except for field rate. ATSC Chairman James McKinney said group continues to support ultimate goal of worldwide HDTV production standard. Changes in position were unanimously supported by ATSC executive committee, which is represented by all three commercial TV networks, PBS and consumer and broadcast equipment manufacturers, including

Must-carry mess

The must-carry negotiations between the National Association of Broadcasters and the National Cable Television Association have gone from bad to worse (BROADCASTING, April 10). Holding up the talks is broadcasters' insistence that any must-carry bill contain language protecting them from having their signals shifted from one location to another. NAB President Eddie Fritts has characterized channel repositioning as a "deal breaker," saying that it is a "serious issue for our members."

NAB is seeking provisions along the lines of the Senate bill offered by Dennis DeConcini (D-Ariz.) that would give broadcasters the final say concerning the placement of their signal on the cable channel lineup. Broadcasters could require cable to carry their signal on the channel where it was found prior to the demise of must-carry rules in 1985 or on the channel number assigned by the FCC, or on a location "acceptable" to the station.

Meanwhile, NAB's assault on cable at a Senate Antitrust Subcommittee hearing last week (see page 27) is being viewed by NCTA as merely a tactic to pressure cable on channel repositioning. Fritts urged Congress to reregulate cable.

"If they will stop insisting that ch. 33 has a god-given right to be on ch. 5 they can have their must-carry deal tomorrow morning," said NCTA President Jim Mooney. "They are hanging this thing up, not us. People who own broadcast properties should think very carefully about the advisability of hanging up their desire to get must-carry back on a fundamentally indefensible position—to wit—that ch. 33 should have a god-given right to be on ch. 5."

Moreover, the NCTA president emphasized that NAB's push for reregulation involves the passage of a must-carry and channel repositioning bill. The same thing the association has already called for, "only now it is dressed it up under a new rubric."

Japanese-owned Sony Corp. and European-owned Philips. ATSC recommendations match earlier proposals to State Department made by CBS ("In Brief," April 10).

ESPN source confirmed that parent ABC will buy 20% stake of service owned by RJR Nabisco, which has been bought by KKR. Latter has stated intention to sell certain assets, and minority stake in ESPN is expected to be one. Deal will likely transpire in next 60 days. Analyst valued 20% stake in ESPN at upwards of \$250 million.

FNN estimates that it will lose 560,000 net subscribers of its 33 million base with **launch of CNBC.** Cox Cable (1.5 million homes) plans to drop FNN for CNBC, in largest dislocation, but several FNN signings will reduce overall loss to 560,000 figure, FNN said. Additionally, service said that TCI, prime backer of CNB, was not deleting FNN at all. FNN programming has taken even more financial and business world slant since CNBC announcement. It continues phase out of infomercial programming, for which it has drawn criticism, and will complete process by end of May.

Viacom International last week named **Edward Horowitz** senior VP in charge of Viacom Broadcast and Networks Operations centers, production facilities and development of new business and technology including HDTV and DBS. Horowitz held similar position in 1974-88 at HBO, where he was at vanguard of cable industry's moves to satellite delivery and signal encryption and of long beleaguered HBO-GE Americom joint venture to launch combination cable/medium-power DBS service.

ABC Radio is latest broadcast organization to seek Supreme Court's permission to cover one of its arguments. Robin V. Sproul, ABC's Washington bureau chief wrote to Chief Justice William H. Rehnquist on April 6, expressing interest in covering "historic arguments" in *Webster v. Reproductive Health Services*, dealing with abortion-rights issue, on April 26. She asked that justices consider matter at their next regularly scheduled conference. That was held on Friday (April 14), but court spokesperson said there was no word of any reaction.

Cox Cable has opened national programming authorization and billing center for home dish owners. Sixth largest MSO said last week that it wished to centralize "burdensome operational aspects" in Warner Robins, Ga., while leaving front-line marketing in hands of 23 systems. Cox's program packages include HBO, Showtime, Disney, Playboy, ESPN, CNN, TNT and most superstations.

Distant-signal carriers last week described as "technical impossibility" idea of extending syndicated exclusivity to home dish market, initial response to April 12 FCC call for comments on subject. Satellite Broadcasting and Communications Association hosted series of phone conferences among superstation uplinkers and packagers. General Instrument told conferees, said United Video VP Jack Riley, that addressability of both its Videocipher-II and -II Plus signal encryption systems lacks capacity to black out more than limited number of U.S. regions. No other technological avenues are apparent, he said. FCC, which said determining technical feasibility is one goal of request for comments, also asked for comments on existence of discrimination by satellite carriers against distributors of superstation programming. Definition of nondiscrimination should only delivering to all regions at same prices, said Bliss, not "giving up control of access to our [Videocipher] tier bit," which would negate encryption—"Why did we scramble? To get control."

Independent Television Sales, four-year-old rep firm catering to independents, has dropped a dozen people from its staff. Company cut nine people in sales and research from New York office, including senior VP and general sales manager Michael Spitalnik. ITS also cut one person each from Chicago, Dallas and Atlanta offices, with one Los Angeles staffer said to have

resigned. Company's Minneapolis office was closed earlier this year. ITS President Bob Somerville, saying that company's stations were having strong second quarters, commented that restructuring "is a fact of life in our business."

French TV authority is expected to announce this week occupants of five transponders on French direct-broadcast satellite TDF-1, French sources say. Government agency CSA was believed to have made decision late last week, but was said to be ironing out final details before going public. High-powered French bird has attracted bids from leading European media companies, including Italy's Silvio Berlusconi, Germany's Kirch Group and Bertelsmann, as well as top French channels TF1, Canal Plus and other French media interests.

FCC spokesman John Kamp will become agency's first inspector general today (April 17), it was announced last week. Congress enacted legislation last year ordering FCC and 32 other federal agencies to appoint inspector generals to ferret out fraud and waste and to promote administrative efficiencies.

Concerned about "integrity" of FM service, **NAB asked FCC last week to stay implementation of new rules permitting short spacing of FM stations** as aid in choosing antennas site and to launch another rulemaking to adopt "safeguards" against possible interference caused by short spacing.

Children's television legislation breezed through House Energy and Commerce Committee last week. Measure (H.R. 1677) would limit amount of advertising on children's television and require stations at license renewal time to show they have "served the educational and informational needs of children in its overall programming."

After six weeks on hiatus, **Miami Vice returns to NBC Friday night schedule beginning April 28** at 9-10 p.m. Show has not been renewed for fall and remaining six episodes will end show's five year run. Mid-season replacement, *Quantum Leap*, moves to Wednesday night at 10 beginning May 3, replacing *Nightengales* which has completed its mid-season run. New comedy, *One of the Boys*, starring Maria Conchita Alonso, premieres in its regular time slot on Saturday, April 22, at 8-8:30. Show will have preview on Saturday, April 15, at 9:30-10.

Mass Media Bureau last week denied Black Television Workshop's petition for special minority distress relief (BROADCASTING, April 3). Bureau said "unless overturned," March 31 U.S. Appeals Court's ruling minority distress sale policy unconstitutional "would preclude a grant of the proposed distress sale." Question of who controls Los Angeles-based BTW also remains unresolved, it said. Ruling paves way for continuation of BTW revocation hearing stayed two weeks ago by FCC review board.

Palladium Entertainment's first-run strip game show, *Jackpot*, has been cleared in more than 50% of country, including eight of top 10 markets. Scheduled for fall debut, show will be hosted by Geoff Edwards and is produced by Bob Stewart Productions.

Trial by Jury, Viacom-distributed syndicated series hosted by Raymond Burr, has been cleared in 53% of the country, including nine of top 10 markets. Program, half-hour strip which will dramatize court proceedings, will debut this fall and is being sold on barter basis. It is dick clark production in association with Bob Stewart Productions.

LBS will launch 900 phone number-based Family Feud Home Telephone Game, effective May 1. Callers can expect to pay average \$3 per game, and prizes will be awarded to high scorers each day. Game is being implemented by Telephone Entertainment Network, with Sprint as long distance carrier. LBS will cross promote phone and television versions of *Feud*. In separate

CBS/Broadcast Group better earnings

Stronger television network advertising combined with flat operating costs were primarily responsible for the improved first-quarter earnings reported by CBS last week. Revenue for the CBS/Broadcast Group (CBG) increased 5%, to \$730.9 million, helped along by stronger network scatter advertising. CBG's operating profits more than doubled to \$46.5 million, from \$15.7 million in the prior-year's period, as the television network swung from a loss to a profit, and the radio division reported improved results.

For the TV network, CBS cited "improved results in several key time periods including prime time, sports and news." Stronger ratings performance of some prime time programming helped reduce audience deficiencies, giving CBS more time to sell in a scatter market where demand outpaced supply. Units already sold in the upfront marketplace for those dayparts were already priced higher.

Costs for CBG were up half a percent to \$684.4 million. In the news division, cost comparisons were helped by the absence of last year's primary elections. George Schweitzer, senior vice president, communications, CBG, said the results show, "the enormous amount of leverage that can be applied when costs are managed. When ratings improve you will see that reflected in the bottom line."

The company's announcement did not mention the owned TV stations division, where results were said to be hurt by lackluster advertising in New York and Philadelphia, offset partly by revenue gains at the Chicago and Los Angeles stations.

development, LBS said it has acquired rights to *Cool School*, animated series being developed for 1990-91 season.

Bruce Gelb is new USIA director. Senate last Thursday confirmed nomination and President signed commission next day.

Madison Square Garden Network signed B-Q Cable to carry New York Yankees last week, adding over 110,000 subscribers in Brooklyn and Queens to its reach and leaving Cablevision Systems as lone major holdout in carriage dispute.

Robert L. Johnson, president of Black Entertainment Television and District Cablevision, Washington, has filed suit against Grand Hyatt Hotel, New York, for \$1 million, alleging "false arrest" and violation of state civil rights statute. In prepared statement, Johnson said he was detained on Dec. 20, 1988, by hotel security guards "because a 'black man' had reportedly committed a crime somewhere else in the hotel." Johnson, who is black, was staying at hotel and on way to meeting at HBO. Johnson said he tried to avoid lawsuit and sent Hyatt two letters asking for written explanation: "All they gave me was some verbal apology saying 'gee, we're sorry but some lady got mugged upstairs and you looked like the black guy.'"

Terry Cole, former news director of WTSP-TV, St. Petersburg, Fla., was arrested April 10 on one count of conspiracy to commit computer-related crimes and two counts of computer-related crimes. Cole, along with Mike Shapiro, former assistant news director, who was arrested Feb. 7 on 14 computer related counts ("In Brief," Feb. 13), allegedly used computers to steal files from rival WTVT(TV) Tampa ("In Brief," March 20). Both were fired from WTSP-TV March 15. Station would not comment on Cole's arrest. Cole also allegedly stole files from personal computer in office of Frank Magid Associates Inc., Marion, Iowa-based consulting firm. Magid provides consulting services to WTVT. Cole was released day of arrest on his own recognition. Chris Hoyer, chief assistant state attorney handling investigation, said that formal charges will be filed when state is through conducting investigation.

Editorials

Last line of defense

George Bush has again indicated his intention to champion the First Amendment rights of broadcasters, through opposition to reimposition of the fairness doctrine. Responding to a question during a Washington meeting of the American Society of Newspaper Editors last week, the President said he would follow his predecessor's policy in that regard, which included one actual veto and so effective a threat of another that the fairness proponents backed down.

It is not too soon for broadcasters and the freedom loving of all persuasions to begin working on the votes to sustain that veto, when and if it comes. It will take 34 in the Senate, a total that may have been made harder to achieve by the addition of Democratic seats to that body in the last election. Of whatever political persuasion, they should be enlisted at first light by any broadcast organizations that have heart left to fight for freedom.

Ironically, if wonderfully, the strongest journalistic voice heard on the subject last week was that of ASNE President John Seigenthaler of the *Nashville Tennessean*, who enjoined his colleagues of the printed press to support broadcasters in their fight against fairness codification. We hope they can still find some to support; in this looking-glass age, it may be left for the print media to fight for the rights many broadcasters are prepared to surrender.

The issue

The children's television bill is moving swiftly toward what most handicappers would say were short odds on passage. The legislation, a spitting image of its vetoed predecessor, appears to protect children, which is what insures its continuing popularity with the sound bite set on Capitol Hill. What it does, in fact, is put content restrictions in service of a particular bias on a medium that should be free of such constrictions. The bias is that children's television is too commercial or that there is not enough of the right kind of it. Commercial television is commercial. That is how that wealth of entertainment and, yes, education, is delivered free to the home. Noncommercial children's television, also entertaining and educational, is also available to those for whom commercials are too high a price.

No one disputes that there are more commercials in children's television than some people would like. Those some people have made that quite clear. They have also made it clear they want the government to legislate their definition of the right kind and amount of children's television by tying broadcasters' livelihood to the furthering of that particular programming agenda.

The issue is, then: Should the content of the broadcast medium be at the mercy of changing political tides, or should broadcasters always be free in service of an audience that votes with its channel changers and which has always been and should always be the last word on the content of television?

It is clear how the framers of the Constitution would have answered that question. They did; it's called the First Amendment.

Number's up

The Fifth Estate's keen interest in the precedential possibilities of a "dial-a-porn" case now before the Supreme Court (BROADCASTING, April 3) is likely warranted. In the case, a California company asked a U.S. District Court to declare the FCC's 24-

hour-a-day "dial-a-porn" ban unconstitutional. That court upheld the ban on obscene telephone speech, as should have been expected since such speech is proscribed under the *Miller* test, but agreed with the appellant that a "flat-out ban" of indecent speech was unconstitutional. Right again. The FCC appealed that decision to the Supreme Court and has said that the court's thoughts on the constitutionality of the telephone ban would "likely be very relevant...in the broadcast context."

Currently holding a key card in that context is a U.S. Court of Appeals, which stayed the FCC's rules implementing the Congress's unconstitutional 24-hour ban on indecent broadcasts. The appeals court has yet to rule on the merits of the case. A Supreme Court ruling that a ban on indecent speech over the telephone was unconstitutionally broad would indeed send a signal to the appeals court that such a ban on speech, regardless of the speaker, cannot be squared with the First Amendment.

The other side of that coin was presented by 17 media and public interest groups that, among them, have filed two friend of the court briefs with the Supreme Court. The brief filed by 16 petitioners (Pacific Bell filed separately), including Action for Children's Television, the National Association of Broadcasters and the Motion Picture Association of America, pointed out that, "[I]f a total ban on indecent speech in the telephone medium were sustained, that ban would be urged as a predicate for equally indiscriminate sweeping bans on indecent broadcasting, cable television and other media as well."

One need not be a fan of telephone sex services or indecent broadcast material to be a fan of self determination over government determination of program content, and thus to defend, as have those filing the briefs, an audience's right to decide for itself what it wishes to hear or see. We would ask the high court to heed that friendly advice.

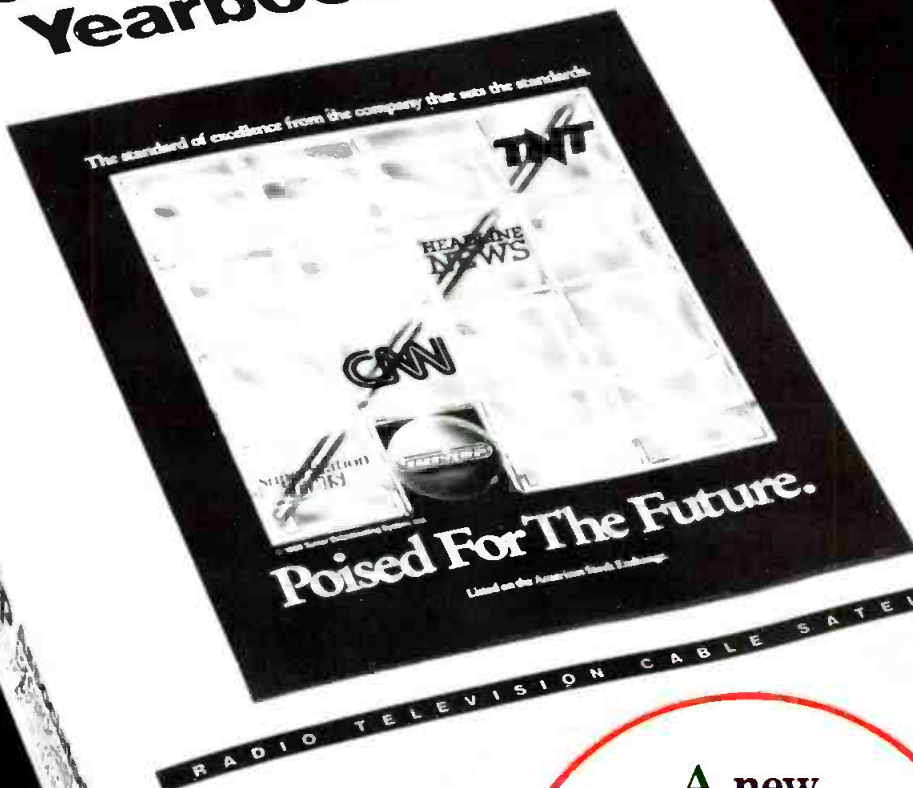
Over there, over here. This issue's special section on creation of the world's largest market—Europe in 1992—underscores how things have changed in the Fifth Estate. As does our story recounting how companies that we now consider "foreign" are establishing important media footholds in Hollywood. (Rupert Murdoch, now a U.S. citizen, falls into the category of a former Australian; Qintex is a present one.) It's too early to tell who will be the winners or losers over there, but it's a sure bet they will have an important effect on what happens, hereafter, over here.



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