

# Broadcasting Jul 17

UW-Eau Claire McIntyre Library



3 0628 000674122X

PERIODICALS

JUL 18 1989

McINTYRE LIBRARY

## TREASURE FEST

Charlotte's Web  
PARAMOUNT PICTURES

Belles On Their Toes  
20TH CENTURY FOX

The Big Fisherman  
BV

Call Me Madam  
20TH CENTURY FOX

The Man Who Never Was  
20TH CENTURY FOX

Viva Zapata!  
20TH CENTURY FOX

My Friend Flicka  
20TH CENTURY FOX

Golden Girl  
20TH CENTURY FOX

The Remarkable Mr. Pennypacker  
20TH CENTURY FOX

Mr. 880  
20TH CENTURY FOX

Come To The Stable  
20TH CENTURY FOX



SFM Entertainment/Division of SFM Media Corp.  
1180 Avenue Of The Americas • New York, N.Y. 10036 • (212) 790-4800

EAU CLAIRE MI 54701

WM D MCINTYRE LIB  
MISCNSIN STATE U  
PERIODICALS

\*\*\*\*\*5-DIGIT 54701  
54701PERIODICALS VOK FEB/92

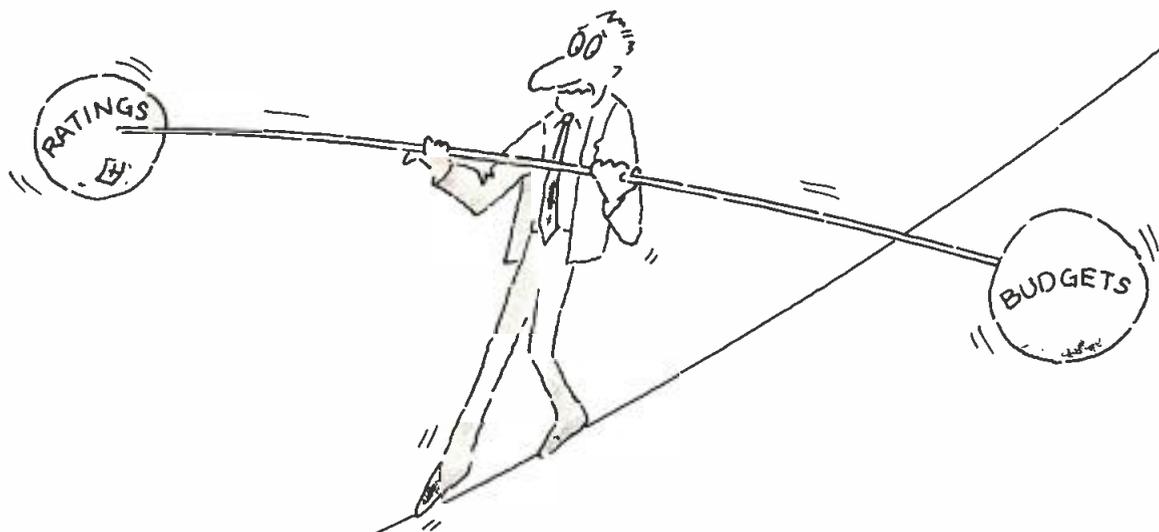
50th Year 1989  
**Congressional search  
for revenue puts  
broadcasters on  
defensive**



**For today's news directors  
"accountability" has taken on  
a whole new meaning.**

"Make us #1, and also make us a profit." If this has a familiar ring to you when it comes to your news department, then you're already exploring new solutions—because you know that platitudes like, "we need to be more efficient" just don't work any more.

You need *unique* solutions—  
solutions that spring from looking at



the news business in a new way. Like a PC-based editor (with built-in switchers) that's faster than you can believe—until you watch your people make creative, last minute changes that work, perfectly. And a brand new character generator that's designed specifically for your rapidly changing business. Or our new "GUERRILLACAM" to take a load

off your budget, and your peoples' shoulders. We've even designed the perfect news still-store that's also easy on the budget, and completely upgradeable.

We're telling you that these products, alone or in a component system, will buy you something you're always short of—time. And give you something you always need

—video quality. But our real message is, "Invite us in to help you solve your problems." Just as you know your business, we know ours, and we can help save you time *and* money.

And maybe your sanity, too. Call 1-800-25AMPEX for more information.

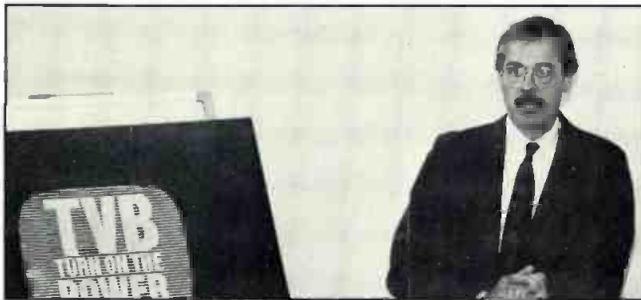
**AMPEX**

## Fairness doctrine showdown...

In effort to put fairness doctrine into law, House Commerce Committee Chairman John Dingell includes it in budget reconciliation bill, move seen to prevent Bush veto; bill also includes new revenue generating measures affecting broadcasters and cable. **PAGE 27.**

## TVB sells 'free TV' to advertisers...

Television Bureau of Advertising's "Turn on the Power" campaign seeks



TVB's Bill Moll

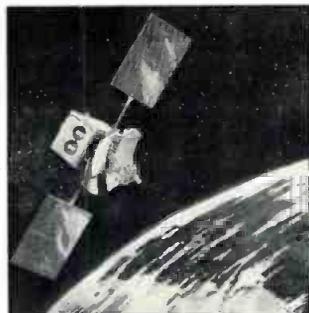
to increase ad revenue by improving image of broadcast television's effectiveness. **PAGE 29.**

## Satellites: the future

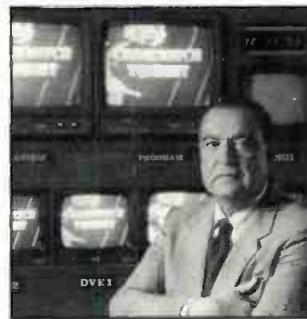
**now...** Series of contracts signed since January have already made 1989 year of satellite space

rush, as TV and radio programers put down cash to insure current satellites are replaced in next five years.

BROADCASTING's special report includes look at those deals shaping future, as well as key role of business TV, fiber optic challenge, report on European DBS and more. **PAGES 35-59.**



Artist's rendition of GE satellite



which debuts in syndication next fall, help police apprehend suspects.

### 30/ **LAWYERS BOUGHT**

Lifetime strikes deal with 20th Century Fox Syndication to carry off-network reruns of *L.A. Law* for five years starting in September 1990.

### 31/ **ALL NEWS**

Walt Disney Co.'s KJH-TV Los Angeles, going all-news in prime time in 1990, hires veteran KABC-TV Los Angeles news anchor Jerry Dunphy.

### 33/ **NUMBER CRUNCHING**

Just-released spring 1989 Arbitron ratings show CHR as top format in top two markets.

### 59/ **GETTING TOUGH**

ATS Committee Chairman Richard Wiley tells HDTV proponents they will be held to deadlines for submitting equipment test results.

### 62/ **LIMITED POWER**

FCC increases Class A FM power to 6 kw but limits number of stations that can use new maximum power.

### 65/ **TWO YEARS AND COUNTING**

Fox Broadcasting celebrates its second year with its highest rated show yet—controversial *Totally Hidden Video*.

### 68/ **UNCOUNTED AUDIENCE**

A.C. Nielsen agrees to

conduct measurement of "out-of-home viewers"—audience missed by usual tracking methods.

### 75/ **CABLE UP FRONT**

Cable advertising upfront market is expected to generate \$400 million—double that of year ago.

### 95/ **MISTER FINANCE**

With help of Julian Brodsky's financial expertise, Comcast Corp. has grown from cable system in Tupelo, Miss., to one of five biggest MSO's in country.

## DEPARTMENTS

Advertisers Index .....	94
Business .....	75
Changing Hands .....	70
Closed Circuit .....	6
Datebook .....	21
Editorials .....	98
Fates & Fortunes .....	91
Fifth Estater .....	95
For the Record .....	78
In Brief .....	96
Journalism .....	76
Law & Regulation .....	71
Masthead .....	20
The Media .....	68
Monday Memo .....	24
On Radio .....	62
Open Mike .....	22
Programing .....	65
Riding Gain .....	64
Special Report .....	35
Stock Index .....	77
Syndication Marketplace .....	66
Technology .....	59
Where Things Stand .....	10

*Broadcasting* (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions: U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm. full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

### 27/ **NO DEAL**

National Association of Broadcasters and National Cable Television Association reach proposed compromise on must carry, but objections by Association

of Independent Television Stations sends groups back to square one.

### 66/ **FUGITIVE NET**

Reality programs such as Orion's *Crimewatch Tonight*,

# **BLACKBURN & COMPANY**

## **WE BROKER BROADCASTING'S BEST**

### *Case Study: Wilks-Schwartz Broadcasting*

In 1965, when Don Wilks and Mike Schwartz wanted to expand into group ownership, they chose Blackburn & Company and we responded with WPET (AM) and later WRQK (FM) in Greensboro. Four years later we sold WRQK for over 15 times what they paid for it. In fact, by working closely together Blackburn & Company has been involved in almost every Wilks-Schwartz deal since then, handling 22 station sales to and/or for them as Don & Mike have aggressively built a group of very successful and very profitable radio stations.

In late 1988, Don & Mike again outlined their interest in becoming the nation's premier radio group in metro markets 25-60 and we quickly responded, this time with a creative package of three separate properties involving a complex purchase of stock, spinoffs from two other multi-station purchases and a complicated 3 party tax-free exchange. All were handled in a discreet, professional and confidential manner.

We are proud of this great relationship and proud to have played a part in the growth and success of Wilks-Schwartz Broadcasting.

## **WILKS-SCHWARTZ BROADCASTING**

WHYN AM/FM  
WQQQ-FM/WEEX-AM<sup>1</sup>  
WSRZ-FM/WSPB-AM  
WKFM-FM/WFBL-AM  
WLKW-FM  
WVEZ AM/FM<sup>1</sup>  
KKNG-FM<sup>1</sup>  
WNVZ-FM

Springfield, MA  
Allentown, PA  
Sarasota, FL  
Syracuse, NY  
Providence, RI  
Louisville, KY  
Oklahoma City, OK  
Norfolk, VA

<sup>1</sup>Involves in a 3-way tax free exchange

**BLACKBURN & COMPANY**  
I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

**WE BROKER BROADCASTING'S BEST**

Washington • New York • Atlanta • Chicago • Beverly Hills  
202.331.9270      212.832.9191      404.892.4655      312.346.6460      213.274.8151

# WASHINGTON

## New line forming

Names are beginning to surface in speculation as to who will fill non-Republican seat on FCC now that it's virtually certain White House does not intend to reappoint Patricia Diaz Dennis, whose term expired June 30. One name heard last week is that of Salvador Lew, who has been active in radio in Miami area—he was president and general manager of WRHC(AM) Coral Gables. Backer is said to be Jorge Mas, head of Cuban-American National Foundation in Miami and Washington and major force behind movement to establish Radio Marti and now TV Marti. Mas is also involved in application for shortwave station to be built in Miami to broadcast to Cuba.

Other names being mentioned for Dennis seat are Eli Noam and Richard A. Silkman. Noam is on leave as professor of Columbia University School of Business to serve as member of New York State Public Service Commission. He has served as director of graduate school's Center for

Telecommunications and Information Studies. Silkman is with state of Maine's executive department as head of Planning Office. Telecommunications is among his responsibilities as planning official, and he helped prepare policy statement on telecommunications for National Governors Association. There was no sign last week White House would move soon on filling Dennis's seat. With three nominations for Republican seats finally made, official said, pressure on meeting FCC's needs is off.

## Hired guns

National Cable Television Association has added new starpower to its stable of outside lobbyists, retaining The Duberstein Group, newly formed consultancy headed by Ken Duberstein, former chief of staff to President Reagan. (Duberstein was also deputy chief of staff and



Duberstein

assistant to President for legislative affairs during Reagan's tenure.) Among founding partners is Michael S. Berman, who represented Columbia Pictures while at law firm of Kirkpatrick & Lockhart, and former counsel and deputy chief of staff to Vice President Walter Mondale. They join others employed by cable association: Bracewell & Patterson; F/P Research Associates; Manatt, Phelps, Rothenberg & Philips; Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; Patton, Boggs & Blow; Wunder, Ryan, Cannon & Thelen; Chuck Walsh with Fleischman & Walsh, and Larry Rasky, former press secretary for House Telecommunications Subcommittee.

## Baker's call

Secretary of State James Baker III is expected to make decision soon, possibly this

week, on who is to fill post of coordinator and assistant secretary in charge of department's Bureau of International Communications and Information Policy. Short list is said to include four names—those of communications attorney James Smith; Ambassador Gerald Helman, senior assistant to Undersecretary of State for Political Affairs; Anne (Dede) Neal, wife of Representative Thomas Petri (R-Wis.), and Bradley Holmes, chief of FCC's Policy and Rules Division. All four are understood to have been interviewed by Undersecretary for Economic and Agricultural Affairs Richard McCormack, to whom coordinator reports, and Robert Zoellick, State Department counselor and top aide to Baker. Sonia Landau, holding job on recess appointment from President Reagan, does not appear to have support in Bush White House.

Smith, Holmes and Neal were disappointed candidates for three FCC vacancies that went to others. Helman, 30-year veteran of foreign service, emerges on strength of long and close relationship with Representative Dante Fascell (D-Fla.), chairman of House Foreign Affairs Committee. While that is strong support, Smith's might be stronger. He is

backed by former law partner Dean Burch, who is now director general of Intelsat and who has had long and personal relationship with both President Bush and Secretary Baker.

## Man in middle

Associate professor of communications at Penn State has taken on role of "honest broker" in effort to bring U.S. and Cuba together on broadcast issues that some see as threatening to erupt into radio war between two countries. John S. Nichols, who has been critical of Radio Marti and now TV Marti projects—he sees them as contributing to that threat—is attempting to put together small group of station owners and general managers and others interested in international broadcasting, and perhaps congressional staffers. They would meet with opposite number in Havana to discuss issues of international and political broadcasting on which U.S. and Cuba are at odds. Plans remain tentative. Nichols has no firm commitment from Cubans but is hopeful. "Talking about the issues is better than slugging it out," he says. Nichols says idea for proposed dialogue "evolved" out of series of conversations he has had with members of Cuban interest section at Czechoslovakian embassy. He said he is not "shill" for Cuban government, is not acting on behalf of either side. "I am playing honest broker between the two sides."

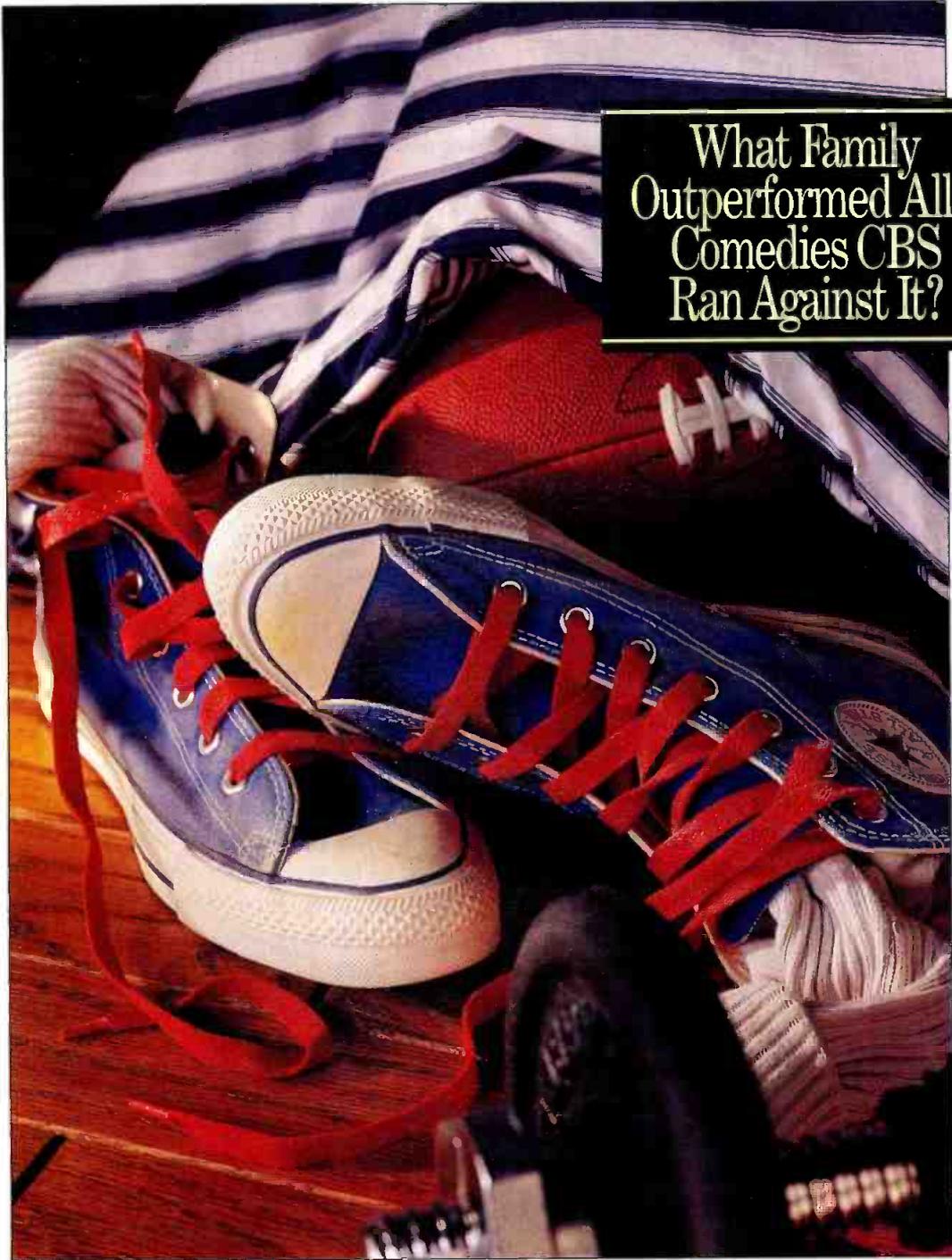
# NEW YORK

## Whither scatter

More than one advertising agency executive has recently remarked that scatter market is on verge of disappearing. As evidence one need only look at just-released financial results of CBS where sales showed little trace of big scatter price hikes in second quarter. Important if not primary reason is that CBS reportedly had little inventory to sell since high percentage was already sold in 1988 upfront. That percentage, for all three

## Pilot possibilities

NBC and Group W executives will screen two pilots for proposed new early fringe program after they are taped in two weeks. One pilot has working title *Back Talk*, and producers are currently in negotiation with former West 57th correspondent Bob Sirott for host slot. Sirott is currently news anchor at WMAQ-TV Chicago. Show also would have three "firing line" regulars (top three choices all women) who would discuss topics among themselves and with audience. Pilot producer is Bonnie Kaplan, who has produced for Oprah Winfrey, *Geraldo*, and *A.M. Chicago* on WLS-TV. Second pilot is being produced by Barry Sand (*David Letterman Show* and *FBC's Wilton North Report*) and has working title *The Open House Show*. Producers have tapped two local news talents to host pilot—WRC-TV Washington's Steve Doocy and KATU(TV) Portland, Ore.'s Mary Starrett. Show is designed to be "topical, active and fast-paced, with a light comedic feel," according to John Miller, senior vice president, NBC Entertainment, and executive in charge of program development for project. No guarantee that either of projects will go forth, but if NBC and Group W decide to go with one of them, it could be on their owned stations by fall. Delays could mean mid-season launch.



What Family  
Outperformed All 8  
Comedies CBS  
Ran Against It?

networks, was even higher in most recent upfront, at least for prime time. At one network 90% of daypart was said to have been sold, compared to roughly 60% six years ago.

Why urge to tie up business early? From advertisers' point of view, history of past decade has rarely seen lower scatter prices. And in order to achieve gross-rating-point goals, advertisers may feel viewer guarantees provided by upfront are more necessary than ever, given audience erosion. One might think that networks, often burned by erosion's effect on upfront guarantees, would have little need to lock up revenue, especially since none of them are very leveraged financially. Economic uncertainty has perhaps convinced them otherwise and besides, said one network sales executive, "I don't think we control that. It's a decision [by advertiser] we respond to."

### Free association

Official kickoff of free TV campaign is today (July 17), with some 1,000 stations participating in prime time debut, but that may not be last heard of it. National Association of Broadcasters is designating January 1990 as free TV month and will develop promotional spots. Also said to be under consideration is idea of holding entertainment gala in Washington (possibly at Kennedy Center) to celebrate free TV either in fall or January. Television Bureau of Advertising also is launching

major free TV marketing campaign in January.

Free TV campaign launches with less than ringing endorsement from president of one of three networks that will carry it. NBC-TV's Pier Mapes told New York State Broadcasters last week that "the notion of free TV is an interesting one but the campaign will not work. We're wasting our time. The Cronkite message is Walter being very statesmanlike, but the average Joe Beer can—or even the average broadcaster—will not really understand what he's talking about. The campaign is probably ill-conceived. The average American who's paying \$28 or \$15 or \$50 a month cannot differentiate. It's not free to him."

## ATLANTA

### CNN signing on

CNN Newsbeam newsgathering service is close to long-term deal with GTE Spacenet that will enlarge its current capacity—one full-time, one half-time and one occasional time contract—on GStar II. Looking ahead to 1992, next election year, said Newsbeam managing director, Charles Hoff, his newsgathering service believes "it is absolutely critical that we nail down enough capacity" to cover such events.

CNN "wanted to say to Spacenet, 'we're going with you,'" in part to assure that GTE launches its GStar IV early next year, assuring another decade of Spacenet Ku-band capacity dedicated to newsgathering. Because



Newsbeam's 211 broadcast affiliates will be compelled to continue looking at GStar II, CNN should prove to be a Ku-band anchor tenant, drawing—or keeping—other news video service traffic there.

## HAWAII

### Taking back second

Although news reports have Tak Communications selling KITV(TV) Honolulu to Cassara & Co. for \$45 million, deal in fact is second recent television transaction in which seller is keeping significant equity and agreeing to serve as lender—Price Communications has proposed to do so in sale of four TV stations (see "In Brief," July 3). Cassara & Co., equally owned by Anthony Cassara, former general manager of KTLA(TV) Los Angeles, and George A. Vandeman, partner with Latham & Watkins, will be general partners of limited partnership that will pay \$5 million to Tak in return for 60% of stock in buying entity, KITV Television Inc. Seller itself will take 40% interest in buyer from which Tak will also accept \$40 million note, mostly at floating interest

rate with principal payments starting gradually in 1992. Recent ratings have not been kind to KITV, ABC affiliate that Tak bought two and half years ago for \$50 million.

## HOLLYWOOD

### Thumbs down

It appears as if game show *Celebrity Secrets* may fall by wayside as part of four quiz programs to air in afternoon block on Fox Broadcasting Company's seven O&O's. Producer Bud Granoff says he recommends "no go" to distributor Casablanca IV and Fox officials. Granoff, whose own production company owns *Celebrity Secrets*, noted its 63% clearance rate on 52 stations means half-hour show would have "minimal chance of succeeding with so many stations putting it in late fringe." He added: "You have to be cleared with top 30 markets that will put a show in the early fringe or access periods to make money. They're whipping a dead horse."

*Secrets* was last of four programs facing July 14 deadline to confirm solid "go" to Fox. Steve Leblang, vice president of programming for Fox television, announced that Palladium Entertainment's *Jackpot* is firm go, joining previous commitments from Turner Program Services' *The Last Word* and DLT Entertainment's *Talkabout*.

## HONG KONG

### Far flinging

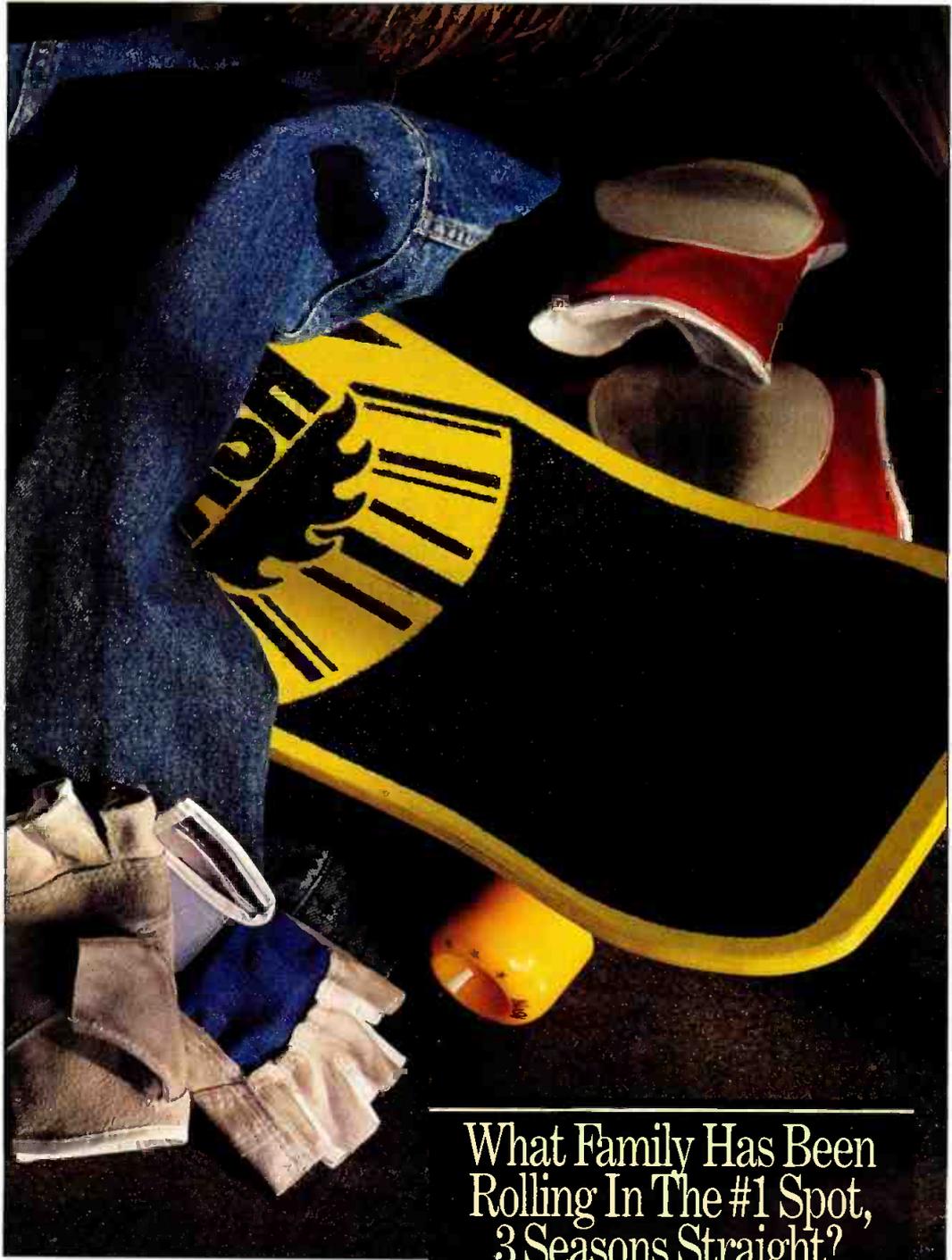
Hong Kong cable franchise—world's largest at 1.5 million customers—could be awarded as early as this week and telco U.S. West is 25% stakeholder in group considered one of two top contenders. Other leading bidder for TV-telecommunications operation, which would cost upwards of \$500 million to build, is group led by Hong Kong-based conglomerate Hutchison Whampoa. Other American players are Paramount, as adviser to U.S. West group, and Viacom and AT&T, as advisers to Hutchison.

## Sneak preview

Sales of one-hour syndicated *Rollergames* went briskly for Qintex Entertainment last January, but in effort to appease recent concerns among some client stations about show's status, Qintex has booked satellite time to air "in progress report" this Thursday, according to Executive Vice President Jody Shapiro. Shapiro, Qintex telecommunications division boss, says 10-minute taped feed (available to approximately 150 cleared stations) will give "general managers, station managers and other top executives" more of "a visual idea of what the show looks like, and how it is materializing."

Thrust of presentation will be look at Director Chet Forte's technical scheme for production, along with players' practice runs on mock-up of figure-eight "Super Concourse" to be used in *Rollergames*. Practice site is at "secret" location in Glendale, Calif. Program will shoot in San Pedro at former NASA hangar sometime in late July or early August (BROADCASTING, July 3). Shapiro says highlight of demonstration will be Forte's display of "helmet cameras" used in multi-camera set-up. Rob Word, executive vice president, creative affairs, Qintex, along with Executive Producer David Sams and Shapiro will be part of satellite feed.





---

What Family Has Been  
Rolling In The #1 Spot,  
3 Seasons Straight?

---

# 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, 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."

FM broadcasters are split over plan to increase power of Class A stations from 3 kw to 6 kw. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations, however, support NAB plan for upgrading 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.

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, petitioned FCC to reconsider.

## Cable Regulation

Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete as distributor of video services. Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing in April where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Metzenbaum is also pushing for passage of bills he introduced in April. One would restore city authority to regulate rates while 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. It would also restrict horizontal concentration within industry by limiting number of subscribers company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee took close look at issue of vertical integration within cable industry during series of hearings it convened on concentra-

AM-FM Allocations.....	10
By the Numbers.....	14
Cable Regulation.....	10
Children's Television.....	10
Comparative Licensing.....	10
Compulsory License.....	14
Crossownership.....	14
Direct Broadcast Satellites.....	14
Indecency.....	14
International.....	18
Land Mobile.....	18
Mergers.....	18
Must Carry.....	18
Public Broadcasting.....	18
Syndex.....	20
TV Marti.....	20
Wireless Cable.....	20

tion of ownership within media (BROADCASTING, June 19, 26). No immediate Senate action is expected from those hearings, although it was clear there is growing concern among subcommittee members about cable's market power.

"Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

National League of Cities and United States Conference of Mayors have adopted resolutions calling on Congress to strengthen cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. League has assigned action on cable legislation low priority, but group of mayors has scheduled July 31 meeting in New York to plan legislative strategy.

## Children's Television

■ Bill that would limit amount of advertising in children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, companion measure (S.707) was focus of Communications Subcommittee hearing July 13, along with bill offered by Senator Tim Wirth (D-Colo.). Wirth measure was endorsed by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who says he hopes to move a children's TV bill out of committee by Aug. 1.

Wirth's legislation would require broadcasters to provide programming "specifically designed" for children, as condition for license renewal. Measure is more restrictive than S. 707 and will also be focus of hearing.

Bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce

Committee and is expected to pass Senate sometime this year. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye also convened hearing on matter (BROADCASTING, April 17).

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.

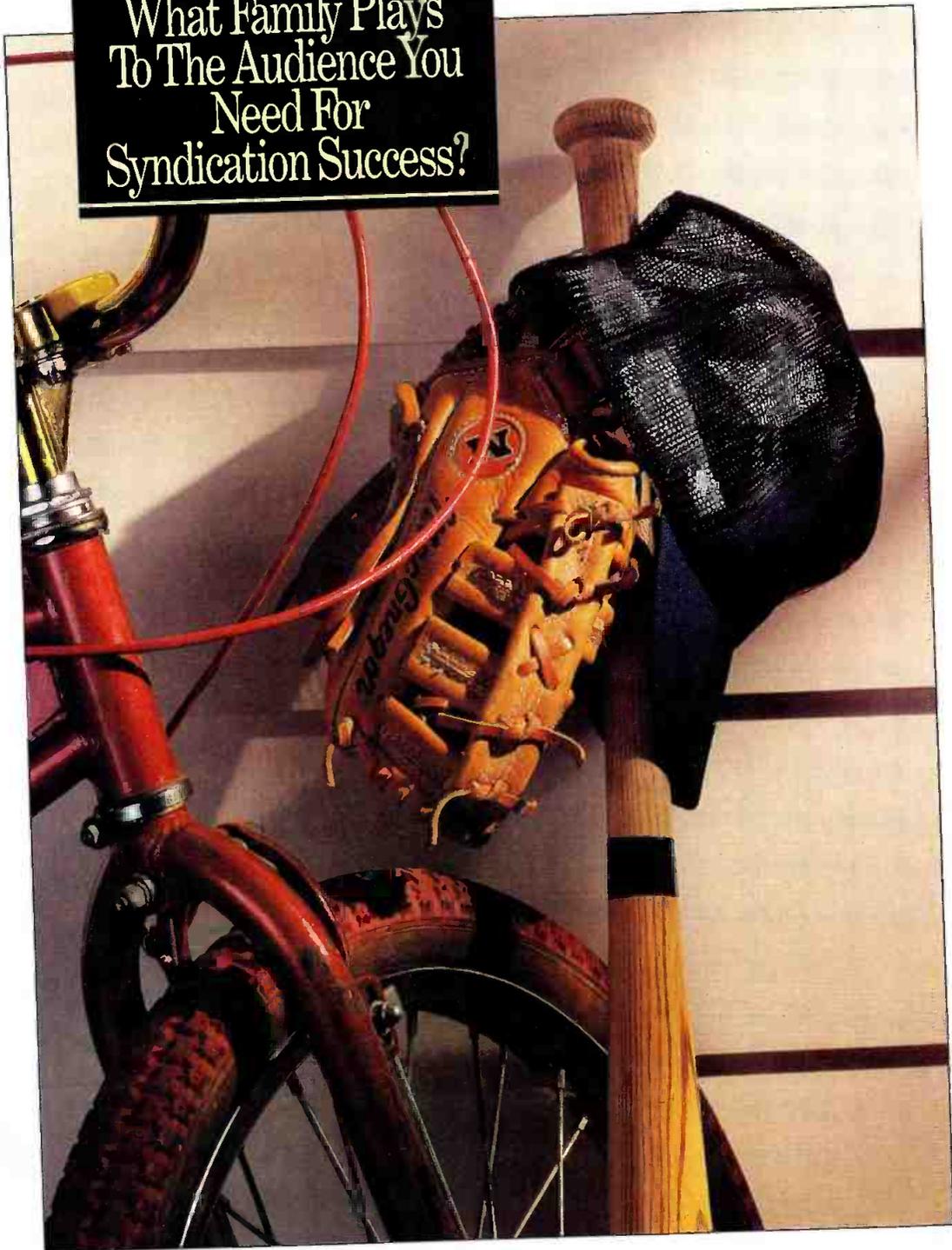
FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after decision, limited such payments to "legitimate and prudent expenses." Likewise, it limited payments for withdrawal of petitions to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

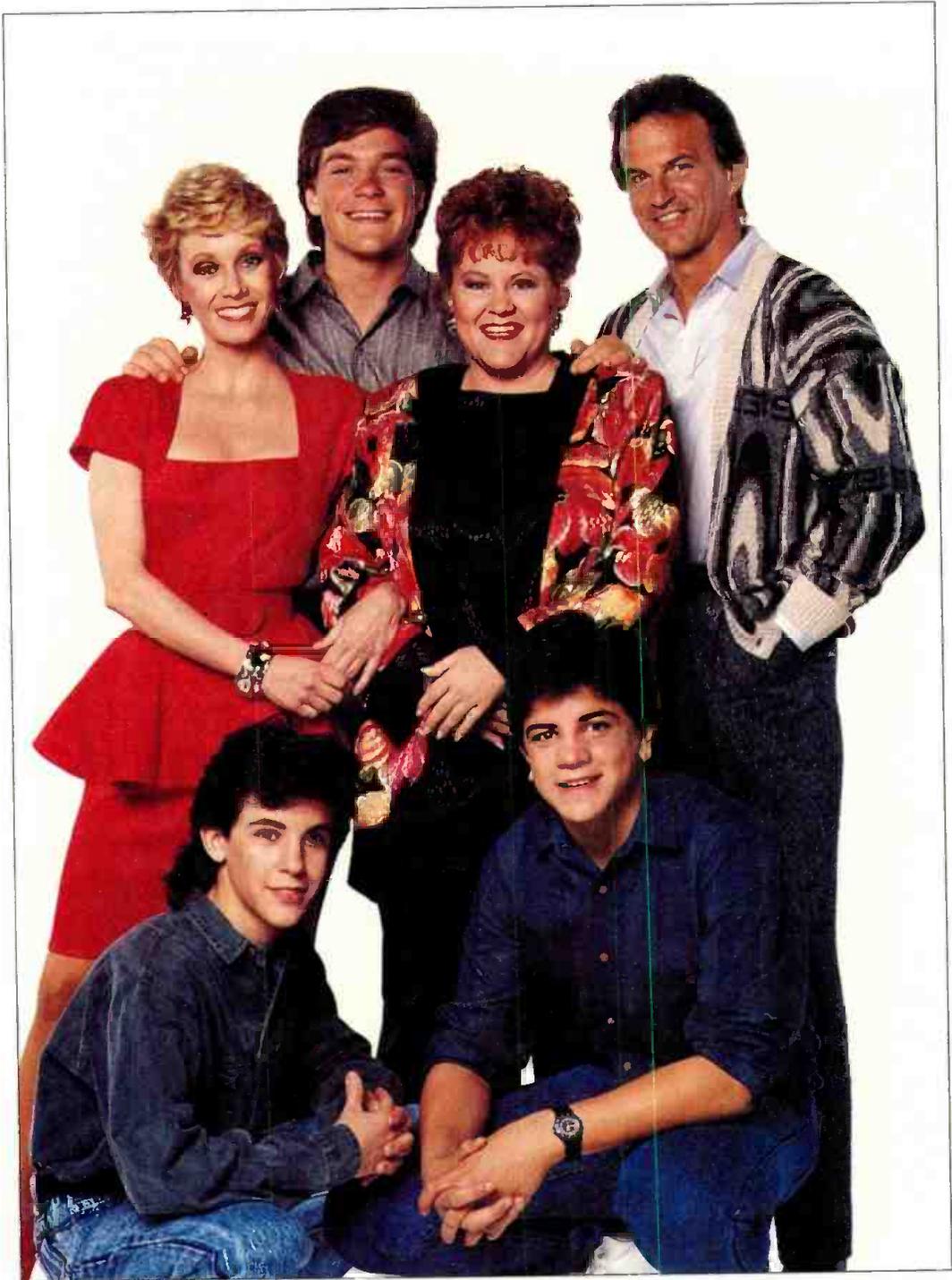
FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping 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, National Association of Broadcasters and key members of Congress.

What Family Plays  
To The Audience You  
Need For  
Syndication Success?





**M/B**

**Miller·Boyett**  
PRODUCTIONS

In the real world of syndication it takes more than high network ratings to make a hit. For a primetime comedy to work as a strip, its network audience must be made up of the same type of viewers that watch sitcoms five days a week.

# THE *Hogan Family*

Comedy For The Real World

“The Hogan Family” has this ideal quality. Its network audience profile perfectly matches the demos that predict syndication success.

The same demos that watch long-running hits like “MASH” and “Three’s Company.”

Of course, The Hogans’ brand of real-life comedy also makes the show a network hit as well. It has racked up ideal demos in three different time periods. Outperformed all 8 sitcoms that CBS ran against it. Taken NBC from #3 to #1 Monday nights at 8:30 PM. And stayed in the #1 spot for three years running!

For a comedy that will get you real results, ask your Warner Bros. sales rep about “The Hogan Family.” Available fall ’90-’91 with 100 half-hours.

Source: NTI

Funny Shows. Serious Business.



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION  
A Warner Communications Company

## Compulsory License

FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programming services.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. 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 has tentative plans to

hold en banc hearing on telco-cable issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable cross-ownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

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 cross-ownership 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 let some broadcasters reap certain economies of scale.

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

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

## Direct Broadcast Satellites

■ Making new round of assignments in separate orbital arc was to be on FCC agenda late last week with proposal to split permits into two assignments, one east, one west, likely component. Due to spectrum shortage and concentration of requests in only four of eight positions, FCC has said such paired assignments may be necessary to achieve efficient use of spectrum. Slight majority of comments on proposal last January approved idea.

Calling high-power direct-to-home broadcast satellites (DBS) "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said in June 1989 that his company, Orbital Broadcasting, withdrew its application to launch DBS because neither Hollywood nor broadcast networks appear willing to "bypass the increasing MSO bottleneck."

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

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

## Indecency

■ Senate has adopted legislation targeting violent, sexually explicit and drug-related programming. Measure would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate. House Judiciary Committee

## BY THE NUMBERS

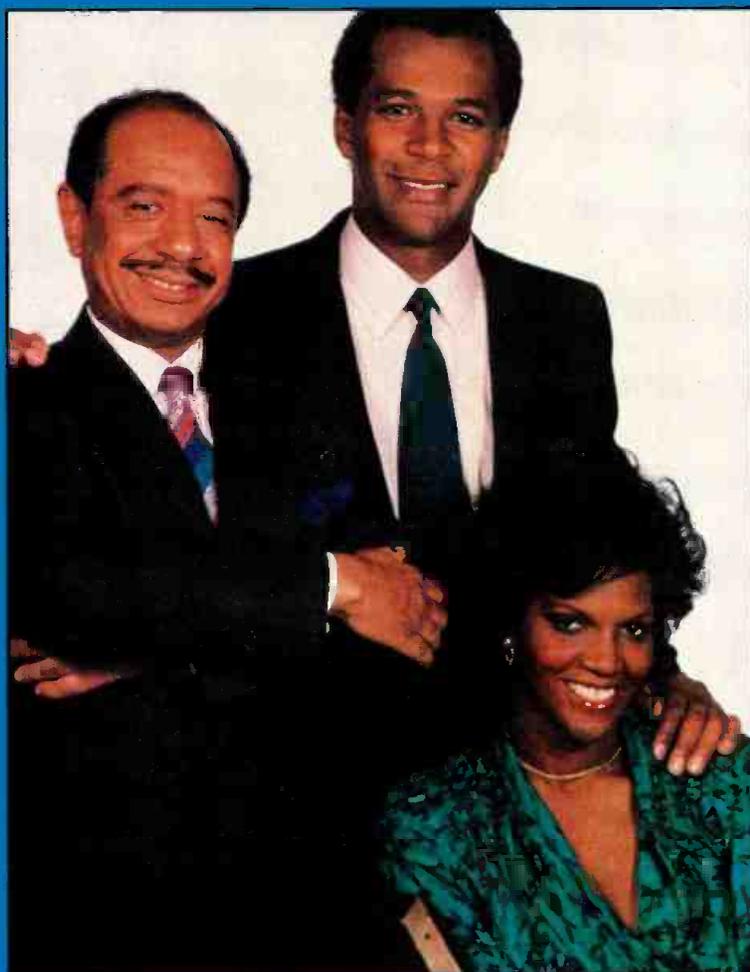
Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

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. <sup>1</sup> Construction permit <sup>2</sup> Instructional TV fixed service <sup>3</sup> Studio-transmitter link.

**Number one in its time period  
109 out of 112 weeks!**



# amen

**COMING ON STRONG.**

Starring  
Sherman Hemsley  
Clifton Davis  
Anna Maria Horsford

Produced by Carson Productions Group, Ltd.  
Distributed by

**MCA TV**

Source: NII September 1986 through June 17, 1989.  
© 1989 MCA TV. All rights reserved.

# WE'VE SEEN THE FUTURE AND IT FITS.

Just when broadcasters and professional users are shifting from one-inch and 3/4-inch video tape systems to 1/2-inch analog component video, along comes the specter of 19mm D2. First they made it smaller; now they want to make it bigger again.

When Panasonic set out to design Composite Digital recording systems, we had a big responsibility—to keep it small. Our customers have a right to expect their investment in 1/2-inch to be preserved. We know that a change in technology means more than a change in equipment; walls, racks, layouts, suites, vans and tape storage are all long-term investments that shouldn't have to be re-done every time there's a new chip on the block.

Panasonic's new Composite Digital system not only delivers superior multi-generation capability, long-term signal stability and unprecedented operating ease. It is designed to fit right where it should—into your existing facilities.

Panasonic's design philosophy is always to create products for the future with today clearly in

mind. Our editing recorders and systems work with all of today's existing standards for video, audio and control. When you're ready to convert your editing suite to Composite Digital video, Panasonic will fit in.

Panasonic cameras, from our new, all solid-state AK-450 to the new all-digital AQ-20 and AQ-10, are designed to slip transparently into the operators' experienced hands.

Today's mobile teleproduction requirements include everything from commercial production to fast-breaking news. That's why our system design is built around interchangeable components and true portability—and will remain so from today to digital to HDTV.

Here's the bottom line. Television in the 1990's demands technical advances and innovations—digital video and HDTV. But *your* demands are for systems that permit smarter, leaner operations. And that is why Panasonic's broadcast equipment, both for today and tomorrow, is designed to fit into your plant, your vision and your budget.

**Panasonic**  
Broadcast Systems





**HERE.**



**HERE.**



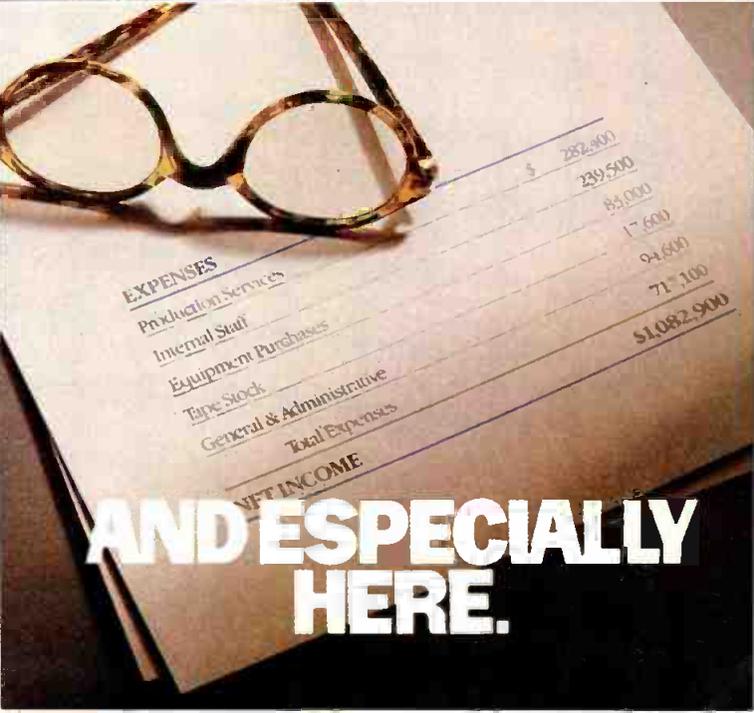
**HERE.**



**HERE.**



**HERE.**



**AND ESPECIALLY  
HERE.**

EXPENSES	
Production Services	\$ 282,400
Internal Staff	239,500
Equipment Purchases	84,000
Tape Stock	17,600
General & Administrative	94,600
Total Expenses	717,100
NET INCOME	\$1,082,900

passed bill targeting violence last week. Judiciary chairman Jack Brooks (D-Tex.) promised to keep measure free of other issues.

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 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. Meanwhile, opponents of 24-hour ban were encouraged by Supreme Court decision overturning, on First Amendment grounds, statute imposing same kind of round-clock ban on so-called "dial-a-porn" telephone messages.

### International

New European transfrontier broadcast law has been sidetracked by opposition from six of 12 members of European Community. EC's Council of Ministers may take up plan at July 18 meeting, but must resolve disputes by early fall or new law will die. Regulatory plan, essentially completed earlier this spring, would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers.

In European satellite news, Rupert Murdoch's UK direct broadcast service, Sky TV, settled \$1.5 billion lawsuit against Walt Disney Co. in dispute over plans for British Disney Channel and access to Disney's Touchstone and Hollywood Pictures films. Rival

British Satellite Broadcasting, which postponed launch of service by six months until next spring due to delays in availability of home receiver gear, has been granted additional two channels by UK government, bringing program package to five. And French pay TV service Canal Plus has emerged winner in government allocation of channels on France's direct broadcast satellite TDF-1, with interests in three of five transponders.

Capital Cities/ABC, which owns 25% through ESPN of London-based satellite sports service Screensport and has taken minority share in Munich TV company Tele-Munchen, producer-distributor and majority owner of German satellite service Tele5, is now negotiating three similar deals on continent, including one in Spain.

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.

### Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems.

During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that commission did not foresee change in near future (see "High-Definition Television").

### Mergers and Acquisitions

■ Time Inc. and Warner Communications Inc. announced definitive agreement March 4 to merge, creating Time Warner Inc. On June 6, Paramount Communications, formerly Gulf + Western, made unsolicited \$10.7 billion all-cash tender offer for Time, throwing future of merger into doubt. On June 23, Paramount raised offer from \$175

per share to \$200, bringing price for Time to \$12.2 billion. Time's board rejected both offers. If Time combined with either Warner or Paramount, new company's revenue would make it largest media concern in world. In attempt to salvage original merger with Warner despite offer from Paramount, Time revised agreement with Warner and launched \$7 billion cash tender offer for majority of Warner shares (requiring no Time shareholder vote). Lawyers for Time, Paramount and Time stockholders, unhappy with actions of company management, argued in Delaware Chancery Court last Tuesday (July 11) over whether Time's original agreement to merge with Warner put company up for sale. Paramount has filed at FCC for approval of trust that would hold Time's stock until Paramount gained necessary FCC approvals for transfer of Time's licenses to Paramount.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for a total of more than \$1.4 billion. Systems covering five states were split into six pieces and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of \$440 million on sale; minority shareholders in Centel Cable will receive \$45.625 per share. Centel expects to close sale by early August.

### Must Carry

■ Independent television and cable industry are at impasse on must carry. Last Monday (July 10) National Association of Broadcasters TV board signed off on must-carry compromise reached between President Eddie Fritts and National Cable Television Association on previous Friday (see "Top of the Week"). But deal went down tubes when Association of Independent Television Stations rejected proposal on ground that it did not address their concerns about channel repositioning. Independents felt it encouraged cable operators to move independent stations off low-numbered channel assignments to location on higher end of band. Fritts and NCTA President James P. Mooney have been trying to hammer out deal on must-carry language that they would then take to Congress. Basis of negotiations is interindustry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on the over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill, on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

### Public Broadcasting

■ CPB will begin series of "summit meet-

COULD YOU USE SOME GOOD TV DOCUMENTARIES?  
ACCURACY IN MEDIA CAN HELP YOU

ASK US ABOUT "TELEVISION'S VIETNAM"

featuring Charlton Heston and  
our latest release

"THE SEDUCTIVE ILLUSION"

which Tiananmen Square makes timely

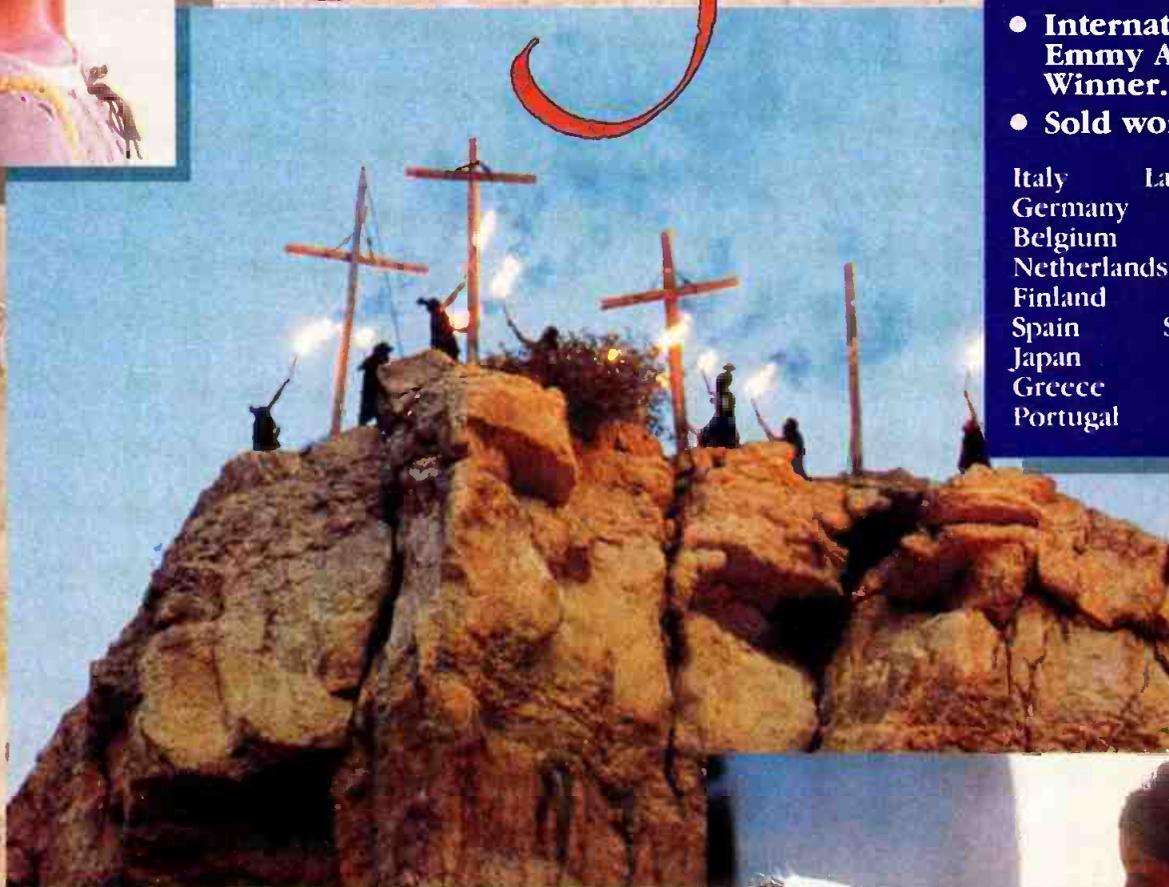
Call Deborah Lambert at (202) 371-6710

Media Monitor will be back next week



**"The Four-Hour Mini-Series  
Destined To Become  
A Holiday Classic"**

# A Child Called Jesus



Finally, a sweeping epic for the holiday season telling the story of Jesus like it's never been told before. A unique, inspiring saga, based on his life as a seven-year old boy... This dramatic tale of a family forced to leave their home in Bethlehem to escape the persecution of King Herod. Destined to become a Holiday Classic.

4 hour mini-series, November 20-December 17, 1989,  
12 minutes National/12 minutes local per each 2 hour  
segment.

## **INTERNATIONAL SUCCESS:**

- #1 rated program in Italy this past Easter Weekend . . . Both Nights.
- International Emmy Award Winner.
- Sold world-wide:

Italy	Latin America
Germany	Austria
Belgium	Denmark
Netherlands	Sweden
Finland	Norway
Spain	South Korea
Japan	Philippines
Greece	Australia
Portugal	France



**TRIBUNE  
ENTERTAINMENT**  
Company

For Information Call:

Clark Morehouse, Advertiser Sales or Rob Corona, Station Sales  
Tribune Entertainment Company • 875 Third Ave., NY, NY 10022 • (212)-750-9190

ings" with PBS and NAPTS following its July 17-18 board meeting. Meetings are intended to unify plan to streamline national public TV programming processes. CPB so far has taken issue with elements of NAPTS plan that would create chief programming executive at PBS with centralized authority over approximately 25% of national programming funds, including most of current CPB Program Fund. CPB must report to Congress next January on national program funding efficiency.

Garrison Keillor will return to American Public Radio Sept. 30 with new Saturday evening series, he announced at Annual Public Radio Conference in San Francisco, May 17-21. National Public Radio, which launched July 1 hourly newscasts, held board meeting July 13 and 14 to consider its capital budget and strategic plan for 1990's.

CPB asked House April 18 and 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 has recommended capping CPB at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million. CPB board has adopted \$254,339,038 FY 1990 budget.

CPB Chairman Kenneth Towery also asked Congress March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector general's authority to deem programming or other budget items unnecessary. In meantime, however, CPB has appointed acting IG.

## 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. Broadcasters desiring syndex protection had to notify cable system by June 19.

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. They have also asked FCC to stay rules pending court review. Representative Bill Richardson (D-N.M.) has introduced legislation that would delay implementation date of FCC's syndex rule for one year (BROADCASTING, July 3).

## 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 startup funds for proposed service, and in April, House approved 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.

Administration plans for TV Marti may have suffered serious setback by Cuba's decision to begin operating channel 13 in Havana. Channel 13 was frequency on which U.S. intends to operate TV Marti. It was said to be only one on which operation would not interfere with service by Cuban or American stations. Meanwhile, Cuban officials are threatening unspecified reprisals if U.S. proceeds with TV Marti project.

## 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.

## Completed:

over Two Billion dollars in television station sales.

— Privately negotiated.

## HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

# The Fifth Estate Broadcasting TELEVISION

Founder and Editor  
Sol Taishoff (1904-1982)  
1705 DeSales Street, N.W., Washington, D.C. 20036  
Phone: 202-659-2340  
Editorial department fax: 202-429-0651  
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, publisher.

### Editorial

Donald V. West, managing editor  
Mark K. Miller, Harry Jessell,  
assistant managing editors.  
Leonard Zeidenberg, chief correspondent  
Kira Greene, senior news editor  
Matt Stump, Kim McAvoy, John S. Egerton,  
associate editors.  
Susan Dillon, A. Adam Glenn (international),  
assistant editors  
Randall M. Sukow (technology), Peter D. Lambert,  
Joe Flint, Kristina I. Hoyt, staff writers.  
Anthony T. Sanders, systems manager  
Todd F. Bowie, Ed Kaitz, production

### Broadcasting □ Cable

#### Yearbook

David Seyler, manager.  
Joseph A. Esser, associate editor  
Deborah Segal, assistant manager  
Paul Muller, Francesca Tedesco,  
Tracy Gilliam-Turner, editorial assistants.

### Advertising

Washington  
Kenneth W. Taishoff, vice president, sales and marketing.  
Robert (Skip) Tash, Midwest and Southern regional sales  
manager  
Doris Kelly, sales service manager.  
Debra DeZarn, classified advertising manager  
New York  
Joseph E. Ondrick, East Coast regional sales manager  
Randi B. Teitelbaum, sales manager.  
David Berlyn, senior sales manager.  
Yadira Crawford, advertising assistant  
Lewis Edge & Associates, (East Coast equipment and  
engineering), 609-663-7900; fax: 609-497-0412  
Hollywood  
John R. Russel, West Coast regional sales manager.  
Sandra Klausner, editorial-advertising assistant.  
Schiff & Associates (Western equipment  
and engineering), 213-393-9285, fax: 213-393-2381

### Circulation

Kwentin K. Keenan, circulation manager  
Patricia Waldron, data entry manager  
Keith Brody, subscription service manager  
Joseph Kolthoff, Janza L. Woods,  
circulation assistants.

### Production

Harry Stevens, production manager.

### Administration

David N. Whitcombe, vice president/operations  
Philippe E. Boucher, controller.  
Tracy Henry, assistant controller  
Albert Anderson, office manager.  
Nancy Miller, personnel administrator  
Marsha L. Bell, receptionist.

### Corporate Relations

Patricia A. Vance, director.  
Catherine F. Friday, secretary to the publisher

### Bureaus

New York: 630 Third Avenue, 10017  
Phone: 212-599-2830  
Fax: 212-599-2837  
Geoff Folsie, chief correspondent.  
Stephen McClellan, chief correspondent (programming).  
George Mannes, Rod Granger, Lucia Cobo, staff writers.  
Hollywood: 1680 North Vine Street, 90028  
Phone: 213-463-3148  
Fax: 213-463-3159  
Steve Coe, staff writer.

### Advertising Representatives

Pattis/3M: Chicago 312-679-1100, fax: 312-679-5926;  
New York 212-953-2121, fax: 212-953-2128.  
Los Angeles 213-462-2700, fax: 213-463-0544.  
Hawaii 808-545-2700, fax: 808-599-5802.  
Toronto 416-482-6288, fax: 416-482-9207.  
London (01) 427-9000, fax: (01) 427-5544.

Japan (06) 925-4452, Telex: 02423928

### Broadcasting Publications Inc. A Times Mirror Business Publication

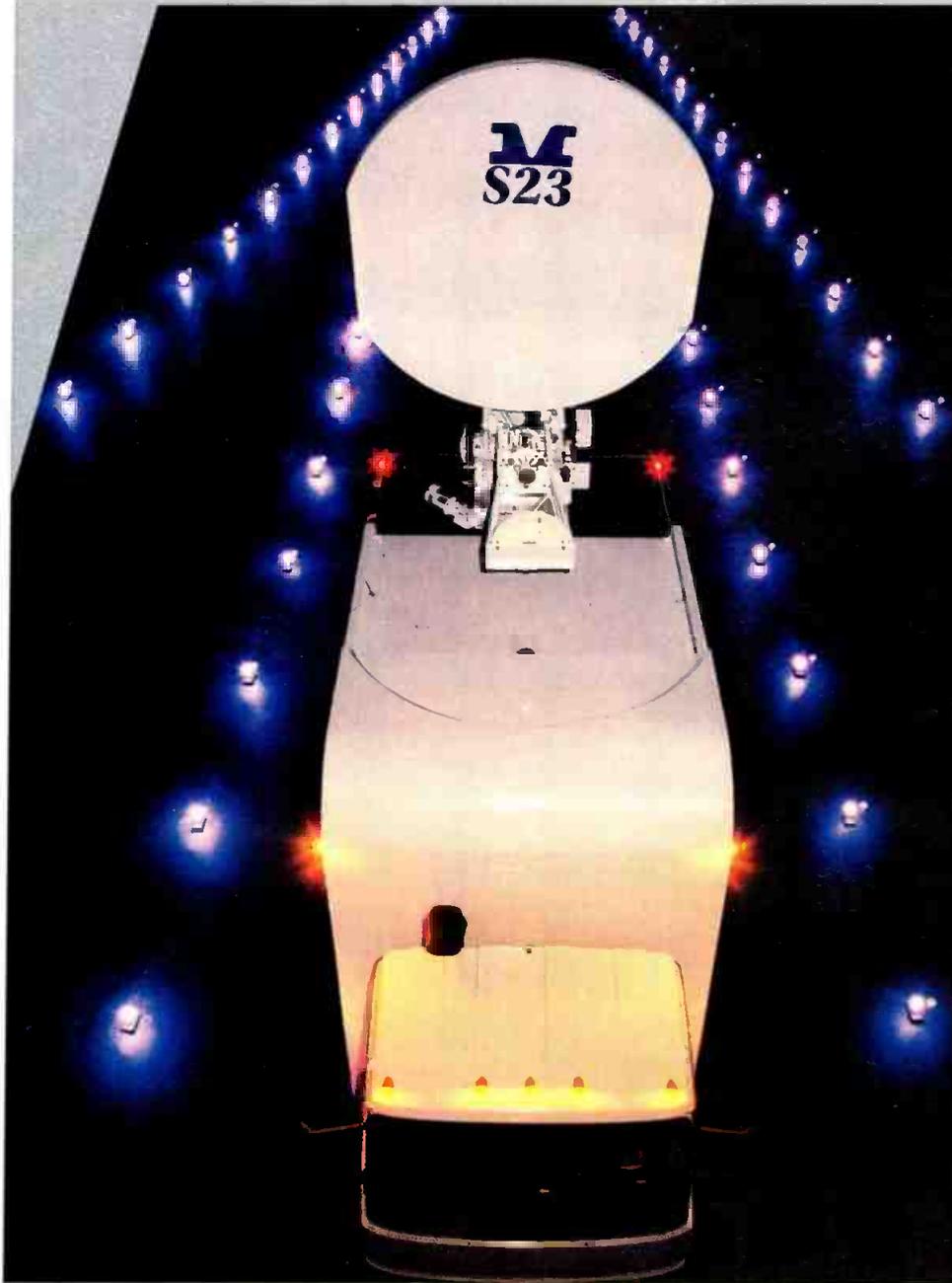
Lawrence B. Taishoff, president.  
Kenneth W. Taishoff, vice president  
Donald V. West, vice president.  
David N. Whitcombe, vice president.

Founded 1931. Broadcasting-Teletesting\* introduced  
in 1946. Television\* acquired in 1961. Cablecasting\*  
introduced in 1972. Reg. U.S. Patent Office. ©  
Copyright 1989 by Broadcasting Publications Inc.

the

# SOURCE

## The Vertex 2.6 DMK Ku Band Uplink Antenna – The Heart of the S-23 RF System



And one of the reasons there are over 30 Midwest S-23's in service today. In the U.S., Italy and Japan.

Over the past year, the Vertex 2.6m DMK outsold all comparable antennas in its class. The reason?

No prime focus antenna can perform as efficiently as the Vertex 2.6m DMK, due to its offset Gregorian feed system. The sub-reflector offers more complete illumination of the main reflector, and the offset configuration insures that the antenna meets the FCC 2° spacing curves, while providing a nominal transmit gain of 50.1 dB. Including 4 port diplexer. Cross polar isolation performance exceeds 35 dB.

Unlike most other mobile antennas, the Vertex 2.6 DMK is built to withstand many years of rugged service. A 25" diameter azimuth ring bearing insures stable mounting of the antenna while large DC drive motors provide all the power necessary to point the antenna even during high wind conditions.

If you're considering a mobile satellite system, compare the actual performance measurements of the Vertex 2.6 DMK to any other antenna in its class. Ask the space segment providers which antenna outperforms all others.

Then you'll know the reasons there are so many Midwest S-23's on the road today. **Contact us for complete specifications and information.**

### Partial List Of Midwest S-23's Currently In Service:

Cycle Satellite (2 units) Forest City, IA	KTTV-TV Fox Broadcasting Los Angeles, CA	Telemundo Miami, FL	WRAS-TV Louisville, KY	Sugarman Productions New York, NY
J/C SAT Tokyo, Japan	KTVY-TV Oklahoma City, OK	Telespazio (2 units) Rome, Italy	STS Hauppauge, NY	WBRC-TV Great American Television & Radio Birmingham, AL
KDD Tokyo, Japan	KWCH-TV Wichita, KS	Trinity Broadcasting Santa Anna, CA	WKRC-TV Great American Television & Radio Cincinnati, OH	WBIR-TV Multimedia Broadcasting Knoxville, TN
KGW-TV King Broadcasting Portland, OR	Northstar Microwave Redmond, WA	University of Florida Gainesville, FL	WSPA-TV Sparian Radiocasting Company Sparganburg, SC	
KOMO-TV Fisher Broadcasting Seattle, WA	RAI (2 units) Rome, Italy	WBNS-TV Dispatch Printing Columbus, OH	WTKR-TV Knight-Ridder Broadcasting Norfolk, VA	
WTVJ-TV NBC Miami, FL	Rainbow Network Communications (2 units) Floral Park, NY	WEWS-TV Scripps-Howard Broadcasting Cleveland, OH		



One Sperti Drive  
Edgewood, KY 41017  
(606) 331-8990

A 35mm/HDTV commentary by Jac Holzman, chief technologist, Warner Communications, and chairman, Cinema Products

Over the past decade certain video zealots have advocated that film is a medium destined to be replaced by high-definition video devices which will become both the new production and transmission standard. This narrow point of view ignores not only the incredible strides in film emulsion technology but the practical, cultural, artistic and severe economic dislocations of any high-definition change-over.

For close to five decades the bulk of serious "reusable" entertainment television programming has been captured on film and transferred readily to video—35mm film is the accepted international standard and moves effortlessly across borders. It provides originals of the highest quality. The breadth and historical certainty of 35mm film as a proven, primary production medium, combined with its ability to be shown theatrically or transmuted with convenience and fidelity into any video format, PAL, NTSC or HDTV, assures all producers and artists that their creations will continue to be viable through a changing thicket of evolving standards.

In the current Japanese high-definition proposal, the only choice we are being offered is an electronic *emulation* of 35mm film, the proven and reliable standard to which everyone aspires and compares.

Broadcasters know, better than anyone, that video equipment is constantly being made obsolete by "newer, better, cheaper, lighter," and that the life expectancy of video gear is measured at best in a few years and never in decades. Not so with film. Film cameras built 20 and 30 years ago reliably produce films today that are indistinguishable from films produced on the latest Arri or Panaflex. The mechanical movement of a film camera is among the most reliable and precise devices ever created. Its primary duty is to move film smoothly through a gate which, assisted by an excellent optic (itself frequently of noble vintage), forms the finished image on the film emulsion. That's all a film camera has to do because massive R&D expenditures are primarily in film emulsion, and those R&D efforts are financed and led by the enormous resources of Kodak and Fuji. The economic justification to remain with film becomes clearer as more costly high-definition systems are introduced.

When Technicolor introduced its three-strip process to the world in *Becky Sharp*, the ASA rating of the film was 8-10, and the heat from the lights melted the actors' makeup. Not so today. We can light in just a few footcandles, and using such new emulsions as Kodak's T-grained EXR series and Fuji's "F" series, exquisite and reliable images can be captured on film at ASA ratings of up to 2000 (the high-speed film itself is rated at 500) without losing the



**“Advanced transmission standards are both desirable and inevitable but it is foolish to throw away what has been working so well for so long.”**

richness of blacks, reducing the scale of tonality, or noticeably increasing grain ("noise" to video engineers). HDTV cameras currently in use have an ASA of 125, perhaps even 200. But film is already three stops faster and that headroom means less lighting (and less cost) and more creative flexibility for the image maker, director and producer. Furthermore, film has an exposure latitude and margin for error far greater than video, which loses detail if exposure is not precise.

There are clear advantages to each medium, but the choice whether to originate in film or video should be based upon ultimate intention of the production. Video has a kind of plastic immediacy; film has subtlety and romance. Video brings you up close; film has a softer objectivity.

A production is not just about capturing images, whether it be on video or film; it is equally about post-production, the editing and manipulation and sometimes digital creation of images to form a synthesized whole. It is here that film, computers and video can serve each other seamlessly and well.

Routinely, most dramatic television originated in the United States is shot on film,

with the use of video assist for instant replay, and then edited either on film or transferred to video and edited within a video environment. Just as routinely, if edited on video, the film negative should be conformed to the video-determined edit decision list so that transfers to formats such as PAL, which have nearly 20% more scanning lines than NTSC, can be achieved without loss of quality.

Kodak, recognizing that film would benefit from an easier and virtually automatic method to conform negative to a video edit decision list, will introduce this summer a latent image bar code, positioned so that it will relate to the readable edge numbers the film editors have used for years. The introduction of Keycode at no additional cost on all EXR Kodak film stocks makes it possible for "print" takes to be routinely transferred to video containing the Keycode numbers within the user bit structure of the SMPTE time code. No record need be kept on film takes after that. Once video post-production is complete, the film negative cutters' edit decision list is automatically produced and the original negative is then easily conformed to the video "answer print."

What I wish to communicate is that *there is real forward energy in the film community*, both in the design and manufacture of cameras (from Arriflex, Cinema Products and Panavision) but also from the manufacturers of film, providers of accessory equipment, and the creative community itself.

Advanced transmission standards are both desirable and inevitable but it is foolish to throw away what has been working so well for so long. Any high-definition proposal should be universal in its application and comfortable to use without obsoleting billions of dollars' worth of installed equipment that is currently satisfying the needs of both broadcasters and consumers. I would offer that the reduction of ghosts, noise and video artifacts to produce an image in the home that is an accurate reproduction of the image seen in the studio is our first order of the day and one that many consumers may be willing to pay for. But that is a consumer choice. Meanwhile, we can devote time to cooperatively develop a transmission standard that will make sense for the 21st century. The HDTV 1,125/60 proposal is already more than a decade old and it could be a short-lived analog *production* format. If component analog rapidly bred component digital and composite digital, then certainly HDTV analog will evolve into a digital form.

No one is marching in the streets petitioning for a high-definition production standard, but when it is right and cost effective, it will be applauded as long as we are not penalized now for the impatient desires of the few.

# Datebook

■ indicates new listing

## This week

**July 13-15**—*Colorado Broadcasters Association* 40th annual summer convention. Beaver Run Resort, Breckenridge, Colo.

**July 13-16**—Conclave '89, 14th annual Upper Midwest Communications Conclave, radio conference sponsored by UMCC, nonprofit organization. Sheraton Park Place, Minneapolis. Information: (612) 927-4487.

**July 14-16**—*Oklahoma Association of Broadcasters* annual summer meeting. Howard Johnson's hotel, Lawton, Okla. Information: (405) 528-2475.

**July 14-18**—33rd annual Television Programming Conference. Panelists, speakers include Preston Padden, Association of Independent Television Stations; Ray Timothy, NBC; Tony Malara, CBS, and Jim Seferl, Cosmos. Toledo Marriott Portside, Toledo, Ohio. Information: (904) 432-8396.

**July 15-17**—*CBS* press tour, during annual *Television Critics Association* press tours. Los Angeles.

**July 15-18**—*California Broadcasters Association* first Western region broadcast convention, in which CBA expands its convention to include 11 Western states. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: Vic Biondi or Lillie Player, (916) 444-2237.

**July 15-21**—*National Association of Broadcasters* management development television seminar. Notre Dame, Ind.

## Also in July

**July 17-18**—"Newsroom Technology: The Next Generation," technology seminar for media professionals hosted by *Gannett Center for Media Studies*. Columbia University, New York.

**July 17-19**—*New England Cable Television Association* annual convention and exhibition. Opening speaker: Congressman Ed Markey, chairman, Telecommunications and Finance Subcommittee. Newport Marriott hotel, Newport, R.I. Information: Bill Durand, (617) 843-3418.

**July 18-20**—*ABC* press tour, during annual *Television Critics Association* press tour. Los Angeles.

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

**July 18-21**—*Cable Television Administration and Marketing Society* sales management master course. Hebron, Ky. Information: (703) 549-4200.

**July 19**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Rosalyn Weinman, VP, program standards and community relations, NBC. Copacabana, New York.

**July 19**—*Society of Broadcast Engineers, chapter 15*, lectures on television and FM transmitter noise and C-language application software for FM and terrain data bases. WQXR auditorium, 229 West 43rd St., New York. Information: David Bialik, (212) 752-3322.

**July 19**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Hyatt Regency, San Francisco. Information: Anna Johnson, (212) 779-4360.

**July 19-20**—*Wisconsin Broadcasters Association* annual convention. Embassy Suites hotel, Green Bay, Wis.

**July 19-21**—*Colorado Cable Television Association* annual convention. Marriott's Mark Resort, Vail, Colo.

**July 19-21**—*National Religious Broadcasters*, Southwest chapter, convention. Harvey hotel-DFW, Dallas. Information: (602) 254-5001.

**July 20-22**—*South Carolina Broadcasters Association* summer convention. Westin International hotel, Hilton Head, S.C.

**July 21**—*Television Critics Association* "TCA Day," during annual press tours. Los Angeles.

**July 21**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Marriott, San Diego. Information: Anna Johnson, (212) 779-4360.

**July 22-24**—*NBC* press tour, during *Television Critics Association* press tour. Los Angeles.

**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 24-27**—"Stereo audio for broadcast," workshop sponsored by *National Public Radio*. Denver. Information: (202) 822-2730.

**July 25-27**—*PBS* press tour, during annual *Television Critics Association* press tour. Los Angeles.

**July 26**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herbert Schmeitz, president, The Schmeitz Co. Copacabana, New York.

**July 26**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Omni International, Miami. Information: Anna Johnson, (212) 779-4360.

## Major Meetings

**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. 1-3**—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

**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. 4-7, 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) 750-8899. Future convention: Oct. 11-15, 1990, Cannes.

**Oct. 21-25**—*Society of Motion Picture & 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. 26-27, 1990**—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

**Jan. 27-31, 1990**—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

**Feb. 11-16, 1990**—12th International Film, Television and Video Market. Loews hotel. Monte Carlo, Monaco.

**Feb. 21-23, 1990**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center. San Antonio, Tex.

**Feb. 28-March 3, 1990**—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville.

**March 31-April 3, 1990**—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**April 1-3, 1990**—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

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

**April 20-25, 1990**—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**May 17-20**—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

**May 21-23, 1990**—*National Cable Television Association* annual convention. Convention Center, Atlanta.

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

■ **July 26**—"Growth, Trends and Opportunities in Cable Advertising Sales," sponsored by *Women in Cable*. Panelists: Diane Weingart, USA Network; Stacie Raiff, Cable Network Inc., and Kay Delaney, CNN. Museum of Broadcasting, New York. Information: Audrey Fontaine, (212) 557-6524.

**July 27**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Sheraton Memphis, Memphis. Information: Anna Johnson, (212) 779-4360.

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

**July 27-29**—*Idaho State Broadcasters Association* annual convention. Among speakers: National Association of Broadcasters President Eddie Fritts and Westwood One President Bill Battison. Sun Valley, Idaho.

**July 27-30**—*Tennessee Association of Broadcasters* annual convention. Memphis.

**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.

**July 28-30**—*North Carolina Association of Broadcasters* summer meeting. Radisson, Myrtle Beach, S.C. Information: (212) 821-7300.

**July 31**—10th annual radio script contest, sponsored by *Midwest Radio Theater Workshop*. Information: (312) 874-1139.

## August

**Aug. 1**—Deadline for television programs and music video entries in International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

■ **Aug. 2**—"Showtime Dealer College," workshop sponsored by *Showtime Satellite Network*, during SBCA/STTI national satellite television convention. Opryland hotel, Nashville. Information: Carol Dalgish, (212) 708-1667.

**Aug. 3-5**—*Michigan Association of Broadcasters* annual convention. Shanty Creek Resort, Bellaire, Mich.

**Aug. 4**—Deadline for entries in 24th annual Gabriel Awards, honoring "excellence in broadcast programs which serve listeners through the positive, creative treatment of issues of concern to humankind," sponsored by *Unda-USA, National Catholic Association for Broadcasters and Communicators*. Information: (513) 429-2663.

**Aug. 5-7**—55th annual *Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

## Errata

In Arbitron May market-by-market sweeps report (BROADCASTING, June 26), correct numbers for Burlington, Vt.-Plattsburgh, N.Y., households in total survey area should have been **ABC 12,000, CBS 38,000, NBC 33,000**.

**Aug. 6-8**—*Cable Television Laboratories* first technical planning seminar. "Fiber Optics: Strategy, Tactics, Implementation." Clarion hotel, Boulder, Colo. Information: (303) 939-8500.

**Aug. 10-13**—*Association for Journalism and Mass Communication* convention. Washington. Information: Ken Keller, (618) 536-7555.

**Aug. 10-13**—*North Carolina Cable Television Association* annual meeting. Pinehurst hotel and country club, Pinehurst, N.C.

**Aug. 11**—Broadcast opportunity conference, co-sponsored by *Minority Business Development*

*Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Washington Hilton, Washington. Information: Anna Johnson, (212) 779-4360.

**Aug. 12**—*Texas AP Broadcasters* seminar, "Covering East Texas." Holiday Inn Southeast Crossing, Tyler, Tex. Information: (214) 991-2100.

**Aug. 15**—Deadline for entries in Women at Work Broadcast Awards, recognizing "outstanding radio and television programming about working women's issues," sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

■ **Aug. 15**—Deadline for entries in Media Awards for "portrayal of critical care nursing to public or to health care professionals in an accurate, realistic and meaningful way," sponsored by *American Association of Critical Care Nurses*. Information: (714) 644-9310.

**Aug. 16-20**—*National Association of Black Journalists* annual convention. New York Hilton and Towers, New York. Information: (703) 648-1270.



## Counterpoint

EDITOR: I was disappointed by your editorial in the June 26, 1989, issue of BROADCASTING titled "Contortionist." We believe the true contortionists are those who try to read the financial interest and syndication rules' (FISR) flawed and antiquated definition of "network" in a way which conflicts with the purposes of the rule: fostering effective competition from new entrants like Fox Broadcasting Company.

We must compete with a lineup of weaker stations—87% are UHF, 75% have been on the air less than 10 years. As you know, the FCC's multiple ownership rules recognize as a matter of law that UHF stations are inferior, counting UHF stations at one half the value of VHF stations for the purposes of national coverage.

Even NBC Entertainment President Brandon Tartikoff called Fox "the coat hanger network"—a jab at our UHF station partners. He knows well the UHF handicap. In every one of the 13 markets that NBC has UHF affiliates and ABC and CBS have V's, NBC's ratings dominance is lost in the local market; the sign-on to sign-off came

of each of those 13 affiliates places them third.

We have less than 6% of the amount of programming of the networks—even at 15 hours, we'd have only 15%. We now take in 1.6% of the revenue split and have 6 of our 9 shows in the bottom 10 rated shows (on a Nielsen season-to-date basis)—with our two "hit" shows ranking 50th and 55th.

Under our proposed definition, if we ever do reach parity with the networks, we would expect to be regulated like them.

We think the American people deserve more choice than just whatever Messrs. Murphy, Tisch and Wright want to serve them up.

That won't happen if the networks' hordes of owned and operated lawyers and lobbyists succeed in their attempt to twist the meaning of FISR restrictions intended to promote diversity in order to stop Fox and other competitors. The result would leave the big three of competition to continue to dominate national broadcasting, program production and advertising time sales. That would be perverse.

By the way, two factual corrections: You never asked us if the Kid's Network was going to "circumnavigate" the rules. The fact is that we've never said those hours wouldn't be counted toward the 15. Moreover, Fox Television Stations Inc.'s acquisition of midday game shows doesn't deserve the hype it has gotten, let alone the accusation that it is FBC product in disguise. *Jamie Kellner, president, Fox Broadcasting Co.*

**Editor's note.** The editorial observation about Fox's planned children's programming block that Kellner disputes was based on the observations of other executives involved in the planning of the Kid's Network, who indicated FBC's position was that those hours of programming would not count, officially, as network hours. In a follow-up conversation last week, Kellner said the company has not decided one way or the other on the issue and may not until the matter comes to a head.

**Unda USA** The national Catholic association of broadcasters and communicators

## The 1989 Gabriel Awards

Honoring radio and television programs that enrich their audiences through a values-centered vision of humanity.

Forty-nine categories for local and national programs, plus Stations-of-the-Year Awards and Personal Achievements Awards.

Deadline: August 4, 1989

For Information Call:

Rev. James Korda (216) 533-2243

To Enter...Send Tapes, Forms & Fees to:

Gabriel Awards, Unda-USA

4400 Shakertown Rd., Dayton, OH 45430-1075 (513) 429-2663





**"Gibson swings and a deep fly ball to left field...  
this is gonna be a home run! Unbelievable!  
A home run for Gibson and the Dodgers have won  
the game 5-4...I don't believe what I just saw!  
I don't believe what I just saw!"** Jack Buck, 1988 World Series

# **CBS RADIO SPORTS WE CAN DO IT WITH YOUR EYES CLOSED**

**To get a good picture of all the  
sports play-by-play action, just  
listen to CBS, the #1 radio  
network for sports. We're the only  
game in town with exclusive  
network radio coverage of NFL  
Football, Major League Baseball,  
and NCAA Basketball. And  
because our impressive play-by-  
play broadcast teams bring every  
game to life, America turns to us  
for championship sports.  
We have an eye for action!**

**CBS  
RADIO  
SPORTS**

For a schedule of CBS Radio Sports play-by-play  
events contact Suzanne Sack at (212) 975-4445 or  
fax (212) 975-3981

**TELEREP**  
**NOW REPRESENTS**

**WPRI-TV**

PROVIDENCE-NEW BEDFORD



**TELEREP**

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787  
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles  
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

# Broadcasting Jul 17

Vol. 117 No. 3

TOP OF THE WEEK

## Fairness entangled in budget bill

**Dingell, intent on seeing doctrine become law, puts fairness in reconciliation legislation; Congress seeks new revenue from revisions to tax code and FCC application fees; Fritts says real danger is spectrum fees**

President George Bush and Congress appear headed for a showdown over the fairness doctrine. Last week, the House Energy and Commerce Committee added a fairness doctrine provision to a budget reconciliation bill designed to box in Bush, who has expressed his opposition to the doctrine. Because the bill contains revenue raising proposals to offset the federal deficit, Bush may be reluctant to veto the measure.

Michigan Democrat John Dingell, who chairs Commerce, is making good on his promise to see the doctrine become law. He has said no major communications legislation favorable to the broadcast industry will move until fairness becomes law. Indeed, Dingell was willing to make a trade for fairness and include must-carry provisions in the reconciliation bill (see below). A proposed compromise between cable and the National Association of Broadcasters emerged early last week but the Association of Independent Television Stations objected to it on the ground that it did not address their concerns on channel shifting.

The House Commerce Committee also approved a proposal to increase the FCC's cost-of-regulation fees by 12.6% to meet its \$50 million revenue raising target. The FCC was prepared to implement a 12.6% increase anyway.

And last week the House Ways and Means Committee adopted a provision as part of its contribution to a reconciliation package that poses problems for broadcasters and cable operators. The commit-

tee suggested striking a provision in the tax code that may call into question cable operators' ability to continue to amortize intangible assets that are ascribed to the value of a franchise itself. And it would endanger the practice by network affiliates to write off the cost associated with a network affiliation agreement or FCC license. Two years ago a similar effort was undertaken but the Senate refused to accept the proposal and it was withdrawn.

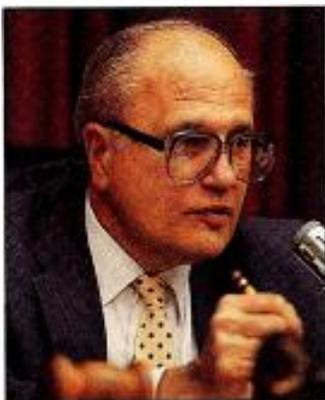
It is the budget reconciliation process itself that has broadcasters concerned. Congress is looking under "every rock" for revenue, said National Association of Broadcasters President Eddie Fritts. Indeed, the Senate Commerce Committee has been instructed to come up with \$450 million in savings, and broadcasters fear the committee will opt for a spectrum fee. The situation is fluid with Commerce Committee Chairman Senator Ernest Hollings (D-S.C.) said to be undecided on the matter.

A clearer picture of what the Senate will do should surface this week, but there is some speculation the upper chamber may delay action until September.

"We are naturally sensitive to any changes in the cost-of-regulation schedule," said Fritts. But "given a choice between spectrum fees and transfer fees, the cost of regulation changes are not that significant," he said.

But the revisions to the FCC's fee schedule is troubling to noncommercial broadcasters, who are not subject to any fees. Under this bill, public stations would no longer be exempt from cost-of-regulation fees. "It is a matter of principle," said David Brugger, president of the National Association of Public Television Stations, who stated public TV's opposition to the change in a letter to Dingell.

-KM



Commerce Chairman Dingell

## The must-carry deal that almost was

**NAB and NCTA come to terms, but objections by INTV over cable carrying indies on their broadcast channels kill effort**

It was close but no cigar for must carry last week when the National Association of Broadcasters and National Cable Television Association reached a proposed compromise that would guarantee broadcasters free carriage of their signals and enable them to demand carriage on-channel. But the Association of Independent Television Stations rebuffed cable's offer and the deal fell apart. The Community Antenna Television Association was also a party to the NAB-NCTA agreement.

If it had gone through, Con-

gress was poised to act. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) was willing to fold the must-carry proposal into the budget reconciliation package that is slated to move through Congress (see above). By using reconciliation they could minimize the potential for unwanted amendments.

But the independents thought it was a raw deal. Moreover, INTV Chairman John Serrao of WATL-TV Atlanta told BROADCASTING the whole thing moved too quickly: "They [cable] were trying to shove this down our throats."

The independents were exercised over the channel repositioning provisions that would permit cable operators to shift UHF independents from their current channel positions (many of which are now in VHF slots) to their broadcast channel, which would be a less desirable spot on the UHF band.

"This deal was a VHF solution and nobody should be surprised that a mostly UHF association was not interested," said INTV President Preston Padden. "Everybody



NAB's Fritts



NCTA's Mooney



INTV's Padden

has known for a long time we would not accept an on-channel deal." The object is to stop channel shifting, Padden argued, and the proposed deal is an "engraved invitation" to shift, he said. "We think that Eddie Fritts [NAB president] did a great job of bringing the negotiations this far. But the problem is NCTA's intransigence," added Padden.

But NCTA thinks it has bent over backwards to accommodate the independents. "For the moment, I think we have tried hard and in good faith to work out this problem," NCTA's President James Mooney told BROADCASTING. He indicated that cable had gone as far as it could go.

"We agreed to guarantee carriage of the broadcaster's signal, to guarantee the broadcaster his off-air channel number, and even agreed to take care of their problem regarding second set hook-ups. But to no avail, for the indies insisted on also hanging in for ch. 33 having a right to ch. 5," said the NCTA president. "How far can cable be expected to go merely to make broadcasters happy?" he asked.

While it was not a "perfect" deal, said Fritts, it did "go a long way to cure our ills." NAB TV Board and Local Carriage Task Force members approved the compromise during a conference call last Monday (July 10). "Our board recognized that it was not the best package but that we have to be flexible," said Fritts. At least nine of the 23 task force members who participated in the conference call operate, or work for companies that operate, UHF stations, according to Fritts.

"Something is better than nothing," commented NAB TV Board Chairman Tom Goodgame of Westinghouse Broadcasting, upon learning that INTV had nixed the deal.

It all got started Thursday evening, July 6, when Fritts called Mooney to see if he was amenable to moving a must-carry compromise on the reconciliation bill. Fritts and Mooney have been negotiating since last November, but channel shifting remained a roadblock. They met the following day and after several hours reached an agreement in principle. Each association then began drafting a bill.

Fritts called Padden Friday night to arrange a Saturday meeting at which Padden said he would present the proposal to his board Monday. In a memo to his board, Padden cited the pros and cons. Among the positive points: "a statutory right to be carried, a stable, promotable channel position, and improved access to secondary sets."

Among the negative points: "no relief, other than on-channel, for previously shifted stations. No access for UHF's to existing noncable-ready sets without converter boxes. No relief for stations without a 2% share in noncable homes." Additionally, Padden's memo said there were no "assurances that we can ever secure a better deal or that we will have a later shot at this deal." He added that INTV does not want to be "viewed as having unreasonably killed a fair compromise."

As a possible response to cable, Padden suggested his members might want to "go

back and push for on-channel, or where you are carried now at the option of the station, arguing that at the very least, the bill should prevent, not precipitate, further channel shifting."

About an hour after NAB's board finished, the INTV directors turned down the compromise. By 1:30 p.m. on Monday the deal was dead.

The essence of the NAB-NCTA agreement was the FCC's must-carry rules adopted in 1986, which were based on an earlier broadcaster-cable compromise. Under those rules, stations licensed to communities within 50 miles of a principal headend of a cable system that can demonstrate they have achieved at least an average share of total viewing hours of 2% and a net weekly circulation of 5% in noncable homes in the

**“This deal was a VHF solution and nobody should be surprised that a mostly UHF association was not interested.”**

—INTV's Preston Padden

county where the cable system is located would qualify for carriage. All new stations would be exempt from the viewing standard for one year.

There were some alterations, however. Systems with 12 or fewer channels would be exempt rather than those with 20 or fewer. Another new facet was a "leapfrogging" provision aimed at ensuring that network affiliates closest to the cable system would be carried first as opposed to a station with the same affiliation from another market.

As for the channel shifting provisions, broadcasters would be carried on-channel if technically possible or on a mutually agreed channel. Cable operators must give stations 30 days' notice if their signals are going to be dropped or repositioned. Cable operators also would have the option of carrying all must-carry signals, including UHF stations, on the V band. (That was a precaution NCTA added to make it easier for the industry to provide "lifeline" service if some day it was required to.) Once all must-carry stations were on the VHF band their signals could not be shifted "wholly at the discretion" of the cable operator.

But those provisions were not completely pinned down. NAB had its own draft which called for the FCC to designate a channel position if cable operators and broadcasters could not concur, while NCTA left it to the discretion of the cable operator. Moreover, broadcasters wanted assurances that their signals would not be relocated during a sweeps period.

Another discrepancy between the two

drafts was NAB's reference to cable's compulsory license. It amended the Communications Act to provide that any cable system using the compulsory license must comply with the carriage requirements. There is no mention of the compulsory license in the NCTA draft.

Mooney indicated that the NAB had a "number of things" in its draft that were not subject to discussion.

Another key element of the proposed compromise was the requirement that systems provide converter boxes for all new second set hookups. This was aimed at addressing UHF stations' complaints that their signals could not be picked up on second set hookups unless a converter is provided. The box would be made available for sale or lease.

INTV found the converter provision unsatisfactory because it did nothing to alleviate the current second set problems many of its members now encounter. By last Wednesday Padden had sent a letter to the Hill explaining INTV's position on channel shifting and the proposed compromise. Among his chief complaints was that NCTA "refuses to permit INTV to participate in the negotiations." NCTA's Mooney replied that "we understood NAB represents both indies as well as affiliates." Moreover, he said that it proved impractical in the past to negotiate with a roomful of people.

It is understood, however, that Mooney is reluctant to negotiate with Padden because, cable sources say, he feels Padden "broke the last agreement" and that he is "inflammatory."

INTV's letter also stated that "even on systems where on-channel is technically possible for UHF stations, only the low VHF channel positions (the first 12 cable channels) get through to all cable-connected sets." It made no mention of cable's offer to provide converter boxes, something Mooney took issue with.

"Part of the deal was that everybody would have a converter. They are either very sloppy or fundamentally dishonest. Given that we tend to take a civilized approach, I prefer to believe they are being sloppy," said Mooney. Padden, in response, said the converter proposal was prospective.

It seems INTV's correspondence provoked NCTA enough to write the Hill too. Mooney described what occurred over the weekend and also attacked the independents' argument that UHF stations should be carried on the V band as constitutionally undefensible. "We would like this one to stand up in court, and not be struck down for the third time," wrote Mooney.

"It may be," said one cable executive, that "Preston has gotten his members so whooped up that he can not get them whooped down to make a deal."

Despite the demise of the compromise, Fritts, in a letter to his TV members, said negotiations with NCTA would continue. And there were those who remained optimistic that the dispute will be resolved. As one broadcaster said: "It was clearly a major step in the right direction." —KM

## Taking the case for free TV to the advertisers

**Year-long campaign in the works at TVB; stations would donate air time, part of which would be sold to raise money for production**

The Television Bureau of Advertising is planning a year-long on-air promotional campaign to market broadcast television advertising. Paralleling this year's "Free TV" campaign directed to consumers (NAB's campaign kicks off today with a 30-second spot by Walter Cronkite to air simultaneously on the three networks and most independent stations 8 p.m. ET), the TVB's "Turn on the Power" campaign has the goal of increasing advertising revenue by improving the image of the effectiveness of broadcast television. To finance the project, the TVB is taking a novel approach: rather than asking stations for money to fund the project, the TVB is asking for air time that it can resell.

Kicking off the on-air campaign is what the TVB called a "major television event" planned for the evening of Jan. 22, 1990, the night following the Super Bowl. The event, as described by TVB President Bill Moll at a press conference last week, could range from a two-minute promotional piece airing at 7:58 p.m. ET (containing a 30-second promotional pod) to a longer show pegged to an event that would highlight the history of television. Ideally, Moll said, the piece would be on every commercial station in the country and get as high as a 60 rating because of the number of stations carrying the show and from excitement built up around the event.

TVB would encourage broadcasters to hold parties for local agencies and advertisers to demonstrate "how exciting and glamorous television can be," said Tom Winner, executive vice president and media director of Campbell-Mithun-Esty (CME), which is working with TVB on the campaign.



Following the spot would be a year-long on-air promotional campaign using time supplied by stations. The campaign would consist of 10 to 20 different spots of two types: one promoting a positive image of television, and the other recounting success stories of broadcast TV advertisers.

Along with the on-air campaign, TVB will distribute sales kits and promotional gifts. It also plans to operate advertiser conferences and seminars and to place Turn on the Power ads in trade publications.

The Turn on the Power campaign would attempt to counteract bad news about television that has appeared in the media and would attempt to increase advertiser confidence in the medium, Moll said. Advertisers are not as confident of television's effectiveness as they used to be, Moll said. The campaign is aimed not only at advertisers and agency buyers, but also at people who have influence on their lives, such as family members, he said.

Stations committing to the program would donate an average of 10 30-second spots per week to the TVB. Moll said. TVB

will consider the donations a firm commitment and will use 80% of the donated air time to run the Turn on the Power spots.

TVB would resell the remaining 20% of donated spots to raise money to fund the program. Thus, TVB, which previously has advised and assisted the industry on the marketing of television, would get into the business of selling spots. Moll said that TVB could sell the time through time-buying services or CME, or it might sell it itself through agents, depending on the response it gets from stations.

TVB estimated that if all commercial stations participated, the contributed air time would be worth \$100 million. Taking into account that 20% of the donated air time would be resold, the theoretical maximum budget for commercial production and support materials and services would be \$20 million. That budget would be diminished by such factors as sales commissions, incomplete station participation, discounts made in barter deals and low advertiser demand.

Moll said that TVB expected confirmed contracts back from the station in early August, and that, based on the response, it will decide on the scope and viability of the campaign by early September.

Spot requests made of affiliates would be different from those made of independents, said TVB vice president, marketing, John Krubski. Current drafts of the plan call for independents to contribute three prime time spots per week, but for affiliates to contribute one prime time spot every other week. Krubski said he had been ironing out the schedules with different stations and reps, and he said that only the 20% of the spots that would be resold to advertisers would have to be run as ordered. The 80% of spots devoted to the Turn on the Power campaign would be "highly preemptible," he said.—GM

### Judge says Time can go ahead with Warner deal

Time Inc. won a legal battle last Friday when a Delaware Chancery Court judge denied a motion by Paramount Communications to stop Time's tender offer for Warner Communications Inc. However, in order to permit Paramount's appeal of his decision, the judge granted a restraining order blocking for 10 days the completion of Time's tender offer. Time's \$70-per-share offer for Warner stock had been scheduled to expire today (July 17).

In the ruling that Paramount is appealing, Judge William Allen said that Time's original agreement to merge with Warner did not contemplate a change in control of Time and thus did "not place the board [of Time] in a situation in which it [was] charged with the single duty to maximize current shareholder value." Thus, according to Allen, Time is free to complete its tender offer for Warner rather than entertain Paramount's \$200-per-share tender offer for Time conditioned on the cancellation of the Time-Warner merger. The judge also said that though the Time offer for Warner was "reactive" to Paramount's offer for Time, the revised Time-Warner merger transaction "has its origin and central purpose in bona fide strategic business planning, and not in questions of corpo-

rate control."

The judge said that shareholders' apparent preference for the Paramount cash offer was not a basis for blocking the Warner merger: "That many, presumably most, [Time] shareholders would prefer the board to do otherwise than it has done does not, in the circumstances of a challenge to this type of transaction, in my opinion, afford a basis to interfere with the effectuation of the board's business judgment," he wrote.

If Time's \$7 billion tender offer for 51% of Warner is completed, Time plans to acquire the rest of Warner stock for cash or securities, buying Warner for a total of \$13.9 billion.

In a separate development last week, Chris-Craft Industries, Warner's largest shareholder, filed two suits related to the merger. In a suit filed in New York state court, Chris-Craft sought to force Time to amend its tender offer for Warner so that Chris-Craft could tender its preferred shares to Time without converting them irrevocably into common stock. In another lawsuit in Delaware Chancery Court, Chris-Craft asked the court to protect its stake in its majority-owned BHC subsidiary.

# Cable gets 'L.A. Law'

**Lifetime acquires off-network reruns of NBC hit, paying most it has ever paid for program**

Lifetime struck a deal with 20th Century Fox Syndication last week for the cable program service to carry the off-network reruns of NBC's hit show *L.A. Law* for five years starting in September 1990. Fox and Lifetime executives declined to reveal how much the latter will pay, but one source with knowledge of the deal put the price at between \$205,000 and \$210,000 per episode. Pat Fili, senior vice president, programming, Lifetime, said, however, that the cable network is paying more for *Law* than it has for any previously acquired off-network property. The network paid a reported \$100,000 per episode for the rights to Orion's *Cagney and Lacey* two years ago.

The *L.A. Law* deal and a similar agreement for *The Equalizer* (see below) are the two most recent examples of syndicators opting to sell hour-long dramas to cable before the station market.

Commenting on the acquisition last week, Fili said Lifetime acquired *Law* because "we think it's a quality show with strong female demographic performance." She added that with *Cagney* coming off the



air in 1991, Lifetime will need a high profile off-network replacement. "It's also a good locomotive to promote original series," she said. It also seems to repeat well, if the rerun performance on NBC is an indication, said Fili.

The initial deal gives Lifetime rights to the first four years of the program (82 episodes and a two-hour pilot) as well as rights to pick up episodes for the 1990-91 season and beyond. There has been no decision on where the show will air, "but obviously it will be in a high visibility position," Fili said. *Cagney and Lacey* ran as a strip at 8 p.m. during its first two and a half years on the network.

Lifetime also announced last week another new original series, to be produced in New York at the Lifetime Astoria Studios, where the network is based. It is called *The Parent Survival Guide* and will be produced by Scholastic Productions. The program will feature parents in a "workshop setting" discussing the ups and downs of child rearing. The show will debut as a morning strip Sept. 18. A special, hosted by actress Jill Clayburgh, entitled *Ask Me Anything: How to Talk to Kids about Sex*, will air Sept. 6 at 10 p.m. A previously announced series, *What Every Baby Knows: The First Three Years*, debuts Aug. 5. □

## USA calls in 'The Equalizer'



Meanwhile, while Lifetime was busy pursuing *L.A. Law*, USA Network picked up the rights to another off-network show—*The Equalizer*, which just completed a four-year run on CBS. The exact price USA paid co-owned MCA TV for the program was unavailable, but one source indicated it was "well in excess" of the \$200,000-plus Lifetime paid for *Law*. The cable network will begin airing *Equalizer* this fall, Saturdays at 6 p.m. and Sundays at 9 p.m. The deal gives USA the rights to all 88 episodes that were made. Some reports last week speculated a possible return to production of the program as it airs on USA. But David Kenin, senior vice president, programming, USA, downplayed that notion. "I won't rule out anything," he said, adding: "But it's not in the current plan."

## Turner to move NBA to TNT

**With 30 million homes, basketball moves from superstition to TNT; other networks unveil program plans**

Turner Network Television landed another major piece of programming last week, by virtue of its passing 30 million cable homes. Ted Turner announced at the cable portion of the TV critics tour that the network has reached 30 million homes, which will allow it to move the NBA from WTBS(TV) Atlanta to TNT this fall. "We are meeting the challenge and doing what we said we were going to do," said Turner at the Century Plaza in Los Angeles last Wednesday.

The NBA package will now join the classic movies and original productions that are the centerpiece of TNT, which launched last October with 17 million homes. The superstition will now carry 25 regular-season games of the Turner-owned Atlanta Hawks.

Turner also discussed the financial health of TBS's four services (TBS, TNT, CNN and Headline News), both operating profits and ad revenues. "This year we'll crack the \$1 billion mark in ad sales, but the networks will crack the \$3 billion mark. While I have to program four channels with that money, the networks only have to program one," he said. And "while we can't beat them with quantity, we can beat them with quality."

Turner services will generate an operat-

ing profit of somewhere between "\$325 million and \$350 million this year," he said. "That's more than the others. CBS will probably break even, and if they're lucky, they'll make maybe \$50 million." CNN's operating profit alone, he said, will be "over \$100 million."

On the upcoming WTBS special, *Abortion for Survival* (July 20, 8-9 p.m.), which Turner admitted carries a pro-choice theme, Turner said he is "prepared for the hailstorm of protest." The special runs a half hour (8-8:30) and is followed by a half-hour discussion hosted by Martin Agronsky with representatives of both sides of the issue. Turner said the discussion portion of the hour would be balanced, with members of the pro-life movement, whom he called "idiots," getting to argue their position. As for advertising during the program, Turner said he wasn't worried about poor advertiser support. "If you're a responsible broadcaster, you don't worry about it," he said.

Turner also had words for the broadcast industry's free TV campaign. "You know a pig is hurting when it's squealing," he said. "If I had their sleazy, rotten programming, I'd want a campaign to make people like me too."

### Elsewhere at the press tour

Nickelodeon announced the premiere dates of several original productions. The weekly



Beahrs with John Newton, executive vice president, programming, Comedy Channel



Dr. Robert Ballard, whose discovery of the "Bismarck" will be featured in a fall documentary on WTBS, and Turner

comedy-adventure *Hey Dude* will premiere Aug. 6 at 6 p.m., and the daily *Eureka's Castle*, a puppet show for preschoolers, premieres Sept. 4 at 11:30 a.m. The game show *Graduation* will also debut this fall. The network has ordered 26 additional episodes of *Mr. Wizard's World*, starring Don Herbert, and has acquired 65 episodes of the half-hour *Fred Penner's Place* from the CBC.

Nick at Nite and Binder Entertainment are producing *On the Television*, a 13-episode strip satirizing television that will premiere Sept. 9 at 11 p.m. Nick at Nite also has acquired 170 episodes of *Green Acres*, to debut Nov. 6 at 9 p.m., and 74 episodes of *Bewitched*, which debuts Sept. 4 at 8 p.m.

■ HBO's comedy channel will launch in November, according to Seth Abraham, senior vice president, programming operations and sports, who made the announcement in Los Angeles last Thursday during the cable press tour. There had been some speculation that the new service would not debut until as late as June 1990. In addition to the launch announcement, Dick Beahrs, HBO's senior vice president, new business development, and president of the comedy channel, said the new service has signed 10 comedians to development deals.

The comedians, Richard Belzer, Blake Clark, Rick Ducommun, Rich Hall, Joel Hodgson, Jonathan Katz, Taylor Negron, Brian O'Connor, Paula Poundstone and Wil Shriner, will each develop regularly scheduled programs to air on the basic cable channel.

Beahrs, who stressed the comedy channel "is not the stand-up channel," said the service will offer a variety of programs, including movies, late-night, morning and children's shows, and a week in review show to be hosted by Belzer, as well as stand-up performances.

■ Former Herman's Hermits lead singer Peter Noone is the new host for VH-1's *My Generation*. VH-1 also announced it will produce a new, weekly half-hour program on country music and a weekly, half-hour stand-up comedy show, hosted by Rosie O'Donnell, this fall.

MTV's version of Charles Kuralt "on the road" will premiere in August, with *Remote Control* host Ken Ober traveling the backroads of the U.S. and sending in reports daily. Other upcoming projects include *Decade*, a retrospective of the 1980's; a comedy special with Colin Quinn, and a *Best of the 80's* viewer's choice awards.

■ AMC signed a licensing agreement with Paramount Pictures for a yet-to-be-determined number of classic films. AMC also signed an agreement with Samuel Goldwyn for 59 films, including the restored version of "Wuthering Heights."

■ Disney announced three exclusive pre-

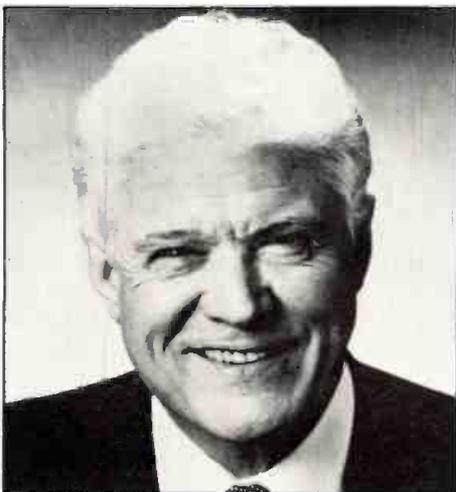
miere movies, *Not Quite Human II*, *Jane of Lantern Hill* and *Chips*, *The War Dog*. Among new Disney specials: Shelley Duvall will star and produce *Mother Goose Rock 'N' Rhyme*, and Garrison Keillor will host *Prairie Home Companion: The 3rd Annual Farewell Tour* and *Lake Wobegon Loyalty Days*. Disney has also acquired the British series *Ready Steady Go!*.

■ ESPN announced a 90-minute retrospective celebrating its 10-year anniversary, as well as *NFL Dream Season*, an eight-week series that will match up the greatest teams of the past four decades in computer-simulated games. —SC

## KHJ-TV goes all news in prime time; signs Dunphy from KABC-TV

**Veteran Los Angeles anchor moves to Disney-owned independent, which is planning switch to prime time news block in January 1990**

The Walt Disney Co. confirmed last week reports that its owned station in Los Angeles, KHJ-TV, would shift to an all-news format in prime time effective January 1990



Jerry Dunphy

(BROADCASTING, May 15). The company also announced that veteran KABC-TV Los Angeles news anchor Jerry Dunphy has been signed as the lead anchor for the station's new news format.

KABC-TV General Manager Terry Crofoot chose not to exercise the station's contractual right to top Disney's offer to Dunphy, freeing him to accept what Dunphy said was a five-year contract for "\$1 million-plus" annually.

In discussing the planned all-news prime time format last May, Disney network television President Randy Reiss told BROADCASTING: "Being the fourth indie in the market, you really have to take measures that will break you away from the rest of the pack." KHJ-TV, which has been the fourth-ranked independent in the Los Angeles market for several years, currently airs two half-hour newscasts in prime time, along with the game show *Hollywood Squares* and reruns of *Carol Burnett and Friends* and *The Saint*.

A source at the station estimated that the initial start-up costs of the switchover could approach \$25 million. The source said the station will be purchasing additional satellite trucks (for a total of 15 available remote units), putting KHJ-TV on par with local

## Jack Kent Cooke to sell his cable systems for over \$1.4 billion

In January, Jack Kent Cooke signed a letter of intent to sell his 660,000-subscriber cable systems to a consortium of seven buyers for an estimated \$1.4 billion. In the following months, he broke off negotiations with the buyers, changed investment banks and watched his systems be put in the market again. Last week, Cooke signed definitive agreements to sell his properties to the original consortium.

The price for Cooke's cable properties is slightly higher than the amount the parties agreed upon in January, sources indicated. The sale of nearly a third of the subscribers to a minority-controlled entity is expected to reap Cooke a minority tax certificate that will defer his taxes on that part of the sale. In April, Cooke retained Lazard Freres & Co. to sell the

systems; Lazard Freres replaced Drexel Burnham Lambert, through which Cooke negotiated the original sales agreement.

The consortium is led by San Francisco-based InterMedia Partners, which assembled substantially the same group of buyers last year with the help of Daniels & Associates. The buying group includes limited partnerships formed by InterMedia and Frank Washington, which are acquiring 212,000 subscribers in a tax-certificate transaction; Tele-Communications Inc., which is acquiring 200,000 subscribers; TCA Cable TV; Falcon Cable; a group associated with Adelphia Communications Corp., and Chambers Communications. One member of the original consortium, Rock Associates, dropped out.

network O&O stations. Additionally, the source said that KHJ-TV was talking with next-door neighbor Paramount Pictures and other studios about obtaining 8,500 square feet of additional studio and office space for its prime time operation.

"My guess is that the news operation will take on a form similar to CNN's format," said KHJ-TV President and General Manager Blake Byrne, who would go no further in outlining how the 8-11 p.m. (PT) weekday news block would be packaged, presented and promoted. He added: "Jerry will obviously play a major role" in what will be a "two-anchor format." A Disney spokeswoman estimated that plans for the expanded news format will be made public in October or November.

KTLA-TV News Director Jeff Wald called the move to an all-news prime time a "bold" one, and said that it will create more demand overall for news from independent stations. Wald added: "When you start with someone like Jerry Dunphy, it's a very good first step. There have been a number of stations in the market looking to make a big splash with some new talent. Timing is all part of the equation. [Anchor] Hal Fishman has been with our station since 1960. He is such a huge part of our station's identity. I certainly think KHJ-TV's image will only be helped by Dunphy's presence." That said, Wald pointed to his station's own research, which "does not support a foreseeable market demand for a three-hour news block." He would not elaborate on the results of the in-house study, but instead cited network programming and movie packages on his station (and other independents) as formidable competition in the 8-10 p.m. block.

"We did research, and it shows that there is a substantial audience looking for news at 8-10 p.m.," KHJ-TV's Byrne countered. "They [his competitors] all think we're crazy. Even some in our own sales staff were telling us that we're crazy, and that we don't know the market well enough. Generally, the push [for prime time news] came from the top. They've taken a hard look at the market and know they're not just throwing money out the door. This whole thing started long before Jim Saunders [KHJ-TV's executive vice president and manager] and myself joined the station [in June 1989]."

"I think it will take a while [to build audience]," said Dunphy. "In a year and a half we'll make inroads on the other stations' prime time ratings. In two years, we should make the cut in the ratings book. With the kind of commitment Disney is putting into this, they have a strong feeling the community will support this type of programming."

Dunphy, 68, had been an evening news anchor at KABC-TV Los Angeles for the past 14 years before leaving the station July 10th after the expiration of his con-

tract. Before joining KABC-TV, Dunphy was an anchor with KNXT-TV (now KCBS-TV) Los Angeles, which he joined as a reporter in 1960.

Byrne said the news expansion will not adversely affect existing product purchased for prime time because the station "did not buy a surplus of programming." He said that KHJ-TV will rely on talk shows in the daytime, "kids block programming with Disney's outstanding programming" in the early fringe, and syndicated programming in late fringe. -MF



## Clock ticking on 'Downey'

**MCA, Quantum and wwor expected to decide this week whether to renew show; if not, Downey says he will try to get rights and continue in weekly format with new distributor**

A definitive decision is expected this week on the fate of Morton Downey Jr.'s beleaguered television show from MCA-TV, the show's syndicator; Quantum Media, its owner, and wwor-TV, Downey's home base. Fading advertiser support, lower ratings, dwindling clearances and growing station dissatisfaction are all fueling speculation that the program will be canceled.

Downey told BROADCASTING, however, that he is currently negotiating with the three companies to gain control of the show and its distribution. Failing that, Downey said he has had numerous offers from backers to continue on the air in another program. He expects to have an announcement by Aug. 15.

"We're all anxious to know what's going

to happen," said Bill Boggs, Downey's executive producer, "and should know soon. All of us are proud of the shows we've created. We've done some groundbreaking work."

"I don't think the show has any future," said Dick Kurlander, vice president, director of programming, Petry Television. "I think he self-destructed and became a parody of himself."

"He's definitely peaked," said Janeen Bjork, Seltel vice president, director of programming. Bjork quoted Nielsen syndicated programming numbers showing Downey going from a 9 share in July 1988 (the first book after it went into syndication) to an 8 in November, a 6 in February and a 5 in the report issued last week (the report includes numbers from 67 markets). "My feeling is the demand has diminished among stations," Bjork said. "Whatever made the show special is gone; he can't top himself anymore."

Steve Antoniotti, president and general





## '227' deals expected this week

Two months after hitting the street with the off-network property 227, Columbia Pictures Television is expected to announce a series of deals this week. Speaking in New York last week, CPT syndication President Barry Thurston confirmed several deals, including ones with KHJ-TV Los Angeles and CBS O&O WBBM-TV Chicago. Thurston declined to discuss the status of talks in New York, although he suggested CPT was "close" to a deal there. Sources in New York rule out the three O&O's, as well as WWOR-TV and WNYW, as potential customers. That leaves Tribune's WPIX-TV. "You're safe in assuming that WPIX is the prime prospect," said one executive familiar with the New York scene. Officials at Tribune and WPIX-TV declined comment.

CPT's marketing effort comes at a time when about two dozen sitcoms have, or will soon, hit the market. "It makes it more difficult for everybody," said Thurston. "We have to be better salesmen. The stations have to make [the right] choice." Thurston said recent upbeat reports about the upfront advertising marketplace may bode well for syndicators, because strong network and barter sales often translate to stronger local station sales. That, in turn, encourages stations to buy more programs, he said. Other stations clearing 227 to date: wjz-TV Baltimore; WPTV Memphis; WDRB Louisville, Ky.; WFLX West Palm Beach, Fla.; KOLD Tucson, Ariz.; WSAV Savannah, Ga.; WJTV Jackson, Miss.; WECT Wilmington, N.C.; KSFY-TV Sioux Falls, S.D., and WHLT Hattiesburg, Miss.

## New York judge finds for Premiere over Petry

Petry lost the first round in its legal match against Premiere, the station advertising consortium led by Group W Television Sales. In a decision last week, New York State Supreme Court Judge David H. Edwards Jr. denied a request by Petry to preliminarily enjoin Premiere from going forward with advertising sales. Also last week, unconfirmed rumors surfaced that Harrington, Richter & Parsons might file suit against the unwired network which HRP client station KOIN(TV) was said to be on the verge of joining.

Judge Edwards said the rep firm had failed to prove the "likelihood" that its case—which claims that Premiere tortiously interfered with the contract Petry has with certain Post-Newsweek stations—would succeed "on the merits." He cited a clause from Petry's contract with the Post-Newsweek stations that said Petry would not "receive commission on advertising business originating from...network business which comes to [the] station from any established national or regional network now or in the future." The judge, however, reached his decision without determining that Premiere was tapping network, rather than spot, advertising: "A conclusive determination cannot be made on the basis of the motion papers and affidavits."

Edwards said his decision was also based on several other judgments: that Petry would not be "irreparably" harmed absent an injunction, since the rep firm could later obtain monetary damages, and that an injunction would create a greater inequity because Premiere would be subject to greater loss.

The judge said Petry had not "shown any urgency in this matter having waited several months after defendants' announcement [in

January] of its activities before bringing this action." Petry filed its lawsuit on March 11, the same week that client stations from Post-Newsweek joined the consortium.

Petry's lawyers were expected last week to ask for an expedited appeal of Edwards's denial of the request for preliminary injunction. John Quinn, a partner at Weil Gotshal & Manges, which represents Group W, said he thought a motion to dismiss Petry's complaint would be filed at some point. He added that last week's ruling was already a victory, saying that advertisers who were awaiting the outcome of the litigation—none of whom have yet signed contracts with Premiere—might now feel more comfortable placing orders: "Maybe this will break the log jam a little." □



**Like old times.** Former President Ronald Reagan was the guest announcer for the first inning of NBC Sports' broadcast of baseball's All-Star Game on July 11. "It's taken me down a very nostalgic lane," said Reagan to NBC's Vin Scully, referring to stint as announcer for the Chicago Cubs over WHO(AM) Des Moines, Iowa, in the 1930's. Reagan's best moment was in the bottom of the first inning when he accurately called a homer to dead center field the second it came off the bat of Boston's Wade Boggs.

## Public gives press high marks

Times Mirror survey shows public followed China story 'very closely'; TV gets particularly high ratings

The political upheaval in China was one of the most closely followed stories early in July. And television's performance in covering that story was given particularly high marks by the public—high enough, in fact, to help produce a higher rating for press performance generally in July than it received in May.

Those were among the findings of a survey conducted for Times Mirror by the Gallup Organization between July 6 and July 9. It found that the Supreme Court decision holding that flag burning as a form of political protest was constitutionally protected, was followed "very closely" by 51% of those questioned. China and the Supreme Court decision restricting a woman's access to an abortion were each followed "very closely" by 47% of the respondents.

As for the public's view of the quality of the media's job, the survey found that the coverage of the seven stories studied was rated positively by the survey respondents—26% thought it was "excellent" and 42%, "good." That "excellent" figure was seven points higher than was the case in May. The higher ratings were attributed to coverage of the China story, by the press generally and by TV specifically. For among those who said they had followed the China story most closely, 40% gave news coverage an "excellent" grade. While 42% of those questioned gave that rating to network news coverage, only 26% of the respondents assigned that rating to newspapers.

As for the other stories in Times Mirror's July survey, the sentencing of former National Security Council aide Oliver North was followed "very closely" by 37% of those questioned, and the Pete Rose story, by 22%. On the low end of the scale in terms of public interest were the stories detailing the scandals at the Department of Housing and Urban Development and Solidarity's success in the recent Polish elections. They were followed "very closely" by 15% and 12% respectively.

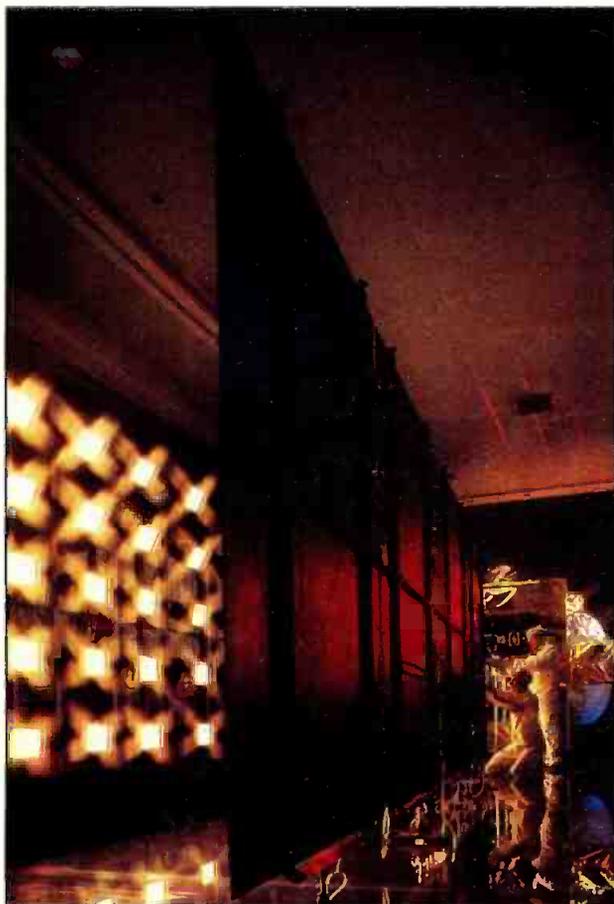
Further evidence of the public's lack of attention to political news was indicated by the relatively small number of people familiar with Representative Tom Foley (D-Wash.). Only 14% of the respondents could identify him as the new speaker of the House, despite the heavy coverage given to his elevation to that post.

The political upheaval in China and the two Supreme Court decisions—on flag burning and abortion—were said to be among the 10 most closely followed stories of the past three years. But public interest in them was far less than in the explosion of the space shuttle Challenger, in 1986. That story, which commanded the greatest public interest in the past three years, was followed by 80% of the public, according to a Times Mirror survey. —LZ

# Satellites: Flying Toward the Future



Year of the satellite land rush



**O**ne year after the satellite operators promised they would launch no successor birds without commitments from the major broadcasting and cable networks, Hughes Communications, GE Americom and AT&T have them and are moving forward with the construction and launch of a new generation of satellites in the 1990's.

So far, programmers have made down payments on 11 birds. With ABC on board, AT&T plans to launch two hybrid C-band/Ku-band satellites, the largest ever built for any user. GE is committed to launching at least three C-band birds (to be built by co-owned GE Astrospace engineers, pictured here working on two Satcom satellites) to accommodate a consortium of cable programmers led by Viacom and is assembling another for Alascom.

Having pre-sold capacity to HBO and Turner Broadcasting System, Hughes will also launch three C-band cable birds, and is going ahead with two large hybrids to handle CBS's satellite traffic.

Higher construction, launch and insurance costs mean the new generation of satellites will not come cheap. At about \$125 million for each C-band bird and \$185 million for each hybrid, the three satellite carriers will spend at least \$1.6 billion for those 11 television distribution satellites they now plan.

Two other satellites, GTE Spacenet's GStar IV and IBM's SBS VI, both of which will likely carry news and sports backhauls and private business traffic, are already scheduled for liftoff next year. How many of the

# DESIGNING A SATELLITE RADIO NETWORK?

**Then take some  
sound advice and  
don't overlook  
these essential  
features:**

Many well known radio  
broadcasters have taken  
our sound advice and  
have chosen NPR not  
only for the nearly

10 years of satellite experience we bring to the  
industry, but for our 17 years of broadcasting  
experience too. As broadcasters, we understand the  
need for high audio quality, system  
reliability, and network flexibility.

So why don't you consider NPR SATELLITE SERVICES  
for your radio network requirements? Call us at  
(202) 822-2626.



**NATIONAL PUBLIC RADIO**

**Satellite Services**

2025 M Street, NW Washington, DC 20038

remaining 10 satellite applications now pending at the FCC (see chart, page 38) will eventually be launched remains to be seen.

More deals will follow. Dozens of cable networks, syndicators, regional broadcasters and PBS have yet to say what they will do. NBC has several more years to decide. Additionally, private data and business television networks are springing up, and they may require as many as a dozen satellites in the next decades.

Knowing that the days of launches on speculation are now over, most providers and users predict a tighter market for occasional use and smaller syndicators. Some of the remaining operators—Western Union has dropped out and IBM has said it will follow—as well as some customers, may not survive. But for now, the next decade of network distribution has already begun to take shape.

## Wheeling and dealing

By the end of 1993, the nine satellites now carrying the great majority of television and radio networks will run out of the fuel that keeps them in place and come to the end of their useful lives.

Because of the higher costs, as well as their experience with, in their opinion, too much unoccupied capacity, the operators made it known that they would not launch replacement satellites without the cost being shared up front by satellite users.

Moving expediently to acquire capacity in time to allow the two to three years needed to build and launch replacement birds, the big cable and broadcast programmers entered negotiations last year, moving carefully, balancing affiliates' needs, costs, technological flexibility and the ability to call their own shots in the future.

Selling in-orbit real estate to cable programmers is perhaps easier than filling a bird with broadcasters or private business networks. Extending the popular shopping mall metaphor, once an operator sells mall space to a Sears or Bloomingdales, thereby assuring customers will come, other retailers will clamor to acquire the remaining space. Although that "anchor tenant" model applies to broadcasters, a great portion of broadcast programming, including newsgathering, sports and syndication, requires space on an occasional basis. In cable, however, most of the retailers, wholesalers, really, are national 24-hour-a-day services in need of full-time space. Selling it to them, however, hinges on getting the anchor tenant.

When HBO and the Turner Broadcasting System teamed up to buy 10 to 14 transponders on Hughes's proposed 24 C-band transponder birds Galaxy IR and Galaxy V, the per transponder rate

was in the \$7 million neighborhood, according to several well-placed sources. Galaxy 5 and Galaxy 1R—to be launched in 1991 and 1993, respectively—will carry HBO, Cinemax, CNN, Headline News and TNT. The addition of ESPN means Hughes has secured the last of three programming legs—news (CNN), entertainment (HBO, TNT, USA, TNN) and sports (ESPN)—necessary to make the two satellites, in the words of ESPN senior vice president, affiliate sales and marketing, Roger Williams, "the premier cable birds of the 1990's."

If the HBO-Turner deal was for 14 transponders, Hughes gained \$98 million from its anchor sale. The per transponder figure, however, said the sources, does not account for monthly \$15,000-\$30,000 per transponder protection payments—which might have been waived for the anchors—or about \$1 million in launch protection. And other factors, such as options on new transponders for future additional services, may also fudge the numbers. But, in any case, the anchor deal revenue of less than \$100 million is far short of the at least \$350 million Hughes will spend to build and launch Galaxys IR and V and, a requisite part of the contract, in-orbit fleet spare Galaxy VI. Add Hughes marketing costs, and the figure moves toward half a billion dollars.

The operators make up the difference as they sign on other programmers vying to join the must-watch anchors and fill up the remaining 34 transponders at higher rates. A second tier of major basic channels were said to pay closer to \$10 million per transponder. If several of those, such as ESPN or The Nashville Network, purchased six transponders at that rate, Hughes made another \$60 million—bringing revenue to a level still more than \$200 million short of costs. A combination of latecomer buys and long-term leases, as well as up to \$2 million-a-year short-term leases, could see the remaining 28 transponders go for an average of up to \$18 million each. That would add \$504 million to Hughes revenue on the three cable birds. The conjectural total of \$662 million revenue, minus the \$350 million to \$400 million expenses, would leave Hughes with \$262 million to \$312 million profit over the 12-year life of the system.

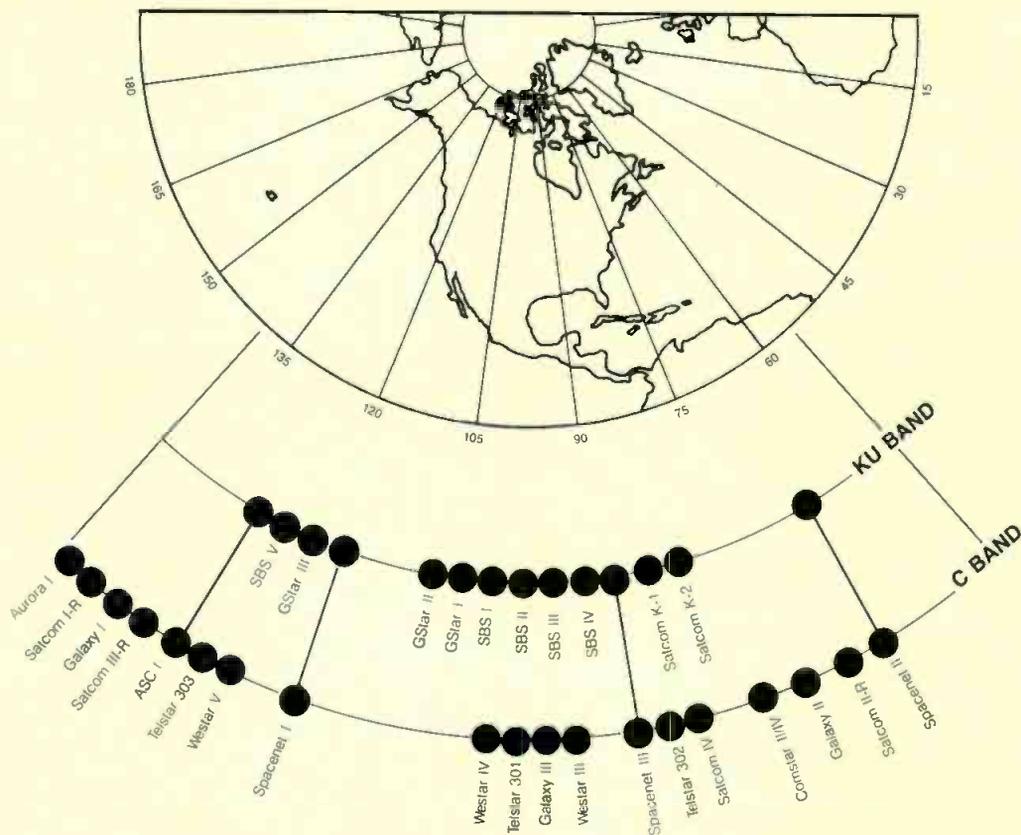
## Cable programmers: Power in numbers

On the surface, the operators have appeared to hold all the cards—the wherewithal to build and launch satellites and their unanimous demand for prelaunch commitments. But both cable anchor deals resulted from powerful programmers joining forces with other powerful programmers to create these spacecraft "neighborhoods." The



GTE Spacenet's video control center where video traffic on all GTE Spacenet satellites is monitored

# ⚡ Satellite guide to the sky



Carrier Satellite	<sup>1</sup> C-band	Ku-band	Approximate end-of-life	Orbital slot	Carrier Satellite	<sup>1</sup> C-band	Ku-band	Approximate end-of-life	Orbital slot
<b>Alascom</b>					<b>GTE Spacenet</b>				
Aurora I	24	--	Jan. 1992	143	Spacenet I	18	6	May 1994	120
<b>AT&amp;T</b>					Spacenet II	18	6	Nov. 1994	69
Telstar 301	24	--	Nov. 1993	96	Spacenet III	18	6	March 1998	87
Telstar 302	24	--	Sept. 1994	85	GStar I	--	16	May 1995	103
Telstar 303	24	--	Apr. 1995	125	GStar II	--	16	March 1996	105
					GStar III <sup>3</sup>	--	16	Sept. 1994	125
<b>Comsat</b>					<b>Hughes Communications<sup>4</sup></b>				
Comstar II <sup>2</sup>	24	--	July 1986	76	Galaxy I	24	--	June 1993	134
Comstar IV	24	--	Feb. 1991	76	Galaxy II	24	--	Sept. 1993	74
SBS I	--	10	Nov. 1990	99	Galaxy III	24	--	Sept. 1994	93.5
SBS II	--	10	Sept. 1991	97	Westar III	12	--	Aug. 1989	91
<b>Contel ASC</b>					Westar IV	24	--	Feb. 1992	99
ASC I	18	6	Aug. 1995	128	Westar V	24	--	June 1992	122.5
<b>GE Americom</b>					<b>IBM<sup>5</sup></b>				
Satcom I-R	24	--	April 1993	139	SBS IV	--	10	Aug. 1984	91
Satcom II-R	24	--	Sept. 1993	72	SBS V	--	14	Sept. 1988	122.5
Satcom III-R	24	--	Nov. 1991	131					
Satcom IV	24	--	Jan. 1992	82	<b>MCI</b>				
Satcom K-1	--	16	Jan. 1996	85	SBS III	--	10	Nov. 1982	95
Satcom K-2	--	16	Nov. 1995	81					

<sup>1</sup> C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus 10 years.

<sup>2</sup> Although Comstar II has passed its design end of life and gone into north-south drift, Comsat uses tracking antennas to maintain use of that bird.

<sup>3</sup> Imbalanced loading of fuel caused GStar III not to reach 125 degrees on schedule following September 1988 launch. Expending station-keeping fuel to move it there by next fall will reduce bird's design life by five to eight years.

<sup>4</sup> Hughes finalized purchase of Western Union Westar birds Jan. 20 and, by September 1988 agreement with IBM, markets capacity on SBS IV and V.

<sup>5</sup> Announced July 7, Hughes purchase of IBM holding company, Satellite Transponder Leasing Corp., and SBS IV, V and VI birds (SBS VI is scheduled to launch in June 1990) awaits FCC approval.

## **IDB to acquire CICI Becomes major supplier of international video transmission services**

IDB Communications Group, Inc., a rapidly growing supplier of satellite transmission services for television, radio and data/voice communications, and Contel ASC, a subsidiary of Contel Corporation, recently announced the execution of a definitive agreement for the sale of CICI, Inc., the international services division of Contel ASC, to IDB.

"The move will make IDB the largest supplier of international television transmission and IBS (INTELSAT Business Service), adding to IDB's substantial presence as a U.S. provider of radio and television transmission services," said Jeffrey Sudikoff, Chief Executive Officer of IDB. According to a COMSAT study, IDB together with CICI will provide more international television and leased data services via IBS than any other US carrier, including AT&T and MCI.

Domestically, IDB owns and operates major international teleport facilities in New York and Los Angeles, 55 fixed earth stations at locations throughout the country, and the largest fleet of transportable earth stations in the nation. The acquisition means that IDB will combine forces with the present CICI satellite network of 13 earth stations which includes three major international facilities in New York (two adjacent to IDB at The Teleport on Staten Island), as well as international video earth stations in Vallejo and Santa Paula, CA. The Vallejo facility has earth stations on INTELSAT 174, 180 and 307. The Santa Paula facility has earth stations on INTELSAT 180 and 307.

Recently, IDB significantly expanded its position in the domestic television transmission marketplace by adding Hughes Television Network to its team. The purchase of CICI represents a significant expansion in the international television transmission marketplace. Globally, IDB provides full-time transmission services from London to the U.S. and from the U.S. to Australia 10 and Television New Zealand as well as occasional services to Japan. In addition, IDB's global presence has been demonstrated by providing transmission services for a number of highly visible and extremely complex remotes for projects such as the NBC Nightly News and Today Show broadcasts from China, Gorbachev's recent visit to Beijing, the Summer Olympics in Seoul, Emperor Hirohito's funeral in Japan, and the U.S./Soviet Summit in Moscow last year and a live broadcast from the Antarctic to South Korea for Munwha Broadcasting (MBC).

For more information regarding IDB's international video transmission services, contact: Phil McInnes, IDB Communications Group Inc., 301-330-5786.

## **HTN provides protection for your broadcast transmissions**

When you do a remote satellite origination, literally millions of people are capable of eavesdropping on your transmission. Those tuning in could include just about anybody - even those who

might misuse your program material for their own gain. It could also include home viewers who are willing to pay for your programming if it's not available "in the clear." Unauthorized interception of satellite transmissions can even result in life and death situations, as was the case with recent satellite news coverage of the unrest in China.

Hughes Television Network (HTN) now provides a highly secure, full broadcast-quality encryption network for scrambling of sports, news,

or special-event satellite transmissions. HTN's growing list of facilities includes 24 fixed and portable encoders for originations from just about anywhere in North America. When coupled with several hundred decoders, it's easy to see why this progressive company has become the leader in the field of encryption services. To find out how reasonable these services can be or for more information, contact Hughes Television Network 212-684-7900

## **WHEN YOU HAVE A WORLD OF TELEVISION BROADCAST OPPORTUNITIES...**



## **EXPAND YOUR HORIZONS WITH IDB**



**IDB COMMUNICATIONS  
GROUP, INC.**

value of those programers to Hughes, measured by their ability to fill the remaining 30-some transponders with other programers vying to be "next door," surely gave them leverage in gaining extras, including nonpreemptible status, onboard backup transponders, in-orbit backup satellite access and options on expansion channels, if not also "sweetheart" prices on all of it.

"The number one question [other] programers have to face," ESPN's Williams told BROADCASTING, "is how to be on a satellite picked up by 100% of the cable industry." ESPN, USA Network and The Nashville Network have answered that question by also joining HBO and Turner on those birds. In addition to securing excess capacity, ESPN's purchase of four Galaxy transponders will improve its security: its main Galaxy I feed, "the second most preemptible feed on that bird," according to Williams, will become nonpreemptible on Galaxy IR.

But certainly, in cable, GE Americom will also remain a power. A 20-transponder deal with Viacom and other programers announced in February means GE will replace its current primary cable birds, Satcom FIIIR and Satcom FIV with Satcoms C-3 and C-4, both scheduled to launch in late 1992. Fleet spare Satcom C-1 will be launched in early 1991. Committed as a group to those birds are Showtime, The Movie Channel, MTV, VH-1, C-SPAN I, C-SPAN II, The Weather Channel and Lifetime. In a separate deal two weeks ago, CBN Family Channel purchased a transponder on each of those satellites.

Additionally, Americom expects to replace its Satcom FIR, a major carrier of regional cable and distant signal services; Satcom FIIR, filled now with government networks and broadcast syndicators, and its Ku birds, Satcom K-1 and K-2, which now carry NBC, private networks and may soon carry cable superstations. (On June 30, the ABC Network Radio—a customer which, like the other major radio networks, is now carried on FIR—purchased a transponder on Satcom C-5, to be launched in 1991. Again, because ABC Radio affiliates will have to point their dishes at C-5, other radio programers wanting to reach those affiliates will also want to fly on C-5. Therefore, ABC should prove to be an anchor for that bird in much the same way that Viacom and HBO-Turner are anchors for the cable birds.)

The Viacom deal was a coup for GE, in that they were regaining a customer lost to Hughes only two years before (BROADCASTING, March 2, 1987). On the other hand, negotiating singly, the top programers might have acquired only a handful of transponders at first-come prices. Instead, nearly 50% of the Satcom capacity was sold in the anchor deal, almost certainly an advantage for the Viacom group in pricing, and a trade-off perhaps worthwhile to Americom, which then had less real estate to sell.

If all 20 Satcom transponders sold for \$7 million each, GE made more than Hughes for its anchor deal—\$140 million—but left itself only 28 transponders, six fewer than Hughes, to sell at higher prices. Given revenue of perhaps \$60 million for six \$10 million channels and \$396 million for 22 channels at \$18 million each, GE Americom might make a \$246 million profit—about \$70 million less than Hughes—on \$596 million revenue over the life of its \$350 million three-bird system.

Although the HBO and Turner channels were sufficient to launch the Galaxy birds, number one basic programer ESPN may have gained its own leverage in a separate four-transponder purchase of Hughes capacity late last month (BROADCASTING, July 3). Its power lay in its ability to fill out the third leg of the entertainment-news-sports combination, assuring preeminence in markets ancillary to cable.

The ESPN purchase virtually assured that Hughes will also fly the number one bird for the satellite master antenna television (SMATV) hotel business. ESPN's survey of 10,000 SMATV headends found that 95% of them have only one dish, most pointed at Galaxy I—further evidence that the combination of HBO, CNN and ESPN on Galaxy IR also assures that Hughes will continue to operate the number one SMATV bird in the next decade.

But according to GE commercial operations senior vice president W. Neil Bauer, GE may actually gain the single-dish SMATV affiliates. The four primary cable birds in the next generation will, he predicted, "be located very closely in space, between 125

through 135. Even those areas that have one dish," he said, will be able to more easily shift from bird to bird using dual feed horns to preclude having to physically repoint antennas.

"We've done some work with vendors on what the pricing would be for those and what the feasibility is for going forward. We feel that there will be more use of [the dual feed horns] in the single-dish market in the future." GE does not believe a giveaway or mass purchase of the feed horns will be necessary. "We have enough dishes pointed at FIIR right now so that we feel it's going to be very attractive anyway," said Braun. Also, noting that one form of protection that HBO already uses is to deliver feeds over both Hughes and GE birds, Bauer said that C-3 and C-4 may also carry HBO.

Since the Hughes and GE announcements of their anchor tenant deals, other programers have signed tentative "memoranda of understanding" with one or both of those operators, securing what many have described as "reservations." But as handshakes turn into firm contracts, the reservations become less real. "To any other programers still out there," said ESPN's Williams, "I suggest they act quickly."

One compelling reason for unsigned programers to move quickly, said Williams, is that the capacity on Hughes's two cable birds and GE's two cable birds—all four adding up to 96 C-band transponders—will fall short of replacement demand. Indeed, cable programers now occupy more than 120 transponders. GE's Braun conceded that marginal services could find themselves left out of the primary bird club. "There is an incentive for people to sign up early," said Braun. "People who come in early are going to get a better deal; sort of preconstruction pricing. But they will be accommodated one way or the other. We can use C-1 for additional capacity."

#### Future cable: room for growth

With next-generation deals all but settled, where does cable satellite delivery go from here? Growth in C-band demand in cable has also exceeded predictions, said Petrucci. The sources of continued growth, say both Hughes and GE, are the addition of new national cable channels, the addition of East and West Coast feeds and the launch of regional sports channels.

Examples of all three trends already exist. ESPN is an expansion case in point, moving from leasing three transponders full-time to buying four. To accommodate its need to carry simultaneous regional feeds of Major League Baseball next summer—three years before its Hughes transponders are placed in orbit—ESPN quietly acquired a fourth transponder on Galaxy III in May.

But until new birds are launched, HBO has been forced to drop its East (Combo) feed to make room for the launch of its new service, The Comedy Channel, later this year. The "HA" MTV Comedy Network will require capacity, as will the proposed Science Fiction Channel. And on July 7, when CBN Family Channel and The Nashville Network announced their respective deals with GE and Hughes, each said it would double its capacity to initiate feeds to both coasts.

Regional sports networks may have the easiest time coming on line. Independent of the need to be seen by every headend in the nation, most are carried via secondary cable birds, including Satcom FIR and FIIR and GTE Spacenet's Spacenet III. GE, said Bauer, has predicated much of its marketing plans for Satcom FIR and its replacement, C-1, on the growth of regional sports networks, such as those on the drawing board for Seattle and San Francisco.

On the national level, however, as the HBO combo drop suggests, options are more limited. The next generation of Hughes and GE cable birds will carry the same number of transponders carried by their current counterparts—96. And most of those are filled now.

However, noting continued channel capacity expansion at cable headends, GE's Braun said: "I don't think you'll ever see the speculative kinds of launches you saw in the '70s, but we don't think that satellites are going to be the stopper" to the growth cable services.

"We could bring another satellite, that's true," said his partner,



## IDB connects CBS to USSR

### First permanent digital link with the Soviet Union

IDB Communications Group has signed a 2-year agreement with CBS News to provide data/voice communications between CBS News Bureaus in New York and Moscow. IDB will provide a 64 kbps duplex circuit for CBS computer, facsimile and voice communications between the Soviet Union and the United States.

Last year, IDB reached an agreement with Cosmicheskia Sviaz, a profit making arm of the Soviet Ministry of Posts and Telecommunications to establish International Business Service (IBS) facilities for direct digital communications between IDB and the Soviet Union.

IDB and its Soviet partner will provide the first-ever, full-time digital microwave link in Moscow from the CBS bureau to Ostankino Tower, which is the digital gateway to the INTELSAT 332.5 satellite that links a Soviet PTT 12 meter earth station at Bear Lake near Moscow and IDB's 15 meter earth station at the teleport on Staten Island. In addition, CBS has contracted with IDB for a channelized 1.544 Mbps connection between The Teleport and CBS News on West 57th Street in New York.

CBS will be the first to take advantage of this permanent digital link to the Soviet Union on a full-time basis. The benefit is increased communication capacity at reduced costs. This agreement demonstrates IDB's diversity and further establishes the company as the major supplier of international satellite transmission services for television, radio and data/voice communications.

For more information regarding digital data/voice services for broadcasters, contact: Dennis Mallon, IDB Communications Group, Inc. 212-953-0070.

### From Moscow with WCXR

WCXR-Radio of Washington, D.C. recently broadcast "Harris in the Morning" live from Golseleradio headquarters in Moscow using IDB's International Digital Audio Transmission (IDAT) services. The link between the U.S. and the Soviet Union was made possible by IDB's experience with remote broadcasts from within the U.S.S.R..

IDB established a full-time digital audio link to the Soviet Union last year after providing transmission services during the Reagan/Gorbachev Summit in Moscow. The link allows broadcasters to transmit from 3.5 to 15 kHz digital audio from the Soviet Union to the U.S. - a service previously unavailable.

Disc jockey Paul Harris, sports personality "Dave the Predictor," and news anchor John Ogle, WCXR's morning crew, interviewed citizens from the local art and media communities.

As part of its promotion for the remote broadcast, WCXR held a "Back in the U.S.S.R." contest and awarded two winners a travel prize to Moscow. James Patteson and his fiancée Mary Stinnett, both from Fairfax, Virginia were the lucky recipients of the Grand Prize. The two were married before the trip and honeymooned in the Soviet Union.

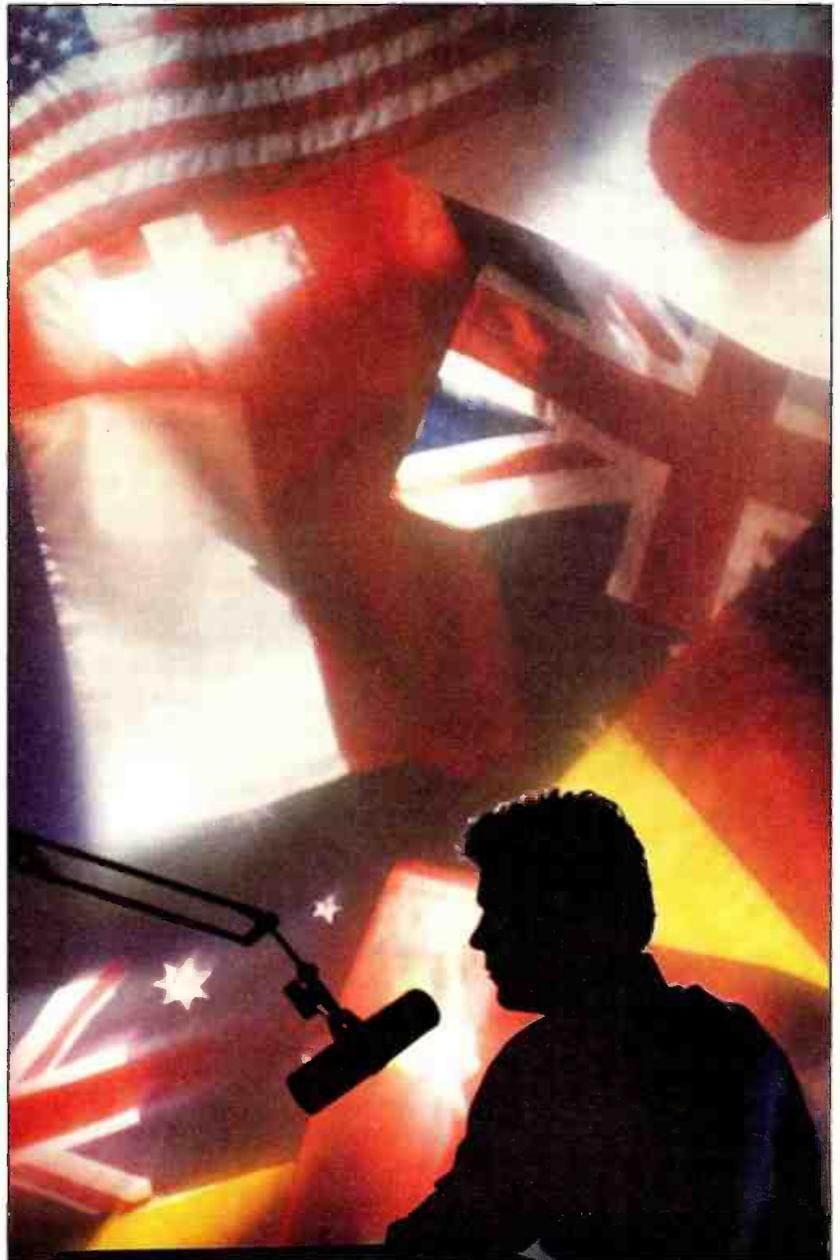
WCXR last year broadcast their morning show live from Abbey Road Studios in London using IDB's IDAT services. IDB's IDAT services dramatically reduce costs while improving the quality and ease of international audio transmissions. Current full-time IDAT links include London, Paris, Bern, Frankfurt and Moscow.

In addition, using transportable earth stations, IDB has provided remote broadcasts for radio stations throughout the United States from such

locales as Mazatlan, the Bahamas, Hawaii, Ireland, Paris, Munich and Rio de Janeiro to name just a few. IDB also provides radio remote broadcasts for such events as Mardi Gras, the Kentucky Derby, Nashville Country Music Festival, the Grammy Awards, and special events at Walt Disney World and Disneyland.

For more information regarding IDB's radio transmission services, contact: Julie Spira, IDB Communications Group, Inc./1-800-IDB-COMM.

## WHEN YOU HAVE A WORLD OF RADIO BROADCAST OPPORTUNITIES...



## EXPAND YOUR HORIZONS WITH IDB



IDB COMMUNICATIONS GROUP, INC.

Bauer. "All our research indicates continued growth in the cable segment."

## Network deals: Big bird is here

The industry rumor mill proved fickle and untrustworthy through last winter and spring. A prime example was the "reliable sources" that had both CBS and ABC buying capacity together on AT&T's future Telstar 401 and Telstar 402 birds in mid-May. Executives at both networks had previously spoken of the "synergies" in the networks using a common satellite system, and, because the relationships of both with AT&T had begun decades ago, the "known quantity" factor made reports of the deal unsurprising.

Other factors lent additional credence. Hughes Communications Inc. (HCI) had adamantly opposed launching hybrid satellites carrying both C- and Ku-band capacity—something the networks had from the beginning requested as a way to coordinate their Ku-band news and sports backhauls with C-band distribution on the same satellites. AT&T had said yes to this specification and proposed to launch the largest ever communications birds, each carrying 24 transponders in each band and capable of "cross-strapping," or transferring from one band to the other, aboard the spacecraft. And when the FCC last November assigned these birds to positions almost ideally suited to the networks' needs to regionalize feeds while also reaching affiliates in all 50 states, the tandem deal appeared inevitable.

But on May 24, CBS announced it would purchase 10 C-band and two Ku-band transponders on two future Hughes satellites, Galaxy VII and Galaxy IV, to be launched in 1992 and 1993, respectively. At least one of the Galaxys would be a hybrid as large as those proposed by AT&T. Given approximate \$7 million per C-band transponder costs and closer to \$10.5 million Ku-band prices, CBS might have paid \$84 million for its capacity over the satellite's 12-year life. Although CBS's status as an anchor tenant sure to bring other broadcast TV programmers to the Hughes birds may have brought that price down, extras such as on- and off-board protection and cross-strapping expansion options likely kept the price near the \$80 million level.

Two days later, ABC said it would purchase seven C-band and two Ku-band transponders from AT&T—a \$70 million deal, based on the \$7 million C-band and the \$10.5 million Ku-band per-transponder rates. Hughes may apply to construct both its CBS birds as hybrids, according to HCI President Steve Petrucci. While the prospect of four birds carrying 96 transponders in each band has heartened those in the occasional use markets, many players and observers continue to express skepticism that sufficient commitments can be found to justify the launch of all four hybrids.

Did the investment in the Westar satellites carrying PBS, syndicated programming, sports backhaul transmissions and other broadcast television make it imperative that Hughes expand its noncable video business in the next generation? Unequivocally not, said Petrucci. The Westar purchase, approved by the FCC last November, "expanded what Hughes could do, not what it had to do," he said.

Be that as it may, at both Hughes and AT&T, proposals to launch two birds each for broadcasters does expand what each has to sell. A significant number of television users remain in play and are being as heavily pursued by the vendors as were the anchor tenants, said AT&T Satellite Communications Director Karl Savatiel. Like the commercial networks, PBS, he said, could find a hybrid most attractive, partly for cross-strapping, in light of emerging proposals for increased public TV programming direct to school's requiring the smaller Ku-band dishes.

NBC broadcast operations Vice President David Baylor told BROADCASTING in late June that, when negotiations for next-

## Proposed domestic satellites

These are the 23 new and replacement satellites proposed for launch in the 1990's.<sup>1</sup>

Carrier Satellite	C-band	Ku-band	Orbital slot	Launch date	Customers /uses
<b>Alascom</b> <sup>3</sup> Aurora II	24	--	139	May 1991	ABC Radio, data, voice radio, video
<b>AT&amp;T</b> Telstar 401 Telstar 402	24 24	24 24	97 89	Dec. 1992 Dec. 1993	ABC ABC
<b>Contel ASC</b> Contelsat I Contelsat II	24 24	16 16	101 129	May 1993 Sept. 1993	data,voice and video
<b>GE Americom</b> Satcom C-1 Satcom C-3 Satcom C-4	24 24 24	-- -- --	137 131 135(127)	Jan. 1991 Nov. 1992 Sept. 1992	(fleet spare) Showtime,MTV Nickelodeon, VH-1,CSPAN, TWC,Lifetime Family Channel
Satcom H-1 Satcom C-2	24 24	16 --	79 72	Aug. 1993 June 1994	TV,radio TV,voice government
<b>GTE Spacenet</b> Spacenet IR Spacenet IIR	24 24	22 22	103 69(93)	May 1993 Sept. 1993	backhaul news, sports;cable and other TV;
GStar IR GStar IV	-- --	24 24	121 64	June 1994 Feb. 1990	news and private video, data, voice
<b>Hughes</b> <sup>4</sup> Galaxy VI Galaxy V Galaxy IR	24 24 24	-- -- --	91 125 133	June 1990 1991 1993	(fleet spare) CNN,TNT, ESPN,USA, HBO,Cinemax
Galaxy VII Galaxy IV Galaxy IIR	24 24 24	-- 24 --	91 99 95	1992 1993 1994	TNN CBS CBS video
<b>IBM</b> SBS VI <sup>5</sup>	--	19	72	June 1990	data,voice and video
<b>National Exchange</b> <sup>6</sup> Spotnet I Spotnet II	24 24	18 18	93(135) 76(127)76	Mar. 1993 Sept. 1993	data,voice and video

<sup>1</sup> Chart information is based on FCC documents where the company did not provide it. Competing applications among GE, GTE and National Exchange are still pending, leaving certain assignments (76, 93, 127 and 135 degrees) unsettled. The majority of birds, however, were in November 1988 authorized for construction and launch into assigned slots.

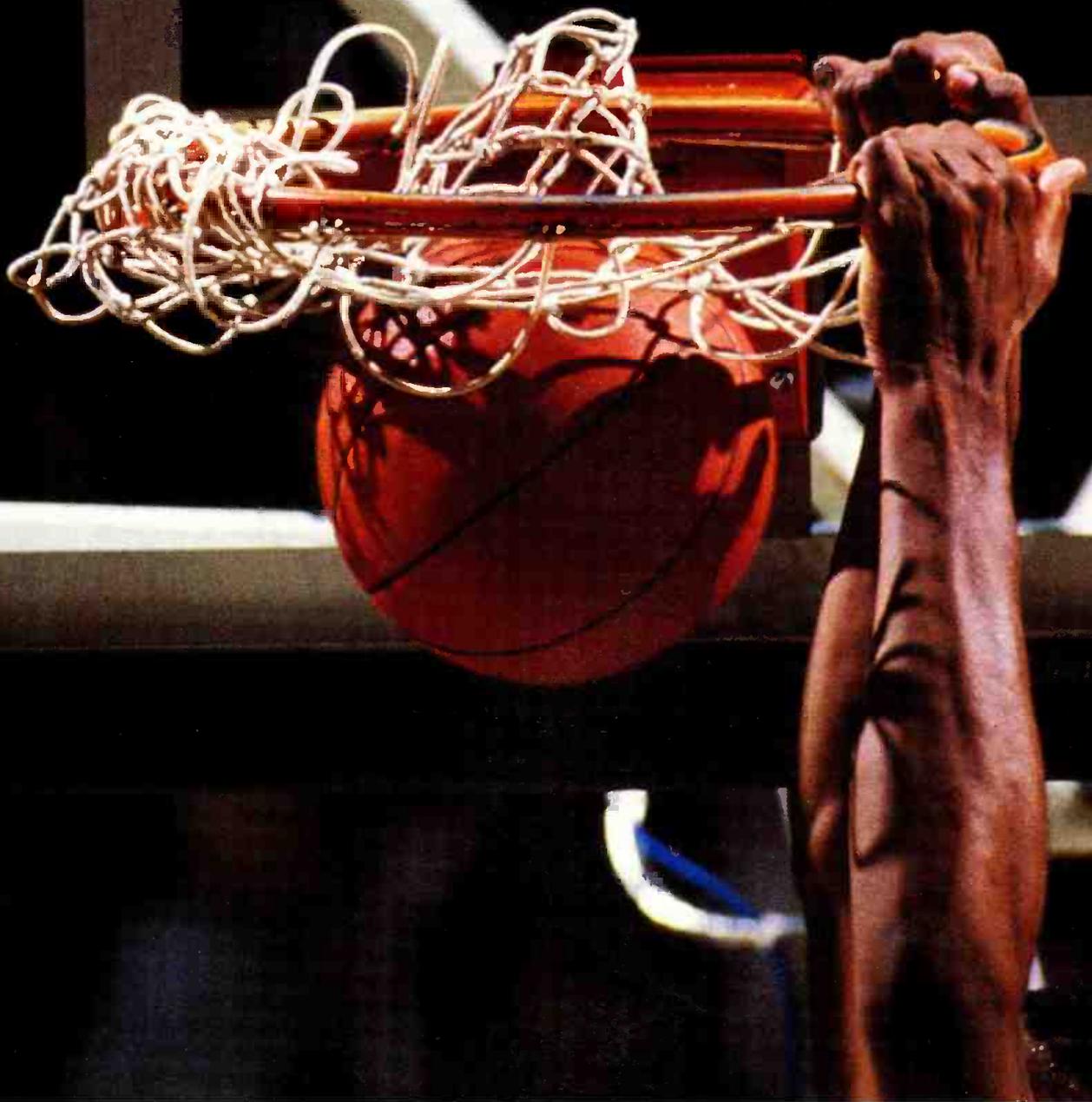
<sup>2</sup> C-band and Ku-band columns indicate numbers of transponders. Launch dates are subject to construction and/or launch delays.

<sup>3</sup> Ten of 24 transponders on GE-Americom-operated Aurora II (or Satcom C-5) will be marketed by GE with the remaining 14 dedicated to Alascom.

<sup>4</sup> Hughes intentions to launch Galaxy VII and to change proposed C-band Galaxy IV (and possibly Galaxy VII) to hybrid C-Ku-band configuration are subject to FCC approval. Hughes holds separate licenses to use Ku-band and C-band channels at 99 degrees.

<sup>5</sup> Hughes agreement to purchase fully constructed SBS VI, along with on-orbit SBS IV and SBS V, was announced July 7 and awaits FCC approval.

<sup>6</sup> National Exchange's birds will carry 18 spot beams not directly equivalent to transponders.



# TBS USES SPACENET II TO DRIVE THE POINTS HOME.

Just recently, the Turner Broadcasting System used GTE Spacenet's SPACENET II satellite to provide video back haul transmission for their NBA playoff coverage. The result was a resounding victory. And the ability to provide this type of transmission says a lot about SPACENET II. Whether you're broadcasting in the

east, west or anywhere in between, SPACENET II works.

And best of all, GTE Spacenet is committed to providing the most cost-effective, flexible terms available. If this is the kind of service you demand, call GTE Spacenet for your next broadcast. It's a winner. 1-800-535-5375.

generation capacity begin at his network, perhaps around 1992, a deal with co-owned GE Americom is no foregone conclusion. The only all-Ku-band network, NBC could find "synergies" in moving over to the Ku-band capacity on either the Hughes or AT&T hybrids.

Additionally, syndicators, such as Wold, Bonneville and Hughes Television Network (which issued a request for quotes some two months ago, according to one operator), uplinkers and newsgatherers are in the market for a large block of full-time capacity. "CNN, for example, even though Turner is going with Hughes for distribution, is looking for some backhaul capacity. Great American Broadcasting is another one, as well as IDB, HTN and Fox." Indeed, last winter Fox leased several transponders on Telstar 303 into 1995. But after the CBS surprise, few will give full weight to the incumbency factor.

Reports all winter and spring had GTE Spacenet in the thick of negotiations to win network distribution business. And, according to Spacenet President C.J. (Jerry) Waylan, his company is "still in the running" to win PBS, IDB and other large, long-term capacity sales. The hybrid Spacenet III, which was launched last year and should remain in operation into 1998, has taken on secondary cable programs, including Pro Am Sports in Detroit, and backyard dish distributors, including United Video. It has, however, landed no national cable or broadcast 'anchor' tenants for future birds.

GTE, said Waylan, will "continue to compete on the fringes of the video market," providing Ku-band backhaul capacity and coordination services, while predicating its continued business on a mix of broadcast and nonbroadcast markets.

**Satellite operators: Hughes out front**

General Motors subsidiary Hughes Communications is taking the businesses of satellite construction and operation seriously. HCI is now having five satellites built for it by co-owned Hughes Aircraft's Space and Communications Group. And HCI has also been shopping elsewhere. Last January, Western Union exited the market, selling its three in-orbit Westar C-band satellites to Hughes, which said it needed them because all the capacity on its Galaxy I, II and III satellites was filled.

The Westars would serve to hold new customers until new and work Systems (once Maycom, purchased by Hughes Aircraft in

1987). As of late June, said Petrucci, SBS IV was essentially 100% occupied, and SBS V was about 50% filled. And the SBS capacity will also be marketable to "broadcasting, newsgathering and backhaul transmission applications."

If approved, the purchase would give Hughes its first Ku-band capacity and the largest domestic satellite fleet ever, comprising three Ku and six C-band birds. Although the usefulness of 12-transponder Westar III is marginal—at 10 years old, it has begun to drift in and out of orbit—another Hughes C-band bird, Galaxy VI, with 24 transponders will be launched next June. If Hughes's next-generation plans materialize completely, that fleet of nine could reach 10 by 1994: five C and three Ku-band birds (or their replacements) and two C-Ku hybrids.

In the past seven months, Hughes has increased its in-orbit fleet by five birds, sold transponders on its future cable birds to HBO, Turner Broadcasting and ESPN, and unexpectedly won CBS business from AT&T. And its business is no longer limited to this continent. Already 80% owner of United Kingdom DBS permittee Atlantic Satellites in Ireland, it also became one-third equity partner in Japan's first commercial satellite company, JCSAT, which will have two birds in orbit by October.

Hughes Aircraft, according to Petrucci, "did about \$1.5 billion worth of business last year, roughly half of it military business. Hughes Communications' percentage of the commercial half of its manufacturing sister company's business "goes up and down." This year, it is most certainly up: it is building five HC birds. It is also refurbishing Westar VI, built about two years ago, he said, to be launched next year as the next system in-orbit backup, Galaxy VI. So successful has Hughes Aircraft been at marketing its workhorse, the HS 376, that all three Western Union Westar birds acquired last year by Hughes Communications, as well as the SBS IV and V satellites now marketed by Hughes, are that bus. SBS VI, which Hughes will also market after it is launched late next year, is an already built 376.

**GE Americom: Taking risks and holding ground**

Only two of the satellite operators are owned by companies that also build satellites—Hughes and GE Americom. Whether both may have been able to offer the best prices because of that advantage is known to only a handful of insiders. But it is clear that the



Hughes's Steve Petrucci



GTE's Jerry Waylan



GE Americom's Walter Braun and W. Neil Bauer

replacement Galaxy birds are launched, beginning in 1991, when Hughes sends up Galaxy VI (formerly Westar VI), which Hughes purchased from its original insurer. Additionally, the purchase might give Hughes a leg up in selling future capacity to current Westar customers, including PBS and dozens of state and regional broadcasters.

Seven months later, on July 7, Hughes announced its agreement with IBM to buy 100% of the stock of IBM holding company Satellite Transponder Leasing Corp. Pending FCC approval, three more birds, all Ku-band, will belong to Hughes: SBS IV and SBS V (in orbit and carrying 10 and 15 transponders, respectively) and SBS VI (a 19-transponder bird to be launched in December 1991). By an agreement in principle signed last September, Hughes already was to hold minority interest in STLC and has been selling SBS capacity to a burgeoning market of business TV and data customers, many of them supplied by manufacturer Hughes Net-

near western quarter of the domestic orbital arc will be filled with GE- and Hughes-built satellites carrying the cable neighborhood beyond the year 2000. Hughes Galaxys IR and V will fly at 133 and 125 degrees respectively, with in-orbit spare Galaxy VI nearby at 91 degrees; GE's in-orbit spare Satcom C-1 will fly at 137 and will be easily moved, without using much station-keeping life-of-the-bird fuel, given a launch or in-orbit failure for C-3 at 131 or C-4 at 135.

Although GE believes, said Bauer, that its C-3 and C-4 program "neighborhood will be distributed to all of the cable headends," GE has had a tough year at the FCC—a year of risk-taking and repositioning that illustrates how easily regulatory uncertainty can translate into uncertainty in the marketplace.

When the commission issued orbital assignments for, and authorizations to launch, 19 fixed satellite service birds last November, GE was left out, having filed only two months before the report and

order (BROADCASTING, Nov. 21, 1988). Although the commission left GE's current slots unassigned and so apparently reserved for GE replacement birds, GE's application to launch a new 60 w Ku-band cable programing satellite, Satcom K-3, into the center of the orbital arc (at 85 degrees) was denied. Based on industry comments that such powerful birds would create frequency coordination and interference headaches, the FCC created two discrete segments at the far ends of the arc for such "high-power density" satellites—despite GE's protestations that no bird in the discrete segment could offer customers a 50-state reach.

The resulting lack of a 50-state assignment for K-3 constituted the last nail in the coffin for GE's Crimson Satellite Associates co-venture with HBO that sought to bring cable delivery to Ku-band (see page 56). K-3 was sold to Luxembourg-based direct broadcast satellite operator Astra several months later. Americom is now negotiating to sell the other Crimson bird, Satcom K-4, to Intelsat, said Braun. Crimson is, after four years, being dissolved.

Forced in the 11th hour to come up with a new strategy, GE has this past spring gone through a series of applications to rearrange its orbital assignment scheme, including a failed competitive application for 93 degrees west longitude, from which it backed off early last month. Judging by reply comments to its latest proposal to fly Satcom C-3 and C-4 at 131 and 135 degrees, respectively, that regulatory battle may soon be settled. In the interim, however, GE lost a potential next-generation deal with PBS, which was not satisfied that GE had secured a 50-state slot (BROADCASTING, Feb. 13). And GE's unsettled assignment situation may have contributed to Hughes's winning HBO and Turner.

GE AstroSpace, which also builds satellites for government and commercial users at home and abroad, is currently working on two satellites for GE Americom. Satcom C-1, to be launched by Arianespace in the first quarter of 1991 as Americom's next-generation in-orbit spare, was built in 1981 along with Satcom IR, IIR and V (Aurora I). It is now undergoing refurbishment, which includes increasing transponder redundancy and doubling or tripling the systems that control the bird, according to Bauer. Satcom C-5, or Aurora II, will likely be launched by McDonnell Douglas, he said, adding that "the design process is underway" on the two next-generation cable birds, Satcom C-3 and C-4. Contracts have been signed to launch C-3 in September or October 1992, C-4 in November or December 1992.

**New models: More power, redundancy, flexibility, longer life**

The satellite operators and television have had a love affair ever since Home Box Office began distributing its pay movie service to cable systems via Western Union's Westar I in 1976. The operators love TV because a single customer requires an entire transponder, whereas it takes anywhere from 80 to 800 voice or data customers to fill an equal amount of capacity. The family of cable programmers alone occupied in excess of 120 transponders on five birds during the past several years, and so have proved most coveted to Hughes Communications and GE Americom.

But as crucial as such customers are to the survival of each satellite operator, the programmers have faced an equal risk. As noted by GE Americom senior vice president, government services and operations, Walter Braun: "A lot of people have their businesses riding on this. If your satellite goes out, you're out of business." The programmers, he said, have proved "they know what they want, but they also have a lot

more at stake. Now that you've got large, mature, high-profile businesses with large cash flows, you have more common sense and more business sense. You want to make sure that what you get is reliable."

Reliable and flexible they are, say the programmers, rejecting speculation that fiber optic cable will soon bring television distribution back to earth. The networks' commitments to another generation of satellites has put off such a transition for another decade or more.

But according to GTE Spacenet President C.J. (Jerry) Waylan, "the entry fee" into satellite operation has increased "by a factor of two" over the past several years—an increase already being shared by the programmers.

Getting satellites into operation has proved risky and expensive. When the Challenger shuttle exploded on take-off in 1986, NASA ceased taking commercial satellites into orbit. Since their own loss of an expendable vehicle that same year, Paris-based Arianespace has gradually taken up the slack, sending 22 birds into orbit between September 1987 and June 1989.

But the construction and launch of larger advanced satellites is costly.

According to applications at the FCC, Hughes has estimated that building, launching and operating one of its next-generation C-band birds for one year will cost \$124 million; Alascom, which does not build its own birds, estimated the same endeavor would cost it \$147 million; to build, launch and start up its two, 48-transponder Telstar 401 and 402 birds, AT&T expects to spend \$489 million.

Although Ariane's streak has been encouraging, occasional losses still occur. Germany lost TV-Sat 1 in early 1988 because the satellite's solar array failed to deploy. GTE lost at least half the useful life of its GStar III last fall when fuel loaded out of balance kept it from reaching geostationary orbit. And only last month, India's Insat 1D was virtually destroyed in assembly. Consequent-

**Florida Earth Station for Sale**



**GTE SPACENET CORPORATION** offers for immediate service, lease, or purchase: Twin 32 meter wheel and track satellite antennas including entire Earth Station infrastructure on 80 acres of land located on the Florida Gulf Coast, north of Tampa.

**Communications:**

The 32 meter antenna is based on state-of-the-art Beam Waveguide design employing a wheel and track antenna mount and a step track antenna tracking subsystem. A four port C-Band linear feed assembly is used. Two redundant Aydin 3KW HPA's, up-converters and four redundant Lenkurt down-converters per antenna are available and can be readily

switched into any configuration desired. All major Monitor and Control functions are centralized at the operations console.

**Facilities:**

A 500KW stand-by diesel generator and a 300KW UPS are utilized to provide a reliable power source for all critical/technical loads. A/C, water, sewage, security, Halon, lighting, and central air handlers constitute critical support elements needed to maintain the correct environment for reliable communications. The fenced-in grounds are landscaped and include a private fishing pond. The one story building contains 12,000+ sq. ft. of finished floor space with room to add a studio and/or other equipment. The entire facility can be operated and maintained by two technicians. See attached photograph.

Seller may consider ground lease of Earth Station site. Interested parties may arrange site visits and obtain additional technical information from:

**Mr. Bill Patterson**  
 Director, Network Operations  
 GTE Spacenet Corporation  
 1700 Old Meadow Road  
 McLean, Virginia 22102  
 (703) 848-0204



ly, insurance is not cheap, having remained around 20% for the past year.

Advanced technology also adds to the cost. New satellite delivery applications are proliferating, exemplified by recent heavy investments in land mobile and aeronautical satellite ventures such as Geostar and the American Mobile Satellite Consortium, international separate systems such as PanAmSat and Orion and remote sensing satellites. The new applications call for new technologies, exemplified by NASA's Advanced Communications Technologies Satellite, which will employ a wide variety of bandwidths, spot beam transponders and other experiments in customized design.

But for the television and radio businesses, operators are, for the most part, refining and making more powerful the workhorse 36 mhz, C-band bird that has dominated the first generation.

The next-generation C-band birds will carry 16 w tube amplifiers driving 24 transponders. The higher power, say all industry sources, means a stronger signal and better picture, although most cable headends and TV stations are now equipped with dishes large enough to pull in a good picture from the current 8 w birds. New cable headends, however, may be able to save money in purchasing relatively smaller antennas in the future.

Additionally, the birds will carry second and third backup parts, and, thanks to improvements in batteries and fuel capacity and consumption, they are designed to last 12 years, two years longer than the current generation.

From a technological angle, latecomers to successor capacity dealmaking have less input into the design of the satellite. Although "satellites have never really been bought 'off the rack,'" said Braun, successor birds will be more customized than ever. Satellite procurement, he said, is "in a state of transition. To some degree, it was pretty much a standard design in the past, especially at C-band—pretty much 36 mhz and as much power as you could cram into the transponder—even though there were a lot of bells and whistles. GTE bought a certain kind of hybrid; Contel bought a certain design; we bought a certain design. For the more specialized applications in the future, I could see some custom tailoring."

Although the workhorse C-band will again rule the day, two new developments, high-definition television and the hybrid C-Ku spacecraft, will have far-reaching ramifications for the television

industry.

In addition to flexibility factors like cross-strapping, the hybrid Telstars will offer more power—60-80 w in Ku-band—said AT&T Satellite Communications Director Karl Savatiel, "and the signal on the ground will be hotter. The affiliates will get better signal quality."

Like GE and Hughes, AT&T, said Savatiel, is also preparing for the potential introduction of HDTV some time after the launch of Telstars 401 and 402. Once in orbit, those birds' bandwidths will be switchable from the ground. Initially configured for 36 mhz video traffic, the transponders can accommodate an HDTV signal requiring 54 or 72 mhz.

On the potential for DBS, AT&T and GE appear to be on the same page: medium-power DBS first. "There are opportunities for communicating to antennas less than three-quarters of a meter off of these satellites. What we basically have is variable power. We can parallel two 60 w tubes into 120 w and enable us to get at least six, maybe 10, channels per bird, if that is what we want. We would have very little, if any, co-channel interference with adjacent satellites. We have demonstrated that to the FCC."

"Of course, if [DBS] takes off and really develops into a super market, then you have enough subscribers and enough revenue to go ahead and build a specialized bird." It is a market, he said, that broadcasters "ought to take a look at."

According to the FCC, AT&T has asked for an extension until fall on its deadline to begin building the new Telstars, at the same time offering assurances that the launch dates won't be affected.

When it comes to HDTV, all the operators are offering assurances that their satellites will be HDTV-ready, no matter what standard or standards are adopted by programmers. Ku-band's higher power could make it the front-running medium—one factor contributing to the rise of the hybrid proposal. GE has performed HDTV transmission tests via Satcom K-1, working with the David Sarnoff Research Center on advanced TV. "The position for satellite operators has to be to make birds compatible with everything. [It is] largely an issue of power and bandwidth tradeoffs," said Braun, explaining that picture quality goes up as the square of the bandwidth, while it increases "only linearly with the power factor." Therefore, the GE birds will have flexible bandwidths.—PDL

## *The 1990's: when satellite supply should meet demand*

**B**ecause programmer commitments have indeed proved requisite in assuring that replacement and new satellites are launched by AT&T, Hughes and GE Americom, industry consensus is already fairly solid: the current surplus of capacity in both C and Ku bands will disappear early in the 1990's. With more advanced satellites being built, with construction and launch insurance rates running at about 20% of each bird's value, and without federal subsidy in the form of shuttle launches, no source could be found to predict anything but an upward push on costs to programmers, whether in the forms of transponder purchases, long- or short-term leases or occasional time booking.

How far prices might go in forcing any satellite customers out of the market will depend largely on how many of the satellite operators remain in business, on whether each launches all the birds it now proposes and on how much demand for the same satellite capacity will continue to rise in nonbroadcast markets.

The number of birds actually launched and the kind of capacity carried on them could have wide-ranging ramifications for television users. GTE proposes a mix of new and replacement birds, including three hybrid Spacenet and three Ku GStars carrying a total of 66 C-band transponders and 114 Ku transponders. AT&T proposes hybrids totaling 48 transponders in each band. Hughes, in addition to launching its hybrids, also carrying 48 transponders in each band, and a 24-transponder C-band fleet spare, could be flying an additional 43 Ku transponders aboard three SBS birds, if the FCC approves that purchase.

Many sources believe, however, that reality will fall short of current proposals. "I would say supply is still going to be tight," said AT&T Satellite Communications Director Karl Savatiel. "I

don't expect to see a large surplus out there. I question whether it makes sense for all the current players to go forward after the mid-'90s. There may be further contraction" among operators, he said five days before IBM announced it would sell its satellite interests to Hughes. "The people who have the business needs of customers," said Savatiel, "are the ones that will go forward."

So far, commitments have apparently assured the launches of 10 satellites between 1991 and 1993 to serve cable and broadcast TV. In all cases, those "anchors" are expected to draw other programmers to their adopted positions in the sky, selling out those satellites. But several sources expressed skepticism about whether all the operators will find sufficient commitments.

### **Shakeout: Fewer providers, fewer birds?**

"Replacing satellites is a capital-intensive business. We're talking big money here," said Hughes President Steve Petrucci. GE Americom, GTE Spacenet, AT&T and Contel ASC, he said, "are large companies that could make the commitment if they wanted to. But all of those are companies that also have competing requirements on their funds internally. I'm sure the situation is different at every company, and that's what will determine who is in the business 10 years from now."

Like AT&T, and unlike Hughes and Americom, GTE is not a satellite manufacturer, and so, as one source put it, it has sold itself on service. Noting that the "entry price" into satellite operation is "up by a factor of two over the past five years," Spacenet President C.J. (Jerry) Waylan expects to see no more than "three

# Target Audience.



When you have important news to share with the world, you need your message aimed at the right people.

When your broadcast requires mass distribution, you need a system that responds immediately. Offering connections of global proportions. Whether you're a television network or a video news distributor, you need the experience that no other telecommunications company offers.

The result? Your message instantly and simultaneously goes anywhere you direct.

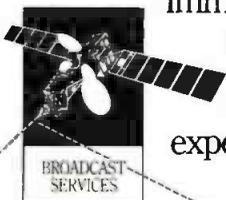
When you need a message sent around the world—or just to a small corner of it—call COMSAT World Systems.

We'll help you target your audience. Directly. Effectively. Economically.



**COMSAT**  
World Systems

950 L'Enfant Plaza, S.W., Washington, D.C. 20024 (202) 863-6797



RADIO TELEVISION  
**Broadcasting**

The Fifth Estate  
RADIO TELEVISION CABLE SA  
**Broadcasting**

The Fifth Estate  
**Broadcasting**  **Cable**



TNT's original Margaret Bourke-White

# Cable Programming: Less Borrowed, More New

There was a time when cable programming was chiefly the province of network reruns and feature-length Hollywood films. True, there were innovations—CNN, MTV and C-SPAN, for example—that brought something different to television homes. But for years, the rap was that there was nothing new on cable.

All that is gradually changing. It's estimated that roughly half of the \$1.6 billion the cable networks will pay for programming this year will be earmarked for original production. The numbers pale in comparison to the broadcast networks, which collectively spend, they estimate, nearly \$8 billion for program development. But cable has other numbers in its favor. It is the cable networks whose ratings are increasing, while those of the broadcast networks have declined. And it is cable whose household penetration is climbing—past 55% this year and with another year it could well hit 70%—while the broadcast network grows only 1%.

With cable's new-found financial health, networks and operators see differentiated programming as the way to continue driving penetration and ratings. And differentiated programming means original product.

But cable programmers have no intention of discarding past formulas. Off-network series and Hollywood-purchased movies will continue to have a significant place in the cable programming universe. But as cable steers toward differentiation, that course naturally leads to an increasing reliance on original programming seen elsewhere.

And just as the broadcast network has been...

Inc.



# Broadcasting Cable Yearbook '89

## g Abroad

v15

## Meet the newest member of the Broadcasting family.

Broadcasting  Cable tracks the national programming networks and the regional and local services that are now just coming into their own. The scope is all-inclusive: program production and acquisition, ownership and finance, affiliate relations and marketing, advertising, promotion, public relations and the people who make it happen.

Broadcasting  Cable advertising rates are particularly attractive. Mechanical requirements match those of the weekly Broadcasting. For details on space reservations and closing dates, call any of the numbers listed below.

### **BROADCASTING CABLE**

**New York**  
(212) 599-2830

**Washington, D.C.**  
(202) 659-2340

**Los Angeles**  
(213) 463-3148

**Schiff & Assoc.**  
(Western Equipment)  
(213) 393-9285

**Lewis Edge & Assoc.**  
(Eastern Equipment)  
(609) 683-7900

**Pattis/3M**  
Chicago (312) 679-1100  
Los Angeles (213) 462-2700  
Toronto (416) 482-6288  
New York (212) 953-2121  
Hawaii (808) 545-2700  
London (01) 427-9000

or four" operators providing multiple satellites and value-added services to survive. Like the other operators, Waylan declined to identify the third and fourth in that group.

Whether fewer operators will mean less capacity remains to be seen. So far, in the cases of Western Union and IBM dropping out, Hughes appears to have taken over operation of those birds, and with its own economies of scale may be able to launch more capacity than those two companies.

Said GE's Bauer: "Our position remains that nobody is going to launch on pure speculation. Our belief is that you will need to have a base customer or a base business for which you would need a satellite and, therefore, launch a satellite. What you've seen is that it is Hughes, ourselves and AT&T that have such a base customer. GTE and Contel have ongoing businesses on their own satellite. They have the ability, depending on how large that business is, to say: 'Is it more economical for me to have my own satellite and serve my own business and sell additional capacity, or is it more economical and advantageous for me to simply buy that from one of these three that say they are going to be there?'"

"I think you're going to see a little bit of both," Bauer concluded, noting that for both GTE and Contel, whose current birds will remain operational beyond 1993, "these decisions are a little bit further out—1991, perhaps. I think it will be a little bit difficult for some of these companies to maintain the fleet sizes which they have projected."

In the case of the broadcast networks, separate CBS and ABC deals with separate operators may create four birds where there might have been three. Had both ABC and CBS gone together onto the same system, the satellite operator could have provided enough capacity to handle both networks on only two birds, perhaps offering each as backup for the other and declining to launch even a third. Instead, the two deals will together assure the launch of at least three hybrid satellites, each carrying 24 C-band and 24 Ku

transponders.

"We will see, I think, adequate supply," said Bruce Hough, president of Bonneville Satellite Communications. Hough expects "continued shakeout among the second tier carriers," exemplified by the still pending merger of Bonneville and Wold Communications and the acquisition of Hughes Television Networks by IDB Communications last January. "The good news for the industry is that the networks split carriers," he said, adding that the separate ABC and CBS deals "assure competition, at least a three-carrier picture throughout the next generation, and possibly four, if GTE can hold its markets." A potential minus for carriers of sports, syndication and other programming for broadcasters, he noted, is that they may have to duplicate their feeds on two separate satellite systems to reach both ABC and CBS affiliates. "But in terms of supply and demand," he concluded, "it's favorable."

In the words of one long-time industry observer, from the point of view of the many non-full-time users, "one bird can make or break" a satellite-dependent company.

## Nonbroadcast demand: sharing the risks, and the benefits

Although the broadcast network next-generation contracts appear to have financed the launch of 96 C-band and 96 Ku transponders between Hughes and AT&T alone, ABC and CBS together purchased only 17 C and four Ku slots. Clearly, many customers in and out of television will have to come forward to fill the remainder.

Assurance that the television industry will not find itself short of satellite capacity in the 1990's, say the operators, lies in great part with nonbroadcast satellite users, who are already helping to assure that capacity will be launched. In GE's case, there is continued demand for what senior Vice President Walter Braun describes as "a plain vanilla C-band, point to point, long haul communications service" for the U.S. government. That demand, he said, will weigh heavily when, for example, GE considers replacing Satcom FIIR—a satellite used by Wold Communications to deliver syndicated programming to television stations.

A mixture of markets with varying needs will indeed fill the Telstar capacity, AT&T Satellite Communications Director Karl Savatiel said of skepticism over AT&T's willingness to go through with launching two, 48-transponder hybrid satellites. AT&T, he said, delivers traffic to off-shore message points, such as Hawaii, operates a VSAT business, serves a number of customers needing point-to-point service and is contracted to serve two large government networks—all of these requiring a mix of terrestrial and satellite conduits. In AT&T's case, the ability to offer competing forms of delivery can assure that its satellite capacity is filled. "We think that future networking opportunities are going to need some satellite capacity. We will be able to offer the appropriate technology without forcing them to take either one in the air or one on the ground."

There is evidence for optimism. According to Michael Tyler, vice president, Booz, Allen & Hamilton, whose study conclusions last year led it to warn the industry of a coming capacity shortage in both bands by 1992-93, business television now occupies 15 full-time transponders (see page 52) and VSAT private data network use now translates to full-time occupation of six Ku- and eight C-band transponders. Both those markets have grown quickly, and satellite apparently will remain the delivery system of choice for such point-to-multipoint applications. The dropout of cable TV distribution from the Ku-band demand side of the equation could mean that the next Booz, Allen study, due before the end of the year, will paint a less bleak picture than last year's report.

For GTE Spacenet, said Spacenet President Waylan, the synergies among broadcast and nonbroadcast users make integration of services to newsgatherers, private businesses, the medical establishment and an emerging direct-to-schools educational market "very complementary." Newsgatherers and private data and video networks, he noted, require common capacity, "the same kind and on the same transponders in different times of the day, in some cases." Together, the various users combine to create higher transponder occupancy rates, which justifies the launch of replacement capacity. Currently reserving no more than a dozen Ku transponders for newsgathering, Spacenet already relies on other users. Future strategy will build on "integrating all of these" customers and services.

And a new entry into the operator market, National Exchange, has authorizations to launch two hybrid satellites employing spot beams to serve the VSAT market from "rooftop to rooftop," according to company President Clay (Tom) Whitehead. "Nexsat," said Bauer, "needs to develop customers for its service before it would be launching a satellite. It could happen."

## Customer shakeout?

Andrew Setos, Fox Broadcasting senior vice president, studio and broadcast operations



## UPLINK FROM SAN FRANCISCO

Teleport facilities providing twice the flexibility now being offered from any major metropolitan area.

Two uplink locations serving San Francisco and Northern California

Your solution is

## SAN FRANCISCO SATELLITE CENTER

1333 Willow Pass Road  
Concord, CA 94520

Phone: (415) 843-5465  
Fax: (415) 685-6108

Contact:  
Cynthia Okazaki,  
Sales Coordinator

# S A T E L L I T E S

and engineering, said that a tighter market will not likely eliminate the brokers—a group “which will adjust,” and, in fact, already has adjusted, via this year’s mergers of IDB and Hughes Television Network and of World Communications and Bonneville Satellite Communications. Instead, said Setos, it is the “smaller syndicators and cable services” that “may get squeezed out.” The result of a current oversupply, he said, is that “there is a lot of stuff up there that could not afford to exist if capacity were not so cheap.”

The perception that only the most marginal services may fall by the wayside is shared by Waylan. Concerned less now than he was several months ago that a shortage could grind growth in emerging nonbroadcast markets to a halt by 1993, Waylan described the outlook for the next decade as “a healthy situation” that may only eliminate “the speculators without any real businesses” from the scene.

Ultimately, AT&T, along with Hughes, could make life difficult for GTE. The birds GTE books for newsgathering—mainly GStars I, II and III—should all remain in operation into or beyond 1995, and it is authorized to launch four replacement satellites, each with increased capacity, between 1990 and 1994. But two of GTE’s main newsgathering users, ABC and CBS, have purchased their own Ku-band capacity that will come on line in early 1993. “GTE will continue to do that until 1993,” said Savatiel. “And they do a tremendous job at it.” However, he added, “I think everything is up for grabs after that. We want to do that for them.” Both networks said at the time of their deals that newsgathering needs and “anticipated prices for occasional time” dictated their decisions to buy, rather than lease, and to add Ku to the mix.

GTE, said Waylan, will “continue to compete on the fringes of the video market,” providing Ku-band backhaul capacity and coordination services, while predicating its continued business on a mix of broadcast and nonbroadcast markets.

Indications of a continued broadcast share were evident last week. As CNN Newsbeam Managing Director Charles Hoff confirmed that his newsgathering service is close to a long-term deal with Spacenet that will enlarge its current capacity—one full-time, one half-time and one occasional time contract—on GStar II. Looking ahead to 1992, the next election year, said Hoff, CNN believes “it is absolutely critical that we nail down enough capacity” to cover such events. With a full-time lease, he noted, “if you’re covering a lot live, you can afford not to watch the clock.”

And, said Hoff, “We wanted to say to Spacenet, we’re going with you,” in part to assure that GTE launches its GStar IV early next year and so assure another decade of Ku-band capacity dedicated to newsgathering. Because Newbeam’s 211 broadcast affiliates will be compelled to continue to look at GStar II, CNN should prove to be a Ku-band anchor tenant, drawing other news video service traffic there. Because of pre-launch commitments, GTE, like Hughes and AT&T, has proposed launching large hybrid Spacenet series replacements.

## The hybrid factor

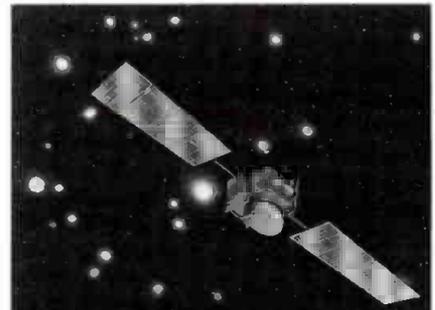
The difference between a supply shortage or surplus in the 1990’s depends heavily on the fate of the new breed of proposed hybrid satellites, each to carry both 24 C-band and 24 Ku-band transponders. Hughes and AT&T have proposed launching two hybrids each to serve the broadcast networks—“a very positive thing for those who serve their customers through the availability of transponders on short notice and for short time periods,” said GE’s Neil Bauer. “More transponders means more flexibility.”

Although growing nonbroadcast demand for Ku-band capacity contributed to the rise of the hybrid, the networks have demanded the ability to cross-strap aboard the hybrid birds, allowing them to uplink in one frequency and down in another—a logical outgrowth of increased use of Ku-band for news and sports backhauls by customers that have maintained their use of C-band distribution to affiliates. “I think they are going to find that very useful when they get into the kinds of things they want to do in programming in the 1990’s,” he said, declining, as have the networks, to confirm scattered reports that an element of those plans is increasingly regionalized national advertising.

For the operators, larger may prove cheaper. “If there are economies of scale of putting both payloads on one satellite,” said Petrucci, “then that will be the thing to do, and probably it will be done more in the future. If you’re going to launch a satellite, you had better launch all the capacity that the booster and the satellite design and the orbit slot can handle. If you do anything but that, all you’re doing is limiting your upside. The savings in money wouldn’t amount to much.”

But skepticism still pervades among TV customers over whether all four hybrids will launch. Providing in-orbit protection, noted GE’s Walter Braun, could negate potential savings. Even if a mix of “government business on a portion, NBC on a Ku-band portion, VSATS on a portion” could justify the launch of GE’s proposed hybrid Satcom H-1 in 1993, he said, “the question becomes: Can you really afford to launch a second hybrid as a backup? That is a huge capacity addition. This is an industry that has seen the effects of overcapacity.”

AT&T’s Savatiel also suggested that a gap remains between proposals and actual business plans. Hughes, he said, does not “have authority to do that yet, they have no licenses and haven’t filed for that, and if they don’t get any more customers, one strategy might be to say: ‘Well, it doesn’t economically make sense to launch these hybrids, and maybe what I will do is just launch a C-band.’ That could happen.” Off the record, many sources have expressed the same doubts about Telstars 401 and 402. —PDL



**IF YOU NEED  
SATELLITE  
SERVICES,  
WE’LL DO  
EVERYTHING  
ON EARTH  
TO HELP.**

Our six Ku-band Portable Uplinks provide redundant satellite transmission from anywhere on the continent. Downlinks, too. Ku transponder time with occasional or long term leases. Teleconferencing and video production. Conus Master Control provides all necessary coordination. Just pick up the telephone, and no event is beyond your reach. Anywhere. Anytime. For more information, call Todd Hanks or Woody Hubbell, (612) 642-4679.



Conus Satellite Services  
a division of Conus Communications  
3415 University Avenue  
Minneapolis, MN 55414

## Satellites hoping business TV takes off

**T**he cable and broadcasting industries still drive the satellite communications industry. Requiring huge amounts of transponder time to deliver programming to scattered cable systems and television stations, they will remain the satellite operators' principal customers in the 1990's.

But cable and broadcasting do not represent a major growth market for the satellite companies. Business television does, however.

According to industry analysts and the satellite operators themselves, business television—the production and distribution via satellite of programming for businesses ranging from manufacturing and retailing to financial services and telecommunications—will grow at a steady pace into the mid-1990's. And as it does, it will make increasing demands for Ku-band satellite capacity.

"It's real strong and continuing to grow," said Jim Black, executive vice president, Videostar Connections, one of a handful of companies that install, maintain and operate business television networks on behalf of corporate or institutional clients. "We are pursuing more opportunities this year than a year ago."

Paul Heinerscheid, vice president-general manager, Satellite Network Systems, one of Videostar's competitors, is the most bullish, predicting explosive rather than steady growth. By the middle of the next decade, he said, more than 1,000 companies will have access to their own television or television/data networks. Corporate America will discover as the pioneers already have that networks costing just \$3,000 or \$4,000 per receive site are "absolutely worth it," he said.

Business television is tied to a large extent to the two-way satellite data or so-called VSAT networks that corporations have been installing to bypass the telephone company and, it is hoped, save money and improve efficiency. Many VSAT users are discovering they can add one-way video to their networks for a relatively small incremental cost.

"Along with private data networks, there is a rapidly developing video use," said Steve Petrucci, president, Hughes Communications. "The video receive capability on a VSAT is very inexpensive...a nominal charge of a few hundred dollars."

Thus far, two types of business television networks have emerged. Corporations and educational and religious institutions have established private networks primarily to facilitate internal communications, while independent companies have created programming networks aimed at making money by providing specialized information to many companies in the same business.

The automotive, computer, retailing and financial services industries are leading the way in the private networks end of business television. Among those with business television or integrated television/data networks are Wal-Mart, Hewlett-Packard, IBM, Federal Express, Sears and Chrysler. The number of receive sites varies from dozens to a few thousand.



The television networks are used for product introductions, sales meetings, training and morale boosting. Edward D. Jones & Co., a fast-growing St. Louis-based brokerage targeting clients in rural areas, is installing an integrated television/data network to feed up-to-the-minute market information for clients and training and sales information for brokers to Jones's offices, which now number 1,400 but which are increasing at the rate of 30 or 40 a month. Videostar and Hughes Communications' Hughes Network Systems are installing and operating the network under contract with Jones.

Automotive Satellite Television Network is the best and most successful example of the business television programming network. A service of Dallas-based Westcott Communications, ASTN beams six hours of programming each weekday to some 3,600 auto dealerships and is supported by monthly subscriber fees of \$385.

Buoyed by the success of ASTN, Westcott launched the 24-hour-a-day Law Enforcement Television Network on July 3 and four days later initiated a private stock offering intended to raise \$9.3 million.

Since Tandem Computers put the first private network in operation in 1982, business television has grown steadily. From some 30 networks and 1,800 total receive sites in 1985, said Elliot Gold, publisher of BusinessTV-Video Guide, business television came to encompass 71 networks and 17,500 receive sites at the end of 1988. If the pace continues, he said, more than 100 networks reaching between 50,000 and 75,000 sites will be on line by 1992 or 1993.

As Gold sees it, the number of private networks will continue to increase at the current rate of around 10 or 11 a year, while that of programming networks will rise at a rate of between two and six. The big gains in receive sites will come not only from the new net-

works, he said, but also from internal growth—already established networks adding more and more sites.

Kathleen Hansell, president of KJH Communications Inc., Atlanta, which completed the first exhaustive study of the private networks end of the market earlier this year, concurs. At the end of 1988, the study says, 48 private networks generated some \$120 million in revenue for industry service and hardware suppliers. As the number of networks steadily grows, it says, so will the revenues, reaching \$650 million by 1995.

Business TV networks use full NTSC video and thus need an entire transponder for their transmissions. But those networks—unlike cable and broadcasting—do not require a full-time transponder. They make do with occasional time, leasing directly or indirectly a few hours here, a few

### SATELLITE SERVICES

- News and Sports Programming
- Videoconferencing
- Syndication
- Long Distance Learning

All Major Satellites, C-Band and Ku-Band



Satellite Division • 85 Merrimac Street • Boston, MA 02114 • (617) 720-1557 • Contact: Stephanie Nora

hours there.

Hansell and Gold estimate that business television—private and programing networks—used some 44,000 hours of satellite time in 1988—the equivalent of five full-time transponders. Nearly three-quarters of those hours are attributable to the programing networks, which are fewer in number, but which, on average, gobble up far more satellite time.

Gold offered no projections on how much capacity business television would need in the early 1990's, and Hansell was withholding her projections on it for those who pay for her study. But Hansell did allow that the private network hours would more than double by the end of 1990.

Hughes Communications, GE Americom and GTE Spacenet handle most business television traffic today, and are counting on it to complement their cable and broadcast business in the future.

Although some of the early networks used C-band satellites, most now use Ku-band birds. The higher power of the Ku-band birds permits the use of low-cost, small-diameter (generally around six feet) earth stations. And since the Ku band itself is immune from terrestrial microwave interference, the earth stations can be installed virtually anywhere.

For the past few years, business television has benefited from cable's lack of interest in Ku-band technology. Having failed to persuade cable programers to use Satcom K-1 for distribution to cable systems, GE opened up the bird to business television users and companies like Videostar that broker satellite time for them.

Increasing speculation that GE may lease or sell a block of Satcom K-1 transponders to a consortium of cable operators for a satellite broadcasting service has alarmed many business television and VSAT operators. They had hoped the capacity would remain available for their use.

Recognizing that business television cannot be built entirely on the Ku-band leftovers of the broadcasting, cable and VSAT industries, leading business television players are now talking among themselves about what they can do to assure adequate satellite capacity in the next generation of satellites. Gold said he is trying to organize such efforts.

Of the satellite operators, Hughes seems most intent on exploiting the VSAT and business television markets, which it sees as two sides of the same coin. It purchased M/A-Com's VSAT division, transforming it into Hughes Network Systems, and it has agreed to buy IBM's Ku-band satellite fleet—the in-orbit SBS IV and SBS V and the soon-to-be-launched SBS VI—to insure sufficient space for HNS's VSAT customers. (Hughes also has a corporate cousin in Videostar. Electronic Data Systems Corp., a data processing company that is, like Hughes, a subsidiary of General Motors, purchased Videostar earlier this year.)

Eddy Hartenstein, senior vice president, Hughes Communications, who is responsible for all of Hughes's Ku businesses, said the VSAT market will drive the business television market as companies interested in VSAT recognize the relative low cost of adding television to their networks.

GE does not see VSAT as a major opportunity in the future, believing that corporations will turn in increasing numbers to fiber optic networks for their intracorporate linkups. But it recognizes business television as a substantial market that has helped soak up some of its excess Ku capacity. It has begun to mature, said Neil Bauer, senior vice president, commercial operations, GE Americom. It is progressing from "an infancy stage to a full-fledged business—bona fide, dedicated corporate accounts," he said. "It's gone quite well." —HJ

## *The fiber optic challenge*

One of the first major applications of video delivery by fiber optics could be program distribution by the television networks to their broadcast station affiliates. If that turns out to be true, the satellite industry has cause for concern. It has little to worry about over the next decade or so. But around the year 2005, the networks believe they will have a decision to make.

The competition between those with differing views of television's future has not quite begun. Fiber optic technology has not advanced quite far enough in flexibility and cost-effectiveness to challenge satellites for network distribution contracts. But fiber's supporters point to the trends. Satellite distribution is becoming more expensive while digital fiber optic technology is progressing steadily and costs are coming down. While satellites will never be completely replaced, they see a world where most video signals will be moved over terrestrial cables with nearly unlimited bandwidth, providing TV, telephone and other services to the home.

The networks are committing themselves to another generation of satellite affiliate distribution. Those birds' lifetimes will extend well into the next century. Meanwhile, expanded use of fiber for smaller scale applications is inevitable. ABC and CBS have already set up permanent New York-to-Washington two-way links—used mainly by the news departments. Some network engineering executives have also suggested

## NUMBER ONE ACROSS THE ATLANTIC AROUND THE WORLD



The leading international  
satellite carrier of  
television programming

First choice for transmissions  
of news, sports, entertainment,  
videoconferences

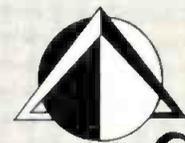
Direct two-way path between  
North America and Europe

Global satellite coordination

Wegener multi-channel audio

Television standards  
conversion

Serving the world's major  
broadcasters and producers



**BRIGHT STAR**  
Communications, Ltd.

NEW YORK: Rockefeller Center  
630 Fifth Ave., New York, NY 10111  
Sales: (212) 582-8578 Booking: (703) 246-5598  
Telex: 642494 WU BRTSTR

LONDON: Visnews House  
Cumberland Ave., London NW10 7EH  
Sales: 44-1-965-6511 Booking: 44-1-965-6511  
Telex: 22678 VISLDN G

# S A T E L L I T E S

backhauling signals from sports events from stadiums around the country to their New York headquarters. Short-distance distribution of network programming to stations near New York are also contemplated by some. But the infrastructure and switching capability for a national network do not yet exist.

Another indication of the networks' interest in fiber is their willingness to take part in an eight-city fiber optic trial being organized by Bell Communications Research (Bellcore), Morristown, N.J. The trial is scheduled to begin this October with month-long fiber connections to ABC affiliates in Boston, New York, Washington, Atlanta, Indianapolis, Minneapolis, St. Louis and Los Angeles. Affiliates and new bureaus for CBS, NBC, Fox Broadcasting and the Public Broadcasting Service in those same cities will each take month-long turns testing the fiber system following ABC. All seven of the regional Bell operating companies (the joint sponsors of Bellcore) and six common carriers are also cooperating in the tests. Bellcore also plans a five-city trial in Canada following the U.S. trials.

The Bellcore trials have been in the planning stages since 1987 under the project's leader, Robert J. Blackburn, district manager, digital radio, video and audio. Two-way DS3 (45 megabits-per-second) channels will connect the stations. DS3 is a digital system designed to deliver several 6 mhz NTSC video signals over a single fiber. After Bellcore announced its trial plans, several companies began working on designs for DS3 codecs (coder/decoders), the electronic devices used to convert analog signals into digital and back to analog again at each end of the connection. In 1988, a major step forward in the preparation of the tests was made when it was announced that an Italian company, Telettra, and the Japanese firm NEC could provide codecs that Bellcore had determined would be adequate for the trial. Bellcore is now supporting standardization of one of the codec algorithms by the American National Standards Institute.

The two main goals of the eight-city trial will be to retain high-quality video pictures on the coast-to-coast link and to demonstrate

reliable and efficient network switching and control. "We are confident that the picture quality will be acceptable. What will really be a challenge will be the network control and all of the software that goes into that," Blackburn said.

NBC's Charles Jablonski agreed that troubleshooting of the network control in the DS3 mode will be the main aspect to watch. Fiber optics will be compared to "today's distribution method, which is generally satellite under a broadcaster's control, multipoint to multipoint, on a domestic and getting to be international basis."

But Brent Stranathan, ABC's director of telecommunications, said that such comparisons might not be fair at this point. "Given the nature of the eight-city trial, certainly we can't make a direct comparison to our current satellite distribution, although some will tend to do that." Stranathan endorsed the trials as "the best we can do considering the constraints that Bellcore and the operating companies are under."

All three of the major networks said that they planned to do the bulk of their affiliate distribution for at least the next 10 years by satellite. (Representatives from Fox and PBS could not be reached for comment last week.) CBS has contracted for the next 10 years with Hughes, and ABC is negotiating with AT&T.

NBC can afford to wait a few years before beginning negotiations for space on a new satellite. The network is now on GE Americom's Satcom K-2, which is not due to be replaced until around 1995. But NBC officials said that they don't expect the fiber optic control technology to be ready before that time. "We have gotten very spoiled by being able to make our own switches and reconfigure the network how we want it when we want it," said David Baylor, NBC vice president, broadcast operations. "What I do see in terms of using fiber will be to do some point-to-point distribution, perhaps from our major affiliates or owned stations to allow for better flexibility of the satellite system."

CBS is looking at backhaul of sports programs as an ideal near-term point-to-point application for fiber optics. The main impediment

## DS3 DIGITAL VIDEO TRIAL



### Interexchange Carriers

- Lightnet
- Southernnet
- Norlight
- +--- CTI - Communication Transmission
- Wiltel
- ▲▼▲▼ CNI - Consolidated Network
- Intermediate Point
- Trial Cities

ment to the establishment of such a system is the need to build fiber connection facilities for all of the major sports arenas, a CBS spokesman said.

After the turn of the century, the same questions of comparative cost and comparative flexibility between satellites and fiber will exist. By that time it is expected that the comparison will be closer. But other conditions may have changed by then as well. The NTSC video signal may be replaced by a wider-bandwidth high-definition television signal. If such a signal does become the standard, the DS3 bandwidth will probably not be wide enough and another delivery system will have to be standardized, Blackburn said. But

some of the results of the eight-city trial should still be of use to those designing HDTV fiber optic affiliate connections. "The principle of switching and control will be the same," he said.

But others speculated that the fiber network of the future will be a DS3 similar to the architecture being planned by Bellcore. Data compression and interpolation advancements are being made at the same rate as advancements in fiber distribution, NBC's Baylor said. "What you may have is a meeting of the two technologies where the compression and interpolation techniques lower the requirements of bandwidth at the same time the fiber carriers can enhance their capabilities to carry a little more bandwidth."—RMS

## *European DBS: Off to an unsteady but enthusiastic start*

If 1989 could be called the year Europe went DBS, it could also be called "the year of spending dangerously," a phrase used by one British pundit when sizing up the immense budgets satellite programmers have risked to jump-start the direct broadcast industry.

It is also the year in which the satellite TV's first stumbling steps toward European viewers were hamstrung by serious technical tie-ups, including the worrisome lack of descrambler chips.

Europe's direct broadcast satellite industry can chart the current era from last February, when the privately financed Luxembourg satellite service, Astra, began beaming programs to European viewers. Launched more than 10 years after the 1977 worldwide allocation of national DBS frequencies, Astra's programs—including MTV Europe, Rupert Murdoch's four-channel UK-targeted Sky TV package and other British and Scandinavian channels—reach viewers with the small (60 cm) dish that is the hallmark of DBS.

This was also the year for French DBS. Last May, France became second to join the ranks by airing its first DBS channel from the long-stalled and costly TDF-1 satellite, launched last fall as part of a government-backed industrial joint venture with West Germany. With a 40-50 cm dish, viewers will receive four more channels in time, including, by the middle of next year, a technically enhanced satellite version of the highly successful terrestrial French pay film channel Canal Plus, and a German language version of the service in a joint venture with German media giant Bertelsmann.

Scheduled to fly in August is the twin to TDF-1—West Germany's TVSat-2, whose predecessor model was an expensive technical disaster, failing to deploy after its 1988 launch. Filling TVSat2's transponders will be existing satellite-to-cable services RTL Plus and Sat1, both private commercial channels, plus public channels Einz-Plus and 3Sat. The satellite will also carry 16 digital radio services.

British Satellite Broadcasting's five-channel bird is also scheduled for launch in August. BSB's program package, a mix of entertainment, pay movies, news and music targeted virtually head-to-head with Murdoch's Sky package, is expected to come on line by mid-1990.

Europe's move to DBS in 1989 may be welcomed, but it does not come without a price. Expenditures for these satellites and their programming have already reached the billions, particularly in the UK, where Sky-BSB rivalry promoted price wars over top Hollywood movies

and pushed program expenses between the two to over \$1 billion.

Murdoch is expected by some to lose upwards of \$250 million in his Sky operation this year and as much as \$700 million or more before approaching profitability. The privately funded BSB has also committed nearly \$700 million and must raise another \$600 million following the satellite launch.

Astra itself has already committed more than \$200 million to build and launch its first bird, and with the recent purchase of a second (Crimson's unused Satcom K-3) for launch in 1991, the company's costs will rise to at least \$360 million.

The French and German state-backed satellites have also spent hundreds of millions of dollars to back their birds, while transponder costs to programmers on the French bird exceed \$10 million a year.

For backers of these ventures, the pot of gold is the European television audience. On a pan-European scale, some 320 million



*Your KU Connection in the West.*

**Fully redundant KU truck**

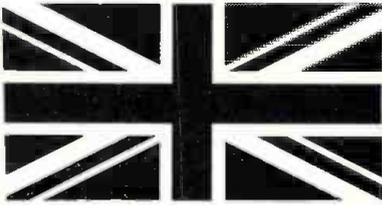
**Studio & Fixed uplink in  
California's Capital**

**Video Production  
News • Sports • Teleconferencing • VNR's**

*Pacific Satellite Connection*

**Contact: Steve Mallory, Phil Samuels  
& Bill George at (916) 446-7890**

# S A T E L L I T E S



## UNITED KINGDOM

**Project:** British Satellite Broadcasting  
**Launch:** August 1989  
**Satellite:** Hughes HS 376 (high-power version)  
**Channels:** Five (entertainment, sports, information, youth-music and pay film)



## WEST GERMANY

**Project:** TVSat-2  
**Launch:** August 1989  
**Satellite:** Eurosatellite consortium  
**Channels:** Five (commercial channels RTL-Plus, Sat1; public channels Einz-Plus and Sat3; 16 digital radio services)



## FRANCE

**Project:** TDF-1  
**Launch:** Oct. 28, 1988  
**Satellite:** Eurosatellite consortium  
**Channels:** Five (cultural, children's/music, sports, Canal Plus pay film and Canal Plus Germany)



## LUXEMBOURG

**Project:** Astra 1A  
**Launch:** Dec. 10, 1988  
**Satellite:** GE Astro RCA 4000  
**Channels:** 16 (four Sky TV [UK]; MTV Europe, Screensport and Lifestyle/Kindemet; Filmnet and two Scansat [Scandinavia]; six unfilled)

consumers are being forged into a single market by the European Community's plan to eliminate trade barriers in 1992. And on a national level, TV structures long dominated by state-funded or noncommercial broadcasters are now being forced to make room for private, highly commercialized competitors, both terrestrial and celestial, although many of these new channels and other new media such as cable will be DBS's chief competitors.

Projections of audience growth for satellite programmers are not

entirely encouraging. A recent Saatchi & Saatchi study put total European satellite television in just 632,000 homes by the end of 1989, 1.9 million homes by 1990, 4.2 million by 1991, 6.5 million by 1992 and, by 1993, a full five years after Astra's launch, at just 8.5 million—less than 10% of an estimated 100 million European TV households. Satellite TV will not reach the 20%-plus margin (where European cable TV will be by the end of next year) until 1998, according to the report. A survey from UK-based consulting

## Satellite broadcasting: cable connection

If satellite-to-home broadcasting ever becomes a force to be reckoned with in the U.S., it probably will not be because some deep-pocketed company tried to "jump start" it as some in Europe are now trying to do. Comsat and Prudential-backed United Satellite Communications Inc. tried it in the mid-1980's and came away with nothing but enormous losses.

If it comes, it will likely grow out of the cable industry. By virtue of the scores of cable networks, cable has the programming and, through the thousands of cable systems, it has the infrastructure to handle sales, service and billing.

For the past few years, cable has been gearing up for a major role in satellite broadcasting through its ever-deepening participation in the home satellite business—a rudimentary form of satellite broadcasting in which cable programming on C-band satellites is sold to the some 2.5 million owners of backyard earth stations. The cost and size of the dishes—around \$3,000 on average and 10 or 12 feet, respectively—are the chief factors limiting the growth of the home satellite market.

Besides demonstrating a demand for satellite-to-home television and introducing cable to the medium, the home satellite business has also produced thousands of C-band dish dealers who could help retail future satellite broadcasting programming and hardware and an addressable scrambling system. Although the system—General Instrument's Videocipher II—has been badly compromised by satellite pirates, many believe it is good enough for future services because of modifications to its design and stepped up antipiracy enforcement efforts.

Tele-Communications Inc., the nation's largest cable operator, has been deeply involved in home satellites. It now owns two packagers of programming for the market, Netlink USA and Tempo Enterprises, and its systems are active in retailing their services. It has also run limited trials involving the marketing of earth stations.

TCI and several other large MSO's including Newhouse Broadcasting, Cox Cable, Continental Cablevision and Viacom Cable are now planning to take satellite broadcasting to another level. They have been in negotiations with GE Americom to acquire up to 12 transponders on Satcom K-1—a

medium-power satellite capable of delivering television to subscribers with one-meter dishes.

Because the dishes could be installed relatively inexpensively and inconspicuously, a whole new market would open up for the cable operators-turned-satellite broadcasters. Millions of homes discouraged by the size and expense of C-band dishes and beyond the reach of cable systems could opt for the medium-power service.

How big the market becomes would depend on the programming the cable operators make a part of their service. So far, the operators are talking about creating a service comprising several broadcast signals and two or three pay-per-view channels. Such a service would not net the operators the maximum number of subscribers, but it could cover the costs of the service—mostly stemming from the lease of the transponders—and preempt noncable operators from launching a service that competes with cable systems on Satcom K-1 or on the soon-to-be-launched and comparably powerful SBS VI. According to some cable and satellite industry sources, preempting the competition is the primary motivation for the operators' satellite broadcasting activities.

On the other hand, by using their considerable clout with cable programmers, the operators could put together a service featuring a mix of the best cable offerings and attract millions of subscribers.

If successful, the operators could eventually step up to a high-power direct broadcast satellite powerful enough to beam programming to one- or two-foot antennas. Such a move would transform the picture radically.

The future of satellite broadcasting does not necessarily belong to cable. Hubbard Broadcasting, through its United States Satellite Broadcasting subsidiary and Dominion Video, is still actively pursuing launching direct broadcast satellite systems. But, thus far, the enormous costs involved are proving formidable obstacles.

And there is always the possibility that some new deep-pocketed company—a motion picture studio or some other corporation with a hankering to be in television—will identify the mistakes of Comsat and USCI, resolve not to repeat them and try to jump start the business once again.

—HJ



firm Logica earlier this year put the satellite home dish market eight years away from eight million homes. Another British firm, Frost & Sullivan, forecasts no more than 700,000 satellite dishes in Europe by the end of this year. The firm has a more optimistic forecast after the next five years, putting the 1993 dish population at 9.37 million.

On a country-by-country basis, Saatchi forecasts France's dish penetration at just 137,000 (less than one percent of its 20 million TV homes) by the end of 1990, and not reaching the two million mark until the end of 1994, while Frost & Sullivan sees just 780,000 dishes in place by the end of 1993. Saatchi predicts West Germany's dish population will not reach the million mark until 1994 and will not reach more than 10% of the country's 24 million TV households until 1998. Frost & Sullivan sees just 50,000 dishes there by the end of 1989, and only 790,000 by the end of 1993.

In Great Britain, the first real DBS test market, growth estimates also cover a wide range. Saatchi, for instance, projects dish penetration at just 418,000 (or two percent of its approximately 21 million TV households) at the end of 1989, with 1.26 million next year, 2.9 million in 1991, 4.2 million in 1992 and over 5 million by 1993. Other estimates project 950,000 by the end of 1990 and 2.2 million by the end of 1991. Frost & Sullivan puts the installed base at 2.53 million by the end of 1993.

Astra's own projections for the UK remain on the low side. Pierre Meyrat, Astra Director General, told BROADCASTING the company's worst-case forecast for the UK initially was just 100,000 dishes, but that it now believes the lowest number sold will be 200,000 and possibly much more.

Sky, meanwhile, which suffered early sales disappointments when there was only a trickle of dishes and other needed consumer gear, continues to project a million-plus in dish sales by next February, a year into its operation. Although still optimistic, the numbers are scaled down from earlier projections of 1.25 million-2 million by the end of 1989. Competitors are skeptical, but Sky maintains that after the slow start, there will be 150,000 dishes installed or committed to by consumers this month, including substantial giveaways and promotions conducted through Murdoch's national newspapers.

BSB, on the other hand, has yet to select a dish manufacturer to make its much-touted "squarial," a 30-centimeter square aerial that has been at the center of its promotion campaigns. The recent UK government allocation of a fourth and fifth DBS channel to BSB also raised complications about antenna size and design, although BSB maintains that even if it had to switch to a normal parabolic antenna, it would be less than 40 cm, smaller than Astra's 60 cm dish.

The initial shortage of dishes may be just a taste of how technical problems at the consumer end may continue to hamper European DBS. Another, perhaps more critical, cause for concern remains the still-uncompleted descrambler chip being developed for BSB, TDF, TVSat and others by Scandinavian manufacturer ITT. Based on the MAC (multiplexed analog component) signal system that is the standard for all DBS satellite programmers, the chip bottleneck has already caused a six-month delay in the launch of BSB, and much worry for the programmers of the French and German satel-

lites.

Scrambling, which enables programmers to charge a fee to viewers for receiving and descrambling their programs, is an essential revenue source for DBS (as much as 70% in early years for BSB, for instance), since audience size will remain too small for many years to greatly interest advertisers.

According to BSB, the descrambler chip is more than 80% complete, while Canal Plus says it will be ready for production by October. Electronics manufacturer Philips said it has already shipped some MAC tuners to Scandinavia for reception of Astra's Scansat service, and is now fulfilling a 750,000 MAC tuner order for France Telecom for TDF-1. An additional million or so MAC receivers ordered by BSB will not begin delivery until the satellite project is more certain of its launch date.

Although Astra programmers have been able to escape the MAC chip delay because technically the medium-power satellite is not a DBS service but a fixed satellite service and therefore need not comply with European DBS transmission standards, it faces its own technical difficulties. Scrambling for Murdoch's pay movie service, for instance, is not expected to begin until after next Christmas, a year after launch, although Sky maintains chips are already in production by Thompson and it could initiate scrambling in October if it chose. There also has been little in the way of agreement between Astra's programmers on standardizing the conditional access technology needed to address individual viewers and ease joint marketing efforts.

Consumer costs for the new gear are another issue. BSB has targeted its dish and electronics cost at around \$400, while Astra's UK reception package has been pitched at around \$300 or less. Sky says the price of its package may soon come down to promote sales and could be sold with a margin at just over \$200. Sky also plans decoder giveaways with Sky Movie subscriptions.

French and German MAC receiver-dish packages may initially be priced as high as the \$800-\$1,000 range, although Canal Plus says it expects them to be in the \$300-\$400 range. Canal Plus, a driving programming force on the co-located French-German birds, also hopes to ease consumer costs by manufacturing its own MAC receivers and renting them to consumers, rather than selling them for an estimated \$500. Consumers would pay for the rental as part of the monthly subscription fee of approximately \$26-\$27.

Looking into the 1990's, the lack of an existing follow-up to the French-German TDF/TVSat project is seen by some as an indication that this first generation of national DBS is mainly experimental. Some, such as Astra's Meyrat, suggest that the idea of national DBS itself has become outmoded because of the greater efficiency and smaller size of receiver electronics and home dishes, and argue that a pan-European DBS service, such as that which Astra is attempting to provide, will be the approach of the future.

Astra's chief rival in providing European satellite services, Eutelsat, apparently agrees with the appraisal and has joined with its national signatories to explore the possibility of its own launch in the mid-1990's of a powerful regional DBS service, Europesat, to take over where the experimental TDF/TVSat projects leave off. France and West Germany are both backing a Eutelsat study on the project due out by the end of the year. —AAG

## Separate systems—new era for global communications

**T**he International Telecommunications Satellite Organization in the past year has unveiled something new—a marketing plan designed to keep it healthy and vigorous into the 21st century. The aim of the plan, said Director General Dean Burch, is to strengthen thick-route service through various pricing incentives and to strengthen as well the system's interconnectivity and thin routes. What's more, Comsat, the U.S. signatory to Intelsat, is making a major marketing effort of its own, "aggressively looking for new business," as one official put it. And all that at a time when business is so good Intelsat is acquiring additional satellite capacity to keep up with the demand.

Why all the fuss? In a word, competition—or at least the threat of it.

For most of its 25 years, the global satellite system, a manifesta-

tion of American idealism and practicality—it grew out of congressional will expressed in the Communications Satellite Act of 1962—was the only game in town, enjoying a monopoly of the world's international communications satellite services. Not anymore. First, regional services such as Eutelsat, Palapa and Arabsat appeared, made up of governments that were persuaded their regions needed special attention. Then there was a new threat—from America of all places—the separate satellite system.

Nor was that all. Intelsat has been keeping a close watch on the development of fiber optic undersea cable, which has enormous capacity to provide the kind of services delivered by satellites. Burch, in discussing the Strategic Plan, said it is not a matter of "competing" with fiber optic cables so much as "coexisting" with them. He noted that submarine cables have been a fact of life

throughout Intelsat's 25-year history.

Separate systems, however, were something new. They were seen as a direct threat, one that could siphon off the cream of the thick-route traffic while Intelsat was burdened with serving the thin routes. Its obligation, after all, is to assure all users—whether on thick routes or thin—equal service at equal rates. The U.S. attempted to ease that concern. The presidential determination issued in November 1984 declaring that separate systems were "required in the national interest" also demands the imposition of a number of conditions on the authorization of such systems, conditions that are designed to protect Intelsat's viability. These include a ban on providing public switched network service, the service that generates most of Intelsat's revenue.

Still, Intelsat's concern was reflected in the grueling, months-long consultation process that finally yielded concessions by the Intelsat board of governors and Assembly of Parties in 1987 that the Pan American Satellite proposal to serve Latin America and Europe would be technically compatible with the global system and not cause it significant economic harm. Then, last week, an extraordinary Assembly of Parties—Intelsat's ruling body—concluded a consultation with the U.S. and the United Kingdom on the proposal of the Orion Satellite Corp.—whose predecessor company initiated the separate system era in a filing with the FCC in 1983—to provide service between the U.S. and Europe and for domestic service within the UK. Interestingly, the board had recommended favorable consultation despite its view the system would cause Intelsat "significant economic harm."

None of this is meant to suggest that Intelsat is in trouble. It has had years of experience and, at the moment, almost more business than it can handle comfortably. It also has the prestige of its name and the determination of its 117 member governments that it not fail. Competition is not a matter of concern, said Francis Lattapie, Intelsat's director of external relations. Noting that a new Office of Strategic Planning has been established to implement the new Strategic Plan, he added dryly: "I think we can adapt to the new environment."

Comsat finds itself in an anomalous situation. As the U.S. signatory to Intelsat, it is responsible for securing favorable consultation for U.S. separate systems. After what some regarded as an uncertain start in dealing with the PAS consultation—Comsat seemed less than committed to the effort—it has worked hard to erase doubts as to that commitment. Now it finds itself having created competition for itself. And Comsat makes no secret of its determination to succeed in what Lattapie calls "the new environment." "Four or five years ago, we didn't think of marketing; people would come to us," said Maury Mechanick, Comsat's vice president for Intelsat and Policy and Representation. "Now we have people going out, talking to people, to get them to take capacity."

Because of the unusual situation in which it finds itself—competing with Comsat and dependent on Intelsat for the authority it needs to operate—and because of its experience in the initial consultation proceeding, PAS remains suspicious of the Intelsat process. The U.S. has completed consultations clearing the way for PAS service to 18 countries in Europe and Latin America. But PAS complains that Intelsat, in concert with the foreign governments that are Intelsat members, helps raise those hurdles in certain markets. "There is no shortage of customers," said Fred Landman, PAS president. "It's a problem of market access. We have people in Switzerland interested in becoming a PAS customer, but the Swiss PTT won't let us land there." He also cited Spain, Italy, Austria, Belgium and the Netherlands as countries where PAS was having trouble securing landing rights. "We have to continue to bang away where we're precluded from providing service," said Landman. "We're working very hard."

Intelsat declines to respond to PAS charges. Whatever its problems, PAS, which has been operating for little more than a year, is beginning to accumulate customers and a service record. Its PAS 1 is a GE Astro Series 3000 communications satellite located at 45 degrees west longitude and equipped with 24 transponders in both the Ku- and C- band that provide coverage of the U.S., Western Europe, the Caribbean and Central and South America. And within the past year it has announced agreements with a number of



PanAmSat's Fred Landman

companies: It delivers the television programming of Eurovisa's Galavision to Europe. It transmits CNN and ESPN programming to Latin America and transports the syndicated programming of the Italian network RAI from Italy to Latin America. It also provides domestic television and telephone service in a number of countries of Latin America. Last week, IDB Communications used PAS-1 to provide the White House press corps with two-way digital and voice services for their coverage of President George Bush's visit to Poland and Hungary; the satellite linked the traveling press corps with their Washington bureaus. And beginning Sept. 1, Microspace Communications Inc., a subsidiary of Capitol Broadcasting Co., will use the PAS satellite to expand to Europe the data and audio transmission service it now provides in the U.S.

Encouraging as that may sound, PAS is operating in the red. Landman said the company "possibly" will be showing a profit "in the next 12 to 18 months." He pointed to the company's large capital investment—"in excess of \$100 million." And all of that is the investment of PAS's founder and chairman, Rene Anselmo.

Still, the PAS experience seems to vindicate the arguments PAS made in seeking authority to operate—that Intelsat could not do the job that was needed, or at least was not doing it. The very success Intelsat is experiencing has also worked in PAS's favor. For instance, Terry McGuirk, president of Turner Cable Network Sales, who negotiated the agreement under which PAS is relaying CNN programming to Latin America, said PAS was the service of choice for two reasons—"price and the fact that the Intelsat system was fairly filled up in South America." McGuirk declined to elaborate on the price differential, but indicated that Intelsat and Comsat were—as their spokesmen say—determined to attract business. "Intelsat and Comsat worked hard to meet our needs," said McGuirk, "but there was that combination of price and availability."

"Availability" is also one of the reasons Microspace cites in explaining its choice of PAS. "Intelsat is very active, and has very little capacity," said Microspace Vice President Steve Grissom. Another reason he likes PAS, he said, is that Microspace can uplink to the PAS satellite from the East Coast. He also said that the Microspace service, employing so-called "FM squared" modulation—an FM master signal within which each service is modulated as an FM subcarrier—and low-cost (under \$800), ultra small aperture terminals (18 inches for data and 30 inches for audio), was not being offered by Intelsat. PAS, he said, could provide it without delay. (Comsat's Mechanick indicated he felt Intelsat and Comsat missed a sale unnecessarily. While new service offerings require board of governors approval, he said, "Comsat acts quickly to get that approval. It only takes a month or two.")

OrionSat, a subsidiary of Orion Network Systems, has not yet

entered the international communications business, but an affiliate has. OrionNet, an international carrier, is transporting Electronic Data Systems material and public switched traffic of Telecom USA and several smaller companies by undersea cable to Europe. Given the government ban on separate satellite systems carrying public switched traffic, Orion's share of that business will remain on the cable. But the private line service will be transferred to OrionSat's two-satellite system, which is expected to become operational in 1992. And the system will provide a powerful addition to the international communications satellite business.

One of the two satellites will be located at 47 degrees west, the other at 37½ degrees west. The satellites, launch services and insurance are to be provided by British Aerospace at a total cost of \$352 million. And they will have a capacity equivalent to 96 36 mhz transponders. Some 40% of the capacity is reserved for intercontinental service—video, private line and emergency cable restoration—and the remainder for domestic service (in Africa, Europe and the Caribbean) and for backup. OrionSat has announced two agreements in principle to offer domestic and thin-route services to African countries beginning in 1992.

And Chris Vizas, the surviving partner of the two who filed the application with the commission six years ago and who is now vice chairman of ONS, said the satellites' power is such that they can provide the kind of service to 1.2-meter receive dishes that Intelsat's top-of-the line VII's—not yet built—will provide to the high-

cost dishes of 3½ meters and larger. "That is based on Intelsat's numbers, not ours," he said, adding, "The small aperture business is the one we have the higher level of interest in." Still, Vizas insisted OrionSat would pose no threat to Intelsat. "We're not in the public-switched service business," he noted. "And VSAT is not a market they [Intelsat] are prepared to serve."

But Intelsat and Comsat are not yielding on any element of the business. The VSAT market will be a very important one in the future," said Mechanick. "That's what makes the new K-band K4 satellite [that Intelsat purchased from General Electric] look good. It is a high-price satellite comparable to the five Intelsat VII's. We expect a lot of growth in the K-band video market and in K-band VSAT, once that satellite is launched, in 1991." That is a year before the first of the five VII's is to be launched.

So the experiment is under way. Can private international satellite companies find a niche in the market that had once been served exclusively by a nonprofit global system that represents a successful example of international cooperation? Can that global system continue to operate and discharge its responsibility specified in its charter, which is to assure service at equal rates to all users? And at the same time operate in a competitive marketplace? The increasing demand on existing capacity seems to indicate there is business enough for all, including the fiber optic submarine cables. But the hard answers will probably begin to emerge only in the final decade of the 20th century. —LZ

## Technology

### Wiley getting strict with HDTV proponents

**At FCC committee meeting, he tells those with system plans they are going to be held to deadlines for submitting equipment test results**

Representatives of only a few of the companies with high-definition and enhanced-definition television systems proposed to the FCC's advisory committee on advanced television services (ATS) were on hand for the group's steering committee meeting last Monday (July 10). What those absent missed were tough words from ATS Committee Chairman Richard Wiley. In order to complete the committee's mission by the group's target of 1991, deadlines for testing the equipment will soon have to be set. "It's going to be a put up or shut up time period shortly," Wiley said.

Over the last few months, representatives of the ATS committee have been trying unsuccessfully to learn when the 14 organizations that have identified themselves as proponents will have prototype hardware ready to be tested by the committee. Only one proponent, the NBC-backed David Sarnoff Research Center, was able to identify a date for testing of its ACTV-I (April 1, 1990).

The Advanced Television Testing Center (ATTC), which is the main testing organization working with the ATS committee, had planned to begin work at its new testing facility on Jan. 1, 1990. But it appears that no proponent will be prepared at that time, and no solid dates exist to establish a testing

schedule.

"I would like to keep the system as open as possible, but we do have deadlines," Wiley said. To keep those deadlines, Wiley announced that he will hold a meeting with proponents in September or October. During that meeting, proponents will be asked for a specific date when their systems will be ready for testing. "We expect the proponents will stick to that date," Wiley said.

Wiley said that he sympathized with proponents that are low on funds. Many will not be able to pay the amounts needed to develop their systems to the testable hardware stage under the time limits the ATS committee is likely to impose. But unless there are new instructions from the eventual new FCC chairman, Alfred Sikes, Wiley said he intends to have the testing process and the recommendation of a standard by the end of the ATS committee's lifetime in 1991.

The committee started trying to pin down proponents on their schedules last May during a second "hell week" examination of the various systems (BROADCASTING, May 29). Each proponent was asked when its system could be tested and few had answers. Following up that meeting, Systems Subcommittee Chairman Irwin Dorros, executive vice president, technical services for Bell Communications Research, sent a letter June 9 to each of the proponents, again requesting their schedules. Many had not responded as of last week's meeting, and the responses that were received were

not "crisp" or precise, Dorros said.

However, from what he has been able to learn, Dorros estimated that only six proponents are likely to have testable systems under the current ATS committee time frame. He did not identify which proponents seem viable. Michael Rau, who represented the National Association of Broadcasters at the steering committee meeting, suggested that the committee "try to winnow down systems to the extent it can." Dorros said that the systems subcommittee has been hesitant to impose standards to eliminate systems from consideration. "You may be winnowing out things you may later regret," he said. But the insistence that proponents hold to a strict schedule may have the same effect.

Also during the meeting, the steering committee voted to forward test parameter, test management and test procedure plans for approval by the parent "blue ribbon committee." That group, which includes the chief executives of all of the leading companies in the broadcast and cable TV, consumer electronics and program production industries, is expected to approve those plans during a meeting scheduled for this Wednesday (July 19) in Washington.

All agreed the committee should begin tests as soon as possible with the procedures as they are now written. "Without approval of these test plans, the entire work comes to a stop," said Joseph Flaherty, chairman of the planning subcommittee and CBS vice president, engineering and development. —RMS

# **Narragansett Television, L.P.**

a partnership formed by Narragansett Capital, Inc.

has acquired the assets of

**WPRI-TV**  
(Providence, RI)

and

**WTKR-TV**  
(Norfolk, VA)

---

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

---

**LAZARD FRÈRES & Co.**

July 10, 1989

*This announcement appears as a matter of record only.*

**\$144,500,000**

**Narragansett Television, L.P.**

a partnership formed by Narragansett Capital, Inc.

**\$35,000,000 Revolving Notes**

**\$65,000,000 Senior Notes**

**\$32,000,000 Subordinated Notes**

**6,250 Class A Limited Partnership Units**

**6,250 Class B Limited Partnership Units**

---

*The undersigned arranged for financing and  
acted as agent in the private placement  
of these securities.*

---

**LAZARD FRÈRES & Co.**

July 10, 1989

## FCC ups Class A FM power to 6 kw—but not for all

**Some 500 stations will be able to take advantage of new power and expanded coverage, but hundreds of others including many in Northeast and along borders may be left out**

In a proceeding that sharply divided FM broadcasters, the FCC last week doubled the allowable transmission power of Class A FM stations—the least powerful class of FM stations—from 3 kw to 6 kw, but limited the number of stations that will be able to take advantage of the new maximum power to boost coverage.

Rejecting the New Jersey Class A Broadcasters Association's proposal to allow all 2,000 FM stations to turn up the power to 6 kw, the FCC said it would implement the power increase on a "selective" rather than a "blanket" basis. The FCC's selective approach will preclude hundreds of Class A stations from increasing power and reaping the resulting benefit: a 40% increase in coverage.

Robert McAllan, president of Press Broadcasting Co. and the NJCAB, said he was "deeply disappointed" with the FCC action, which excludes most New Jersey Class A stations as well as most other Class A's in the Northeast. "The stations that need the relief the most are the stations that ended up with the least," he said.

Many Class A stations across the country supported the NJCAB's call for blanket implementation. But the National Association of Broadcasters, the Association of Broadcast Engineering Standards and many Class B stations urged the agency to take the more conservative, selective approach, arguing that blanket implementation would increase interference with Class B stations and generally degrade the FM band.

The FCC action was "welcomed news on at least three fronts," NAB President Eddie Fritts said in a prepared statement. "First of all, we're very pleased the FCC authorized the doubling of power to many FM operations.

"Secondly, the FCC wisely recognized that general across-the-board increases could do serious harm to the integrity of the FM spectrum. The commission's case-by-case consideration of additional power increase applications may alleviate any other interference problems that may be presented.

"And not to be ignored in this whole process is the fact that the FCC is, at the same time, streamlining its procedures to allow expedited power for those Class A stations clearly able to meet the FCC's revised mileage-separation standards."

Wally Johnson, president of the ABES, which represents AM and FM stations of all classes, concurred with Fritts. "Our position was that the FCC should not implement it on a blanket basis, but on a selective basis

that would protect existing stations, and that's where they ended up."

The new rules were adopted unanimously by the three FCC commissioners at last Thursday's open meeting July 13. Each said the action represented a balancing of the desire to improve the coverage of Class A stations and the need to protect the higher power FM stations from interference and the integrity of the band. "We have done all we can to put Class A stations in possession of the power and latitude they need," said FCC Chairman Dennis Patrick.

According to FCC staff engineer Jay Jackson, assuming uniform terrain, a Class A station with 3 kw of power and antenna 328 feet high would broadcast a "satisfactory" signal (one millivolt) 15 miles out. Upping the power to 6 kw, he said, would increase the reach to more than 17 miles and increase total coverage by around 40%. To permit the increased power ceiling, the FCC came up with a new mileage-separation table increasing the distances between co-channel and adjacent-channel stations to avoid interference. Mass Media Bureau Chief Lex Felker said the new table is a "slight refinement" of one proposed by

ABES.

According to Felker and FCC staff engineer Jay Jackson, the FCC will produce in November a list of some 500 Class A stations that, according to its computer calculation, are already far enough apart to meet the new mileage separations. Those stations on the list would be allowed to increase power to 6 kw after Dec. 1 as long as the increase could be accomplished without making changes that would expose the public to RF radiation in excess of federal limits. The stations would be obliged to notify the FCC within 10 days of the power increase.

Given the fact that the NJCAB proposed the increased power, said Jackson, it is "ironic" that few, if any, of the New Jersey Class A stations will be among the chosen 500 because stations in the Northeast are so "tightly packed." NJCAB's McAllan said a quick analysis indicated that only two of the 19 New Jersey Class A's would be included.

Felker said up to 800 additional Class A stations—newly short-spaced because of the adoption of the new mileage separations—could increase power, but would

## Daytona gets new name, president and station

Less than one week after Carl Como Tuter, co-founder and president of The Daytona Group, announced he was selling his interest in the group owner of three AM's and five FM's to his partner, Norman S. Drubner, Daytona has changed its name, taken on a new president and CEO and purchased WLVH(FM) Hartford, Conn., for \$7,618,000 (see "Changing Hands"). David Pearlman, most recently vice president and general manager of Group W's WMAQ(AM) Chicago, has been named president and CEO of the newly formed First City Broadcasting Co. First City will be made up of the eight Daytona stations and WLVH(FM).

Pearlman leaves Westinghouse after 14 years of managing Group W stations. Besides Chicago, Pearlman has managed Group W stations in Houston and has been a sales manager for Group W stations in Los Angeles and San Diego. He started as an account executive with WBZ(AM) Boston in 1973 and also has experience as a producer and sportscaster. Pearlman told BROADCASTING that his teaming up with Drubner is a "perfect partnership." Drubner said in a prepared statement that Pearlman "brings a wealth of talent, experience and energy to lead our company to unprecedented new levels of success." Drubner will continue to spend most of his time on the financing side. He is primarily a real estate investor.

Tuter told BROADCASTING that he thinks

Hartford is a good market. He will officially leave the group when Daytona's purchase of RKO's KFRC(AM) San Francisco is complete. Tuter left the group to focus more on acquiring AM properties in top-10 markets (BROADCASTING, July 10). He said that he and Drubner had looked into that market earlier and that its proximity to Drubner's home is probably what made the station appealing. The station currently has



David Pearlman

an all-Spanish format but, according to Pearlman, that will most likely change. He would not elaborate on what format WLVH would choose. □

first have to comply with the new mileage separations by either relocating their antenna sites or by employing directional antennas. The broadcasters would have to apply for and receive FCC approval before making such changes.

The newly short-spaced stations would be grandfathered—that is, they would not be required to comply with the new mileage separations if they had no interest in increasing power.

Left out at least for the time being are about 100 stations that were “grandfathered” as short-spaced stations under the old mileage-separation table and around 450 stations along the Mexican and Canadian borders. Some 150 stations along the borders would be able to increase power to 6 kw, said Jackson, but it would require that stations seek FCC approval and that the FCC reclassify them as Class B stations for purposes of international coordination.

Commissioner Patricia Diaz Dennis warned that the applications generated by the Class A action would further strain the FCC ability to process FM applications. The flood of applications would slow the processing of minor modification FM applications, which account for the bulk of FM facilities changes, from six to 18 months, she said. Such delays, caused by budget cutting and a resulting loss of staff, are costly to FM broadcasters, she said. “I hope Congress will give us more money so we can operate more efficiently.” —HJ



**Bird deal.** ABC Radio Network has signed a \$25 million contract with GE Americom for capacity on Satcom C-5 (Aurora II), a 24-transponder C-band replacement satellite now set for launch in May 1991. ABC has been distributing its services via GE's Satcom I-R since 1982, but that satellite is expected to reach the end of its useful life in 1992. ABC and GE had announced the deal two months ago at the NAB convention. At the signing: (standing, l-r) Kent Coughlin, VP, engineering and program operations, ABC Radio; Robert Donnelly, director, satellite systems, ABC Radio, and David Sternlicht, attorney, Capital Cities/ABC; (seated, l-r) Andreas Georghiou, director, broadcast services, GE Americom, and Aaron Daniels, president, ABC Radio.



CBS RADIO  
REPRESENTATIVES

THE  
EXCLUSIVE  
NATIONAL  
REPRESENTATIVE  
FOR

**WTOP**

Newsradio 15/Washington, DC

NEW YORK • ATLANTA • BOSTON • SAN FRANCISCO • CHICAGO • DALLAS • HOUSTON • ST. LOUIS • LOS ANGELES • DETROIT • PHILADELPHIA

## By any other name

U.S. District Court Judge John E. Spizzo has ordered Westwood One to cease using the abbreviation "CT40" in connection with their weekly program *Casey's Top 40*. ABC's *American Top 40* has been using the nickname "AT40" since 1972, and according to ABC, Westwood One was trying to "trade in on the nearly two decades of goodwill" AT40 has earned.

## Women's work

A Gannett Foundation grant of \$26,000 will fund the first 26 weeks of a public radio series on women's issues, 51%, which launched July 13. Produced by Russell Sage College and noncommercial WAMC(FM) Albany, N.Y., the show will be fed to 350 NPR stations Thursdays at 7:30 p.m. to 8 p.m., ET.

## Filling 'em in

The National Association of Broadcasters has lined up Caroline Fox, on-air personality for WHJY(FM) Providence, R.I., for its Radio '89 panel titled "Morals versus Mornings." Another panel, titled "Best Personality Radio," will feature Dick Purtan, morning host and co-owner of WCZY-FM Detroit, and Steve Woods and John Welch, morning team of Woody & Welch on Philadelphia's WEGX(FM).

## Military coverage

Beacon Broadcasting Corp. has been awarded exclusive carriage rights to the U.S. Military Academy's 1989 football season. Beacon Broadcasting, anchored by flagship station WBNR(AM) Beacon, N.Y., formed the Army Football Radio Network in 1974. Army football returns to Beacon Broadcasting Corp. after a two-year absence. Bob Outer, vice president of

sales for the network, will be play-by-play announcer and Dean Darling will provide color commentary. Joining Outer and Darling on the announcing team will be former Army coach Tom Cahill. Nine stations in four states are included in the network lineup this year. In addition to WBNR, stations include: WKIP(AM) Poughkeepsie, N.Y.; WKZ(AM) Schenectady, N.Y.; WENE(AM) Endicott, N.Y.; WVOX(AM) New Rochelle, N.Y.; WVOS(AM) Liberty, N.Y.; WBEC(AM) Pittsfield, Mass.; WIMG(AM) Trenton, N.J., and WPDC(AM) Elizabethtown, Pa.

## Cronkite remembers

CBS News senior correspondent Walter Cronkite has been tapped to anchor a 15-part series commemorating the 20th anniversary of the first lunar landing. The special reports, each three and a half minutes long, were to be broadcast July 15 and 16. Topics discussed by Cronkite range from the early days of space exploration to the U.S. and U.S.S.R. space race, to the eventual cooperation of the two countries in the Apollo-Soyuz project, to the opportunities still available in space exploration today.

## Oldies countdown

Radio Direct, Bauman Productions and Fred Jones Recording are readying *Bowzer's Golden Oldies Countdown* for launch next October. The two-hour weekly series will be hosted by Jon Bauman, "Bowzer" of the rock group Sha Na Na. The series will be offered on an advertiser-supported basis in 26-week cycles. Programs will feature a combination of music of the 1950's and 60's, comedy, guest artists, music trivia questions for prizes, and ongoing features, including "Bowzer's Mail Bag" and "Bowzer's DJ Hit List."

Stations clearing the series must air it

## Reaching UK market

New England Digital Corp., White River Junction, Vt., which makes audio post-production equipment, most notably the Synclavier digital synthesizer, has formed a London-based subsidiary to sell directly to the UK market. The company cited sales increases of 100% in England and 200% in Europe overall as the main reason for the opening of New England Digital UK Ltd. The start of the new company changes New England Digital's agreement with its European distributor, Harman International. Harman will expand its territory to the Netherlands, Belgium and Luxembourg and New England Digital will assume its sales responsibilities in the UK.

on either Saturdays or Sundays, between 10 a.m. and 1 a.m.

## EWTN goes to Rome

Eternal Word TV Network (EWTN) is preparing to launch a 24-hour radio network in early 1990. William Steltemeier, president of the Catholic cable TV network, said construction has begun on facilities in the Rome area.

The network will be geared to providing "spiritual growth" programming to the people of eastern and western Europe and north Africa. Steltemeier said: "The people in Europe and Africa are hungry for this kind of programming." He added, however, that "it is important to not impose ourselves on the people."

Steltemeier said the network will broadcast from two towers atop a mountain in the vicinity of Rome, and expects to broadcast in Russian, Polish, Ukrainian, Spanish, French and English. "There will be no fund raising efforts or advertising," he said. "We will run the network the way we run EWTN." Steltemeier said the network will receive support from the Vatican.

The network will carry some of the audio feed from the cable network, but the majority of the programming will be in the native language of the people receiving the broadcast.

Also in the works for EWTN is an FM radio network to be broadcast out of Corpus Christi, Tex., and Birmingham, Ala. The network is a joint venture between the Catholic Communication Network, headed by the Rev. Rene H. Gracida, Bishop of the Diocese of Corpus Christi, and EWTN.

The Catholic Communication Network currently operates two FM stations in Texas, one broadcasting in English and one in Spanish. The two signals will be uplinked to EWTN headquarters in Birmingham for additional programming, and then distributed throughout the United States.

## Crystal Radio Awards finalists

The National Association of Broadcasters has announced the 45 finalists of the Crystal Radio Awards for Excellence in Local Achievement. Ten awards will be presented during the NAB's Radio '89 convention in New Orleans. The finalists are:

KTAR(AM) Phoenix; KNCO(AM) Grass Valley, Calif.; KVVQ(AM) Hesperia, Calif.; KABC(AM)-KLOS(FM) Los Angeles; KTRB(AM) Modesto, Calif.; KIOI(FM) San Francisco; WILM(AM) Wilmington, Del.; WDBO(AM) Orlando, Fla.; WGST(AM) Atlanta; WSB(AM) Atlanta; WLBK(AM)-WDEK(FM) DeKalb, Ill.; WTLC(FM) Indianapolis; WKQQ(FM) Lexington, Ky.; WUMB(FM) Boston; WCZY(AM) Detroit; WDBC(AM) Escanaba, Mich., and WJON(AM) St. Cloud, Minn.

KFEQ(AM) St. Joseph, Mo.; KBOZ(AM) Bozeman, Mont.; KSEN(AM) Shelby, Mont.; KRNV(AM) Lexington, Neb.; WFNC(AM) Fayetteville, N.C.; WPTF(AM) Raleigh, N.C.; WTSN(AM) Dover, N.H.; WOKQ(FM) Dover, N.H.; WCTC(AM) New Brunswick, N.J.; WYRK(FM) Buffalo, N.Y.; WWSC(AM)-WYLR-FM Glens Falls, N.Y., and WSYR(AM)-WYYF(FM) Syracuse, N.Y.

WRRM(FM) Cincinnati; WSTV(AM) Steubenville, Ohio; KRMG(AM) Tulsa, Okla.; WESB(AM)-WBRR(FM) Bradford, Pa.; WUSL(FM) Philadelphia; WPEN(AM) Philadelphia; WTAE(AM) Pittsburgh; WCHX(FM) Lewistown, Pa.; WBSA(AM)-WARM-FM York, Pa.; WSM(AM) Nashville; KWES(FM) Odessa, Tex.; KTBB(AM)-KNUE(FM) Tyler, Tex.; KRSP(AM) Salt Lake City; WKVT(AM) Brattleboro, Vt., and WCUB(AM) Manitowoc, Wis.

The awards commemorate the early crystal set receivers.



## Fox faces the critics in Los Angeles

**Programing service celebrates its second year with highest prime time share, included in which is controversial 'Totally Hidden Video'**

Fox Broadcasting kicked off the television critics press tour in Los Angeles last Tuesday, intending to celebrate its second-year anniversary, but found itself spending a great deal of time defending the integrity of *Totally Hidden Video*, which premiered on Sunday, July 9 (see story below).

Aside from addressing charges leveled against the show, Fox executives touted the ratings performance of the Fox Sunday night schedule on July 9, as well as the financial health of the two-year-old programing service or network, depending on whom you ask.

Jamie Kellner, president and chief operating officer, Fox Broadcasting Co., said the premiere of *Totally Hidden Video* on Sunday, July 9, at 8:30-9, scored a 10.8 rating and a 20 share, making it the highest-rated premiere ever for a Fox show. Combined with the 10.1/20 garnered by *Ameri-*



Kellner

ca's *Most Wanted* at 8-8:30 p.m. and the 10/18 that *Married With Children* scored at 9-9:30, Fox averaged a 13 share from 7-11 p.m., its highest prime time share ever. After showing graphs that illustrated declin-

ing shares for ABC, CBS and NBC and increasing numbers for Fox, Kellner said: "Fox is probably the only entry in this business that is experiencing significant growth."

In addition to the ratings numbers, Kellner said that Sunday's episode of *America's Most Wanted* resulted in the apprehension of two fugitives profiled that night, the first time two profiles from one show had been captured.

On Fox's financial status, Kellner said that while the network lost "a little over \$90 million last year, these are better days." Kellner said that the Saturday and Sunday nights of programing are now operating at a profit.

Barry Diller, chairman and CEO, Fox Broadcasting, who attended the presentation as an observer, did address the possibility of Fox scheduling a network news program. "Over the next few years, we will have more and more news products. But whether we will ever do a standard news program like the other networks, I won't speculate," he said. □

## High ratings and legal headaches for Fox's 'Totally Hidden Video'

**Producer is fired after Quantum Media finds that 'Totally Hidden Video' isn't; although Quantum says show was revamped for debut, Allen Funt continues suit against program**

Fox Broadcasting Company's *Totally Hidden Video* went on the air July 9, but it took major last-minute editing, the firing of one of the show's producers and a judge's decision not to grant a restraining order to give Fox its highest rated show ever.

Despite *Candid Camera* creator Allen Funt's lawsuit seeking a ban on *Hidden Video*'s airing (BROADCASTING, July 10), the half-hour comedy debuted as planned, scoring a 10.8 rating/20 share, and finished 21st on the Nielsen week-ending peoplometer measurements in 20 markets.

Funt's July 6 court action charged that Fox and the show's producer, Quantum Media, knowingly copied elements of the *Candid Camera* series that ran for 18 years on CBS and four years in syndication. In addition, according to Funt, his son Peter (a segment producer for CBS *Candid Camera* specials) spotted a staged vignette on a *Hidden Video* promotional tape in which two actors he knew from college appeared as apparent unsuspecting victims in one of the skits. The 15-minute promo tape that was

sent to advertisers was obtained by the younger Funt from an advertising acquaintance. The elder Funt said a segment showing a mariachi harrassing some unsuspecting restaurant patrons had been used on an earlier *Candid Camera* show. The charges of improper production practices apparently touched off some quick production shuffling at Quantum.

A Quantum Media spokesperson said that the production company had fired producer Larry Hovis (a former cast member of the CBS sitcom *Hogan's Heroes*) after discovering that sequences of the premiere episode and others he produced had used actors in staged sequences. According to Quantum, it replaced the staged sequences with skits that the spokesperson said the company knew were "legitimate" situations.

But Funt is far from assuaged. "I am going back to court and ask them [Quantum] to produce payroll records that will show AFTRA [American Federation of Television and Radio Actors] members were on payroll," Allen Funt said of the rescheduled August 10 court hearing. "My attorneys are preparing an agenda of discovery. We'll be seeking subpoenas on payroll records, AFTRA records, and so on. This whole episode smacks of the 1950's game show scandal where contestants were given answers to the \$64,000

Question prior to airing."

"The show that went on the air was not tainted, not one segment," countered Fox President and COO Jamie Kellner. "The viewers liked it and thought it was very funny, and nothing was wrong with it. One person [Hovis] on the production was found not to be abiding by Quantum's rules, and he was replaced." Fox Chairman Barry Diller added: "We had an obligation to do what we did, which was to investigate [the

**GGP Sports** has received firm commitment and Oct. 7 launch date for its new half-hour game show *Sports Challenge*. Weekly quiz show is hosted by NBC Sports commentator Dick Enberg. Produced by Gerry Gross Productions, 13 original episodes (each repeated once) have clearances on NBC O&O's in New York, Los Angeles and Chicago, in addition to stations in San Francisco (KRON-TV), Baltimore (WWA-TV) and Sacramento, Calif. (KCRA-TV). National clearance level for show is 51%. *Sports Challenge* originally was syndicated from 1970 to 1981 with Enberg as host. Program is available on barter basis (two-and-a-half minutes of national advertising and four minutes local).

# DISCOVER THE NEW ARABIA

Ancient Arabia is there...the souks, the city walls of Riyadh, the minarets. It's side by side with a glittering new Arabia. Along with universities, a modern transportation system, and some of the most interesting architecture in the world, Riyadh offers shopping facilities that rival those in Western capital cities. And there is the miracle of the **King Faisal Specialist Hospital And Research Centre**.

With its focus on special care, this 500-bed specialty referral center has assembled an international staff, the newest technology, and the expertise to perform open heart surgery and kidney and bone marrow transplants.

The Audiovisual Department is responsible for the close circuit television within the hospital and nearby employee housing. The department also has a production studio for taping educational programs for hospital training. Some of the benefits of this exciting opportunity include potentially tax-free salary, liberal vacation and holidays, free furnished housing and air transportation.

Current opening for Television Engineer - B.S. degree in Electronic Engineering and five years experience in maintenance and repair of television and video systems. Knowledge of cable design systems is highly desirable.

If you want more information on this unusual opportunity in a country which is one of America's oldest and most stable friends, contact **HCA International Company, P.O. Box 550, Dept. BRD-0717, Nashville, TN 37202** or call toll-free **1-800-251-2561** in the U.S., **1-800-342-2110** in Tennessee, or (Collect) **615-320-2440** from Canada. HCA is an Equal Opportunity Employer.

**HCA**  
International  
Company

allegations]. Our responsibility was to broadcast a clean program."

Currently, the elder Funt has two *Candid*

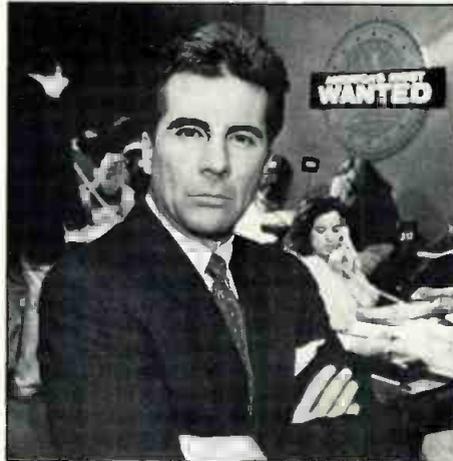
*Camera* specials scheduled for fall 1989 on CBS and for syndication following their network airing. —MF

## Programers make crime solving pay

Reality programs 'America's Most Wanted' and 'Unsolved Mysteries' have avoided 'trash TV' label while helping police apprehend suspects; hoping to follow in those footsteps is Orion's 'Crime Watch Tonight'

It seems fitting that Michael Linder, executive producer of Fox Broadcasting's *America's Most Wanted*, was raised in the same hometown (Woodstock, Ill.) as Chester Gould, creator of *Dick Tracy*, the comic strip crime solver.

Tracy's record of capturing criminals is



'America's Most Wanted'

perfect, but that's in the funny papers. In the real world, or at least the world of reality television, *America's Most Wanted* and NBC's *Unsolved Mysteries*, both of which feature segments reenacting crimes by known fugitives, have helped capture an impressive list of suspects. And law enforcement officials say they are extremely grateful for the help.



'Unsolved Mysteries'

To date, the two programs have helped in the apprehension of 90 fugitives, from as far away as American Samoa, and for crimes going back as far as 1971. *America's Most Wanted*, which launched on the Fox Stations in February 1988 (jumping to FBC within two months) accounts for 60 of those arrests. *Unsolved Mysteries*, which debuted on NBC in 1987 as a series of specials (going to weekly series at the start of the 1988-89 season), accounts for the remaining 30.

Another program that will feature profiles of wanted fugitives debuts in syndication next fall. Called *Crime Watch Tonight*, the program is being distributed by Orion Television as a prime access strip. Former CBS newsmen Ike Pappas will anchor the show from a set modeled to give the impression

## Syndication Marketplace

**Qintex Entertainment** is launching its *Colorization Classics Volume I*, a collection of 18 colorized movies for national syndication. Package includes "Advise and Consent," "Saint Joan," "Angel and the Badman," the original "Topper" series, "Sherlock Holmes and the Secret Weapon," "Santa Fe Trail" and "The Outlaw," among other features. Stations concluding deals with Qintex are WGBO-TV Chicago, WBFS-TV Miami, WGBS-TV Philadelphia and KRLR-TV Las Vegas. Tinted movie package is available on cash basis.

Joseph Campanella, Madlyn Rhue, Grant Goodeve and Charles Siebert have been added to the cast of series regulars for **Viacom's** *Trial By Jury*. Weekday half-hour strip is hosted by Raymond Burr. Campanella, whose credits include *Dynasty*, *The Colbys* and *One Day At A Time*, will play district attorney in courtroom drama. Rhue (of *Fame* and *Days Of Our Lives*) will play the judge. Goodeve (*Eight Is Enough*) and Siebert (*Trapper John, M.D.*) also join the cast as attorneys. Series has cleared in over 100 markets and is available on barter basis.

According to **TV Horizons**, national advertising sales division of **LBS Communications Inc.**, *Family Feud* and *A Current Affair* are approximately 90% sold out for 1989-90 season. *Feud* is distributed by LBS and produced by Mark Goodson Productions. *Affair* is distributed by 20th Century Fox Television.

of a modern police station.

One aspect that seems to separate the manhunt shows from other reality programs is advertiser support. Advertising agency executives suggested last week that neither *America's Most Wanted* nor *Unsolved Mysteries* is burdened with the "trash TV" stigma that has plagued some programs in the past season.

Earlier this year, ABC canceled two crime-related prime time specials. *Crimes of Passion II* and *Scandals II*, after receiving little advertising interest in the programs. Other programs have had trouble selling this season as well, such as Geraldo Rivera's prime time special on crimes related to satanic worship.

But the manhunt shows are perceived, and certainly pitched, as "pro-social," a term used by Ward Sylvester, who is partnered with Reese Schonfeld in Current Trends Productions, which is producing *Crime Watch* for Orion.

According to John Sisk, senior vice president, J. Walter Thompson, the manhunt programs are accepted by advertisers and evaluated primarily on their ratings performance. "I don't know how much of a plus we give them for the public service value," said Sisk. "But they certainly don't have the negative image that many of the so-called trash TV programs in syndication have been tagged with in the past season."

Both shows are solid ratings performers. *America's Most Wanted* is one of FBC's most popular programs, often beating NBC and ABC on Sunday nights. *Unsolved Mys-*

*teries* is usually first or second on Wednesday nights on NBC. *Crime Watch Tonight* doesn't air until the fall, but has been cleared by stations covering nearly 80% of the country, according to Robert Oswaks, Orion's vice president of advertising, publicity and promotion.

From the network standpoint, the two existing programs are extremely cost efficient. Linder said last week that each episode of *America's Most Wanted* costs about \$150,000, a small sum compared to the \$1 million and up it costs to produce a typical one-hour network drama. Sources put the estimated cost of *Unsolved Mysteries* at about \$500,000 per episode, and noted the higher price tag for host Robert Stack as one reason for the cost. The production budget for the first season of *Crime Watch* exceeds \$10 million, sources said.

The producers of all three programs suggest that the reason for their existence, and success, in the case of the two on the air, is, as Linder puts it: "Americans are fed up with crime." Linder said that the entertainment industry has inundated viewers with programs such as *Miami Vice* and *Wiseguy*, so that the concept of crime for many has become "some sort of amorphous dream. They [now] want the straight scoop."

John Cosgrove, who along with Terry Meuer produces *Unsolved Mysteries*, agreed that frustration with rampant crime in America is one reason for the success of the shows. "My feeling is it goes beyond that, though. We do stories from the standpoint of the people involved, who are very

easy to relate to. People get caught up in the stories, and can imagine it happening to them. Under those circumstances, it's easy to care and to want to help."

According to Sylvester, *Crime Watch Tonight* "tries to tap into that same frustration." But with that program, the nightly fugitive profile will only be about three minutes long, with the rest of the half-hour focusing on developed news stories about different types of crime and the criminal justice process. There will also be tips on how to prevent crime or to avoid becoming a victim, said Sylvester.

Next season will be the second attempt to launch *Crime Watch*. Orion tried to launch the program in the 1987-88 syndication season but did not get enough station commitments. To some extent, Sylvester credits the tabloid show *A Current Affair* with demonstrating to stations that "a reality-based show could work in prime access."

While Americans have always been frustrated with crime, Linder said that 10 or 15 years ago manhunt shows would not have worked because of the poor image law enforcement had generally throughout society. "Ten or 15 years ago cops were 'pigs,'" he said. "And the name of the game was anti-establishment."

Law enforcement agencies see the programs as a way of capturing criminals for whom there are no other leads. "We've been very pleased," said FBI spokesman Rex Tomb. "They've helped us capture people we didn't think we had any probability" of apprehending. —SM

## Week 42 delivers lowest numbers of 1988-89 season

Week 42 (ended July 9) delivered 24.7 million households, to date the lowest level of household viewership for the 1988-89 season. The ratings week closed out with NBC winning with a 10.1 rating and a 20.4 share. ABC came in second with an 8.8/17.7. CBS followed with an 8.4/16.9. In the evening news race, CBS won the week with an 8.5/20. ABC's *World News Tonight* came in second with an 8.1/19, followed by NBC's 7.9/19.

NBC's *Cheers* won the top spot for the week, garnering a 17.3/32. CBS's top slot was fifth place, held by a repeat broadcast of *Murder, She Wrote* (14.9/28). ABC took one slot in the top 10, eighth, with *20/20*'s 13.8/27.

Fox's top spot for the week came with the controversial premiere of *Totally Hidden Video* (see page 65). *Video* gave the network its highest rating ever, 10.8/20.

Nielsen	□	Net	□	Show	Nielsen	□	Net	□	Show	Nielsen	□	Net	□	Show
1.	17.3/32	N		<i>Cheers</i>	35.	9.4/22	A		<i>Who's the Boss?</i>	69.	5.2/12	C		<i>Paradise</i>
2.	16.9/30	N		<i>Dear John</i>	36.	9.4/20	N		<i>Hogan Family</i>	70.	5.1/11	C		<i>Tour of Duty</i>
3.	15.7/31	N		<i>Cosby Show</i>	37.	9.3/17	A		<i>China Beach</i>	71.	5.0/10	A		<i>Have Faith</i>
4.	15.5/30	N		<i>Different World</i>	38.	9.2/17	C		<i>Wiseguy</i>	72.	4.9/12	F		<i>Cops</i>
5.	14.9/28	C		<i>Murder, She Wrote</i>	39.	9.2/17	N		<i>Miami Vice</i>	73.	4.8/8	F		<i>Garry Shandling's Show</i>
6.	14.3/31	C		<i>60 Minutes</i>	40.	9.0/20	A		<i>Coach</i>	74.	4.8/8	F		<i>Tracey Ullman Show</i>
7.	14.0/27	N		<i>L.A. Law</i>	41.	9.0/17	C		<i>Equalizer</i>	75.	4.6/10	N		<i>Jim Henson Hour</i>
8.	13.8/27	A		<i>20/20</i>	42.	9.0/18	C		<i>48 Hours</i>	76.	3.9/9	C		<i>CBS Summer Playhouse</i>
9.	13.5/29	N		<i>Golden Girls</i>	43.	9.0/20	N		<i>Matlock</i>	77.	3.8/8	F		<i>Reporters</i>
10.	13.3/24	N		<i>Night Court</i>	44.	8.7/17	A		<i>ABC Monday Movie</i>	78.	3.6/7	F		<i>Duet</i>
11.	13.3/26	N		<i>Unsolved Mysteries</i>	45.	8.7/20	N		<i>Midnight Caller</i>	79.	3.0/6	F		<i>Beyond Tomorrow</i>
12.	12.5/27	A		<i>Full House</i>	46.	8.7/21	N		<i>My Two Dads</i>					
13.	12.2/27	A		<i>Roseanne</i>	47.	8.4/18	A		<i>ABC Saturday Movie</i>					
14.	12.1/25	A		<i>Mr. Belvedere</i>	48.	8.3/17	C		<i>CBS Friday Movie</i>					
15.	11.9/21	C		<i>Jake and the Fatman</i>	49.	8.2/16	C		<i>Freedom Festival '89</i>					
16.	11.8/24	N		<i>Knight and Daye, preview</i>	50.	8.2/18	N		<i>In the Heat of the Night</i>					
17.	11.4/20	A		<i>ABC Sunday Movie</i>	51.	8.0/17	A		<i>MacGyver</i>					
18.	11.3/20	C		<i>CBS Sunday Movie</i>	52.	7.5/13	A		<i>Hooperman</i>					
19.	11.0/22	A		<i>Growing Pains</i>	53.	7.1/16	C		<i>Kate and Allie</i>					
20.	11.0/22	N		<i>NBC Monday Movie</i>	54.	7.0/15	C		<i>Heartland</i>					
21.	10.8/20	F		<i>Totally Hidden Video</i>	55.	7.0/15	C		<i>West 57th</i>					
22.	10.8/19	N		<i>Seinfeld Chronicles</i>	56.	6.9/12	A		<i>Robert Guillaume Show</i>					
23.	10.7/20	A		<i>Just the Ten of Us</i>	57.	6.8/15	N		<i>NBC Major League Baseball, Friday</i>					
24.	10.7/21	C		<i>Designing Women</i>	58.	6.7/15	C		<i>Adventures in Babysitting</i>					
25.	10.7/19	N		<i>NBC Sunday Movie</i>	59.	6.5/15	A		<i>thirtysomething</i>					
26.	10.6/21	A		<i>Girl's Life</i>	60.	6.2/12	A		<i>ABC Thursday Night Baseball</i>					
27.	10.6/22	N		<i>Hunter</i>	61.	6.1/11	C		<i>Cavanaugh's</i>					
28.	10.1/20	F		<i>America's Most Wanted</i>	62.	6.1/12	C		<i>Hard Time on Planet Earth</i>					
29.	10.0/23	A		<i>Perfect Strangers</i>	63.	5.8/13	A		<i>Incredible Sunday</i>					
30.	10.0/18	F		<i>Married...With Children</i>	64.	5.7/13	A		<i>Mission: Impossible</i>					
31.	9.9/20	C		<i>Murphy Brown</i>	65.	5.7/11	N		<i>Magical World of Disney</i>					
32.	9.7/22	N		<i>Amen</i>	66.	5.6/12	F		<i>21 Jump Street</i>					
33.	9.6/21	A		<i>Wonder Years</i>	67.	5.5/12	C		<i>CBS Tuesday Movie</i>					
34.	9.5/21	N		<i>ALF</i>	68.	5.5/10	C		<i>Coming of Age</i>					

### Syndication Scorecard \*

(Week ending June 25)

Rtg.	Show	Sns.	Covg.
1	11.8 Wheel of Fortune, syn.	228	99
2	11.1 Jeopardy!	213	98
3	8.8 Cosby Show	198	97
4	8.3 Oprah Winfrey Show	217	99
5	7.5 Star Trek	213	94
6	7.0 Wheel of Fortune, wknd.	210	92
7	6.9 Fox Premiere Movie	139	89
8	6.5 Entertainment Tonight	169	94
9	6.2 Current Affair	147	91
10	6.1 Donahue	228	99
11	5.8 People's Court	186	92
12	5.1 Geraldo	200	99
13	5.0 Future Legends-Baseball	144	92
14	4.9 Star Search	151	95
15	4.8 War of the Worlds	217	95

## Bringing out-of-home into the fold

### Nielsen to conduct diary test during November to track viewers missed by usual methods

By the next upfront selling season, advertisers may be including previously uncounted network viewers in their cost-per-thousand calculations. Such a possibility seemed more likely last week following A.C. Nielsen's agreement to conduct a measurement of the diverse audience categorized under the rubric of "out-of-home viewers." Begun at the initiative of Capital Cities/ABC and ESPN, the separate diary-based report will be made during November of this year.

The out-of-home category includes essentially all those not counted as belonging to, or visiting, a television home as defined by Nielsen's NTI sample. Thus, out-of-home viewers include those watching battery-operated sets, and those watching in second homes, college campuses, restaurants and bars, hotels and motels, airports, hospitals and at work.

Last week more research asserting the

importance of the out-of-home category was released by ABC and CBS, the report's sponsors. Brunswick, N.J.-based Bruskin Associates said that based on extrapolations from a survey of several thousand TV viewers, the number of unmeasured working women and college students watching daytime television was estimated to be 5.7 million on a weekly come basis. On a quarter-hour basis those two groups provided 550,000 additional viewers, said Bruskin, which is 10.3% of their demographic and 5.1% of total viewers.

Previous research has asserted that out-of-home viewing (such as that done by business travelers) would increase early morning ratings, and viewing done in bars would increase sports ratings. ABC, in a prior study, estimated that there were five million uncounted viewers who watched its *Monday Night Football*.

The network effort to include the out-of-home category in advertising negotiations has obtained at least some theoretical support from the advertising community.



ABC's Richard Montesano

Timothy C. Nichols, vice president, media research director, Chiat/Day, said he agreed that the current situation should be remedied. Nichols, at an Advertising Research Foundation conference last week, disputed the view that the out-of-home viewer is of lower quality, calling such a view "indefensible." Out-of-home viewers, he said, include several desirable components: "College students, frequent business travelers and working women come to mind immediately."

At the ARF meeting, held at the New York Hilton, Edward A. Schillmoeller, senior vice president, Nielsen Media Research, provided statistics on the out-of-home audience. The U.S. census, he said, showed that 2.5% of the population live in group quarters. For certain age groups the out-of-home percentage is much higher; 10% of those 18-24 live in group quarters, primarily college dorms and military housing (students living off-campus and military personnel living in "conventional" housing are included in the NTI sample). Another major portion of out-of-home viewing, said Schillmoeller, comes from viewing in second homes—6% of those in the NTI sample said they have a second home.

The diary used in the Nielsen survey will be sent to an estimated 6,500 persons. If the test is satisfactory both methodologically and monetarily, Nielsen may conduct follow-up studies during the sweeps months in 1990. Richard Montesano, vice president, research, Capital Cities/ABC, said that the new Nielsen study "gives us an avenue for possibly more acceptance of these numbers than would have been the case with the prior special studies."

Schillmoeller said: "The major objectives of this study are to determine cooperation rates, the relative sizes of out-of-home and in-home viewing, the distribution of out-of-home viewing by place, viewing to small sets and an appraisal of the methods used to collect this information." —GF

## Allison Broadcast Group, Inc.

*has acquired the assets of*

### 94.5 Radio, Inc.

*owner of radio station*

### KZRK-FM

Dallas (Gainesville), Texas

*The undersigned acted as broker in this transaction and assisted in the negotiations.*

### S. R. Chanen & Co.

A Division of Media Technology Capital Corporation  
3300 North Third Avenue, Phoenix, Arizona 85013 (602) 234-1411

### Chapman Associates

William L. Whitley

5495 Beltline Road, Suite 340, Dallas, Texas 75240 (214) 788-2525

June 27, 1989



**East-west transition.** Staying on as president of WPIX(TV) New York now that Tribune Broadcasting has named Michael Eigner (r) vice president and general manager of the station ("In Brief," July 10), Leavitt J. Pope (l) will continue to work on various broadcast issues for Tribune.

Pope, 65, has worked at WPIX since the station was under construction more than 41 years ago. He has been running the station since 1975 and also oversaw the launch of the national newscast for independent stations, Independent Network News.

Among his areas of concentration, Pope will continue to represent Tribune on the boards of the National Association of Broadcasters and the Association of Independent Television Stations. In particular, Pope said he would concentrate on telephone entry into video distribution and the development of high-definition television. He will also be working on program development at Tribune Entertainment.

Eigner, vice president/station manager of Tribune's KTLA(TV) Los Angeles, began as a New York-based national sales manager for KTLA in 1974, and also served as general sales manager for the station.

Steven Bell, general manager of KTLA, said that no decision has been made on a replacement for Eigner. "If I can find anyone as successful as Mike has been in the last five years, I'll be really lucky," he said.

## Fox, Coke join hands for promotion

**Focus of campaign is soft drink's contest for Caribbean cruise; promotions will air on TV stations; similar arrangement in works between Fox and Butterfinger candy bars**

Fox Broadcasting Co. and Coca-Cola have joined forces to promote a contest sponsored by Coke in which 1,000 Caribbean cruises will be given away. The Fox name and two stars of its programs will be featured in ads for the contest, which Fox hopes will heighten the programing service's profile in the youth market.

The contest, called Coca-Cola Classic's "Isle of Dreams Treasure Hunt," will send 1,000 winners on the seven-day cruise and will feature a \$1 million grand prize. It will be promoted on Fox's 115 stations, on the Westwood One radio network, at Cineplex Odeon's theaters and at store displays.

Cruise winners will be selected from now through Labor Day by using trivia challenges and watch-and-win programs, which start July 23. In August, 45-second film trailers will appear on 1,200 movie screens in Cineplex Odeon's 340 theaters, with special sign-up booths in the lobbies. (The trailers were produced by Fox and New York-based advertising agency McCann-Erickson.) The last big push is slated for Labor Day weekend (Sept. 1-4), when 200 Westwood One radio affiliates will air a six-hour rock concert, called "Isle of Dreams."

All point-of-purchase displays, print ads, on-air promos and theater trailers will feature actor Richard Grieco (of Fox's *21 Jump Street* and its upcoming fall series, *Booker*) and actress Christina Applegate (*Married... With Children*), capitalizing on the program service's youth appeal and Coca-Cola's broad 18-34 age group consumer market. The on-air spots will also air on ABC, CBS and NBC, but Fox's name will not be inserted in those ads.

"Coca-Cola is a major supporter of Fox Broadcasting. It's a natural match," said Al Ovadia, vice president of licensing and merchandising for Fox Film Corp. (which also handles FBC's marketing and promotion). "This was in the works last summer, way before the other networks ever announced their other cross-promotion schemes. Coca-Cola really swung most of the deals with Cineplex Odeon and Westwood One. It's a tremendous opportunity to get the Fox name in front of the public all summer."

Ovadia also said Fox is close to entering a cross-promotional agreement with Butterfinger (Planters-Lifesavers Co.) candy bars and is in discussions with a "major fast food" retailer for 1990 cooperative efforts. Jamie Kellner, president and COO of Fox Broadcasting, estimated the current promotional budget at over \$14 million, but it is being defrayed by participation from Coca-Cola and its local bottlers, Fox and its affiliates, local grocers and other sources. □

# SOLD!

WZNT-FM, San Juan, Puerto Rico, has been sold by Huella Communications, Inc., for \$2,800,000 to Rafael Oller.

Randall E. Jeffery  
Broker

A discreet, intelligent brokerage service with over \$525,000,000 in radio/television mergers and acquisitions.

CHARLES E. GIDDENS  
BRIAN E. COBB  
202-785-4333  
RANDALL E. JEFFERY  
407-295-2572  
ELLIOT B. EVERS  
415-391-4877

RADIO and TELEVISION BROKERAGE  
FINANCING • APPRAISALS



**MEDIA VENTURE  
PARTNERS**

WASHINGTON, DC  
ORLANDO  
SAN FRANCISCO

Subject to F.C.C. approval.

# Changing Hands

**KORG(AM)-KEZY(FM) Anaheim, Ca.** □ Sold by Anaheim Broadcasting Corp. to ML Media Partners for \$15 million. **Seller** is Anaheim-based group owner of one AM and three FM's and is headed by Tim Sullivan. **Buyer** is headed by Elton I. Rule and I. Martin Pompadur. It has four AM's and five FM's. KORG is on 1190 khz with 10 kw day and 1.3 kw night. KEZY is on 95.9 mhz with 2.4 kw and antenna 328 feet above average terrain. **Broker: Media Venture Partners.**

**KIZN(AM) Boise and KIZN-FM New Plymouth, both Idaho; KDUK(AM) Eugene and KLCX(FM) Florence, both Oregon, and KQLO(AM) Reno and KWNZ(FM) Carson City, both Nevada,** □ Sold by Constant Communications Co. to Pacific Telecom Inc. for approximately \$10 million. **Seller** is headed by Frederic Constant, who has no other broadcast interests. **Buyer** is telephone utility company headed by Chuck Robinson. It has no other broadcast interests. KIZN is on 730 khz with 500 w day, 84 w night. KIZN-FM is on 93.1 with 50 kw and antenna 2,300 feet above average terrain. KDUK is on 1280 khz with 5 kw day, 1 kw night. KLCX is on 104.7 mhz with 63 kw and antenna 2,104 feet above average terrain. KQLO is on 920 khz with 5 kw day, 1 kw night. KWNZ(FM) is on 97.3 mhz with 87 kw and antenna 2,126 feet above average terrain.

**WLVH(FM) Hartford, Conn.** □ Sold by Sage Broadcasting Corp. to newly formed First City

Broadcasting Co. for \$7,618,000. **Seller** is headed by Jerry Poch and is also selling WAMT (AM) Titusville, Fla. (see below). Sage owns seven AM's and six FM's. **Buyer** is headed by Norman Drubner and David Pearlman. New group entity includes Drubner's Daytona Group, consisting of three AM's and six FM's. WMLV is on 93.7 mhz with 50 kw and antenna 1,220 feet above average terrain. **Broker: Blackburn & Co.**

**KATD(FM) Los Gatos, Calif.** □ Sold by Joe C. Rosa to Crown Broadcasting Co. for \$4.75 million. **Seller** has no other broadcast interests. **Buyer** is owned by Thomas P. Gammon. Gammon is chairman of Americom Radio Brokers, Washington-based brokerage firm, and also owns KKIS(AM) Pittsburg and KKIS-FM Walnut Creek, both California; KTRR(FM) Loveland, Colo.; KZXY-AM-FM Apple Valley, Calif., and KICR-AM-FM Oakdale, La. Crown also has application pending for FM ch. 246A (97.1 mhz) Beverly Hills, Fla. KATD is on 95.3 mhz. with 370 w and antenna 860 feet above average terrain.

**Woww(FM) Pensacola, Fla.** □ Sold by Colonial Broadcasting Co. to SunGroup Inc. for \$5 million. **Seller** is headed by David Coppock and has two FM's. **Buyer** is headed by Frank A. Woods and owns three AM's and three FM's. Woww is on 107.3 mhz with 100 kw and antenna 469 feet above average terrain.

**Wscq(FM) Columbia, S.C.** □ Sold by Congaree

Broadcasters Inc. to Wscq Inc. for \$4.2 million. **Seller** is headed by Billy G. Benton, who has no other broadcast interests. **Buyer** is subsidiary of American Network Group Inc., and is headed by Frank J. Spalluzzi and John J. Casey. It is also buying, subject to FCC approval, WPTN(AM)-WGSQ(FM) Cookeville, Tenn., for \$2.3 million from Gallaher & Huffines ("Changing Hands," June 5). Wscq is on 100.1 mhz with 2.4 kw and antenna 330 feet above average terrain.

**WOMI(AM)-WBKR-FM Owensboro, Ky.,** □ Sold by Lawrence W. Hager Jr. to John S. Hager for \$3.3 million, including \$500,000 noncompete agreement. Stock of licensee is presently voted by John W. Hager and Lawrence W. Hager Jr. Licensee will acquire and retire 50% owned by Lawrence Hager Sr. and John Hager will then own and vote 100% of issued and outstanding stock. **Seller** is brother of buyer. Neither has any other broadcast interests. WOMI is on 1490 khz with 1 kw day, 250 w night. WBKR-FM is on 92.5 mhz with 77 kw and antenna 380 feet above average terrain.

**Wwgs(AM)-Wsgy(FM) Tifton, Ga.** □ Sold by Wwgs/wcup Partnership to Taylor Broadcasting for \$3 million. **Seller** is headed by Michael Levine, who also owns KCHX-FM Midland, Tex., and kwvl-FM Wichita, Kan. **Buyer** is headed by Stephen Taylor, who also owns WKS(FM) New Bern, N.C., and WTLZ(FM) Saginaw, Mich. Wwgs is on 1430 khz with 5 kw day, 1 kw night. Wsgy is on 100.3 mhz with 100 kw and antenna 1,100 feet above average terrain. **Broker: Stan Raymond & Associates.**

**Wwsf-FM Williamsburg, Va.** □ Sold by Richmond Limited Partnership to Keymarket of Virginia for \$3 million. **Seller** is headed by Bob Understein, who has no other broadcast interests. **Buyer** is headed by Kirby Confer, and owns WROR-AM-FM Memphis, WRLX(FM) Hickory, N.C., KOKE(AM)-KKMJ(FM) Austin, Tex., and WHGB(AM)-WNNK(FM) Harrisburg, Pa. Wwsf-FM is on 96.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Media Venture Partners.**

**WKAJ(AM)-WQOY(FM) Saratoga Springs, N.Y.** □ Sold by Saratoga Broadcasting Co. to Saratoga Radio Corp. for \$2,251,000. **Seller** is partnership comprising Howard Ginsberg (50%), John and David Kimmel, brothers, (25% each). John and David Kimmel own WWSR(AM)-WLFE(FM) Burlington and WSNQ(AM)-WORK-FM Barre, both Vermont. **Buyer** is headed by Robert Putnam Jr. and Paul Raeder. Putnam is former VP and general manager and minority shareholder in WGNA-AM-FM Albany, N.Y. Raeder is president of Communications Capital Group Inc., New York. Neither has any other broadcast interests. WKAJ is 250 w daytimer on 900 khz. Wooy is on 102.3 mhz with 3 kw and antenna 74 feet above average terrain. **Broker: New England Media.**

**KMYX(FM) Oxnard, Calif.** □ Sold by Michael R. Thomas to Eric/Chandler for \$1.8 million. **Seller** has no other broadcast interests. **Buyer** is entertainment company and concert promoter headed by Tom Miserendino and Bob Gedded. It sold KCBQ-AM-FM San Diego last week to Adams Communications Corp. for \$23.5 million ("Changing Hands," July 10) and recently purchased KHJJ(AM)-KKZZ(FM) Lancaster, Calif., for \$3.6 million ("In Brief," June 26). KMYX is on 105.5 mhz with 102 w and antenna 1,357 feet above average terrain. **Broker: American Radio Brokers/SFO.**

**WJLT-AM-FM Crozet, Va.** □ Sold by Elting Enterprises Inc. to High Communications Partnership for \$1.36 million. **Seller** is owned by John Elting, who has no other broadcast interests.

## WILKS-SCHWARTZ BROADCASTING (Donald Wilks and Michael Schwartz)

has acquired

**KKNG-FM**  
Oklahoma City, Oklahoma

for

**\$3,500,000**

from

**NEWCITY COMMUNICATIONS, INC.**  
(Dick Ferguson, President)

We are pleased to have served  
as exclusive broker in this transaction.

# BLACKBURN & COMPANY

INCORPORATED

Media Brokers & Appraisers Since 1947

## WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

**Buyer** is division of High Investments Partnership, Pennsylvania limited partnership headed by Calvin High and Dale High, brothers. High Communications is division of High Industries, Lancaster, Pa.-based cable television company. It has two systems in Kentucky and North Carolina serving 50,000 subscribers. WJLT is 1 kw daytimer on 810 khz. WJLT-FM is on 102.3 mhz with 3 kw and antenna 360 feet above average terrain. *Broker: Chapman Associates.*

**KJQN-AM-FM Ogden, Utah,** □ Sold by Sherman G. Sanchez to Monarch Broadcasting for \$825,000. **Seller** is headed by Sanchez, Thomas Greenleigh and Robert Sherman; they have no other broadcast interests. **Buyer** is headed by Tom E. Pickell, former chief financial officer, Chronicle Broadcasting, San Francisco, owner of three TV stations. He has no other broadcast interests. KJQN(AM) is fulltimer on 1490 khz with 1 kw. KJQN-FM is on 95.5 mhz with 100 kw and antenna 680 feet above average terrain.

**WTNZ(FM) Clinton, Tenn.** □ Sold by Rebs Knoxville Inc. to Bible Broadcasting Network Inc. for \$450,000. **Seller** is headed by Larry Sensing, who has no other broadcast interests. **Buyer** is nonprofit organization headed by Lowell L. Davey that owns KCEV(FM) Wichita, Kan.; WAVO(FM) Decatur, Ga.; WHGG(FM) Knoxville, Tenn.; WYFL(FM) Henderson, and WHPE(FM) High Point, both North Carolina; WYFA(FM) Waynesboro, WYFK(FM) Columbus and WYFS(FM) Savannah, all Georgia; WYFB(FM) Gainesville, Fla.; WYFG(FM) Gaffney and WYFH(FM) North Charleston, both South Carolina; WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Virginia. It is also buying, subject to FCC approval, WFCE(FM) Tarpon Springs, Fla., for \$20,100. WTNZ is on 95.3 mhz with 3 kw and antenna 674 feet above average terrain.

**WAMT(AM) Titusville, Fla.** □ Sold by Sage Broadcasting Co. of Daytona to Florida American Broadcasting Inc. for \$420,000. **Seller** is Stamford, Conn.-based group owner of seven AM's and six FM's headed by Jerry Poch. **Buyer** is owned by Angel F. Bocanegra, who has 60% interest in WWSN-TV San Juan, P.R. WAMT (AM) is on 1060 khz with 10 kw day, 5 kw night. Sage Broadcasting is also selling WLVA(FM) Hartford, Conn. (see above). *Broker: Doyle Hadden & Associates.*

#### CABLE

**System servings Los Angeles, Riverside, Pasadena, Riverside, Alhambra, Norwalk, Monterey Park, Montebello, La Canada and Flintridge, all California** □ Sold by Choice Television to Cencom Cable Associates Inc. **Seller** is subsidiary of Donrey Inc., Howard Publications and Marc Nathanson. Choice has systems in California serving 650,000 subscribers. **Buyer** is St. Louis-based MSO headed by Robert Brooks. It has 25 systems in 10 states serving about 260,000 subscribers. System passes 380,000 homes with 138,000 basic subscribers. *Broker: Waller Capital Corp.*

**System serving Leesville, New Llano and Vernon Parish, all Louisiana** □ Sold by Cablevision of Leesville to Vista Narragansett Cable. **Seller** is subsidiary of United Artists Cable-systems Corp. It has systems in 15 states, serving approximately 750,000 subscribers and is headed by Stuart Blair. **Buyer** is headed by Neil McHugh and has 12,000 subscribers in three states. System passes 6,100 homes and has 5,300 basic subscribers and 3,415 pay subscribers. *Broker: Daniels & Associates.*

For other proposed and approved sales see "For the Record," page 78.

## Law & Regulation

### Children's TV high on Hill agenda

**Communications Subcommittee head seeks Commerce Committee action before August recess; NAB rejects Wirth measure but accepts other kidvid bill; Inouye finds Wirth proposal 'reasonable'**

Senate interest in regulating children's television was made clear last week at a Senate Communications Subcommittee hearing. Chairman Daniel Inouye (D-Hawaii) unequivocally made known his intentions to move a children's bill: "We are feeding rubbish to our children," said Inouye at the close of the hearing. "It is time to do something about children's television."

Inouye endorsed S. 1215, one of two children's TV bills pending before the subcommittee. S. 1215 presents serious problems for broadcasters, and Inouye's support for the measure only enhances its prospects for passage.

National Association of Broadcasters President Eddie Fritts said his membership would "accept" S. 707, the other children's bill, but that S. 1215 is an "unwise and unworkable" proposal and that Con-



Inouye

gress should reject it.

Inouye told reporters he thought S. 1215 is "reasonable" but conceded he is not confident he can convince all his colleagues to support the entire package. Instead, he predicted that a compromise between it and S. 707 would likely emerge. He said he hoped to report a "consensus" bill out of the parent Commerce Committee by Aug. 1. Commerce has already cleared a bill that Inouye has authored that would establish a \$10 million endowment to fund educational television programming for kids.

S. 1215, authored by Senator Tim Wirth

If you own a small or medium market network affiliated TV station, call us. With over \$80 million in TV Sales in 1988, we can help to find the true value of your station during these tumultuous times.

THE  
TED HEPBURN  
COMPANY

Ted Hepburn, President  
325 Garden Rd., Palm Beach, Florida 33480  
(407) 863-8995

Todd Hepburn, Vice-President  
P.O. Box 42401, Cincinnati, Ohio 45242  
(513) 791-8730



ACT's Peggy Charren and NAB's Eddie Fritts

(D-Colo.), is considered far more onerous than S. 707, which is identical to the House's children's bill, and to a measure Congress passed last year, which President Reagan vetoed. Introduced by Senator Howard Metzenbaum (D-Ohio), who also is sponsoring Wirth's initiative, S. 707 would limit the amount of advertising in children's programming and codify broadcasters' obligation to serve the educational and informational needs of children. At license renewal time the FCC would have to take into consideration whether a licensee has served those needs through a station's "overall programming."

"We see this bill as a reasonable compromise," Fritts told the senators. NAB opted last year not to oppose the kids' bill.

But Wirth's proposal goes further. It would require a station to provide educational and informational programming "specifically" designed for children as a condition of a station's license renewal. It would prohibit so-called program-length commercials and place more stringent limits on advertising during weekend programming.

Under S. 707, ads would be curtailed to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays; the Wirth bill suggests restricting ads to 9.5 minutes on weekends and 12 on weekdays.

Wirth and Metzenbaum appeared before the subcommittee. "Study after study shows us the enormous potential of television in educating and socializing our children. Yet the tragic paradox is that the more we know about television and its capacity to teach our young, the less we use it," said Wirth. He said his legislation would "help remedy" that problem. He pointed out the differences between his bill and S. 707 and its companion in the House. "These differences are more than cosmetic. They represent the difference between doing something meaningful and doing virtually nothing to improve the status quo."

Last year Wirth blocked the House proposal because it did not go far enough, although he backed off once Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) agreed to bring up the issue this year.

Metzenbaum, saying both S. 707 and S. 1215 share a common goal, endorsed both bills. The stronger the bill, the better, said Metzenbaum. "Let's act with dispatch and get something to the President's desk," he said.

Subcommittee member Al Gore (D-Tenn.) is also eager to act. He feels that through television "we are strip mining our children's minds."

NAB's Fritts pointed out that free over-the-air television is no longer the sole source of programming for kids. Cable and videocassettes have expanded their choices. "Thus, broadcasters face a marketplace where their audience share has declined for children's programming, while production costs and competition from unregulated me-



Senators Tim Wirth and Howard Metzenbaum

dia have increased." Fritts warned more restrictions "run the risk of knocking the children's television marketplace even further out of balance."

Joining Fritts at the witness table was Action for Children's Television President Peggy Charren. She strongly supports S. 707, although she told Inouye that if "you can get a consensus on a stronger bill, ACT will not oppose that."

Charren sees S. 707 as a "constructive step forward." While she believes it is not the "best" solution, in the spirit of compromise, she said, ACT was backing the proposal.

Testifying in support of Wirth's bill were Frank Palumbo, American Academy of Pediatrics, Dale Kunkel, assistant professor

with the Department of Telecommunications, Indiana University, and Sharon Robinson, director of instruction and professional development at the National Education Association.

DeWitt Helm, president of the Association of National Advertisers, found both S. 707 and S. 1215 unacceptable. —KM

## Media groups file amicus brief in R.I. libel case

NAB, RTNDA among those supporting paper's defense of 'neutral reportage'

Five media groups have filed a friend-of-the-court brief in an effort to persuade the Supreme Court to endorse the concept of "neutral reportage" as a defense against libel. A number of state and federal courts have relied on the doctrine in deciding libel cases in favor of media defendants. But not all. And the failure to afford protection to so-called "neutral" reporting, the media groups say, constitutes a trespass "on 'the breathing space' for protected speech mandated by the First Amendment."

The groups—the Reporters Committee for Freedom of the Press, the National Association of Broadcasters, the Radio-Television News Directors Association, the Society for Professional Journalists and the Newsletter Association—selected as the vehicle for their argument not a case involving national issues but, rather, one involving a bitter local squabble. It is the kind of case, said Jane Kirtley of the Reporters Committee, counsel for the friends of the court, with which local media across the country can identify.

The groups are asking the High Court to review a case in which a Rhode Island jury awarded \$278,600 (\$250,000 in punitive damages) in a defamation suit filed by Dr. Paul J. Healey against the Pawtucket *Evening Times*. The suit grew out of a story published June 25, 1980, dealing with a continuing bitter dispute over the firing of two popular employees of the Pawtucket YMCA and the fatal heart attack suffered by one of the leading critics of that firing during a meeting of the organization's board of directors. Jerry Lampinski suffered the attack 200 yards from the YMCA building after being ejected from the meeting which was being conducted by Healey, a surgeon.

The story accurately reported that the Lampinski family had "expressed anger at the way their father was treated by the board." It also quoted one of the sons as saying he and his family are "angry because they feel Lampinski should have been given early attention by either a doctor or a paramedic at the board meeting." Then, in the following paragraph, the story noted that "Dr. Paul J. Healey is Y President and was at the meeting when Lampinski collapsed." The story also reported that Lampinski had collapsed 200 yards from the board meeting, that he had received cardio-

# STICK VALUES

(The Book)

Call Toll-free for a free brochure: 1-800-323-1781  
(In Virginia 703-478-5873 collect)



BIA PUBLICATIONS, INC.  
BROADCAST INVESTMENT ANALYSTS, INC.  
P. O. Box 17307 WASHINGTON, D.C. 20041



pulmonary resuscitation and that several people at the board meeting disputed the negative implications of the Lampinski son's statements.

Nevertheless, the state supreme court supported the jury's verdict—following a second trial in the case—including the finding that an award of punitive damages was supported by a showing that the newspaper published with "actual malice." The court did not identify any false or defamatory statements of fact in the article, but said a statement of opinion is actionable if "it implies the allegation of undisclosed defamatory facts as the basis for the opinion." It also said the article could be held to imply that Lampinski collapsed at the board meeting, that Healey refused a request to assist Lampinski and that there had been ample time for the doctor to render aid.

A critical element of the state court's opinion was its holding regarding what was not included in the article, as well as what was. It said the failure to report "first-hand information that would have dispelled the defamatory implications" of the Lampinski son's statements was evidence that could support a finding that the newspaper knew the implications were false or that it acted in "reckless disregard" of whether they were true or false. The information cited by the court was the fact the reporter who wrote the story had been at the scene and had been the one to administer cardiopulmonary resuscitation, and "knew that an ambulance arrived at the scene within five to 10 minutes of Lampinski's collapse."

In supporting the newspaper's petition for review, the media groups note the High Court in a decision last month, had acknowledged that it has not yet squarely addressed whether the media can constitutionally be penalized when it fairly and neutrally reports both sides of an issue of substantial public concern. So, the groups say: "Given the nature of the expression at issue in this case," the court should grant review "to make clear that the First

### NAB's honoraria roll

The National Association of Broadcasters was ranked second among 20 groups representing business interests that gave more than \$50,000 in honoraria to members of Congress in 1988. The report issued last week by Common Cause shows that the NAB gave \$113,500, topped only by The Tobacco Institute's \$123,400. The National Cable Television Association was 18th on the list with \$53,700 in honoraria. United States Telephone Association was 15th at \$57,000. Much of the NAB money goes to House and Senate Commerce Committee members. The NAB, Association of Independent Television Stations and networks gave some \$81,000 in honoraria to members sitting on the House Telecommunications Subcommittee, Senate Commerce Committee and the House and Senate Copyright Subcommittees.

**'Lovefest.'** It is smooth sailing for Janice Obuchowski, whose nomination to head the National Telecommunications and Information Administration is expected to clear the Senate without a hitch. Judging from the warm reception she received at her confirmation hearing last week, the former NYNEX executive and senior advisor to former FCC Chairman Mark Fowler, is likely to pass Senate muster before it recesses Aug. 7. During her seven years at the commission, she handled telecommunications policy and international communications issues for Fowler and was with the Common Carrier Bureau.



Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) told Obuchowski her nomination would be reported favorably to the parent Commerce Committee and that he expected the committee to act on it on or before Aug. 1.

The brief hearing (it lasted less than 15 minutes) was, as one observer described, "a lovefest." FCC Commissioner James Quello who attended the session spoke on her behalf. "She is open minded, friendly and knowledgeable. I support her appointment," said Quello. "You just got your stamp of approval," said Inouye to Obuchowski.

The Hawaii Democrat did have some questions for the nominee. He expressed concern about possible conflict of interest problems that may arise for Obuchowski who was NYNEX executive director of international affairs from February 1987 until April. Since then she has been a consultant with NTIA. But Obuchowski assured Inouye she has severed all ties with NYNEX.

The chairman also wanted to know if she had "worked out an arrangement" with her husband, attorney Albert Halprin with Myerson, Kuhn & Sterrett, to prevent any conflicts of interest. She said they would "look at that carefully" and that she did not envision any problems.

As for matters affecting NYNEX, Obuchowski stated that she would recuse herself for a year from "any particular matter having a direct and predictable effect upon NYNEX specifically." However, she indicated the recusal would not cover issues that involve the telephone industry in general. "Thus, I would not be barred from participating in the development of NTIA positions with respect to, for example, price caps affecting all local exchange carriers or changes to the MFJ [modified final judgment] affecting all Bell operating companies."

# Radio Financing

Brokerage and Investment Banking for Radio Stations

We can help you with your financial needs.

Call Glenn Serafin, Kathy Marien or Tim Menowsky.

813-222-8844



COMMUNICATIONS  
EQUITY  
ASSOCIATES

101 E. Kennedy Blvd., Suite 3300 Tampa, FL 33602

# THIS ISN'T THE FIRST BUSINESS WE'VE DONE TOGETHER, BUT IT JUST MAY BE THE BEST.

R.C. Crisler & Co. and Society Media Company, a subsidiary of Society National Bank, have combined their resources to create a new media acquisition advisory firm called Crisler Capital Company (CCC).

With the media brokerage experience of R.C. Crisler and the media financing and venture capital experience of Society National Bank, this new venture offers you more direct access to capital markets along with a thorough knowledge of the complexities of the industry. Altogether, this combination will provide you the comprehensive services necessary to complete your media acquisitions.

If you want to learn how Crisler Capital can help put your next transaction together, talk to Dean Meiszer, President of CCC. To reach him, simply call (513) 241-1844.



**CRISLER CAPITAL COMPANY**  
Suite 2710, 600 Vine Street, Cincinnati, Ohio 45202 • (513) 241-1844

ability on the press when it republishes the opinion of one of the protagonists in the course of accurately reporting both sides of a public dispute." The expression at issue, the groups assert, was not presented as fact but as "the *opinion* of a family member who was described as both 'upset' and 'angry.'" —LZ

## **TV violence bill appears headed for House floor**

A House bill (H.R. 1391) aimed at curbing violence on television remains on a legislative fast track. The only barrier to quick consideration by the full House before its August recess had been the possibility that the measure would wind up in the Energy and Commerce Committee, which would have slowed down the process and could have led to its demise.

House leadership, however, rejected Commerce Committee Chairman John Dingell's (D-Mich.) request that H.R. 1391 be referred to his committee for consideration (BROADCASTING, July 3). It had been doubtful that the bill would wind up in Commerce. Judiciary Committee Chairman Jack Brooks (D-Tex.) was firm in his desire that the legislation remain under Judiciary's jurisdiction. Judiciary passed the bill 26 to 8 in June (BROADCASTING, June 26).

Under H.R. 1391, current antitrust restrictions would be lifted for three years to enable broadcast, cable and motion picture interests to meet and establish a voluntary code regulating violence on television. The Senate passed a similar measure, although that bill would also permit groups to create a code regulating sexually explicit material and the portrayals of illegal drug use.

According to the committee report accompanying the bill, Judiciary "accepts the premise that there is some causal relationship between violence on television and real life aggression." The report concedes that there is not "universal acceptance" of a causal relationship but that the majority of research indicates there is. As for the measure's constitutionality, the report states that the committee does not think it creates constitutional problems: "H.R. 1391 is not an effort to regulate a point of view but is, rather, an effort to prevent a legitimate harm."

Not all of Judiciary's members are backing the initiative. Representatives Don Edwards (D-Calif.), Robert Kastenmeier (D-Wis.), John Conyers (D-Mich.), Pat Schroeder (D-Colo.), George Crockett (D-Mich.), Mike Synar (D-Okla.), Howard Berman (D-Calif.), and Rick Boucher (D-Va.) contributed their dissenting views in the report. They consider H.R. 1391 a violation of the First Amendment. "All of us support the goal of a more civil society. But casting aside constitutional concerns and giving content-specific antitrust exemptions to the TV industry is a truly dangerous and constitutionally precluded way to achieve that goal," they wrote. □

## Cable networks on a roll with upfront sales

**CAB's Alter sees medium generating \$400 million, double from year ago**

Cable networks were reporting frenzied activity last week in the midst of the cable advertising upfront market that is expected to reach \$400 million. The automotive sector that fueled the broadcast network upfront (BROADCASTING, July 3) is also buoying the cable networks, sales ad executives report, and overall, double-digit revenue and CPM (cost per thousand) increases are common. Doug McCormick, Lifetime's senior vice president, sales, said to describe the pace as "feverish" would be conservative.

"We'll probably hit \$400 million in upfront activity," said Robert Alter, president of the Cabletelevision Advertising Bureau, up from essentially zero two years ago and \$200 million last year. "The reason for that is we are now in the mainstream," he said. "As agencies and advertisers plan their television buys for the year, cable is being considered along with broadcast. The reason for that is they have established a strategic role for cable."

"We're probably looking at a market that on an annual basis is projecting to a 30% increase in revenue" for WTBS(TV) Atlanta, said Lou LaTorre, the superstation's senior vice president, advertising sales. If TNT is included, said LaTorre, "you'd be closer to 40%."

LaTorre said Turner is seeing more advertisers and also "a tremendous increase in the commitments of the incumbent advertisers," with major advertisers increasing spending 30% to 40%. LaTorre expects TBS to sell 45% to 50% of prime time avails in upfront, and he said the network was about one-third of the way there last week.

TNT's strong ratings, often the third or fourth most popular in the cable universe, are attracting ad dollars, said LaTorre. TNT did start from a low base, but LaTorre said that in calendar year 1990, TNT ad revenue will be up 150% over 1989.

The NBA was not a part of Turner's upfront sales. Now that TNT has reached 30 million homes, Turner will transfer the NBA package from TBS to TNT. LaTorre said Turner will pitch advertisers a dual package of NBA on TNT and 25 Atlanta Hawks games on TBS.

Jack Bonanni, ESPN's senior vice president, advertising sales, said the network is "about 80% sold out" for the year. ESPN's upfront is keyed around its NFL package, along with college football and basketball, and so its upfront deals tend to close earlier than those of other cable networks.

"The thing that drove our marketplace very strongly was the cars," said Bonanni. "We'll have 30 different automobiles on

the air" this year, he said. "At the same time, we're seeing that new advertisers are coming to us, and advertisers that have been with us are expanding their interest." (That sentiment was echoed by the other cable network sales executives.) Bonanni said ESPN is "seeing more activity from

the airlines and the insurance category." He also said "national retailers are getting extremely active and that's really critical to us because it absorbs a lot of inventory. But the automobiles, especially the imports, are really pulling the train."

No sooner will ESPN complete it upfront

**Society  
BANK**

## Communication Skills.

For more than 50 years, Society Bankers have combined their knowledge of the communications industry with the time, attention and resources necessary to meet your financing needs.

Discover how our skills and experience can provide a complete financing package for your venture.

Let's discuss your situation in more detail. Call (216) 689-5786.

**Kenneth J. Keeler**  
Corporate Banking Officer

**Craig A. Pearsall**  
Corporate Banking Representative

**Charles P. Coon**  
Vice President and Manager

**Kathleen M. Mayher**  
Vice President

**SOCIETY BANK**  
Communications Lending  
Cleveland, Ohio

## QVC goes shopping for CVN

QVC Network will acquire rival CVN Companies, according to a definitive agreement approved by the boards of directors of the two home shopping cable services. The companies said last month that they were discussing such a transaction (BROADCASTING, July 3).

To finance the transaction and provide revolving credit facilities, QVC has a commitment of \$435 million from the Bank of New York, QVC said. In addition, Comcast Corp. has agreed to purchase \$30 million of convertible subordinated debentures from QVC.

QVC said that an "essential" part of the planned merger was a commitment from Tele-Communications Inc. to extend its CVN affiliation agreement, covering a minimum of 3.2 million subscribers, for 10 years beyond the current expiration date of 1994. In return for the renewal, QVC said it will issue to TCI preferred stock convertible into QVC common stock at the ratio of one-half share per subscriber. QVC said it would make the same offer to other cable system operators who have similar long-term affiliation agreements with QVC or CVN.

As previously announced, QVC is offering to pay \$19 in cash plus one-eighth of a share of QVC common stock for each share of CVN common stock. Based on the closing prices of the companies' stocks the day before last week's announcement of the agreement, CVN shareholders would be receiving \$21.23 in cash and stock for shares valued at \$18.75 over-the-counter.

sales than it will hit the road July 31 to pitch its Major League Baseball package for 1990. Bonanni said the network is selling baseball on a nonexclusive basis, except for Anheuser-Busch, which has the right of first refusal to be the exclusive beer sponsor. ESPN will target the automobile group, major retailers and official MLB sponsors initially, then expand to other categories in the next several weeks.

USA has completed about half its upfront

activity, said John Silvestri, senior vice president, advertising sales, and expects to complete activity by the end of this week. "We'll have about 55% to 60% of our prime time inventory sold for the year" when upfront ends, said Silvestri, compared to about 40% last year.

USA is seeing CPM increases of 10% to 11%, said Silvestri, with CPM's in the original movie packages running at a 25%-30% premium over others. Silvestri

attributes those increases to "a combination of strength in the marketplace, a greater demand for cable and a greater demand for USA due to our increased ratings."

Lifetime's McCormick said: "We're looking at 40% to 50% growth in revenue" this year, with "CPM increases, depending on the advertiser, anywhere between 10% and 20%, and going as high as 24%. Advertisers have really shown a strong appetite for the first-run programming that we have," McCormick said. There has been "robust interest from the automotive sector," he added, and Lifetime is "doing a lot more movie business than we've had before."

The vertical networks at MTV present a slightly different cable buy than other cable networks. Doug Greenlaw, senior vice president, advertising sales, MTV Networks, said although MTV's four networks are bought at different times, upfront activity was "still coming pretty fast and furious right now." The four networks' full schedules will be 25%-30% sold when upfront ends, said Greenlaw. For calendar year 1989, MTV Networks is projecting advertising revenue will finish 30%-40% ahead of last year, said Greenlaw, with CPM's up an average 25%.

Greenlaw said MTV is seeing "healthy increases" from major clients as well as greater use of off-channel marketing opportunities. MTV, said Greenlaw, "is just doing great across the board." —MS

## Journalism

### Libel suit against Charlotte TV station dismissed

#### U.S. district court for South Carolina dismisses libel and unfair trade practices suit filed by camera store

Sunshine Sportswear & Electronics, a camera store in Myrtle Beach, S.C., found itself the unflattering subject on Nov. 16, 1984, of a consumer report on WSOC-TV Charlotte, N.C. The station's consumer affairs reporter, Don Griffin, did a piece accusing the store of deceptive merchandising tactics, including misleading advertising and bait-and-switch tactics. To make his point, Griffin interviewed the former principal of the Better Business Bureau of Southern Piedmont Inc. and a competitor of Sunshine's. The result—almost two years later—was a libel and unfair trade practices suit that Sunshine filed against the station and those who had provided information used in the story. But the U.S. district court for South Carolina has now granted summary dismissal of the suit.

Judge Matthew J. Perry's decision turned largely on his holding that Sunshine and its president and part owner, Albert Mosseri, had made themselves "limited public figures" by virtue of the store's heavy advertising campaign—it spent more than \$660,000 on advertising in the two years

preceding the broadcast. In the process, he said, the store "engaged the public's attention and, therefore, assumed the accompanying risk." Given that the store and the owner were "limited public figures," Perry said, they must, under the Supreme Court decision in *New York Times v. Sullivan*, prove "actual malice" on the part of the speaker—that is, knowledge of the falsity of the charge or of reckless disregard for whether it was true or false. The plaintiffs did not make a case for actual malice, Perry said.

In discussing the station's role, Perry said no evidence of actual malice had been presented. He said that Griffin "could easily have relied on a single source in preparing his story" on Sunshine without demonstrating such malice. He noted that the Supreme Court had held that, "in the absence of 'strong indicators of probable falsity or unreliability,' reliance on a single source does not constitute actual malice." That would hold even if the single source had been the competitor of Sunshine, Jack King, owner of Camera World, Perry said. "A publisher's failure to make an independent investigation of a story, even when the publisher is aware of the possible bias of its source, does not amount to reckless disre-

gard in the absence of serious doubts about the story's truthfulness," Perry said.

Even apart from the public figure/actual malice defense, Perry agreed with WSOC-TV that it is entitled to summary judgment on the principle of "neutral reportage." Perry offered an explanation of that doctrine provided by the U.S. Court of Appeals for the Second Circuit in a 1977 case. That court said a constitutional privilege of neutral reportage exists for a publisher who accurately and disinterestedly reports defamatory statements made against public figures, regardless of the truth or falsity of the accusations. The only qualification is that the publisher neither take a position on the charges nor distort them.

Perry noted that the evidence presented—in the form of an affidavit by Griffin—indicated that the broadcast in question "presented an accurate representation" of the defendants' position that Sunshine "engaged in deceptive advertising practices." He said the evidence indicates that WSOC-TV "did not embellish or distort" the defendants' positions. "To the contrary," he added: "WSOC-TV presented plaintiffs' response to the allegations that were lodged against them, further evidencing the neutrality of the broadcast." —LZ

# Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Jul 12	Jul 5	Change	Change	Ratio	(000,000)	
<b>BROADCASTING</b>							
N (CCB) Capital Cities/ABC....	489	1/4 468	21	1/4	04.54	21	7,941
N (CBS) CBS.....	210	1/2 203	7	1/2	03.69	18	4,965
A (CCU) Clear Channel.....	11	1/8 10 3/8		3/4	07.22	18	43
A (HTG) Heritage Media.....	4	3/4 5 1/8	-	3/8	-07.31	-3	106
O (JCOR) Jacor Commun.....	7	1/4 7		1/4	03.57	-8	71
O (LINB) LIN.....	114	1/4 113 7/8	3/8	00 32	68	5,834	
O (OBCCC) Olympia Broad.....	2	3/8 2 1/4		1/8	05.55		5
O (OSBN) Osborn Commun....	12	3/4 11 1/2	1	1/4	10.86	-11	65
O (OCOMA) Outlet Commun....	28	5/8 28 1/2		1/8	00.43	42	187
A (PR) Price Commun.....	6	1/4 6 1/2	-	1/4	-03.84	-3	45
O (SAGB) Sage Broadcasting	3	1/4 3 1/4			00.00	-4	12
O (SCRIP) Scripps Howard....	78	78			00.00	46	805
O (SUNNC) SunGroup Inc.....	1	1/2 1 1/2			00.00	-2	3
O (TLMD) Telemundo.....	5	1/4 5		1/4	05.00		88
O (TVXGC) TVX Broadcast.....	3	2 7/8		1/8	04.34		22
O (UTVI) United Television....	35	35			00.00	44	382

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>							
N (BLC) A.H. Belo.....	34	5/8 34 3/8		1/4	00 72	58	686
O (ASTVC) Amer. Comm. & TV.		1/32 1/32			00 00		2
N (AFL) American Family.....	15	5/8 16 1/8	-	1/2	-03 10	11	1,266
O (ACCMA) Assoc. Commun....	34	3/4 34		3/4	02 20		497
O (BMAC) BMA Corp.....	33	32 1/2		1/2	01.53	17	320
N (CCN) Chris-Craft.....	41	1/2 40 3/8	1	1/8	02.78	48	933
O (DUCO) Durham Corp.....	34	33 1/2		1/2	01 49	20	286
N (GCI) Gannett Co.....	45	3/4 44 1/4	1	1/2	03 38	20	7,368
O (GMXC) GMX Commun.....		1/16 1/16			00 00	20	7,368
O (GACC) Great Amer. Comm....	11	1/2 11 3/4	-	1/4	-02 12	-4	361
N (JP) Jefferson-Pilot.....	36	7/8 37 1/8	-	1/4	-00 67	14	1,421
N (KRI) Knight-Ridder.....	50	5/8 50 1/2		1/8	00 24	19	2,688
N (LEE) Lee Enterprises.....	31	1/2 30 3/4		3/4	02 43	18	777
N (LC) Liberty.....	35	3/4 34 3/4	1		02 87	12	309
N (MHP) McGraw-Hill.....	71	1/4 69 1/8	2	1/8	03 07	19	3,457
A (MEGA) Media General.....	37	1/2 36 3/4		3/4	02 04	101	965
N (MDP) Meredith Corp.....	36	36 1/2	-	1/2	-01 36	21	684
O (MMEDC) Multimedia.....	98	97		1	01 03	39	1,084
A (NYTA) New York Times.....	32	1/8 30 5/8	1	1/2	04 89	16	2,545
N (NWS) News Corp. Ltd.....	24	3/4 22 7/8	1	7/8	08 19	9	6,598
O (PARC) Park Commun.....	32	1/4 32 1/2	-	1/4	-00 76	23	445
O (PLTZ) Pulitzer Publishing...	26	27 1/2	-	1/2	-05 45	13	272
N (REL) Reliance Group Hold..	6	1/2 5 3/4		3/4	13 04	20	484
O (RTRSY) Reuters Ltd.....	39	1/4 37 1/4	2		05 36	22	16,245
O (STAUF) Stauffer Commun....	138	3/4 138 1/2		1/4	00 18	46	138
N (TMC) Times Mirror.....	42	1/8 42 3/8	-	1/4	-00 58	16	5,417
O (TMC) TM Communications		1/2 11/32			45 45	-2	3
N (TRB) Tribune.....	54	1/4 53 1/2		3/4	01 40	19	4,059
A (TBSA) Turner Bcastg. 'A'....	43	3/8 43 5/8	-	1/4	-00 57	-13	1,994
A (TBSB) Turner Bcastg. 'B'....	38	3/4 38 5/8		1/8	00 32	-12	937
A (WPOB) Washington Post...	272	3/4 270 1/2	2	1/4	00 83	21	3,508

<b>PROGRAMING</b>							
O (SP) Aaron Spelling Prod....	7	7/8 8 7/8	-	1	-11 26	11	254
O (ALLT) All American TV.....	2	7/8 3	-	1/8	-04 16		3
O (BRRS) Barris Indus.....	11	1/4 11 3/8	-	1/8	-01 09	-5	122
A (CLR) Color Systems.....	1	15/16		1/16	06 66		5
N (KPE) Columbia Pic. Ent....	21	22 3/8	-	1 3/8	-06 14	1050	2,325
O (CAVN) CVN Cos.....	19	3/8 18 5/8		3/4	04 02	30	340
A (DEG) De Laurentis Ent.....		3/8 7/16		1/16	-14 28	4	
O (DCPI) dck clark prod.....	5	4 7/8		1/8	02 56	-500	41
N (DIS) Disney.....	98	7/8 95		3 7/8	04 07	23	13,289
O (FNN) Financial News.....	7	1/8 7 3/8	-	1/4	-03 38		86
A (FE) Fries Entertain.....	2	3/8 2 1/4		1/8	05 55	-3	11
N (PCI) Gulf + Western.....	58	1/2 59 3/8	-	7/8	-01 47	18	6,797
A (HHH) Heritage Entertain....	1	5/8 1 5/8			00 00	5	8
A (HSN) Home Shopping Net....	4	3/4 5 1/8	-	3/8	-07 31	19	425
N (KWP) King World.....	28	1/2 26 7/8		1 5/8	06 04	10	713
O (KREN) Kings Road Ent.....		3/4 21/32		3/32	14 28		3
N (MCA) MCA.....	60	7/8 59 5/8	1	1/4	02 09	26	4,445
N (MGM) MGM/UA Commun....	18	3/8 18 1/4		1/8	00 88	-9	925
A (NHI) Nelson Holdings.....		3/4 11/16		1/16	09 09		20
O (NNET) Nostalgia Network....	2	1/8 1 7/8		1/4	13 33	-2	11
N (OPC) Orion Pictures.....	20	3/4 21 3/8	-	5/8	-02 92	38	360
N (PCC) Pathe Commun.....	3	3/4 3 5/8		1/8	03 44		42
N (PLA) Playboy Ent.....	14	5/8 14 3/8		1/4	01 73		137
O (QNTX) Qintex.....	6	1/4 5 1/2		3/4	13 63	-14	43

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Jul 12	Jul 5	Change	Change	Ratio	(000,000)	
<b>PROGRAMING</b>							
O (QVCN) QVC Network.....	16	5/8 17 1/4	-	5/8	-03 62	27	167
O (RVCC) Reeves Commun.....	5	7/8 6 1/8	-	1/4	-04 08	53	74
O (RPICA) Republic Pic. 'A'....	10	1/2 10 3/4	-	1/4	-02 32	150	45
O (SMNI) Sat. Music Net.....	5	1/2 5 1/2			00 00	32	49
O (JUKE) Video Jukebox.....	3	3/4 3 9/16		3/16	05 26	-31	30
N (WCI) Warner.....	62	1/2 61 1/4	1	1/4	02 04	21	10,136
O (WONE) Westwood One.....	11	3/4 11		3/4	06 81	-55	170

<b>SERVICE</b>							
O (AMEA) A.M.E. Inc.....	11	1/2 10 1/4	1	1 4	12 19	28	56
O (AGRP) Andrews Group.....	6	1/4 6 1/8		1/8	02 04	-2	56
O (BSIM) Burnup & Sims.....	22	1/8 22		1/8	00 56	26	353
N (CQ) Comsat.....	39	1/4 36 7/8	2	3 8	06 44	11	723
N (CDA) Control Data Corp.....	21	1/8 21 1/4	-	1/8	-00 58	-301	892
N (DNB) Dun & Bradstreet....	57	5/8 57		5/8	01 09	20	10,786
N (FCB) Foote Cone & B.....	24	1/2 24 3/8		1/8	00 51	15	205
O (GREY) Grey Advertising....	148	1/2 150	-	1 1/2	-01 00	12	177
O (IDBX) IDB Communications	8	1/2 7 1/4	1	1/4	17 24	170	42
N (IPG) Interpublic Group.....	31	3/8 30 1/4	1	1/8	03 71	16	1,096
O (OGIL) Ogilvy Group.....	53	3/8 54 1/8	-	3 4	-01 38	23	765
O (OMCM) Omnicom Group....	22	5/8 22		5/8	02 84	14	558
N (SAA) Saatchi & Saatchi....	15	3/8 15 1/4		1/8	00 81	6	2,407
O (TLMT) Telemation.....	2	2 1/2	-	1 2	-20 00	-33	9
A (UNV) Unitel Video.....	13	1/2 13 1/2			00 00	21	29

<b>CABLE</b>							
A (ATN) Acton Corp.....	19	1/2 19 7/8	-	3 8	-01 88	-18	30
O (ATCMA) Amer. TV & Comm....	49	3/4 50 3/4	-	1	-01 97	74	5,420
O (CTEX) C-Tec Corp.....	24	1/2 23 1/2	1		04 25	26	407
A (CVC) Cablevision Sys. 'A'..	42	1/4 41 3/4		1/2	01 19	-5	928
O (CNCA) Centel Cable.....	45	1/8 45 1/4	-	1/8	-00 27	125	1,128
N (CNT) Centel Corp.....	51	1/2 50 1/4	1	1/4	02 48	30	3,261
A (CTY) Century Commun.....	23	1/4 21 1/8	2	1/8	10 05	-68	1,010
O (CMCSA) Comcast.....	25	23 1/2	1	1/2	06 38	-35	1,675
A (FAL) Falcon Cable Systems	21	1/8 20 3/4		3/8	01 80	-117	135
O (JOIN) Jones Intercable....	17	3/4 17		3/4	04 41	-14	219
T (MHPQ) Maclean Hunter 'X'..	13	7/8 13 7/8			00 00	38	1,022
T (RCIA) Rogers Commun. 'A'..	141	141			00 00	-238	1,902
T (RCIB) Rogers Commun. 'B'..	112	1/2 113	-	1/2	-00 44	-190	1,517
O (TCAT) TCA Cable TV.....	20	1/2 42	-	21 1/2	-51 19	47	495
O (TCOMA) Tele-Commun.....	36	35 1/8		7/8	02 49	116	6,354
N (TL) Time Inc.....	148	1/8 155 1/4	-	7 1/8	-04 58	31	8,397
O (UAECA) United Art. Ent. A..	19	19 1/8	-	1/8	-00 65	-28	1,255
O (UAECB) United Art. Ent. B..	19	19 3/8	-	3/8	-01 93	-28	1,255
N (VIA) Viacom.....	57	52 1/2	4	1/2	08 57	-16	3,041
N (WU) Western Union.....	1	5/8 1 5/8			00 00		63
O (WSMCA) WestMarc.....	29	29			00 00	-34	472

<b>ELECTRONICS/MANUFACTURING</b>							
N (MMM) 3M.....	72	1/2 70 3/4	1	3/4	02 47	13	16,264
N (ARV) Arvin Industries.....	22	5/8 23 3/8	-	3/4	-03 20	23	421
O (CCBL) C-Cor Electronics...	13	1/4 13 1/8		1/8	00 95	12	54
N (CHY) Chyron.....	4	1/8 3 7/8		1/4	06 45	-41	46
A (COH) Cohu.....	11	1/4 11 1/2	-	1/4	-02 17	7	21
N (EK) Eastman Kodak.....	47	3/8 47 1/8		1/4	00 53	10	15,369
N (GRL) Gen. Instrument.....	35	3/8 35		3/8	01 07	13	1,196
N (GE) General Electric.....	54	3/8 52 1/4	2	1/8	04 06	13	49,098
N (HRS) Harris Corp.....	33	1/4 32 3/4		1/2	01 52	17	1,287
N (MAI) M/A Com. Inc.....	8	7 3/4		1/4	03 22	14	189
N (IV) Mark IV Indus.....	14	1/4 13 5/8		5/8	04 58	6	154
O (MCDY) Microdyne.....	4	1/4 4 1/8		1/8	03 03	-26	17
O (MCOM) Midwest Commun....	7	1/2 5 3/4		3/4	11 11	30	22
N (MOT) Motorola.....	53	5/8 51 3/8	2	1/4	04 37	15	6,955
N (OAK) Oak Industries.....	1	1/2 1 1/2			00 00	8	123
A (PPI) Pico Products.....	1	1/4 1 1/8		1/8	11 11	-1	4
N (SFA) Sci-Atlanta.....	20	3/8 19	1	3/8	07 23	15	486
N (SNE) Sony Corp.....	55	7/8 56 1/4	-	3/8	-00 66	31	14,458
N (TEK) Tektronix.....	22	1/8 22		1/8	00 56	122	622
O (TVTK) Television Tech.....		15/16			00 00	93	8
N (VAR) Varian Assoc.....	24						

# For the Record

As compiled by BROADCASTING from July 7 through July 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

- WJF(AM) Decatur, AL (BAL890622EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Estate Of Joseph B. Falt to Brainerd Broadcasting Inc. for no financial consideration. Seller has no other broadcast interests. Buyer is owned by Nathan W. Tate Sr., Roy W. Burchel, and Kenneth A. Casey. Casey has interest in WKAC(AM) Athens, WPK(AM) Dora, AL, and new FM application at Trussville, AL. Filed June 22.
- KUUZ-FM Lake Village, AR (BALH890619HQ; 95.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from

Walter John Giller Jr. to DBR Communications Inc. for \$90,000. Seller has no other broadcast interests. Buyer is owned by Wayne H. Bennett, Charles C. Ross, and James A. Derryberry. Ross is account executive at WXVT(TV) Greenville, MS. Filed June 19.

■ KATD(FM) Los Gatos, CA (BTCH890627GE; 95.3 mhz; 370 w; ant. 860 ft.)—Seeks assignment of license from Joe C. Rosa to Crown Broadcasting Co. for \$4,750,000. Seller has no other broadcast interests. Buyer is owned by Thomas P. Gannon. Gannon also owns KKIS(AM) Pittsburg and KKIS-FM Walnut Creek, both California. KTRR(FM) Loveland, CO, KZXY-AM-FM Apple Valley, CA, and KICR-AM-FM Oakdale, LA. Crown Broadcasting has FM application pending for ch. 246A Beverly Hills, FL. Gannon is also chairman of Americom Radio Brokers. Filed June 27.

■ KQKS(FM) Longmont, CO. (BTCH890616HK; 104.3 mhz; 100 kw; ant. 980 ft.)—Seeks assignment of license from Western Cities Broadcasting Inc. to First Capital Corp. of Chicago. Seller is headed by Richard C. Phalen. Buyer is headed by John A. Canning. Transfer of control is result of conversion of Class B common stock in accordance with Oct. 8, 1986, purchase agreement. Prior to transfer, Richard Phalen holds 80% interest in licensee; after transfer his interest is 32%. Transferee holds 23% interest in Duffy II Corp., licensee of KESZ(FM) Phoenix, AZ. It also has 18.4% interest in Ackerley Communications Inc., licensee of KDBA(TV) Salinas, CA, KKTV(TV) Colorado Springs, KGET(TV) Bakersfield, CA, KJR(AM)-KLTX(FM) Seattle, WBOS(FM) Brookline, MA, KGON(FM) Portland, OR and KSGO(FM) Oregon City. Ackerley also owns 100% OF WIXT(TV) Syracuse, NY Filed June 16.

■ WZOR(AM) Immokalee, FL (BAL890530EK; 1490 khz; 1 kw-U DA-1)—Seeks assignment of license from Richey Communications Systems Inc. to HAB Communications Systems Inc. for \$210,000. Seller is owned by Milo Rit-

chey, who has no other broadcast interests. Buyer is owned by Heinz Bauer, who also owns WMIB(AM) Marco Island, FL. Filed May 30.

■ WRXJ(AM) Jacksonville, FL (BAL890622ED; 930 khz; 5 kw-U DA-2)—Seeks assignment of license from WRXJ Inc. to Nine Chiefs Inc. for \$8,600,000 ("Changing Hands," June 26). Seller is headed by Jay Hoker, who also owns WMLX(AM) Florence, KY, WDFX-FM Detroit, KCFX(FM) Harrisonville, MO, and WOFX Fairfield, OH. Buyer is headed by Ragan Henry, who also has interest in following: WMXB(FM) Richmond, VA; WDIA(AM)-WHRK(FM) Memphis; WKSG(FM) Mt. Clemens, MI; WWIN-AM-FM Baltimore; KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; WXLE(FM) Columbus, OH and WQOK(FM) New Boston, VA. Henry also recently purchased WAKR(AM)-WONE-FM Akron, OH and WRAP(AM) Norfolk, VA ("Changing Hands," June 19), and WRXJ(AM)-WCRJ(FM) Jacksonville, FL ("Changing Hands," June 26). Ragan A. Henry is also selling WXTR(FM) Waldorf, MD (see below). Filed June 22.

■ WFFF(AM) Miami, FL (BTC890623ED; 670 khz; 50 kw-D; 2.5 kw-N and DA-2)—Seeks assignment of license from ICBC of Miami Inc. to Emilio and Emma M. Milian for \$39,200. Seller is New York-based group owner of three AM's and six FM's and is headed by Pierre Sutton. Buyers have no other broadcast interests. Filed May 30.

■ WFCE(FM) Tarpon Springs, FL (BALED890622GG; 88.9 mhz; 50 kw; ant. 495 ft.)—Seeks assignment of license from Florida Christian Education Association, to Bible Broadcasting Network Inc. for \$20,100. Seller is owned by Bryant Nelson, who has no other broadcast interests. Buyer is headed by Lowell L. Davcy. Bible Broadcasting Network operates: KCEV(FM) Wichita, KS, WAVO(FM) Decatur, GA, WHGG(FM) Knoxville, TN, WHPE(FM) High Point, NC, WYFA(FM) Waynesboro, GA, WYFB(FM) Gainesville, FL, WYFG(FM) Gaffney,

## Allison Broadcast Group, Inc.

*has acquired*

**KZRK(FM)**  
**Denton/Dallas, Texas**

*from*

**94.5 Radio, Inc.**

*for*

**\$3,300,000**

*We are pleased to have brokered this transaction.*

Nationwide Media Brokers  
**Chapman**  
Associates

Corporate Offices • Atlanta, GA • 404/998-1100

### BOSTON

617/330-7880  
Kevin Cox • Bob Maccini

### WASHINGTON

703/243-2310  
Mitt Younts • Kent Replogle

### ATLANTA

404/998-1100  
Ernie Pearce • Ed Shaffer  
Bill Cate

### JACKSONVILLE

904/730-2522  
Jim Brewer • George Reed

### DALLAS

214/788-2525  
Bill Whitley

### LOS ANGELES

818/893-3199  
Jim Mergen • Ray Stanfield

### SAN FRANCISCO

415/937-9088  
David LaFrance

### KANSAS CITY

816/932-5314  
Bill Lytle

### SALT LAKE CITY

801/753-8090  
Greg Merrill



SC. WYFH(FM) North Charleston, SC. WYFI(FM) Norfolk, VA. WYFJ(FM) Ashland, VA. WYFK(FM) Columbus, GA. WYFL(FM) Henderson, NC. WYFS(FM) Savannah, GA. and WYFT(FM) Luray, VA. It is also purchasing WTNZ(FM) (see below). Filed June 22.

■ WPBF-TV Tequesta, FL (890628; ch. 25; 5000 KW-visual; ant. 1420ft.)—Seeks assignment of license from Brenda Skipper and Silvia Salinas to Alan Potamkin for \$5,000. Brenda Skipper and Silvia Salinas own 100 shares of licensee between them. Pursuant to joint stock purchase option agreement, they have granted buyers option to purchase 96 of their shares. By this assignment they are granting buyers an option to purchase their remaining 4 shares for total of \$5,000 and forgiveness of all liabilities incurred by them in connection with monies advanced by corporation to fund operating and construction costs. Alan Potamkin owns 25% of New Age Broadcasting Inc., licensee of WXDJ(FM) Homestead, FL. He also owns 40% of Indy Radio Inc., applicant for FM on ch. 24.2A Indianapolis, IN. Filed June 28.

■ WAMT(AM) Titusville, FL (BAL890627EA; 1060 kHz; 10 kw-D/5 kw-NDA-2; HAAT: )—Seeks assignment of license from Sage Broadcasting Co. of Daytona to Florida American Broadcasting Inc. for \$420,000. Seller is Stamford, Conn.-based group owner of seven AM's and eight FM's and is headed by Leonard J. Fassler. Buyer is owned by Angel F. Bocanegra, who has 60% interest in WVSN-TV San Juan, PR. Filed June 27.

■ KBRV(AM) Soda Springs, ID (BAL890623EA; 790 kHz; 5kw-D)—Seeks assignment of license from M.J. Skinner and M. Leavitt to Thomas W. Mathis. Assignment is pursuant to bankruptcy proceeding. Mathis was original owner of KBRV(AM), which was sold to Marvin Skinner and Misael Leavitt, who defaulted on their note to Mathis. Mathis is sole proprietor of KTLF-AM-FM Tooele, UT. 49% stockholder in Chubbuck Community Broadcasters Inc., licensee of KRCD(FM) Chubbuck, ID, and 30% stockholder in Good Times Inc., licensee of KRCD(AM) Chubbuck, ID. Filed June 23.

■ KLZS-FM Wichita, KS (BALH890623HP; 97.9 mhz; 85 kw; ant. 370 ft.)—Seeks assignment of license from John and Nancy Kassebaum to Marathon Broadcasting Corp. for \$2,850,000. Nancy Kassebaum is Republican Senator from Kansas. They have no other broadcast interests. Buyer is owned by Sidney Sayowitz, who has no other broadcast interests. Filed June 23.

■ WOMI(AM)-WBKR-FM Owensboro, KY (AM: BTC890623HY; 1490 kHz; 1 kw-D; 250 W-N; FM: BTCH890623HZ; 92.5 mhz; 77 kw; ant. 380 ft.)—Seeks assignment of license from Lawrence W. Hager Jr. to John S. Hager for \$3,300,000. Licensee will acquire and retire 50% owned by Lawrence Hager and John Hager will thereafter own and vote 100% of issued and outstanding stock. Seller is brother of buyer. Neither have any other broadcast interests. Filed June 23.

■ New TV Paducah, KY (890623; ch 49; 3373 kw-V; ant. 1043 ft.)—Seeks assignment of license from TV 49 to MacPherson Broadcasting of Kentucky Inc. for \$131,000. Seller is owned by Robert W. Sudbrink, who also owns two AM's and two TV's. Buyer is owned by Alexander E. MacPherson, who has no other broadcast interests. Filed June 23.

■ KJVC-FM Mansfield, LA (FM: BALH890626EA; 92.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Heart of Dixie Broadcasting Corp. to DeSoto Broadcasting Corp. for \$100,000. Seller is owned by Buford Strange, who has no other broadcast interests. Buyer is headed by Judith G. Bailey, who is also purchasing Heart of Dixie's KDXI(AM) Mansfield ("For the Record," July 10), has no other broadcast interests. Filed June 26.

■ WXTR(FM) Waldorf, MD (BALH890621HS; 104.1; 50kw; ant. 500 ft.)—Seeks assignment of license from Communications Management National L.P. to World Eight Broadcasting L.P. for \$33,000,000. Seller is owned by Ragan Henry, who also has interest in following: WMBX(FM) Richmond, VA; WDIA(AM)-WHRK(FM) Memphis; WKSJ(FM) Mt. Clemens, MI; WWIN-AM-FM Baltimore; KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; WXLE(FM) Columbus, Ohio and WQOK(FM) New Boston, VA. Henry also recently purchased WAKR(AM)-WONE-FM Akron, OH and WRAP(AM) Norfolk, VA. ("Changing Hands," June 19) and WRXJ(AM)-WCRJ(FM) Jacksonville, FL ("Changing Hands," June 26). Buyer is owned by Louise Heifetz, who has no other broadcast interests. Filed June 21.

■ KZZA-FM Glenwood, MN (BALH890627NX; 107.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Dove Broadcasting Inc. to KMGK Inc. for \$215,000. Seller is owned by Judith Dove and her son Richard Dove, who have no other broadcast interests. Buyer is headed by Dennis G. Carpenter, Carpenter is president of Starcom Inc., which owns WRSR(FM) Two Harbors, KKSJ(FM) Sartelj, KSTQ-FM Alexandria, and applicant for new FM

at St. James, all Minnesota. STARCOM also owns 75% of KMGK(FM) Thief River Falls, and applicant for new FM at Bloomer, both Minnesota. Filed June 27.

■ WCFB(AM) Tupelo, MS (BAL890609EC; 1060 kHz; 1 KW-D);—Seeks assignment of license from Charis Group Ltd. to Charisma Communications Co. for \$72,000. Seller is headed by John Robinson, who has no other broadcast interests. Buyer is headed by Donald R. Depriest. Charisma is licensee of: WMER(AM) Meridian, WWZD(FM) New Albany, and is applicant for new FM at Meridian, all Mississippi. Filed June 9.

■ WGFT(AM) Youngstown, OH (BAL890623EB; 1500 kHz; 500 W-D; 250 W-CH; D)—Seeks assignment of license from WGFT Inc. to Guilford Communications Inc. for \$280,000 ("Changing Hands," July 10). Seller is headed by Timothy and Kathleen DeCapua, who have no other broadcast interests. Buyer is owned by Charles R. Faris, who has no other broadcast interests. Filed June 23.

■ WSCQ(FM) Columbia, SC (BALH890615GH; 100.1 mhz; 2.4 kw; ant. 330 ft.)—Seeks assignment of license from Congaree Broadcasters Inc. to WSCQ Inc. for \$4,200,000. Seller is headed by Billy G. Benton, who has no other broadcast interests. Buyer is subsidiary of American Network Group Inc., and is headed by Frank J. Spaluzzi and John J. Casey. It has pending before FCC assignment applications for WPTN(AM)-WGSQ(FM) Cookeville, TN. Filed June 15.

■ WTNZ(FM) Clinton, TN (BALH890613GV; 95.3 mhz; 3 kw; ant. 674 ft.)—Seeks assignment of license from Rebs Knoxville Inc. to Bible Broadcasting Network Inc. for \$450,000. Seller is headed by Larry Sensing, who has no other broadcast interests. Buyer is headed by Lowell L. Davey, and is purchasing WFCE(FM) Tarpon Springs, FL (see above). Filed June 13.

■ WKGK(AM) Knoxville, TN (BAL890620ED; 1340 kHz; 1 kw)—Seeks assignment of license from Telstar Communications Inc. to WBC of Tennessee Inc. for \$162,000. Seller is headed by Arlie Sartin, who has no other broadcast interests. Buyer is owned by Terrell L. Williams and Kevin Dean Littleton. Littleton is son of Sam and Mildred Middleton, who have interest in WIZO(AM) Franklin, TN. Filed June 20.

■ WKCH-TV Knoxville, TN (890627; ch. 43; 55 kw-visual; ant. 1079 ft.)—Seeks assignment of license from C. Kenneth Still, Trustee to Newsouth Knoxville Inc. Assignment stems from bankruptcy proceeding and actual contract between trustee and buyer is being drafted to reflect terms and conditions of sale of station. Seller has no other broadcast interests. Buyer is owned by Timothy S. Brumlik, who also owns WTSG-TV Albany, GA, and is proposed transferee of WLII-TV Caguas, PR and WSUR-TV Ponce, PR. He is also controlling principal in pending application to acquire CP for ch. 64 Macon, GA. He also has interests in several LPTV stations. Filed June 27.

■ KLRU(TV) Austin, TX (890623; ch. 18; 1815.5 kw vis; 372.8 kw-aural; ant. 1184 ft.)—Seeks assignment of license from Southwest Texas Public Broadcasting to Capital of Texas Public Telecommunications, for no financial consideration. Seller is owned by Bill Arhos and Howard Chalmers. Buyer is headed by Bill Arhos. It has no other broadcast interests. Filed June 23.

■ KJQN-AM-FM Ogdon, UT (AM: BAL890619EE; 1490 kHz; 1 kw-U; FM: BAPLH890619EF; 95.5 mhz; 100 kw; ant. 680 ft.)—Seeks assignment of license from Sherman G. Sanchez to Monarch Broadcasting for \$825,000. Seller is owned by Sanchez, Thomas Greenleigh and Robert Sherman, who have no other broadcast interests. Buyer is headed by Glen E. Pickell, who has no other broadcast interests. Filed June 19.

■ WXCE(AM) Amery, WI (BTC890623HL; 1260 kHz; 5 kw-U DA-2) and KXLV(FM) Cambridge, MN (BTCH890623HM; 105.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Estate of W. Michael Dwyer to Garamella Broadcasting Co. for \$129,999. Seller is headed by Mark Dwyer, who also has interest in WHTL-FM Whitehall, WI and KXLV Cambridge, MN. Buyer is headed by Todd J. Garamella. Garamella Broadcasting Co., is licensee of following: KJGJ-FM Spencer, IA. KBMO(AM)-KSCR(FM) Benson, KBJJ-FM Marshall, KMSR-FM Sauk Centre, all Minnesota. Filed June 23.

#### Actions

■ KWHN(AM)-KMAG-FM Fort Smith, AR (AM: BAL890504EB; 1320 kHz; 5 kw-U, DA-2; FM: BALH890504EC; 99.1 mhz; 100 kw; ant. 2,000 ft.)—Granted app. of assignment of license from Johnson Communications Inc. to Fort Smith FM Inc. for \$1,200,000. Seller is headed by Dewey Johnson, who has no other broadcast interests. Buyer is owned by Alan M. Germond, 85%; Donald A. Lynch, 10%, and James David Baugher, 5%. Main principal of Fort Smith FM Inc. is owner of Columbia FM Inc., licensee of KARO(FM) Columbia, MO. Action June 28.

■ KLFA King City, CA (BALH890509HA; 93.9 mhz; 54 kw; HAAT: ANT 719.9 ft.)—Seeks assignment of license from Ralin Broadcasting Corp. to Tigre Radio for \$1,000,000 ("Changing Hands," May 29). Seller is owned by Reinaldo Rodriguez, 51.4%, and Linda M. Mauras, 48.6%, and has no other broadcast interests. Buyer is headed by Hector Villalobos and owned by TGR Broadcasting Inc., which also owns KTGE(AM) Salinas and KLOQ(AM) Merced, both California. Action June 22.

■ KSUE-AM-FM Susanville, CA (AM: BAL890505EA; 1240 kHz; 1 kw-U; FM: BALH890505EB; 93.3 mhz; 100 kw; HAAT: ant 1,155 ft.)—Granted app. of assignment of license from Radio Lassen to Sierra Broadcasting Corporation for \$950,000 ("Changing Hands," May 8). Seller is principally owned by Cecil and Dayne Webb, who have no other broadcast interests. Buyer is new California-based corporation headed by Rodney Chambers, president, and George Carl, chairman. Both principals are part of management team of KVON(AM)-KVYN(FM) Napa, CA. Carl will remain in Napa, and Chambers will relocate to Susanville to manage properties. Action June 29.

■ KVEE-AM-FM Grand Junction, CO. (AM: BAL890428EH; 1100 kHz; 50 kw-D, 10 kw-N, DA-2; FM: BALH890428EI; 92.3 mhz; 30 kw; ant. 1,385 ft.)—Granted app. of assignment of license from Western Slope Broadcasting Co. to MBC, Grand Junction, CO. for \$520,000. Seller is owned by Barry Turner and John Culpepper. They have interest in WPFM-FM Panama City, FL. Buyer is headed by Richard Dean. MBC is licensee of WFMZ(FM) Allentown, PA and also has CP for unbuild class FM station, WKJE(FM) Hertford, NC. MBC holds CP for new FM station KJYE(FM) Grand Junction, CO. Filed June 27.

■ WUST(AM) Washington, DC (BAL890410EB; 1120 kHz; 1 kw-D)—Granted app. of assignment of license from District Group Communications Inc. to Vogel/Israel Communications Inc. for \$1,400,000. Seller is held by Barry Skidelsky, trustee, and has no other broadcast interests. Buyer is equally owned by Gary M. Israel and Mark R. Vogel, and has no other broadcast interests. Action June 29.

■ WPDQ Green Cove Springs, FL (BAPLH890301GM; 92.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Willis & Sons Inc. to Picus Broadcasting Corp. for \$1,440,000. Seller is owned by L.E. Willis, who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AK; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSR(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee. KSNE(FM) Marshall, AK; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuild FM, WYRS, Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WUCA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA, and Good Faith Broadcasting Inc., licensee of WGTM(AM) Wilson, NC, Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Buyer is headed by Mark A. Picus and William H. Sanders. Picus is president of WZAZ(AM) Jacksonville, FL. William Sanders holds 5% general partnership interest in Downs Radio of Virginia, licensee of WSKX(FM) Suffolk, VA. He also is director and owner of 5% of stock of Downs Broadcasting Inc., licensee of WQIM(FM) Prattville, AL and he is licensee of KDXR(FM) Borger, TX. He also has interest in Martin Media Inc., corporate general partner of Cal-Valley Radio Ltd., licensee of KSJQ(FM) Manteca, CA. Action June 26.

■ WPGS(AM) Mims, FL (BAL890515EC; 840 kHz; .25 kw-D)—Granted app. of assignment of license from Randy E. Henry to Florida Public Radio Inc. for no financial consideration. Seller has no other broadcast interests. Buyer is headed by Randy Henry, Florida Public Radio Inc. has broadcast interests in WPJO-FM Titusville and WEGS-FM Milton, both Florida. Action June 27.

■ WNSI(AM) Sanford, FL (BAL890515ED; 1400 kHz; 1 kw-U)—Granted app. of assignment of license from Wil

# Services

**BROADCAST DATA SERVICES**  
Computerized Broadcast Service  
Including  
Data Base Allocation Studies  
Terrain Profiles  
A Div. of Muffet, Larson & Johnson, Inc.  
703 824-5666  
FAX: 703-824-5672

**UNUSED CALL LETTERS  
MAILING LABELS**  
AM • FM • TV  
**dataworld**  
301-652-8822 800-368-5754

**dataworld MAPS**  
• TERRAIN SHADOWING  
• POPULATION DENSITY  
• CONTOUR COVERAGE  
(301) 652-8822 (800) 368-5754

**DSI**  
COMMUNICATIONS INC.  
• Radio and Television System Design  
• Transmitter and Studio Installation  
• Microwave and Satellite  
Engineering and Installation  
627 Boulevard  
201-245-4833 Kenilworth, NJ 07033

**TV PROJECT MANAGEMENT**  
• 35 YEARS TV ENGINEERING, SYSTEMS  
DESIGN/CONSTRUCTION, SALES.  
• FORMER TV EQUIPMENT DEALER.  
• FUNCTIONAL SYSTEMS DESIGN, EXPERT  
PURCHASING, APPRAISALS.  
• COORDINATION FCC, PROGRAMMING,  
FINANCING CONSULTATION.  
**DON FORBES COMPANY**  
(512) 346-4112 (512) 837-3737

**Shoolbred Engineers, Inc.**  
Structural Consultants  
Towers and Antenna Structures  
Robert A. Shoolbred, P.E.  
1049 Morrison Drive  
Charleston, S.C. 29403 • (803) 577-4681

Space Segment  
• Turn Arounds  
Fixed and Remote  
Uplinking  
**Pittsburgh  
International Teleport**  
**800-634-6530**

★★★★ **TOWER NETWORK SERVICES**  
**TNS**  
Tower Inspections & Maintenance  
Pressure Vat Guy Treating  
Digital Tension Measurements  
Structural Design Modifications  
Service like you've never seen  
We do high volume at **LOW PRICES**  
214-891-0555 DALLAS  
404-699-2620 ATLANTA  
Tiner

BROADCAST DATABASE  
**dataworld**  
MAPS  
Coverage Terrain Shadowing  
Allocation Studies • Directories  
P.O. Box 30730 301-652-8822  
Bethesda, MD 20814 800-368-5754

**RAMTRONIX, INC.**  
Connector Supplier  
to the Broadcast Industry  
**Kings/ITT Cannon**  
67 Jefrynn Blvd. E.  
Deer Park, N.Y. 11729  
(516) 242-4700

**Talotech, Inc.**  
BROADCAST CONSULTANTS AND ENGINEERS  
• FCC Applications and Field Engineering  
• Frequency Searches and Coordination  
• Tower Erection and Maintenance  
• Facility Design and Construction  
Contact: KENNETH W. HOEHN 23400 Mich. Ave.  
(313) 562-8873 Dearborn, MI 48124

**SOFTWARE**  
**FM CHANNEL SEARCH**  
FM Database, modem updates by B D S  
MSDOS • EGA-Graphics • Color  
**Doug Vernier**  
Broadcast Consultant  
1600 Picturevue Drive  
Cedar Falls, Iowa 50613  
319 266-7435

**Franklyn R. Beemish & Co.**  
Engineering for Television & Radio  
FACILITIES AND SYSTEMS DESIGN & IMPLEMENTATION  
ANALOG & DIGITAL VIDEO, AUDIO, HDTV  
ARCHITECTURAL ENGINEERING  
ELECTRICAL, HVAC, ACOUSTICAL  
574 Sunrise Highway, Baldwin, NY 11510 516-867-8510

**Stainless, inc.**  
New Towers, Antenna Structures  
Engineering Studies, Modifications  
Inspections, Erection, Appraisals  
North Wales, PA 19454  
215 699-4871 FAX 699-9597

**SG Communications, Inc.**  
TV/FM RF Systems Specialists  
RF System Measurements  
Tower Erection & Maintenance  
1-800-824-7865 Tucson, AZ  
1-800-874-5449 Tampa, FL

**KLINE TOWERS**  
Towers, Antenna Structures  
Engineering & Installation  
P.O. Box 1013  
Columbia, S.C. 29202  
Tel: 803 251-8000 - FAX 251-8080

contact  
**BROADCASTING MAGAZINE**  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

liam A. Masi to Metro Orlando Inc. for \$284,292.19.  
Buyer is owned by William A. Masi and also owns  
WVCF(AM) Ocoee, FL. Action June 27.

■ **WXTX(TV)** Columbus, GA (BALCT890515KE; ch. 54;  
1000 kw-V; ant. 1,140 ft.)—Granted app. of assignment of  
license from Columbus Family TV to Columbus Family  
Broadcasting Inc. for \$2,832,522. Seller is owned by Stephen  
D. Kent, who has no other broadcast interests. Buyer  
is owned by John D. Pezold, who has no other broadcast  
interests. Action June 29.

■ **KTOP(AM)** Topeka, KS (BAL8903221ED; 1490 khz;  
1kw-U)—Granted app. of assignment of license from Uno  
Broadcasting Corp. to Barr Broadcasting Corp. Seller is  
owned by Robert Tezak. Buyer is owned by George Barr,  
who has no other broadcast interests. Action June 30.

■ **WDXR(AM)** Paducah, KY (BAL890414EA; 1450 khz; 1  
kw-U, DA)—Granted app. of assignment of license from  
Pollack Communications Inc. to William L. Moir for  
\$175,000. Seller is owned by Sydney Pollack, Marilyn  
Pollack, William H. Pollack, and David L. Pollack. Sydney  
and Marilyn also own KOSE(AM) Osceola, AR. William  
and David own interest in KLAX-TV Alexandria, LA. Buyer  
has no other broadcast interests. Action June 29.

■ **WBIU(FM)** Brusly, LA (BAPH890508HB; 96.3 mhz; 3  
kw; ant. 100 ft.)—Granted app. of assignment of license  
from Livingston Communications Inc. to McForhan Inc.  
for no financial consideration. Seller is owned by Nancy E.  
David, 100%. Buyer is owned by Nancy E. David, 50%,  
and H. Hunter White III, 50%. Nancy E. David is sole  
stockholder of Livingston Communications Inc., licensee  
of WBIU(AM) Denham Springs, LA. Action June 26.

■ **KWCLI(AM)** Oak Grove, LA (BAL890509EK; 1280 khz;  
1 kw-D)—Granted app. of assignment of license from  
Baker Broadcasting Co. to West Carroll Broadcasting Inc.  
for \$15,000. Seller has no other broadcast interests. Buyer  
is owned by Jerald Womack, who has no other broadcast  
interests. Action June 27.

■ **WNAV(AM)** Annapolis, MD (BAL890510EA; 1430  
khz; 5 kw-D; 1 kw-N DA-N)—Granted app. of assignment  
of license from Duchossois Communications Co. of Maryland  
Inc. to Encore Broadcasting of Maryland Inc. for  
\$1,625 million. Seller is owned by Richard L. Duchossois,  
who also owns WHFS(FM) Annapolis. Buyer is owned by  
Jacob Einstein, who has no other broadcast interests. Action  
June 26.

■ **WSJC(AM)** Magee, MS (BAL890427EA; 810 khz; 50  
kw-D, 500w-N, DA-N)—Granted app. of assignment of  
license from CSB Communications Inc. to WSJC Inc. for  
\$325,000. Seller is owned by Craig Scott and Stephen  
Vunyard. Scott was general manager of WREC(AM)-  
WEGR(FM) Memphis. Vunyard is president of Clayton  
Webster Corp., St. Louis-based radio syndication firm. It  
has no other broadcast interests. Buyer is owned by Sam E.  
Floyd, who has no other broadcast interests. Action June  
26.

■ **KWTO-AM-FM** Springfield, MO (AM: BA-  
PL890405EA; 560 khz; 5 kw-U, DA-N; FM: BAL-  
H890408EB; 98.7 mhz; 100 kw; ant. 600 ft.)—Withdrawn  
app. of assignment of license from Summit-Springfield  
Broadcasting Corp. to Cole Media Inc. for \$4.25 million  
("Changing Hands," April 10). Seller is headed by James  
Wesley Jr. It also owns KLZ(AM)-KAZY(FM) Denver;  
WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-  
WXYV(FM) Baltimore; KFOR(AM)-KRFX(FM) Lincoln,  
NE; WAKR(AM)-WONE-FM Akron and WONE(AM)-  
WTUE(FM) Dayton, both Ohio; KMEZ(AM)-KJMZ(FM)  
Dallas. Buyer is owned by Richard Cole, who has no other  
broadcast interests. Action June 30.

■ **KLCY(AM)-KYSS-FM** East Missoula, MT (AM: BA-  
L890515EE; 930 khz; 5 kw-D, 1 kw-N; FM: BAL-  
H890515EF; 94.9 mhz; 30.2 kw; ant. 2,490 ft.)—Granted  
app. of assignment of license from USA Broadcasting Co.  
Inc. to Western Broadcasting Co. for \$1,250,000. Seller is  
owned by John D. Mattus, who has no other broadcast  
interests. Buyer is owned by Dale D. Moore, who has no  
other broadcast interests. Action June 26.

■ **WBTA(AM)** Batavia and WBTE-FM Attica, both New  
York (AM: BAL890515EG; 1490 khz; 500w-D, 250w-N;  
FM: BALH890515EH; 101.7 mhz; 3 kw; ant. 295 ft.)—  
Granted app. of assignment of license from Stockholders  
Liquidation Trust to Pembroke Pines Elmira Limited for  
\$1,480,000. Seller is owned by John T. King, trustee, and  
has no other broadcast interests. Buyer is owned by Robert  
J. Pfuntner. He is 100% stockholder of WACK(AM) New-  
ark, NY, which is licensed to Pembroke Pines Inc., and  
WELM(AM)-WLTV(FM) Elmira, NY, which is licensed to  
Pembroke Pines Elmira Ltd. Action June 26.

■ **WPYB(AM)** Benson, NC (BTC890404EA; 1130 khz; 1  
kw-D)—Granted app. of assignment of license from The  
Dispatch Broadcasting Co. to Bobby Ray Johnson for  
\$100,000. Seller is owned by Charles Sink, who has no



# Professional Cards

## du Treil Lundin, & Rackley, Inc.

A Subsidiary of A. D. Ring, P.C.  
1019 19th Street, N.W.  
Third Floor  
Washington, D.C. 20036  
Telephone: 202/223-6700  
Facsimile: 202/466-2042  
Member AFCCCE

**SAC** Carl T. Jones Corporation  
A Subsidiary of Science Applications International Corporation  
CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VA. 22153  
(703) 569-7704  
MEMBER AFCCCE

**LOHNES & CULVER**  
Consulting Radio-TV Engineers  
1156 15th. St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 296-2722  
 Since 1966 Member AFCCCE

**COHEN, DIPPELL and EVERIST, P.C.**  
CONSULTING ENGINEERS  
1300 "L" STREET, N.W. SUITE 1100  
Washington, D.C. 20005  
(202) 898-0111  
Member AFCCCE

**SILLIMAN AND SILLIMAN**  
8121 Georgia Ave. #700  
Silver Spring, MD 20910  
ROBERT M SILLIMAN, P.E.  
(301) 589-8288  
THOMAS B SILLIMAN, P.E.  
(812) 853-9754  
Member AFCCCE

**Moffet, Larson & Johnson, Inc.**  
Consulting Telecommunications Engineers  
Two Skyline Place, Suite 800  
5203 Leesburg Pike  
Falls Church, VA 22041  
703 824-5660  
FAX: 703-824-5672  
Member AFCCCE

**ANDRUS AND ASSOCIATES, INC.**  
ALVIN H. ANDRUS, P.E.  
351 SCOTT DRIVE  
SILVER SPRING, MD 20904  
 301 384-5374  
Member AFCCCE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128  
 (415) 342-5200  
(202) 396-5200  
Member AFCCCE

**JULES COHEN & ASSOCIATES, P.C.**  
Suite 400  
1730 M St. N.W.  
Washington DC 20036  
(202) 659-3707  
Member AFCCCE

**CARL E. SMITH CONSULTING ENGINEERS**  
AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
"Serving the Broadcast Industry for over 50 Years"  
Box 2727 Bath, Ohio 44210  
(216) 659-4440

**VIR JAMES CONSULTING ENGINEERS**  
Applications and Field Engineering  
Computerized Frequency Surveys  
3137 W. Kentucky Ave. - 80219  
(303) 937-1900  
**DENVER, COLORADO**  
Member AFCCCE & NAB

**E. Harold Munn, Jr., & Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING**  
250 West 57 Street  
New York, N.Y. 10107  
(212) 246-2850

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers  
9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCCCE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.,  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCCCE

**ENTERPRISE ENGINEERING P.C.**  
Consulting Engineers  
FW HANNEL PE  
PO Box 9001 Peoria, IL 61614  
(309) 691-4155  
Member AFCCCE

**STRUCTURAL SYSTEMS TECHNOLOGY, INC.**  
J. Cabot Gundy, P.E., PRESIDENT  
TOWERS, ANTENNAS, STRUCTURES  
New Tall Towers, Existing Towers  
Studies, Analysis, Design Modifications,  
Inspections, Erection, Etc.  
6867 Elm St., McLean, VA 22101 (703) 356-9765

**C. P. CROSSNO & ASSOCIATES**  
Consulting Engineers  
P.O. Box 18312  
Dallas, Texas 75218  
(214) 669-0294  
Member AFCCCE

**JOHN F.X. BROWNE & ASSOCIATES, P.C.**  
525 Woodward Ave.  
Bloomfield Hills, MI 48013  
(313) 642-6226  
Washington Office  
(202) 293-2020  
Member AFCCCE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
Consulting Engineers  
AM-FM-TV-LPTV-CATV  
POST OFFICE BOX 100  
FOLSOM, CALIFORNIA 95630  
(916) 933-5000

CLARENCE M. BEVERAGE  
**COMMUNICATIONS TECHNOLOGIES, INC.**  
BROADCAST ENGINEERING CONSULTANTS  
P.O. BOX 1130  
MARLTON, N.J. 08053  
(609) 985-0077

 LAWRENCE L. MORTON ASSOCIATES  
1231 MESA OAKS LANE  
MESA OAKS, CALIFORNIA 93436  
**LAWRENCE L. MORTON, P.E.**  
AM • FM • TV  
APPLICATIONS • FIELD ENGINEERING  
MEMBER AFCCCE  
(805) 733-4275 / FAX (805) 733-4793

**SELLMEYER ENGINEERING**  
Consulting Engineers  
P.O. Box 356  
McKinney, Texas 75069  
(214) 542-2056  
Member AFCCCE

**PAUL DEAN FORD, P.E.**  
BROADCAST ENGINEERING CONSULTANT  
R.R. 12, Box 351  
WEST TERRE HAUTE, INDIANA 47885  
812-535-3831  
Member AFCCCE

• FCC Data Bases  
• FCC Applications and Field Engineering  
• Frequency Searches and Coordination  
• AM-FM-CATV-ITFS-LPTV  
 **OWL ENGINEERING, INC.**  
Consulting Communications Engineers  
1306 W. County Road F, St. Paul, MN 55112  
(612) 631-1338 "Member AFCCCE"

**DATTEL CORPORATION**  
BROADCAST CONSULTANTS  
- APPLICATIONS - INSPECTIONS -  
1515 N. COURT HOUSE ROAD  
ARLINGTON, VIRGINIA 22201  
TEL. (703) 276-9007

**RADIO SYSTEMS ENGINEERING**  
FCC Applications • Design • Installation  
Field Service  
Experienced & Affordable  
4250 East Powell Avenue • Las Vegas, Nevada 89121  
24 Hr. (702) 454-2085

**DON'T BE A STRANGER**  
To Broadcasting's 116,427\* Readers  
Display your Professional or Service Card  
here. It will be seen by station and cable TV  
system owners and decision makers  
\* 1986 Readership Survey showing 3.5  
readers per copy

contact  
**BROADCASTING MAGAZINE**  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

**JOHN E. HIDLE, P.E.**  
Broadcast and Telecommunications  
Consulting Engineer  
P.O. BOX 126  
NEW PALTZ, NEW YORK 12561  
(914) 255-0449  
Member AFCCCE

**AFCCCE**  
Association of  
Federal Communications  
Consulting Engineers  
P.O. Box 19333  
20th Street Station  
Washington, DC 20036  
(202) 659-3707

other broadcast interests. Buyer has no other broadcast interests. Action June 23.

■ WYMJ(FM) Beaver Creek, OH (BALH890501GM; 103.9 mhz; 3 kw; ant. 528 ft.)—Granted app. of assignment of license from Ohio Broadcast Associates to Dayton Radio Inc. for \$3,000,000. Seller is owned by Arnold Malkan, who also owns KEYS(AM)-KZFM(FM) Corpus Christi, TX. Buyer is owned by Jose M. Lopez, Alan D. Gray, Loyal W. Wilson, and Primus Capital Fund II. Alan Gray owns interest in Stoner Broadcasting System Inc. (less than 1%) and Jacor Communications (less than 1%).

■ KHUG(AM) Phoenix, OR (BAL890308EA; 1300 khz; 5 kw-D)—Granted app. of assignment of license from Rogue River Radio Ltd. to Atkinson Adventures for \$0. Seller is owned by Robert and William Lettin, who have no other broadcast interests. Buyer is owned by Perry Atkinson. Atkinson Adventures is licensee of KDOV(AM) Talent, OR. Action June 22.

■ WBEU(AM)-WYKZ(FM) Beaufort, SC (AM: BAL881209EE; 960 khz; 1 kw-D; FM: BALH881209EF; 98.7 mhz; 100 kw; ant. 1001 ft.)—Granted app. of assignment of license from Specter Broadcast Corporation to Tri-City Broadcasting Co. for \$4,400,000. Seller is headed by John Mackin Ade. It also owns WFTW(AM)-WKSM(FM) Fort Walton Beach, FL. Buyer is owned by Enzo Dedominicis. Dedominicis is 100% stockholder of Radio Corp. of Hartford, licensee of WRCQ(AM)-WRCH(FM) New Britain, CT. Action June 19.

■ WDSC(AM)-WZNS(FM) Dillon, SC (AM: BAL880406EB; 800 khz; 1 kw-D; FM: BALH880406EC; 92.9 mhz; 100 kw; 604 ft.) WFLB(AM) Fayetteville, NC (BAL880406EA; 1490 khz; 1 kw-D, 250W-N, DA-2) WHCC(AM) Waynesville, NC (BAL880406ED; 1400 khz; 1 kw-U) and WQNS(FM) Waynesville, NC (BAL880406EE; 104.9 mhz; 100 w; ant. 1640 ft.)—Dismissed app. of assignment of license from Resort Broadcasters of Dillon Inc. to KAT Broadcasting Corp. for \$9,000,000. Seller is owned by Resort Broadcasters, Richmond, VA-based group of 10 AM's and seven FM's. Buyer is owned by Gardner H. Altman Jr., Doy R. Humphrey, Barry L. Little, Frieda S. Hughes, and Astrakel International Ltd. Gardner H. Altman, through corporation owned 100% by himself. Action June 27.

■ WWRJ(AM) Hollywood, SC (BAP870331FH; 1 kw-U, DA)—Dismissed app. of assignment of license from J&K Broadcasters to Arno W. Mueller for \$14,500. Seller is headed by Robert A. Jones. Jones has interest in five AM's. Buyer has no other broadcast interests. Action June 29.

■ KHLC-FM Bandera, TX (BALH890508HF; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Big Pine Broadcasting Inc. to Rod A. Callahan for \$175,000. Seller is owned by Steve Monroe and his father Gordon Monroe, and has no other broadcast interests. Buyer owns 100% of Tupelo Communications Inc., which is buying WSEL-AM-FM Pontotoc, MS ("Changing Hands," May 22). Action June 29.

■ KULF(FM) Brenham, TX (BALH890515HV; 94.1 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Brenham Bluebonnet Comms. Inc. to May Broadcasting Inc. for \$235,000. Seller is owned by Homer E. Plughaupt, who has no other broadcast interests. Buyer is owned by Roy May Jr., who has no other broadcast interests. Action June 27.

■ KHQS(FM) Gatesville, TX (BALH890516HX; 98.3 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from C.D.L.R. Communications Co. to Gaylon W. Christie for \$50,000. Seller is equally owned by Robert Ritchey, E. Milton Dooley and Jhonnelle Collura, who have no other broadcast interests. Gaylon W. Christie is general partner and 50% owner of Cove Broadcasting Co., licensee of KOOV(FM) Copperas Cove, TX; 3.16 MV/M contour of station KOOV(FM) class A FM station, does not overlap 3.16 MV/M contour of KHQS, also class FM station. Copperas Cove is approximately 23 miles south, southwest of Gatesville. Action June 28.

■ KJTL(TV) Wichita Falls, TX (BALCT890511KG; ch. 18; 2820 kw-V; ant. 1080 ft.)—Granted app. of assignment of license from Wichita Falls Television Ltd. to BSP Broadcasting Inc. for \$1,587,000. Seller is owned by Peter L. D'Acosta, who has no other broadcast interests. Buyer is owned by F. Lanham Lyne Jr., who has no other broadcast interests. Action June 29.

■ WHRD(AM) Huntington, WV (BAL890517EA; 1470 khz; 5 kw-D)—Granted app. of assignment of license from Marshall University Foundation Inc. to Frederick C. Dameron for \$60,000. Seller is owned by William C. Campbell. Buyer has no other broadcast interests. Action June 28.

## New Stations

### Actions

#### FM's

■ Lafayette, FL (BPH870729MJ)—Granted app. of Brian Mitchell Rowland for 99.9 mhz; 3 kw H&V; 328 ft. Address: 8700 Southside Blvd., 1516 Jacksonville, FL 32216. Principal has no other broadcast interests. Action June 28.

■ Holmes Beach, FL (BPH861208MW)—Granted app. of Cornerstone Communications Inc. for 98.7 mhz; 3 kw H&V; 328 ft. Address: 4603 East Gulf Dr., Holmes Beach, FL 33510. Principal is owned by J. Whitehead, who has no other broadcast interests. Action June 29.

■ Cresco, IA (BPH880412ME)—Granted app. of Mega Media Ltd. for 102.3 mhz; 3 kw H&V; 328 ft. Address: 207 N. Main St., Charles City, IA 50616. Principal is owned by James B. Hebel, who is licensee of KCHA-AM-FM Charles City, IA. Action June 29.

■ West Monroe, LA (BPED880819MC)—Dismissed app. of West Monroe Educational Broadcasting Foundation for 89.7 mhz; 3 kw; Address: 118 S. Martin Lane, West Monroe, LA 71291. Principal is headed by Phillip S. Smith III, who has no other broadcast interests. Action June 28.

■ Dexter, ME (BPH880622MJ)—Granted app. of Daniel F. Priestley for 102.1 mhz; 3 kw H&V; Address: P.O. Box 1116 East Holden, ME, 04429. Principal has no other broadcast interests. Action June 27.

■ Mora, MN (BPH880107NB)—Granted app. of John James Godfrey for 95.3 mhz; 3 kw H&V; 328 ft. Address: Route 5, Box 186 Mora, MN 55051. Principal has no other broadcast interests. Action June 29.

■ Louisburg, NC (BPH870702MB)—Granted app. of Franklin Broadcasting Co. for 102.5 mhz; 3 kw H&V; 328 ft. Address: P.O. Box 463, Louisburg, NC 27549. Principal is headed by Mollie B. Evans, who has no other broadcast interests. Action June 26.

#### TV

■ Eagle Pass, TX (BPCT881028KF)—Granted app. of Juan Wheeler Jr. for ch. 16. Address: P.O. Box 788, Eagle Pass, TX 78852. Principal has no other broadcast interests. Action June 29.

## Facilities Changes

### Actions

#### AM's

■ Laurel, MD, WILC(AM) 900 khz—June 28 application (BP880204AD) granted for CP to increase power to 2.454 kw.

■ Minneapolis, WCCQ(AM) 830 khz—June 19 application (BP880518AG) granted for CP to change antenna system; TL: Southeast quadrant of junction of State Hwy. 101 and Hennepin Country Rd. 10 in Maple Grove, MN, 2.5 km E of Corcoran, MN; 45 05 06N 93 31 06W.

■ Milan, NM, KOFK(AM) 1130 khz—June 16 application (BMP890126AE) granted for Mod of CP (BP850610AA) to make changes in antenna system.

#### FM's

■ Marion, AL, WJAM-FM 103.9 mhz—June 28 application (BMPH881209IF) granted for Mod of CP (BPH850403IC as Mod) to change freq.; 97.5 mhz; ERP: 2.05 kw H&V; HAAT: 390 ft. H&V; TL: 751 Greensboro Rd., Marion, AL; per docket 87-451.

■ Idyllwild, CA, KATY-FM 101.3 mhz—June 27 application (BMPH890308IE) granted for Mod. of CP to change ERP: .078 kw H&V; HAAT: 1574 ft. H&V; TL: approximately .6 km E of Idyllwild Panoramic Hwy. in Riverside County, CA.

■ Paso Robles, CA, KDDB(FM) 92.5 mhz—June 27 application (BPH880624IB) granted for CP to change ERP: 4.8 kw H&V; HAAT: 1,428 ft. H&V; TL: Cuesta Ridge, 7.2 km N of San Luis Obispo, CA; change antenna supporting structure height: amended to change ERP: 4.4 kw H&V and HAAT to 468 m H&V.

■ Tracy, CA, KYBB(FM) 100.9 mhz—June 29 application (BPH881117ID) granted for CP to change HAAT: 328 ft. H&V; TL: 14.2 km S of Tracy, CA, at 174 degrees true.

■ Brunswick, GA, WPIQ(FM) 101.5 mhz—June 29 application (BMPH880804IC) granted for Mod of CP (BPH850712IR as Mod) to change HAAT: 1,528 ft. H&V; TL: near intersection of Colerain/St. Marys Rd./McKendree Rd., Kingsland, GA; 30 49 17N 81 44 13W.

■ Coeur d'Alene, ID, KCDA(FM) 103.1 mhz—June 28 application (BPH880705IB) granted for CP to change ERP: 2.35 kw H&V; HAAT: 1,886 ft. H&V; TL: 6.4 km S of

Post Falls, ID; class: C2; per docket 88-600.

■ Rexburg, ID, KKQT(FM) 98.3 mhz—June 28 application (BPH881227MN) granted for CP to change (freq.): 98.1 mhz; ERP: 25 kw H&V; HAAT: 275 ft. H&V; class: C2; per docket 87-506.

■ Russellville, KY, WBVR(FM) 101.1 mhz—July 3 application (BPH890123IK) granted for CP to change HAAT: 1,298 ft. H&V; TL: .6 km, 337 degrees true from Jernigan Town, TN; 36 31 36N 86 41 14W.

■ Muskegon, MI, WSNX-FM 104.5 mhz—June 27 application (BPH890518IB) granted for CP to change ERP: 31.6 kw H and 30.27 V; install DA.

■ Glassboro, NJ, WGLS(FM) 89.7 mhz—June 30 application (BPED890206ID) granted for CP to change ERP: .03 kw H and .12 kw V; HAAT: 185 ft. H&V; TL: approximately 300 ft. SE of U.S. 322 on Glassboro College Campus, Glassboro, NJ; 39 42 31N 75 07 18W.

■ Waco, TX, KTKS(FM) 99.9 mhz—June 28 application (BMPH880805IB) granted for Mod of CP (BPH850911IO) to change HAAT: 1,649 ft. H&V; TL: 3.1 mi NE of Moody, TX.

■ Tacoma, WA, KBSG(FM) 97.3 mhz—June 28 application (BPH881018IE) granted for CP to change ERP: 51.5 kw H&V.

■ Casper, WY, KTKL(FM) 106.9 mhz—June 27 application (BPH890403IH) granted for CP to change HAAT: 1,922 ft. H&V; TL: on Casper Mtn., approximately 10 km S of Casper, WY.

■ Montpelier, VT, WNCN(FM) 96.7 mhz—June 29 application (BPH871224IA) granted for CP to change freq.: 104.7 mhz; TL: Ricker Mtn., 11 km NW of Waterbury, VT; ERP: 1.9 kw H&V; HAAT: 638 ft. H&V; changes in antenna system: 44 25 14N 72 49 42W.

#### TV's

■ Washington, WRC-TV ch. 4—June 28 application (BPCT890316KE) granted for CP to change ERP: 100 kw (vis); HAAT: 626 ft.; TL: 4001 Nebraska Ave., N.W., Washington; ant: Alan Dick & Co./T4H4.4DP60ND; 38 56 24N 77 04 54W.

■ Fort Wayne, IN, WANE-TV, ch. 15—June 28 application (BMPCT880526KK) granted for Mod of CP to change HAAT: 829 ft.; TL: 2915 W. State Blvd., Fort Wayne, IN; 41 05 38N 85 10 48W.

■ Concord, NC, WUNG(TV) ch. 58—June 28 application (BPCT890317KG) granted for CP to change ERP: 5000 kw (vis); HAAT: 1390.4 ft.; TL: .83 mi, 353.6 degrees N of intersection of State Hwy. 49 and State Rd. 1309, Concord, NC; ant: Harris/TWS-30 (58) (DA); 35 21 30N 80 38 37W.

■ Huntington, WV, WSAZ(TV) ch. 3—June 28 application (BPCT890414KL) granted for CP to change ERP: 42.7 kw (vis); HAAT: 1273, ft.; TL: 13.8 mi NE of Huntington, WV; ant: Dielectric/TDM7A(S)(BT); 38 30 34N 82 13 09W.

## Allocations

■ Rockland, ME, Effective Aug. 21 amended FM table by substituting ch. 277B (103.3 mhz) for ch. 277B1 at Rockland and conditionally modifying license of WCMC-FM to specify operation on the higher powered ch. (MM docket 88-611) by R&O [DA 89-685] adopted June 15 by chief, Allocations Branch, Mass Media Bureau.)

■ Montauk, NY, Effective Aug. 21 amended FM table by allotting ch. 235A (94.9 mhz) to Montauk as its second local FM service. Filing window opens Aug. 22, closes Sept. 21. (MM Docket 88-495 by R&O [DA 89-688] adopted June 15 by chief, Allocations Branch.)

## Actions

■ Capital Cities/ABC, Granted permanent waiver of FCC's one-to-a-market rule (Report MM-413, Mass Media Action). Capital Cities/ABC has been granted permanent waiver of commission's one-to-a-market rule allowing it to retain common ownership of television and radio stations in New York, Los Angeles, Chicago, and San Francisco. Stations involved are WABC-AM-TV and WPLJ(FM) New York, WLS-AM-TV and WYTZ(FM) Chicago, KABC-AM-TV and KLOS(FM) Los Angeles and KGO-AM-TV San Francisco, CA. Action by Commission June 30 by letter.

■ Duane Delorey, Denied Delorey's request for review of ruling by Chief, Field Operations Bureau, which denied his Freedom of Information Act request concerning identity of complainant against his radio operations. (By MO&O [FCC 89-204] adopted June 14 by commission.)



**VIDEOCOM  
TELEPORT  
BOSTON**

- Studio and Program Origination Facilities
- Co-located with a Multi-format Tape Playback
- Conveniently Located 20 Minutes from Downtown Boston
- Interconnected to Boston TOC and Major Event Centers
- Full Service Videoconference Capabilities

---



**VIDEOCOM  
SATELLITE  
ASSOCIATES**  
BOSTON, MASSACHUSETTS

617/329-4080 800/872-4748

Videocom Satellite Associates also owns and operates network transportable KU and C-band Uplink Systems nationwide.

**CASH FLOW FINANCING**  
We purchase Accounts Receivable  
National and Local  
**MFR FINANCIAL (714) 544-7131**

**SOUTHEAST AM/FM**  
Recent increase in tower height to 1500 feet makes this the best FM facility in this Southeastern military market. Companion AM. The price is \$2,750,000  
Contact Jay Bowles  
at 404-892-4655 at Blackburn & Company

**WMGP-FM Class B-1  
WADC-AM 5k/.25k**  
Parkersburg, W.Va/Marietta, Oh  
Asking \$800,000  
407-295-2572

**SMALL MARKET STATION  
IN GROWTH AREA**  
EXCELLENT POTENTIAL  
\$50,000 CASH OR \$75,000 TERMS  
BUILDING AND TOWER SITE FOR LEASE OR SALE  
NEEDS MANAGEMENT  
MON.-FRI. CALL 704-586-9742, 9:30-4

**STATIONS FOR SALE**  
—Pacific Northwest. Fulltime AM in small market. Satellite programming. Perfect for first-time owner. Absentee owner wants quick sale.  
—Class A FM in Alabama with C2 approved and C1 pending. Great potential. \$450k with some terms available.  
Stations and CP's for sale nationwide.  
Plus, we have buyers for your station  
**CONTEMPORARY COMMUNICATIONS**  
404-460-6159

**LOWER MIDWEST**  
Suburban to Metro Market half-million plus AM-D-A-FM - both put class C signal into Metro Base city 8,000 plus good area includes land and buildings 75-100 assets. Cash flow will handle debt service. Absolute owner/operator plus hard working wife. Great potential—presently simulcasting. Creative owner will do great 475M-150M down-sensible terms. Full financial qualifications on first call.  
**Packerland Consultants & Sales: 414-235-2625**

**Broadcaster with expertise and financing can enter the market for less with  
CII & CI FM move-ins  
in excellent med markets  
in MO TX LA**  
One small market FM  
in TX priced 350K  
**THE FUTURE IS NOW!**  
**Mitchell & Associates**  
P.O. Box 1065,  
Shreveport, LA 71105  
318-868-5409

For Sale Stations

**CLASS A's**

**TENNESSEE.** Mid-State rural market. Class A with CP for 50KW upgrade. \$400,000. Terms.

**COLORADO.** Single station market. Two translators serve other area cities. Total market - 90,000. Asking \$450,000. Terms

**VIRGINIA.** AM/FM combo. Single station market. FM also serves larger city. Asking \$525,000. Terms.

**NORTH CAROLINA.** AM/FM combo. Single station market. Long established. Asking \$750,000 - Terms. \$650,000 cash.

Good Real Estate Included



**MEDIA BROKERS**  
Dick Paul Tom Snowden  
 919-355-0327

\* More than 90 radio & TV stations nationwide listed for sale.  
\* Call to get on our mailing list.



**Broadcast Communications Division  
BUSINESS BROKER ASSOCIATES**  
615-756-7635 — 24 Hours

**PENNSYLVANIA**  
Class A FM. 5kw - D AM. Positive cash flow. Major Market suburban AM. 1kw. Covers 1.8 Million population. Positive cash flow.  
Jack Satterfield 215-668-1168

**COLORADO**  
AM-FM. Ski resort area. Turnaround.  
AM-FM Single market. Real Estate. Cash Flow

**MONTANA**  
AM 3.75X cash flow

**WYOMING-MONTANA**  
Group of 3 AMs, 2 FMs. Cash flow.  
Al Perry 303-239-6670



*Satterfield & Perry, Inc.*  
Investments in Media

## For Sale Stations Continued

### MIDWEST C-2

Excellent opportunity  
\$975,000 Negotiable  
REPLY TO BOX H-29

### Rocky Mountain Top Rated Combo

Medium market with  
growth potential available.  
Well respected stations  
in economically stable city.  
Great area to live.  
303-491-9264

### FOR SALE

Unique, Single Station,  
Midwest Market  
City Population 40K  
5KW AM  
Call 913-384-9900

### LPTV STATION K76CQ Pasco, Washington for sale.

K76CQ provides coverage in Pasco, Kennewick, Richland and Walla Walla, WA. Bids accepted for license only or for license, translator and all operating equipment. Bids accepted through July 31, 1989. Contact Surplus Property, Washington State University, Pullman, WA 99164-1101. 509-335-8619 for bid forms. WSU reserves the right to reject any or all bids in the best interest of the university.

## BROADCASTING BOOK DIVISION

**WRITING FOR TELEVISION AND RADIO, 4th Edition** by Robert L. Hilliard. This highly successful book stresses practical, bread-and-butter aspects of broadcast writing—without neglecting the artistic, ethical and social responsibilities of the writer. It is designed to help you succeed as a pro in a very lucrative field, offering detailed coverage of all areas where career opportunities exist. WRITING FOR TELEVISION AND RADIO takes a systematic approach to each type of writing: news and sports; commercials; features and documentaries; music and variety shows; talk shows; drama; children's and minority scripts; educational, industrial and government programs. The comprehensive 4th edition is an excellent overview of the world of radio and TV writing. Includes sample scripts, glossary, bibliography and index.  
**1984, paper, 385 pp** **W02782-2 \$29.95**

Please make checks payable to:  
**Broadcasting Book Division**  
1705 DeSales St., N.W.  
Washington, DC 20036

Order toll-free using  
Visa or MasterCard  
800-638-7827

## BROADCASTING'S CLASSIFIED RATES

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

**Payable in advance.** Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

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

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

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy

Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: \$4.00 per issue. All other classifications: \$7.00 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

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

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

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

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

## News and Public Affairs

**Jeff Gralnick**, VP and executive producer of special broadcasts, ABC News, New York, adds duties of executive producer of *Capital to Capital*, series of live, unedited satellite broadcasts originating from Washington and Moscow between members of U.S. Congress and deputies of Supreme Soviet.

**Ian Marquand**, news director, KTVH(TV) Helena, Mont., joins KPAX-TV Missoula, Mont., in same capacity.

**Roger Sockman**, capitol correspondent, Louisiana Public Broadcasting, Baton Rouge, joins WKJN(FM) there as news director.

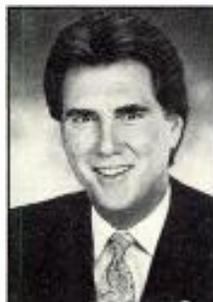
**Bianca Yasmin Salahshourian**, air name Bianca Tyler, graduate, Fairfield University, Fairfield, Conn., joins WWCO(AM) Waterbury, Conn., as news director and morning news anchor.

**Harvie E. Nachlinger**, operations manager, WDTN(TV) Dayton, Ohio, named assistant news director.

**Herb Dudnick**, news director, KRON-TV San Francisco, joins ABC, Washington, as senior producer, *World News Tonight*. **Al Goldstein**, assistant news director, KRON-TV, named acting news director.



Garofalo



Greene

**Mary Garofalo**, anchor and reporter, CITY-TV Toronto, Ontario, joins WPIX(TV) New York in same capacity.

**Harold Greene**, weekend anchor, KABC-TV Los Angeles, named co-anchor 4 p.m. and 6 p.m. newscasts.

**Norma Cancio**, weekend co-anchor, KGUN(TV) Tucson, Ariz., named 6:30 a.m. and noon anchor.

**William M. Schwarz**, assistant general manager, Co-op City, New York, joins Cablevision, Long Island, as director of public affairs.

## Promotion and PR

**Elizabeth Wagner**, public affairs director, *People Magazine*, New York, joins CBS/Broadcast Group there as director, entertainment publicity.

**Suzanne Gordon**, national magazine coordinator, public relations department, ABC, Los Angeles, named manager, program publicity, West Coast.

**Ilene Chaiken**, VP of creative affairs, Aaron Spelling Productions, Los Angeles, joins Patchett-Kaufman Entertainment there as

**Laurence Olivier**, 82, who died July 11, is best remembered as classical stage and film actor, but Olivier also won five Emmys: outstanding single performance by an actor, *The Moon and Sarpence*, NBC, 1959; outstanding single performance by an actor in leading role, *A Long Day's Journey into Night*, ABC, 1972; single appearance in drama or comedy series, *Love Among the Ruins*, ABC Theatre, 1974; outstanding supporting actor in limited series or special, PBS, *Bridehead Revisited*, 1981, *King Lear*, 1983.

senior VP, creative affairs.

**Sandi Wildman Padnos**, public relations consultant, Los Angeles, joins Movietime, Hollywood, as consultant, consumer press and publicity.

**Alyssa Levy**, public relations coordinator, news division, Turner Broadcasting System, Atlanta, named manager. **Lisa Childs**, videotape librarian, 1988 Olympics, NBC, Seoul, joins Turner Broadcasting System, Atlanta, as publicity coordinator, news division.

**Martie Quan**, public information officer, Century Freeway Affirmative Action Committee, Los Angeles, joins KSCI(TV) San Bernardino, Calif. (Los Angeles), as publicity director.

**Ethel B. Shepard**, public affairs manager, Metropolitan Area Planning Council, Bos-

ton, joins WCVB-TV there as station publicist.

**Marion Combs**, executive director of office of institutional advancement, Stillman College, Tuscaloosa, Ala., joins noncommercial WSVH(FM) Savannah, Ga., as development director.

**Francis X. Tobin**, account executive, Brocato & Kelman, Los Angeles, joins Porter/Novelli there in same capacity for entertainment group.

**Cindy Gatzliols**, creative services coordinator, WGN(AM) Chicago, joins WLUP-AM-FM there as promotion assistant.

**Ashley S. Lay**, customer service representative, First American Savings Bank, Raleigh, N.C., joins WSPA-TV Spartanburg, S.C., as promotion assistant.

## Allied Fields



Johnson

**Frank S. Johnson Jr.**, assistant postmaster general, Washington, joins U.S. Information Agency there as director of office of public liaison.

**Gregory J. Voght**, acting chief of mobile services division, Common Carrier Bureau, FCC, Washington, named chief of

## Broadcasting Cable

### SUBSCRIPTION ORDER CARD

Fill in, sign and mail to:  
Circulation Department  
Broadcasting/Cable  
1705 DeSales St, NW  
Washington, DC 20036

**YES**, I want to receive an introductory subscription to **Broadcasting/Cable** at no charge.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone No. (\_\_\_\_) \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

PLEASE PRINT OR TYPE

### BUSINESS CLASSIFICATION:

Please check the category that best describes your firm's primary business (please check only one).

- 1. Cable TV systems Operations
  - a. Independent Cable TV System
  - b. MSO (two or more Systems)
- 2. Cable TV Contractor
- 3. Cable TV Program Network
- 4. SMATV or DBS Operator
- 5. MDS, STV, or LPTV Operator

- 6. Microwave or Telephone Company
- 7. Commercial Television Broadcaster
- 8. Cable TV Component Manufacturer
- 9. Cable TV Investor
- 10. Financial Institution, Broker or Consultant
- 11. Law Firm or Government Agency
- 12. Program Producer or Distributor
- 13. Advertising Agency
- 14. Educational TV Station, School or Library
- 15. Other \_\_\_\_\_

(Please describe)

division.

**Gregory R. Viggiano**, intern, Center for Communication, New York, joins Arbitron there as client service representative.

Appointments at Associated Press: **Paul Simon**, assistant bureau chief, Los Angeles, to bureau chief, Omaha; **Holden E. Lewis**, correspondent, El Paso, to same capacity, Lubbock, Tex.; **Michelle Locke**, correspondent, Boston, to chief correspondent, Springfield, Mo.

**Ed Planer**, VP, NBC News, London, joins Saul Foos & Associates Inc., Chicago-based broadcast management firm, as head of television department.

**Brenda Z. Doby**, VP, Bank of California, Beverly Hills, joins Lincoln National Bank there as senior VP and head of newly formed entertainment lending division.

**John E. Palmer**, co-founder and managing director, Charterhouse Media Group, New York, joins Jesup & Lamont Securities Co. there as director of investment banking, broadcast media group.

**Sara M. Fisher**, director of new business development, Communications Equity Associates, Tampa, Fla.-based investment banking and brokerage firm, named director of marketing. **W. Jay Dugan**, VP, cable brokerage and investment banking division, Communications Equity Associates, named senior VP.

**Alice Henderson**, VP of program practices, CBS Broadcast Group, New York, forms Henderson International Enterprises, New York-based standard and practices consulting firm for independent producers.

**Kathleen Amundson**, director of finance, Disney Channel, Burbank, Calif., joins AME, Burbank-based post-production and tape duplication company, as VP, finance, and chief financial officer.

**Bob Palmer**, director of engineering, Providence Journal Broadcasting Corp., Providence, R.I., joins LDL Communications, Warwick, R.I., as sales manager, Eastern Region.

**Robert E. Lambdon**, sales manager, MPCS Video Industries, New York, joins Microtime Inc., Bloomfield, Conn., as national sales manager.

**Carol R. Vernon**, assistant to president, Tobacco Institute, Washington, joins National Cable Television Association there as director of program publicity.

**Tina Pruitt**, senior exhibits coordinator, Consumer Electronics Group, Washington, named manager of exhibits.

Appointments to board of National Federation of Community Broadcasters, Washington-based membership organization of community-based public radio groups and

**Mel Blanc**, 81, the man of a thousand voices, most recognizably that of the wisecracking Bugs Bunny of Warner Brothers cartoon fame, died July 10 at Cedars-Sinai Medical Center, Los Angeles. He had heart disease and other medical problems, according to a hospital spokesman.

Blanc began his career in broadcasting in 1927 at the age of 19 as a singer on *Hoot Owls* on KGW(AM) Portland, Ore. He did all the voices on an hourly, six-days-a-week program, *Cobwebs and Nuts*, on KEX(AM) Portland from 1933 to 1935. He had comedy roles on two radio programs on KFVB(AM) Los Angeles, *Johnny Murray's Comedy Show*, from 1935 to 1936, and the *Joe Penner Show*, from 1936 to 1937. He moved to network radio, where he became one of the busiest voices around, at one time doing 18 programs weekly. He was most closely associated with Jack Benny, on whose radio program he was featured from 1937 to 1948 in various roles, from Benny's violin teacher, Professor Le Blanc, to the wheezing and sputtering engine of his Maxwell automobile. Blanc also appeared occasionally on television's *The Jack Benny Show*.

In 1937, Blanc joined Leon Schlessinger Productions, a cartoon company that eventually developed Warner Brothers' *Looney Tunes* and *Merrie Melodies*. His first cartoon voice that year was a drunken bull. Later, he developed the voice for Porky Pig. His second major character was Happy Rabbit. Blanc suggested the rabbit's name be changed to Bugs, after the nickname of the character's illustrator, Ben (Bugs) Hardaway, and Bugs Bunny was born. Blanc's repertory of characters grew to include Daffy Duck, Elmer Fudd, Sylvester and Tweety, Pepe Le Pew and Yosemite Sam. *The Bugs Bunny Show*, a prime time series with all voices by Blanc, ran on ABC from October 1960 to September 1962. By the time the series left prime time, a Saturday morning version had already begun (in April 1962). It continues today, and is the longest continuously running Saturday morning children's program. Blanc's work for cartoon producer Hanna-Barbera included the voices of Barney Rubble and Dino the dinosaur on *The Flintstones*. He is survived by his wife, Estelle, and one son, Noel.



associated organizations and individuals: **Pat Scott**, general manager, KPFA(FM) Berkeley, Calif.; **Donna Land Maldonado**, operations director, KRCL(FM) Salt Lake City; **John Crigler**, partner, Haley, Bader & Potts, Washington; **Susan Newstead**, general manager, KOPN(FM) Columbia, Mo.; **Tom Davis**, program manager, KKF(FM) Kansas City, Mo.; **Marsha Thomas**, consultant, Grand Junction, Colo.; **Rich McClear**, general manager, KCAW(FM) Sitka, Alaska.

Appointments to board of Southern Education Communications Association, Columbia, S.C.: **Richard A. Lehrer**, WUFT-FM-TV Gainesville, Fla.; **Wayne Godwin**, WKNO-FM-TV Memphis; **John-Robert Curtin**, WKPC-TV Louisville, Ky.; **Hal Bouton**, WTVI(TV) Charlotte, N.C.; **Stephen Steck**, WMFE-TV Orlando, Fla.; **Noel Smith**, KNCT(TV) Belton, Tex.

## Deaths

**Vic Perrin**, 73, actor and announcer, died of cancer July 4 at Cedars-Sinai Medical Center, Los Angeles. His voice was known as announcer for *The Outer Limits* science-fiction anthology series which ran on ABC

from 1963 to 1965. Perrin began his broadcasting career in 1941 with NBC as staff announcer in Hollywood. He was with NBC for six years, including chief announcer for Blue Network (which later became ABC) from 1942 to 1946. He spent seven years on radio program *One Man's Family*. He was regular for five years on radio version of *Guns, Smoke*, and also appeared in television version. He was also regular on radio and television versions of *Dragnet*. Perrin appeared regularly on such shows as *Mission Impossible*, *Star Trek*, *The Big Valley* and *Maverick*. He is survived by his wife, Rita, son, George, and stepson, Steven.



Sanger

**Elliott M. Sanger**, 92, co-founder of WQXR-AM-FM New York, died at his home in Manhattan on July 9 after series of strokes. Sanger founded Interstate Broadcasting Company in 1936 with John V.L. Hogan. Their first station was WQXR(AM). Three years later they put WQXR-FM on air. It was first FM station in New York. Sanger was general manager of WQXR from its founding until 1965. *The New York Times* purchased Interstate Broadcasting Co. in 1944 and named Sanger executive vice president. He was chairman of Interstate from 1965 until his retirement in 1967. His wife, Eleanor, joined station in 1936 "help out," became program director stayed on for 27 years. Sanger is survived by his wife and two sons, Elliott Jr. and Kenneth.

**INDEX TO ADVERTISERS:** Accuracy in Media 18 □ Ampex Cover 2, 3 □ Blackburn and Co., Inc. 5, 70 □ Bright Star Communications, Ltd. 53 □ Broadcast Investment Analysts, Inc. 72 □ CBS Radio Representatives 63 □ CBS Radio Sports 25 □ S.R. Chanan & Co. 68 □ Chapman Associates 78 □ Classified Ads 83-90 □ Communications Equity Assocs. 73 □ Comsat World Systems 47 □ Conus Satellite Services 51 □ Crisler Capital Company 74 □ Great American Broadcasting Co. 52 □ GTE Spacenet 43, 45 □ HCA International Co. 66 □ Ted Hepburn Company, The 71 □ Home Shopping Club Cover 4 □ IDB Communications Group, Inc. 39, 41 □ Lazard Freres & Co. 60-61 □ MCA TV 15 □ Media Venture Partners 69 □ Midwest Communications Corp. 23 □ National Public Radio 36 □ Pacific Satellite Connection 55 □ Panasonic Broadcast Systems 16-17 □ Professional Cards 81 □ San Francisco Satellite Center 50 □ Services Directory 80 □ SFM Entertainment Front Cover □ Society Bank 75 □ Howard E. Stark 20 □ TeleRep Inc. 26 □ Tribune Entertainment Co. 19 □ Unda-USA 22 □ Warner Bros. Domestic Television Distribution 7, 9, 11, 12-13

## Julian Brodsky: cable financing pioneer

For many, Julian Brodsky looms larger than life. At 6'4" and 255 pounds, Brodsky is tailored to the part. His stature in the cable industry is equally imposing. He's "truly one of the financial geniuses of the industry," according to cable analyst Kenneth Berents of Butcher & Singer. "He's more right than anybody else I've ever met—regardless of the subject matter," says Comcast Corporation Executive Vice President Brian Roberts. Brodsky is the financial mind that has helped Comcast grow from a cable system in Tupelo, Miss., to one of the five biggest MSO's in the country.

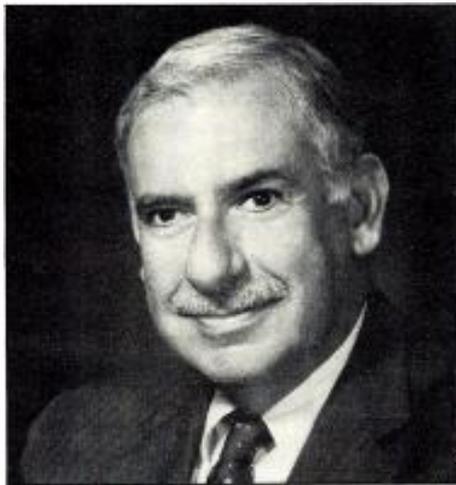
Many cable pioneers saw the consumer appeal of delivering distant television signals to communities that did not enjoy clear reception. But for Brodsky, a certified public accountant, the underlying economics of the business were attractive, too. "It was a high fixed [cost], low variable-cost business, and once break-even was achieved, incremental revenue tended to drop to the bottom line. And because it was a capital-intensive business, it also had certain tax advantages."

So Brodsky, who had done work for some cable operators, took notice when in 1963 Ralph Roberts, a client of his accounting firm, decided he would invest his money in the cable business. "I...was very excited about that prospect, and approached him and told him I didn't think there was any way he could do that without me," Brodsky says. Roberts hired him to be *de facto* chief financial officer for his cable operations, a job Brodsky has held for 26 years.

Brodsky has been "tremendously instrumental in making it possible for the company to grow through the financing he's arranged," says Roberts, president and chairman of Comcast (and Brian Roberts's father). According to Brodsky, Comcast has grown from approximately 250,000 subscribers in 1982 to nearly 2.5 million today.

In helping to build Comcast, Brodsky has been a pioneer in cable financing.

In 1965 Comcast was financing its growth with six-year bank loans—"pretty good for the cable business in those days," says Brodsky, but still inadequate for the longer-term investments that system-building required. "We spent six months banging our heads against a wall trying to get banks to give us 10-year loans. They just were not in the 10-year loan business. So we said: 'Who is in the long-term loan business?' The insurance companies." Brodsky found an insurance company loan officer who would give the company a 12-year, fixed rate loan—what Brodsky calls one of the first insurance company private placements made by a cable company. "That was a radical breakthrough, and I



JULIAN A. BRODSKY—vice chairman, chief financial officer, Comcast Corp., Philadelphia; b. July 16, 1933, Philadelphia; B.S., Economics, Wharton School of the University of Pennsylvania, 1955; auditor, International Ladies Garment Workers Union, New York, 1955-58; William E. Howe & Co., Philadelphia, 1958-60; Adler, Faunce & Leonard, Philadelphia, 1960-63; controller, International Equity Corporation, 1963-69; chief financial officer, Comcast Corp., 1969 to present; vice president, 1969-79; senior vice president, 1979-87; current position since June 1987; m. Lois Green, Dec. 23, 1956; children: Debra, 29; Ellen, 26; Laura, 22.

think [it] was one of the great things that has helped the growth of the cable television business," he says.

After an unsuccessful attempt to form a limited partnership to build some Florida systems in 1966, Comcast used a limited partnership arrangement to build Maryland systems in 1969.

In 1978, Comcast issued one of the first industrial development bonds used to finance a cable build. Because the interest received on the bonds was exempt from federal income tax, the interest Comcast had to pay was about 60%-70% of what it might have had to pay on a taxable bond.

In 1982, Comcast was again an innovator among U.S. cable operators by raising money in the Eurobond market.

In addition to financial experimentation, Brodsky and Comcast are known for their fiscal conservatism. One demonstration of that is the company's practice of financing all of its acquisitions and new builds on a standalone basis, rather than by incurring general corporate debt. One of the reasons behind this, Brodsky says, is that Comcast's success in raising outside financing for a project is a litmus test for its success—"We wanted a third-party sanity test of the viability of a particular project."

According to Brian Roberts, the charac-

ter of Comcast in many ways mirrors that of Brodsky. First among the adjectives Roberts uses to describe Brodsky is frugal. The second quality Brian attributes to Brodsky is a "get it done" attitude. This attitude is embodied in the company's bid to acquire Storer Communications in 1985 (a bid that was ultimately unsuccessful). The key to the project, Brodsky says, was getting an investment banking house—Merrill Lynch—to commit \$1.2 billion of its own money to the project. "It's common now, but in those days it was unheard of. The word 'bridge loan' didn't exist," he says. Merrill Lynch's money was conditioned upon Comcast's ability to secure \$900 million in commitments from commercial banks—a task that Brodsky and Ralph Roberts completed in less than two weeks. Previous to this arrangement of more than \$2 billion in financing, the largest sum of money Comcast had raised at one time was about \$150 million, Brodsky says.

After long negotiations, Comcast and two other operators joined to acquire Storer last year from Kohlberg Kravis Roberts & Co., which had beaten out Comcast in buying Storer in 1985. Brodsky was "instrumental" in bringing about the acquisition, which had hit impasses related to both price and structure, says Bernard Schotters, vice president of finance of joint-venture partner Tele-Communications Inc. "Rather than identifying problems, [Brodsky] identifies and resolves them," says Schotters.

A get-it-done attitude has come out in his personal life, too. A recreational jogger, Brodsky decided in the spring before his 50th birthday that he would run a marathon. And that November, he did. "That seemed like a meaningful thing to do," Brodsky says.

Though acquaintances regard Brodsky as a tough and intimidating businessman, they talk about a softer side to him. He has "a great ability to beat you up while he's negotiating, and then be your friend," says Jim Hoak, chairman of Heritage Communications (in which Comcast acquired a minority interest last year). Brodsky "has a loud bark, but a soft bite," says Brian Roberts.

A final example of how hard Brodsky can drive himself is the story Ralph Roberts tells about his attempt to get Brodsky to quit his three-pack-a-day cigarette habit. Roberts's proposition was that he would pay every single expense for Brodsky on a vacation that the two of them would take together to Brodsky's choice of any destination in the world—if Brodsky went cold turkey. After considering various exotic locales, Brodsky picked the Bahamas—with the stipulation Roberts cover all of Brodsky's gambling losses. Roberts agreed. The two spent a week eating, drinking, playing tennis and counting cards at the blackjack table. The two of them came out ahead at the gaming tables, and Brodsky hasn't touched a cigarette since. ■

**Revenue at CBS/Broadcast Group grew gradually in just-completed second quarter**, as lackluster television network revenue was offset by increased TV station and radio revenue. Network's ability to fully partake in strong second-quarter scatter market was limited—presumably by extent of inventory sold in prior upfront market and by makegoods. Also, early determination of NBA championship and certain play-off series limited network's revenue from those events. Meanwhile, NBA costs did not decline commensurately and prime time costs increased as original programming (and its expenses) delayed by writers' strike was pushed into second quarter. **With revenue for CBS/Broadcast Group up 4%, to \$772 million, and costs up 8%, to \$634 million, operating profit declined 11% to \$138 million.** Revenue at owned TV station group was up, partly due to addition this year of WCIX(TV) Miami, although marketing and other ownership transition costs for that station held back group's profit increase. Radio was said to have performed very well, especially FM stations. Company's bottom line of \$119 million in net income was aided by \$13.8 million pre-tax gain on sale of securities, and slight decline in corporate expenses.

**Richard Cotton was named new NBC executive VP/general counsel last week**, succeeding Corydon Dunham, who had previously announced plans to retire. For past two years Cotton, 45, has been president/CEO of Health Care Excellence Inc., Washington-based health cost containment company that contracts with employers or insurers to monitor health care of workers injured on job. Cotton graduated from Yale Law School and clerked with Judge J. Skelly Wright of U.S. Court of Appeals and with Supreme Court Justice William J. Brennan Jr.

**Broadcast division of Freedom Newspapers, which has had two stations represented by Petry, is shifting its remaining three stations to that rep.** Moving from Katz is KTUV(TV) Medford, Ore. Coming from Blair is WLNE(TV) New Bedford, Mass. (Providence, R.I.). Petry will rep WRGB(TV) Schenectady, N.Y.

## Time Inc.'s latest 'Entertainment'

*Time Inc. will launch a new consumer magazine, Entertainment Weekly, in February 1990, the company announced last week. The magazine will contain reviews and articles covering television, movies, video, music and books. Entertainment Weekly will focus on "what's notable" in reviews rather than attempt comprehensive listings, according to Managing Editor Jeff Jarvis (currently TV critic for Time's People magazine). Its intention is to help readers sort through the confusion caused by the "entertainment abundance," Jarvis said. In the television reviews, no distinction will be made between broadcast television, cable or pay-per-view, he said: "TV is TV."*



*Broadcast-related advertising is expected to be among the magazine's top five categories, said Publisher Michael Klingensmith. At the outset, advertisers will probably be able to target New York, Los Angeles and Chicago in separate editions, Klingensmith said. Plans are to have separate advertising editions for the top 12 to 20 ADIs within two to four years. After two years of development, the magazine's launch was announced on the day that Time's lawyers argued their case for the Time-Warner merger in Delaware Chancery Court (see page 29).*

(Albany), after current client in Albany, WXXA-TV, finds new rep, according to Petry executive. Separately, Petry is taking on ex-Independent Television Sales client WFTX Cape Coral, Fla. (Fort Myers-Naples).

**Unexpected bargaining between Capital Cities/ABC and National Association of Broadcast Employees and Technicians ended without agreement last week**, leading to expectation that company will implement, without union approval, most of final contract offer this week or in near future. In meeting before federal mediator, Capcities/ABC, despite earlier indications, proposed to amend final offer on seven items, but union's further request that company change separate seniority clause proposal and guarantee jobs for roughly 80 radio employees led to end of negotiations.

Having begun week by lowering \$120 per-share bid for **LIN Broadcasting** to \$110 per share, **McCaw Cellular Communications** subsequently offered \$127.50, after entering into discussions with LIN executives. Although discussions had not, as of Friday afternoon, reached agreement-in-principle stage, both companies issued statement saying negotiations for New York-based cellular and television group owner were continuing. LIN stock was trading at just under \$117 on Friday afternoon.

**KOIL(AM)-KOMJ(FM) Omaha, Neb., has been sold** by Valley Broadcasting Inc. to Ovation Broadcasting Co. for **\$5.75 million**. Seller is headed by Robert Dean and Robert Greenlee, who have no other broadcast interests. Buyer is headed by Phil Motta, who has purchased KFOX-AM-FM Abilene, Tex. ("Changing Hands," July 10). KOIL is on 1290 khz with 5 kw-U. KOMJ is on 103.7 mhz with 100 kw and antenna 1,296 feet above average terrain. Broker: Kalil & Co.

**KLZS(FM) Wichita, Kan., has been sold by Senator Nancy Kassebaum and her ex-husband, John Kassebaum**, to Sidney Sayovitz, attorney from West Orange, N.J., for \$2,850,000. Station is Kassebaum's last station. She sold AM counterpart, KFH(AM), last year to Midcontinent Broadcasting for \$800,000. Kassebaum is daughter of Alf Landon, former Kansas governor and 1936 Republican presidential nominee. Landon family still has broadcast properties in Kansas and Colorado. Broker: Chapman Associates.

**KHAI(TV) Honolulu, has been sold by Honolulu Family Television Ltd., subsidiary of Media Central Inc.** of Chattanooga, to KSCI Inc. for **\$1.75 million**. Sale was approved by Federal Bankruptcy Court for Eastern District of Tennessee. Media Central filed for bankruptcy in July 1987 (BROADCASTING, July 13, 1987). Media Central still has six stations to sell. Buyer is headed by Ray Beindorf and owns KSCI(TV) San Bernardino, Calif. KHAI is independent on ch. 20 with 537 kw visual, 53.7 kw aural and antenna 150 feet above average terrain.

**Times Mirror Cable Television Inc.** has become **eighth equal shareholder in pay-per-view network Viewer's Choice**, joining ATC, Continental Cablevision, Cox Communications, Newhouse Broadcasting, TeleCable, Viacom Cable and Walt Disney Pictures. TMCT will launch Viewer's Choice a Southern California systems in third and fourth quarters of 1989, with additional launches in 1990. TMCT owns and operates 45 cable systems in 14 states, serving more than one million subscribers. Viewer's Choice owns and operates two PPV channels serving 250 cable systems with over 9 million basic subscribers.

FCC, U.S. Information Agency and Board for International



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

## RADIO

### HELP WANTED MANAGEMENT

**General manager, WBAZ, Eastern Long Island, NY.** New position to replace owner operator. Successful track record of leadership and hands-on involvement in sales required. \$60,000 salary plus cash flow bonus and potential for earned equity. Let's grow this station and build a group. Write President, WBAZ, Box 1200, Southold, NY 11971. EOE, M/F.

**General sales manager** needed immediately for suburban Mid Atlantic Christian radio station. Full management authority and sales responsibilities. Substantial base plus commission. EOE. Box H-4.

**General sales manager:** Midwest superpower Combo. Minimum 5 years sales experience, organized leader, manage 8 salespersons, deliver results. Excellent compensation package. Advance with new, growing group. Sales history, resumes only. Strict confidence. Box H-17. EOE.

**General sales manager wanted.** Leading Combo with double-digit shares in beautiful, high growth, Carolina medium market needs leader/motivator/trainer to increase revenue. Excellent opportunity to advance. If you're a creative manager, send us your resume and salary requirements, along with a short presentation explaining your management style, training techniques, problem-solving experience, account-management philosophy, proof of track record, and anything else that will show us your stuff. We could bill \$3 million with your help. EOE. Box H-24. No oversized material.

**Florida group** seeks station manager. Bottom line oriented, dedicated professional willing to participate in sales efforts. EOE/MF. Call Ron Knight 904-785-9549.

**Memphis, Tennessee** radio giant is seeking applications for the position of general manager. Must have extensive experience in sales, promotion and managing successfully. All correspondence held in strict confidence. Please send resume and references to Box H-38. EOE.

**Growing group operator** is accepting applications for 100+ Sunbelt markets Network affiliates. Sales, promotion and experience a strong necessity. Lucrative compensation package. All correspondence held in strict confidence. Send resume and references to Box H-39. EOE.

**Manager for Carolina** small market station. Good location. Old operation. Prefer someone willing to invest \$10,000 up and stay put. Can earn up to 50%. Absentee owner needs someone with sales plus operation experience, and interested in ownership. Resume to Box H-44. EOE.

**Sales oriented GM:** FM small market. Midwest area. Must be able to charge person. 3-5 yrs. experience. Ownership possibilities. Profit sharing. Good market potential. Looking for an honest talented leader for our team. Send current resume with salary history. Box H-46. EOE.

**Do NOT send tapes or oversized materials to Blind Boxes**

### HELP WANTED SALES

**WBAZ, Eastern LI, NY** seeks experienced sales executive. High energy level, a competitive spirit and the joy of doing battle and winning are key. Our product is sensational and fun to sell. Light A/C: NY Mets and Giants; Boston Pops and Symphony, Old Time Radio Classics and lots more. #1 Adult station in market and great place to live and raise a family. Write WBAZ Sales, Box 1200, Southold, NY 11971. EOE.

**Tri-state Religious** radio station needs full time sales person. Good base plus commission. EOE. Box H-3.

**Sales:** Radio account executives. 50,000 watt AM Talk station no 28 ranked Providence and southeast New England. Paul Landis 508-674-3535. EOE.

**The WLPO & WAJK timetable** for new broadcasting graduates: 1 year - you've got the sales routine figured out. 2 years - making more money than your father. 3 years - ready for a management job. That's our track record for grads who come to us possessing an average intelligence, a willingness to learn and persistence. Call it the fast track, call it a short cut, but call us regardless. If you want to make it your lure, send resume to J McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

**Superior salesperson** needed for seaside resort Beautiful Music FM station. Exceptional performance can track to management position. Call 609-465-9400 or FAX resume 609-465-2463. EOE/MF.

### HELP WANTED ANNOUNCERS

**WBAZ, Eastern LI, NY** seeks an experienced staff announcer whose primary responsibilities will be news, production, and a monthly contribution to our award winning public affairs program. Peconic Magazine Intelligence, creativity and teamwork are paramount. WBAZ is the #1 adult station in the market. Help us increase our lead and have fun doing so. Write WBAZ Operations, Box 1200, Southold, NY, 11971. EOE.

**Major East Coast station** seeks motivated, promotional-oriented mid-day adult talent to develop 35-50 demo appeal, high profile personality early afternoon show. Women encouraged to apply. Tape, resume, one page letter to: New York Radio, Suite 321, 418 Geysler Rd., Ballston Spa, NY 12020. EOE.

**Experienced writer/announcer** to produce daily ski reports for large network serving major Northeastern stations. Solid typing, knowledge of skiing a plus. Major market exposure from scenic Vermont location! Resume and demo tape immediately to Laura James, NESAC (New England Ski Areas Council), 10 Cox Rd., Woodstock, VT 05091 802-457-3123. EOE.

**Talk show host.** Dominant full-service AM in Midwestern market of 200,000 looking to develop top-quality daily local talk program. Applicant should be a communicator, with a wide range of interests, prepared to solidify hold of station with community service. This will be a difficult position and will require a very dedicated professional looking for a long-term challenge. EOE. Box H-25.

### HELP WANTED TECHNICAL

**Engineer:** Upstate NY AM wants full time chief engineer. Salary negotiable. Respond to General Manager, Box H-26. EOE.

**Chief engineer.** Tyler, Texas market. AM. Class C FM. State of the art equipment, studio/offices in Jacksonville, Tyler and Longview. Ideal working conditions & great place to live. Applicant should have several years experience as chief, know microwave and satellite systems, FM paging. Must be well organized, neat, have good reference. Opportunity with successful, growing company. Send resume to KOOI/KEBE, PO Box 1648, Jacksonville, TX 75766. Phone: 1-800-338-1909 for Dudley Waller. EOE.

**Broadcast engineer:** Needs RF and studio engineering experience. \$1500/M plus health. Send resumes to K-100 Radio, PO Box 631, Marysville, CA 95901. EOE.

### HELP WANTED NEWS

**News anchor,** Florida's news leader seeks an experienced anchor/reporter with contemporary writing and delivery skills, familiar with the south Florida market. State-of-the-art facilities. Minorities encouraged to apply. T & R to Dorothy McIntyre, WIOD, 1401 N Bay Causeway, Miami, FL 33141. EOE.

**Anchor/reporter** for state News network. Tape and resume to Ted Werbin, Tennessee Radio Network, 621 Mainstream Dr., Suite 230, Nashville, TN 37228. EOE.

**News director:** WXXI-AM, Rochester, New York, seeks individual to supervise the operation of the radio news department. Responsible for production of daily news programs, including determining which stories will be broadcast, edit copy of reporters, act as a producer/reporter. Maintain contact with news departments at other NPR stations in New York, handle all radio news department correspondence. BA degree, preferably in journalism. 1 year experience in similar position and 2-4 years professional experience in broadcast journalism. Send cover letter and resume to WXXI-AM, broadcast journalism. Send cover letter and resume to WXXI-AM, Personnel Department, PO Box 21, Rochester, NY 14601. EOE.

**Anchor/reporter:** August opening at number one rated station in northwest New Jersey. Strong reporting and on-air skills a must. Sports knowledge helpful. T & R to ND, Power 103/WNNJ-AM, Box 40, Newton, NJ 07860. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Jilted sales staff** on the rebound would like to meet production director who likes small town life, eating out, golfing, remote broadcasts and making killer commercials. We are considered average looking with brown-red-blond hair and blue-brown-green eyes. We like all kinds of music, but dislike z-rock deejays. We don't smoke, only drink socially, but occasionally turn our copy at 5 pm. Must like clients who do their own ads. Please send recent tape, phone number and resume. Code: J McCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. (Tapes can be no longer than 5 minutes in length and consist of commercials only. No promos, no air checks. Spec ads encouraged.) EOE.

**Senior producer/announcer:** Public radio stations KUNL/KUNY/KHKE need senior-level producer/announcer to host music programs, produce live studio and remote broadcasts and features. Position requires broad liberal arts background, solid knowledge of folk music, ability to announce folk and classical music, high-level production/interview skills, and ability to project a bright, informed image in ad-lib situations. B.A. in broadcasting, communications, or related fields, and minimum of 3-6 years professional experience as on-air producer/host required. Previous experience in public broadcasting desirable. Salary range: \$21,210 - \$24,590 plus fringe benefits. Our successful candidate will enjoy working with our talented staff of radio innovators. You'll also enjoy Iowa's clean air, quality of life, informal lifestyle, and cultural and professional opportunities. Send letter of application, recent audition tape and resume to Carl R. Jenkins, Program Director, KUNL/KUNY/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. Deadline, August 15, 1989. An affirmative action/equal opportunity educator and employer.

### SITUATIONS WANTED MANAGEMENT

**28 years broadcast experience** (jock to GM) Available now as GM/GSM to Southeast radio group. Outstanding track record in top 50 markets. Roger 704-542-3750.

**General manager:** Excel in station turnarounds; looking for new opportunity in top 100 market preferably Southeast. Strong on sales, programming, station visibility. Dynamic people person, catalyst for enthusiasm. Call Jack, 407-624-2658.

**Top ratings = top dollars.** I'll deliver both. 10+ years radio management with top sales and programming credentials. Bottom line/goal oriented, street fighter. Bill James 804-232-5197 anytime.

**General manager,** 10 years management experience, 20 years programming experience, strong in sales. Award winning production. Formats: CHR, AC, Country, Christian. Call Jim 912-987-1906.

**General manager:** More than 20 years of documented sales, profit, programming, people success. Strong major market experience. Presently employed. Seeks opportunity in any size market. Box H-31.

**No more traffic jams!** Major market pro seeks medium-metro management slot. Excellent credentials. 305-770-6450.

**81% Increase in billing:** Arbitron up 166% 12+. 191% adults 25-54. Did it without promotion money or consultant in a tough top 30 market. Want to GM station that has a budget but needs similar increase. I'll make it happen for you. Box H-45.

### SITUATIONS WANTED SALES

**Radio sales executive** with 10 years profitable sales/management experience. Looking for immediate position in Midwest market. Respond Box H-54.

### SITUATIONS WANTED ANNOUNCERS

**African-American,** honest kid-at-heart announcer, seeks entry level on Northeast coast. 5 yrs. part-time tunnel radio experience. Norman, 617-298-3437.

**Major markets only** Currently working part-time for #1 AC FM in South, looking for fulltime. Jim 912-987-1906.

**Florida morning host,** 25 years major market experience. All formats. Disciplined personality. Sales oriented. Box H-52.

### SITUATIONS WANTED NEWS

**Jacksonville area:** Personality with 6 years experience seeks fulltime on air position. Good production. Skip, 904-874-1165.

**I love sports** and can convey this to listeners. Sophisticated, exciting PBP and solid anchoring. 5 yrs. exp. Will consider freelancing. Bob, 201-546-5546.

### SITUATIONS WANTED TECHNICAL

**Engineer/AT** for an FM rocker in milder winter climate. Eric, 219-924-8340 6:30-10 pm. Central.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Quality production:** Fast. John Mack Flanagan, FAX phone 415-992-9070.

## MISCELLANEOUS

**Make money in voiceovers.** Free \$125 cassette course with advance registration. Earn more in a day than in a whole week on the air! Two-day seminar covers marketing, technique, everything you need to do commercials and industrials. In NYC: 7/22-23. Chicago: 8/5-6. San Francisco: 8/19-20. Also available on cassette. Call toll free: 1-800-333-8108. Berkley Prods., PO Box 6599, New York, NY 10128-6599.

## TELEVISION

### HELP WANTED MANAGEMENT

**General sales manager,** top rated NBC affiliate: need GSM to lead top-notch local/regional sales staff and handle national. Prefer candidates with 2-5 years experience in sales management. Will consider LSM ready to move up. Send resume to: Gary R. Bolton, VP & GM, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE, M/F.

**Operations manager** needed by group owned VHF affiliate in 100+ Midwest market. Must have diversity of experience with strong administrative, creative, and people skills. Send resume to Box H-40. EOE.

**Business manager:** Network affiliate is in search of a bright, energetic hands-on administrator. Responsibilities include all financial functions including supervision of accounting, all computer operations, and preparation and administration of annual budgets. Send complete resume to General Manager, WREX-TV, PO Box 530, Rockford, IL 61105. EOE.

**Local sales manager:** #1 CBS affiliate, 76th market. We are looking for a candidate with a proven successful track record of at least 3 to 5 years management experience. Must have strong management and people skills. Send resume and compensation requirements to Jim Wareham, General Sales Manager, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702. No phone calls, please! EOE.

**General manager** for aggressive, growing network affiliate in the Midwest. Experience in all areas of station management preferred. Group operation. Send resume to Box H-49. EOE, M/F.

**Director of production and programing,** PTV KNPB seeks individual for new senior management position. Reports directly to general manager. Responsible for programing, production, educational services, community outreach, and program-related promotion. Actively involved in station planning, policy development, and design and construction of new facility. Requires five years management experience and substantive professional accomplishments. Compensation includes full benefits package and competitive salary. Send letter and resume to: Jim Pagliarini, General Manager, KNPB, PO Box 14730, Reno, NV 89507. Position open until filled. EOE.

**Sales manager: Help!** Staff of eight account executives at Midwest Indy aspire to become sales professionals. Seeking a leader to teach, direct and care. Reply in confidence to Box H-53. EOE.

### HELP WANTED SALES

**Account executive:** Looking for a creative, highly-motivated account executive to work in one of the top growth markets in the country for the number one CBS affiliate. Previous television experience preferred. Send resume and cover letter to Laura Stillman, WRAL-TV, PO Box 12000, Raleigh, NC 27605. WRAL is an equal opportunity employer.

**Television/radio salespersons:** Several experienced people sought for major market station sales, broadcasting's oldest (35 years) media-merchandising, sales-promotion and vendor-sales concept, Community Club Awards (CCA). Substantial draw against commission. Full-time travel. Resume/pix. Contact: J.C. Gilmore, PO Box 151, Westport, CT 06881. 203-226-3377. EOE.

**WOTV-Grand Rapids** is seeking a sales professional. Two years television sales experience preferred. A knowledge of Marshall Marketing or Leigh Stowell is desirable. Please send resume (no phone calls) to Joe Hempstead, LSM, WOTV, Box B, Grand Rapids, MI 49501. EOE.

### HELP WANTED TECHNICAL

**Chief engineer,** Pensacola, Florida. Experienced engineer sought for operation and maintenance of UHF station. Must be familiar with 1-inch and 3/4-inch machines and have 2nd Class or General Class FCC license. Resume should be sent to: Personnel, WJTC TV-44, 700 S. Palafox St., Pensacola, FL 32501 or FAX to 904-438-4306. Equal opportunity employer.

**Experienced, hands-on chief engineer** needed for Texas market. Must be familiar with Harris transmitter and have previous supervisory experience, good people and communication skills. Please submit resume, references and salary requirements. Box H-32. EOE.

**Chief engineer:** Top rated network affiliate seeks leader with good management and budgeting skills. Hands-on experience necessary. Competitive compensation and benefits. Resume and salary history to Box H-41. EOE.

**Technical director:** Jewish Television Network seeks experienced camera person/editor. We're looking for someone who has a keen eye for great shots and dazzling graphics and a nose for good news. Proficiency in 3/4" videotape editing, equipment maintenance and news shooting a must. Send resumes and tapes to JTN, 9021 Melrose Ave. #309, Los Angeles, CA 90069. EOE.

**Once in a lifetime opportunity.** Aggressive, growing, Gulf Coast Fox affiliate searching for top notch chief engineer. Knowledge of studio, transmitter and facility operations and construction are desired. Send resume and salary history to Box H-42. EOE.

**Assistant chief engineer** with good transmitter experience a must. Must also have knowledge of studio equipment. Looking for a hands-on repair technician. Applicant familiar with 2 way radio field also helpful. Good salary and benefits. Send resume to Chief Engineer, PO Box 991, New London, CT 06320. EOE.

**Chief engineer/asst. chief engineer:** Fast growing television broadcast group is seeking hands-on chief engineer and assistant chief engineer for top 50 independent station. Previous supervisory experience and excellent personnel and communication skills required. All qualified applicants should send resume and salary requirements to Box H-56. EOE.

**Assistant director of engineering,** Top 25 market VHF network affiliate is seeking an experienced people-oriented engineering management professional. This person should possess a well rounded technical and operational background. Must be a team player who has demonstrated the ability to organize, communicate, motivate and follow through. BSEE or equivalent, minimum 5 years supervisory experience. Computer skills a plus. EOE, M/F. Send resume to attention of C.R. Ogren Jr., Director of Engineering, WBAL-TV, 3800 Hooper Ave., Baltimore, MD 21211.

**Do NOT send tapes or oversized materials to Blind Boxes**

### HELP WANTED NEWS

**Anchor,** top rated NBC affiliate: Must be able to produce, report and have good writing skills. Position available August 1st. Will consider top reporters ready to move into anchor slot. Send tape and resume to: Gary R. Bolton, VP & GM, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE, M/F.

**Micronesia:** Double Ace Award winning news department still looking for two reporters for expanding news staff. We do a live, one hour newscast each night in one of the most exotic and interesting places in the world. Coverage of the Western Pacific and the Far East. No beginners. Tape to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910 or call 671-477-9484. EOE.

**KPVI-Pocatello** is looking for a news director/anchor to carry forward a plan to make us number one in this competitive market. We have a well equipped newsroom, a dedicated, hard-working crew, and a commitment to excellence. If you are a dedicated journalist who wants to make a difference in a community with a great life-style, send tape and resume to Harry Neuhardt, KPVI-TV, Box 667, Pocatello, ID 83204-0667. EEO, M/F.

**Wanted: Weathercaster** for coastal NC station. Minimum two years experience. Ability to deliver with credibility. Apply with tape and resume to Raeford Brown, News Director, WECT-TV, PO Box 4029, Wilmington, NC 28406. EOE.

**One person band:** Report, shoot, edit in Danville, Illinois and environs. High visibility job with NBC affiliate. Tape, resume to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

**Meteorologist:** Market leader in the Southeast looking for a strong, energetic weathercaster with seal. Must have on-air experience. Send resume, no tapes, to Box H-37. EOE.

**Are you ready for the #1 weather job** on Savannah's NBC affiliate? We're looking for a highly motivated person to head up our weather team. Meteorology degree a plus, but not necessary if you have a great delivery. Send tapes and resumes with salary history to: News Director, WSAV-TV, Box 2429, Savannah, GA 31402. No calls, please. EOE.

**Executive producer:** Major market West Coast affiliate seeks strong leader to bring new ideas and excitement to daily newscasts. We're looking for dynamic, unconventional, non-traditionalist to achieve this. Extensive producing and top newsroom management experience in competitive markets required. Applicants must have proven track record in news and management skills. Send resume and letter outlining news and management philosophy, and description of some of your ideas, to Box H-36. (No tapes). EOE, M/F.

**Producer:** Market leader in the Southeast looking for a creative producer. Must have a minimum of one year experience and be dedicated to excellence. Send resume to Box H-58. EOE.

**WDRW-TV,** a CBS affiliate in the Sunbelt is looking for an experienced news co-anchor for our Monday-Friday newscast. Strong reporting and writing skills are required. College degree and a minimum of three years anchoring experience are required. Send resume to Sherry Lorenz, News Director, WDRW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

**News director/anchor,** San Antonio's newest Spanish language station, KVDA-TV, is seeking an aggressive, energetic individual to head the news department. Spanish fluency is a must with at least two years experience in general assignment reporting. Send resume and demo tape to Arthur Rojas Emerson, KVDA-TV Telmundo, 8000 IH-10 West, Suite 425, San Antonio, TX 78230. EOE.

**Videotape editor** needed for Charlotte, NC NBC affiliate news operation. We seek proficient editing skills and the ability to perform under deadline pressure. Must have one year editing experience, preferably for TV news. Degree preferred. Send resume to Ken Middleton, WPCQ-TV, PO Box 18665, Charlotte, NC 28218-0665. EOE.

**News photographer** needed for exciting Southeast market NBC affiliate. We need an experienced shooter for general assignments. Must have solid editing skills and a minimum of two years experience in TV news photography. Send resume and non-returnable tape to Ken Middleton, WPCQ-TV, PO Box 18665, Charlotte, NC 28218-0665. EOE.

**Producer,** Strong writer. Competitive. Creative. Not a mechanic. Live and SNG savvy. Prefer five years in TV news and two years producing. Degree required. Send resume, current job description, philosophy and non-returnable tape of recent newscast w/rundown to Ken Middleton, WPCQ-TV, PO Box 18665, Charlotte, NC 28218-0665. EOE.

**Wanted: Weekend anchor,** Top medium market TV station looking for solid weekend anchor/weekday reporter. Individual must be great communicator and a strong reporter. Prior reporting and anchoring experience required. No beginners. Send resume and salary history to: Box H-47. EOE.

**Meteorologist:** New England Weather Service, a division of WTIC AM/FM/TV is offering an opportunity for experienced meteorologists to join one of the nation's most advanced weather forecasting operations. Offering Doppler radar, GOES satellite imagery, real time lightning detection, ASOS, and more. A strong personality and broadcast experience a must. Send a non-returnable tape/resume to Roger Griswold, New England Weather Service, c/o WTIC-TV, One Corporate Center, Hartford, CT 06103. Telephone: 203-527-6161. EOE, M/F.

**Western Pennsylvania affiliate** needs a general assignment reporter with possible weekend anchor duties. Minimum of 2 years experience required with strong reporting, writing and editing capabilities. Minorities encouraged. An equal opportunity employer. Resume to Box H-51.

**Programming expansion:** Top 25 solid journalistic network affiliate searching for the best TV news people. You'll need experience, the work ethic, enthusiasm, excellent people skills, creativity, and bright, engaging personalities (on- and off-the-air) to qualify. We're now considering candidates for the following positions: Co-anchor/reporter; meteorologist; producer; reporter; photographer/editor; tape editor; and researcher/desk assistant. Tell us about yourself in writing with a complete resume. If you convince us you may have the above and more, we'll get back to you for samples of your work. EEO, M/F. Reply Box H-55.

**News producer:** Three years experience in all phases of television/broadcast news. No phone calls, please. Reply to News Director, WISH-TV, 1950 N. Meridian, Indianapolis, IN 46202. EOE, M/F.

**TV news director:** Award-winning, aggressive 16 person news department needs highly motivated, hands-on professional to carry on tradition of excellence in hard hitting investigative environment. Tropical island on the Pacific Rim. 1 hr. newscast daily, fully computerized newsroom. Long term opportunity, competitive salary, excellent benefits package. Send resume and tape to: Harrison O. Flora, General Manager, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910. FAX #617-477-7847. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**TV producer/director:** Wyoming Public Television is looking for someone with a broad range of production skills to produce and direct regular public affairs programs, membership spots and other material for broadcast over its network. Candidates must have a Bachelor's degree with at least 3 years of experience in broadcast television production with a strong emphasis in public affairs production. For further information and application contact Ms. Edith Everett, Personnel Officer, Central Wyoming College, 2660 Peck Ave., Riverton, WY 82501. 307-856-9291, ext. 112 on or before July 28, 1989. EOE.

**Senior producer/director:** WHA-TV, Madison, WI. BA or BS degree in communications, journalism, or related field required, plus five years experience as producer/director of television or video productions. Supervisory experience desirable. Salary: \$29,000 minimum, plus benefits. Contact Connie Gruen at 608-263-2114 for application. Completed application must be received by July 29. EOE.

## Situations Wanted Management

### GENERAL MANAGER AVAILABLE

Individual with substantial management experience seeks opportunity with quality company in larger market. Enjoy turn-arounds and rebuilds. Excellent references and stable background. Currently located western US. Will relocate

503-472-1924

### Group CEO / Attorney

Group CEO, 15 years in industry with legal background, is looking for new challenge as CEO, in-house counsel, business manager, etc.

Experienced in all phases of station and group operations and administration including reporting methods, finance and related legal matters (FCC rules & regs, EEO, contracts and corporate matters).

Box H-35

### MANAGEMENT PROFESSIONAL RESIGNS LOOKING FOR NEW OPPORTUNITY

30 years experience includes General and Sales Management in Radio/Television with particular strengths in sales, programming, promotion, budget control, motivation and leadership thru example. Experienced in small, medium & major markets. ALL SUCCESSFUL!! Currently President of Radio/TV association in California and Advisory Council Member of a major rating service

ALL OPPORTUNITIES AND  
LOCATIONS CONSIDERED

For resume and references contact:

**GARY CONARD**  
8001 Debbs Ave.  
Bakersfield, CA 93308  
805-392-9128

### Miscellaneous

#### THE WEATHER SOLUTION

Edward St. Pe' & National Weather Networks

The 1988 National Weather Association Radio contributor of the year. **AMS Seal Certified** customized weathercasts....complete barter.

CALL 1-800-722-9847

When responding to a blind box ad, address your reply as:

Box (the letter and number  
as shown in the ad)  
Broadcasting  
1705 DeSales St., NW  
Washington, DC 20036

Do NOT send tapes or  
oversized material.

## TELEVISION Situations Wanted News

### NEWS DIRECTOR/VP NEWS

20-year TV News Pro. leaving moribund major network. Looking for quality, progressive News Station or Group with strong community commitment. Columbine MSJ. Experience: Network & Local, Management & On-Air, Domestic & Foreign, PBS & Ind. A creative leader.

REPLY BOX H-28

## Help Wanted Sales

### INDEPENDENT TELEVISION STATION SEEKS EXPERIENCED ACCOUNT EXECUTIVE

Qualified individual should possess a minimum of two years of successful broadcast sales and knowledge of agency media operations. The candidate should be able to demonstrate a successful history of new business development. Including prospecting, lead development, creating proposals and closing business. Prior application of co-op advertising and vendor development techniques is desirable. No phone calls, please.

SEND RESUMES TO:

WKBD  DETROIT

P.O. Box 50  
Southfield, MI 48037

A  STATION

An EOE Employer, M.F.

## Help Wanted Technical

### EARTH STATION TECHNICIANS AND OPERATORS

San Francisco Satellite Center  
1333 Willow Pass Road, Suite 100  
Concord, CA 94520

415-843-5465

EOE



## PRODUCER/VIDEO EDITOR

HOT NEW NATIONALLY SYNDICATED PROGRAM BASED IN NEW YORK NEEDS FIRST-RATE PROFESSIONAL TO WRITE, PRODUCE AND EDIT DAILY EPISODIC PROMOS.

NEWS PROMOTION EXPERIENCE PREFERRED.

PLEASE SEND A RESUME AND REEL TO:

PROMO PRODUCER  
THE SPOTWISE AGENCY  
1170 COMMONWEALTH AVE.,  
BOSTON, MA 02134

NO PHONE CALLS, PLEASE  
EOE

## TECHNICAL DIRECTOR AND MAINTENANCE ENGINEER

The CONSUMER NEWS & BUSINESS CHANNEL is seeking technical professionals for our new state-of-the-art facility in Fort Lee, NJ. TECHNICAL DIRECTOR candidates should have experience with the Grass Valley 300 Switcher and additional engineering skills are a plus. MAINTENANCE ENGINEER candidates should be experienced in television broadcast engineering and all phases of television operations.

To be a part of this fast-paced, team-oriented environment, send your salary history and resume to Personnel Associate, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an Equal Opportunity Employer.

Consumer News & Business Channel

**Boston area state-of-the-art program production facility currently expanding. We're looking for broadcast professionals who can "hit the ground running" in the following areas:**

**VIDEOTAPE ARCHIVES MANAGER** to manage startup video archive with massive backlog of valuable international news footage. Must have in-depth understanding of daily TV production process, as well as excellent knowledge of computerized archiving systems. Superior communications and managerial skills a must.

**GRAPHICS DIRECTOR** to supervise Paintbox and Chyron operators, and oversee design needs of local and national programming. We're looking for a strong background in broadcast design, hands-on experience with a Quantel Paintbox and/or Symbolics animation system. This person must have a superior understanding of technology as related to high end graphics production. Outstanding creative, positive, solution-oriented managerial skills.

**ON-LINE EDITOR** for news and public affairs. Solid operational experience with Grass Valley System 41 editor, multiple channel ADO, and Grass 300 switcher required. Grass 200 switcher experience is helpful. (Shift involves weekends and nights).

**CHYRON SCRIBE OPERATOR** - Extensive experience with superscribe and logocompose. Must be fast, creative, and accurate.

**VIDEOTAPE EDITOR** - must be network level - long-form news savvy, with strong journalism and technical background. 3 years solid documentary style daily news editing experience a must.

**SCHEDULER** - Requires extensive experience scheduling complex combinations of equipment and facilities in a fast moving environment. Must understand production process, priorities, and be excellent with details and follow through. Extensive production house scheduling experience a must.

**ENG/EFP MAINTENANCE TECHNICIAN/EQUIPMENT MANAGER** - The ideal candidate will have several years experience maintaining ENG/EFP equipment, and be skilled in putting together packages of gear for use by crews internationally. Will interface with crews to access their needs, and then make recommendations to improve the quality of our end product. Will specify and frequently make final decisions for equipment purchases.

**Respond to Box H-10**  
EOE.

## Help Wanted Management

### ELECTRONIC FIELD OPERATIONS MANAGER KYW-TV

Design and supervise staff in the construction and modification of broadcast facilities. Serve as liaison between Engineering and News. Assist with departmental budgeting and capital asset planning. Strong background in computer programming and broadcast system design. 5-10 years experience in broadcast operations and maintenance, and in-depth knowledge of RF systems.

**Send resume to:**  
**Human Resources Dept.**  
**KYW-TV**  
**Independence Mall East**  
**Philadelphia, PA 19106**  
EOE M/F

## CABLE

### Help Wanted Technical

### DUBNER SPECIALIST

Grow your career with QVC, America's Quality Cable Shopping Network. We currently broadcast our home shopping program live 24 hours-a-day to over 16 million homes from coast to coast. Our aggressive expansion plans call for much more--starting with a second cable channel to be launched in early 1990. If you are looking for the opportunity to impact a growing company, we have an immediate career opportunity at our state-of-the-art operations center in suburban Philadelphia.

As Dubner Specialist, you will create animation and graphics to update/improve presentations, develop 2-D and 3-D computer graphics and work with our technical staff on new concepts. Must have a related college degree or equivalent work experience and possess artistic ability in color usage and drawing.

We offer competitive salaries, and comprehensive benefits. For prompt confidential consideration, forward your resume and salary requirements to: **Gloria Savoia, QVC Network, Goshen Corporate Park, West Chester, PA 19380.** An equal opportunity employer, M/F.



## Help Wanted Programing

### ASSOCIATE DIRECTOR DRAMA & ARTS PROGRAMS

The Corporation for Public Broadcasting, a private, non-profit corporation is seeking an Associate Director to develop, implement, and support drama and arts programming in public television. Requires a Bachelor's degree or related experience, minimum 5 years experience in drama and arts programming with special emphasis on program and script review for performance programming or feature film production, and a thorough knowledge of public television and/or independent feature filmmaking. A graduate degree or equivalent experience in film production or screen writing, and/or experience as a producer, program executive or other top level position with a film production or broadcasting organization very helpful. Salary in the low-mid fifties with excellent benefits. Posting closes July 28, 1989, or as soon thereafter as a selection is made.

The Corporation for Public Broadcasting  
1111 16th Street, NW  
Washington, DC 20036  
ATTN: Marcia Grossman,  
Personnel Manager



AA/EOE

### ALLIED FIELDS Employment Services

### NEED A JOB?

Get the first word on the best jobs with MediaLine. A daily phone call puts you in touch with the freshest job openings in television. For more information call,

**800-237-8073**  
in CA: 408-296-7353

*MediaLine*  
**THE BEST JOBS ARE ON THE LINE**  
2156 The Alameda, San Jose, CA 95126

California

### Broadcast Job Bank

For application information call  
**(916) 444-2237**

California Broadcasters Association

**1-900-234-INFO ext. TV (88)**  
**JOBPHONE**

THE NATIONAL JOB LISTING SERVICE  
FOR THE COMMUNICATIONS INDUSTRY

\$2 per minute From any touch tone phone

### JOBS...JOBS...JOBS!!

Hundreds published each week!  
PLUS JobTrak Job Referral Network!  
Both great services.  
One affordable price! 6 mos. \$45  
Classified Communication  
P.O. Box 4065-C Campbellsville KY 42718

## Educational Services

### ANCHORS/REPORTERS

ON-CAMERA PRESENTATION INSTRUCTION VIDEO  
ENTRY LEVEL TO NETWORK  
For your next step in Seasoning, Send \$49.95 to:  
THE MEDIA TRAINING CENTER  
P.O. BOX 7151, PHOENIX, AZ 85011

3-Day one-on-one Coaching including a Professionally Produced  
AuditionTape and Employment Assistance. CALL (602) 285-1143

**MARK D. OLSON**  
PRESIDENT & MANAGING DIRECTOR  
BROADCAST ASSOCIATES INCORPORATED

*Brokerage - Appraisals - Acquisitions*  
*Investment Banking & Finance*

410 W. BADILLO ST., 2nd FLOOR  
Covina, CA 91723  
(818) 966-4000

2751 E. CHAPMAN AVE., STE 220  
FULLERTON, CA. 92631  
(714) 526-1111

## Programing Services



### Lum and Abner Are Back

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

## Business Opportunities

**DOUBLE ... LOCAL SALES**  
*Become 100% Switch Pitch Proof!*  
With our NEW  
**"VALUE ADDED"**  
PROGRAM  
Call Ken Pletz At (800) 343-7172

# Fates & Fortunes

## Media



Cotton

**Richard Cotton**, partner, Dewey, Ballantine, Bushby, Palmer & Wood, Washington, joins NBC, New York, as executive VP and general counsel.

Appointments of radio division VP's, Ragan Henry Broadcast Group, Philadelphia: **Peter Ferrara**, president/general manager, WPRD(AM)-WJYO(FM) Orlando; **Don Kidwell**, general manager, WMXB(FM) Richmond, Va.; **Bob Woodward**, VP/general manager, WXTR-FM Waldorf, Md. (Washington).

**Mary Ellen Merrigan**, general sales manager, KMJQ(FM) Houston, joins KKSS(FM) Santa Fe, N.M., as general manager.

**Maria Smith**, director of programing/community affairs, KUTV(TV) Salt Lake City, named station manager.

**John Heuret**, program director, noncommercial KHCC-FM Hutchinson, Kan., and KHCD(FM) Salina, Kan., joins noncommercial WSVH(FM) Savannah, Ga., as station manager and program director.

**Mark Savage**, president, Tulsa Cable Television, Tulsa, Okla., resigns to pursue other interests.

**Howard Gherman**, general sales manager, WMAD-AM-FM Sun Prairie, Wis., adds duties of general manager.

**Douglas Truckenmiller**, senior VP of Engineering, Heritage Communications, Des Moines, Iowa, adds duties of president and general manager, Rhode Island and Southeast Massachusetts cable systems, Lincoln, R.I.

**Gary Marenzi**, senior VP, Skouras Pictures, Los Angeles, joins United International Pictures-Pay TV Group, London, as president, pay TV group. United International Pictures-Pay TV Group is joint venture of Paramount Pictures, Universal Pictures and MGM/UA for territories outside U.S. and Canada.

**William N. Temple**, VP, long range planning, ABC, New York, named VP, financial planning.

**Ronald Walter**, director of employee/governmental/public relations, WREG-TV Memphis, named VP.

**Richard Millet**, master control operator/supervisor, KSCI-TV Los Angeles, to operations manager.

**Beth Maharrey**, news business manager, KPIX(TV) San Francisco, joins KHJ-TV Los Angeles in same capacity.

**David Levy**, planning and research manager,

Malarkey-Taylor & Associates, Washington-based communications consulting firm, joins WTTG(TV) there as assistant business manager.

**Susan Podkrash**, business manager, KOAI(FM) Denton, Tex. (Dallas), joins WBAP(AM)-KSCS(FM) Fort Worth in same capacity.

## Marketing

**Gordon T. Hughes**, VP and general manager, WCAU-TV Philadelphia, joins CBS, New York, as VP of marketing services.

**Eugene Smith**, general sales manager, WQAD-TV Moline, Ill., named VP of sales and marketing.

**Hugh Pulley**, general sales manager, WREG-TV Memphis, named VP of sales and marketing.

**Don Locke**, general manager, KGBT-TV Har-

lingen, Tex., joins KTSP-TV Phoenix as general sales manager.

**Hewitt S. West III**, sales manager, Wall Street Journal Television, New York, joins Conus Communications, Minneapolis, as general sales manager.

**Clyde Helton**, general sales manager, KOLN(TV)-KGIN(TV) Lincoln, Neb., joins WHBF-TV Rock Island, Ill., in same capacity.

**Barbara J. Graff**, VP, sales, R.D. Percy and Company, New York, joins Movietime there as account manager, Eastern region advertising sales.

**Blake Mendenhall**, national sales manager, WLUP-AM-FM Chicago, joins KFAC-FM Los Angeles as national sales manager.

**Karen Garces**, assistant to programing director, KSCI-TV Los Angeles, named sales manager.

**Otto Miller**, general sales manager, WMCA(AM) New York, joins WPEN(AM) Philadelphia as sales manager.

**Gregory V. McElroy**, account executive, KABC(AM) Los Angeles, joins KFAC-FM there as sales manager.

**Clayton "Clay" Ashworth**, coordinating con-



Hughes

# Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$190     2 years \$135     1 year \$70     6 mos. \$35  
(6 mos term must be prepaid)

(International subscribers add \$20 per year)

Broadcasting Cable Yearbook '89

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$100). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery.

To order by MASTERCARD or VISA credit cards, phone toll-free 1-800-638-7827.

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
(required)  No

For renewal or address change  
place most recent label here



**Marketing ABC.** The ABC Television Network Marketing Advisory Board was elected during the annual Affiliate Marketing/Public Relations Seminar held this year in Montreal. New members shown above, top row (l-r): Bob Casazza, WJLA-TV Washington; Linda LaManna, WWSB-TV Sarasota, Fla.; Charles Kolmann, KTVI-TV St. Louis; Judy Vance, KGTV-TV San Diego; Chris Taylor, WATM-TV Altoona, Pa. Bottom row (l-r): Oscar Welch, WPLG-TV Miami; Cheryl Porter, KSAT-TV San Antonio, Tex.; Sandhi Kozsuch, WXEX-TV Richmond, Va.; Lynn Lovick, KTVK-TV Phoenix, and Mark Chamberlain, KAKE-TV Wichita, Kan.

sultant, Dartmouth College, Hanover, N.H., joins WQUL(AM)-KZOK(FM) Seattle as local sales manager.

**Jan Brandvold**, account executive, KAYU-TV Spokane, Wash., named local sales manager.

**Joseph A. Marazzi**, sales promotion and program syndication consultant, Wayne, N.J., joins USA Network, New York, as manager, affiliate marketing.

**Bruce Mughmaw**, sales manager, WWKI(FM) Kokomo, Ind., joins WBAT(AM)-WCJC-FM Marion, Ind., in same capacity.

**Dave Madison**, senior account executive, WRQX(FM) Washington, named national/regional sales manager.

**Arnold Chase**, senior VP of network negotiating, J. Walter Thompson, New York, joins Bozell there as VP/director of network operations.

Appointments at Chiat/Day/Mojo, San Francisco: **Wayne Fulcher**, senior VP, McCann Erickson, San Francisco, to group account director; **Hans Logie**, media supervisor, to associate media director; **Gail Piper**, co-founder and director of client services, Broad Street Advertising, London, to account supervisor; **Lenlee Jenckes**, assistant to broadcast production and financial departments, to audio/visual manager.

Appointments at Keller-Crescent Co., Evansville, Ind.: **William E. Shuman**, executive art director, to VP, creative director; **Don Cooper**, senior writer, to associate creative director; **Nancy Kirkpatrick**, planning artist, to senior copywriter; **Neal Lecklider**, graphic artist, to planning artist.

**Catherine L. Helean**, senior promotion producer, WSB-TV Atlanta, joins KTVU(AM) Oakland, Calif., as sales promotion manager.

**Debbie Annes**, and **George Hunt**, senior research analysts, BBDO, Chicago, to research supervisors.

Appointments at Katz Communications:

**Barbara Grosiak**, VP/sales manager, Banner Radio, New York, to VP/regional sales manager; **Denise Roggensack**, account executive, MMT, Chicago, to sales executive; **Robert Schu**, sales trainee, New York, to sales executive; **Margaret Perkins**, general sales manager, WAES(AM)-WROQ-FM Charlotte, N.C., to sales executive; **Doreen Cappelli-Sofia**, account executive, New York, to sales manager, Los Angeles; **Joseph Sommer**, metro analyst, Dun & Bradstreet, New York, to manager of research systems; **Guy J. Capozzo**, PC specialist, Port Authority, New York, to PC analyst. Appointments at Katz Communications-owned Banner Radio: **Holly Wolak**, account executive, Katz Radio, New York, to same capacity. **Susan Cugliari**, account executive, Comerica Advertising Agency, Detroit, to same capacity. Appointments at Katz Communications-owned Christal Radio: **Wendy Stock**, account executive, HNWH, New York, to same capacity. **Brett Unke**, account executive, WIBA(AM) Madison, Wis., to

**Viacom's restructuring.** ViacomCablevision, Pleasanton, Calif., announced a management reorganization last week, giving three senior VP's increased responsibility. Garrett Girvan will be responsible for Viacom's Salem, Ore., system in addition to the Pacific Northwest and Nashville. The marketing group and the division's advertising sales now report to Girvan. Kurt Jorgensen will represent the company on the board of the Bay Area Interconnect, San Francisco, and will continue as board member of the California Cable Television Association. The division's engineering group will also report to Jorgensen. John Kopchik, chief financial officer, will be responsible for Dayton, Ohio, and Milwaukee systems and will continue with responsibilities for finance and accounting.

same capacity, Chicago.

**Dan Berman**, manager, affiliate marketing, NBC, New York, named sales account executive, spot sales.

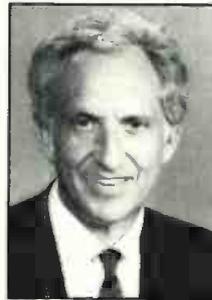
**Bob Sommer**, account executive, Turner Broadcast Sales, Chicago, joins Group W Radio Sales there in same capacity.

**Karen Kirchner**, senior account executive, Mers Advertising, Detroit, joins W. B. Doner & Company there as account executive.

Appointments at Seltel: **Donna Baye Simon**, account executive, ITS, New York, to same capacity there; **Neil Cecchini**, account executive, MMT Sales, New York, to same capacity there; **Kerry Silha**, account executive, Petry Television, New York, to same capacity, Chicago.

**Allen Scheuer**, national sales manager, KTVD(TV) Denver, joins Petry National, New York, as account executive.

## Programing



Gradinger  
sion Group.

**Edward B. Gradinger**, President and CEO, New World Television Group, Los Angeles, named president and CEO, New World Entertainment. **Jon Feltheimer**, president, New World TV Productions, Los Angeles, succeeds Gradinger as president, New World Television Group.

**Michael C. Boyd**, senior executive VP and Chief Operating Officer, QVC Network Inc., West Chester, Pa.-based cable home shopping service, named president. Boyd will continue as Chief Operating Officer.

**Bill Walsh**, executive VP (former head coach), San Francisco 49ers, joins NBC as analyst, NFL broadcasts.

**Tom Nunan**, VP, drama, movies, mini-series and series, Weintraub Entertainment Group, Los Angeles, joins ABC Entertainment there as executive producer, motion pictures for television.

Appointments at Stephen J. Cannell Productions Inc., Los Angeles: **Joseph C. Kaczorowski**, VP of finance and administration, The Cannell Studios, to chief financial officer; **Brenda Friend**, VP of development, Gross-Weston Productions, Los Angeles, to VP, movies, mini-series and off-network development; **Marilyn Osborne**, assistant to VP of development, to director, creative affairs.

**Robert Nitkin**, director, program administration, Showtime Networks, Los Angeles, named VP.

**Eric J. Marx**, manager, motion pictures, syndication, Columbia Pictures Television, Burbank, Calif., named director.

**Sheryl Fox**, manager of movies and mini-series, New World Television, Los Angeles, joins Walt Disney Television, Burbank, Calif., as manager, comedy development.

## Mystery surrounds attorney's plane crash

Washington communications attorney Thomas Root, whose dramatic rescue following his mysterious plane crash in the Atlantic Ocean attracted national media attention last Thursday (July 13), has filed more than 160 applications for new FM stations that the FCC believes may constitute fronts for a controversial Georgia firm specializing in forming partnerships to apply for FM stations. The firm, Sonrise Management Services Inc., of Columbus, Ga., is also reportedly the target of a state securities fraud investigation.

For the past few months, according to an FCC official who asked not to be identified, the FCC's Mass Media Bureau has raised issues in hearings involving FM applicants formed by Sonrise and represented by Root to determine whether Sonrise was "an undisclosed real-party-in-interest" and whether the applicant's structure was a "sham."

Because of the allegations, the FCC last March declined to approve the sale of WKZQ(FM) Keyser, W.Va., to Charles D. McFall, one of the two principals of Sonrise.

According to UPI, North Carolina is investigating Sonrise for alleged securities fraud. The AP quoted North Carolina Secretary of State Rufus Edmisten as saying: "Members of my staff received complaints about Sonrise Management Service earlier this year. Consequently, we asked members of our securities division investigations staff to look into the matter."

In a prepared statement released late last Friday, Sonrise said it "has never been found guilty of any securities-related violation or wrongdoing nor has any enforcement proceeding been instituted or charges been brought against our company. We

are working with the North Carolina Secretary of State's office in reaching an amicable resolution of its concerns."

Sonrise has for the past three years put together limited partnerships to apply for new FM stations. According to "declarations" by Sonrise principal Ralph Savage on file at the FCC, Sonrise recruited investors who put up a total of \$75,000-\$90,000 to join the partnership. Sonrise and its agents kept about a third in the form of sales commissions, Savage said. The balance went for legal, engineering and FCC application fees, he said.

Root's dramatic crash and rescue took on mysterious dimensions when it was learned Friday that he had a gunshot wound in his stomach. As of late last Friday, there was no official word on the cause of that injury. Root, 36, who lives in Alexandria, Va., is married and the father of three.

Root's fateful trip began last Thursday morning at Washington's National Airport when he took off in a single-engine Cessna for Rocky Mount, N.C., where he was due at 10 a.m. ET for a deposition in a case involving one of the partnerships he represented competing for a new FM in Rocky Mount.

Shortly after take-off, Root radioed Washington he was having trouble breathing. Military planes intercepted the plane and reported Root slumped over in his seat, apparently unconscious.

But with Root's plane apparently on automatic pilot and heading out toward the ocean, the interceptors could do nothing until Root's craft ran out of gas and plunged 10,000 feet into the Atlantic. Rescuers parachuted into the ocean and were surprised to find Root swimming away from his sinking plane.

Broadcasting were among **agencies left unfunded as House Appropriations Subcommittee** last week marked up appropriations bill that would normally have included funds for those agencies. Representative Neal Smith (D-Iowa), chairman of subcommittee, for second year in row refused to include them because bill authorizing money has not yet been enacted. FCC is in President Bush's budget for \$109.8 million; USIA, \$949.3 million, and BIB, \$425.2 million. Procedure now is to wait for Senate to pass its appropriations bill and then resolve differences between Senate and House bills in conference. At that point, two houses would be free to act on agreed-upon measure.

MTV Networks Chairman Tom Freston announced at cable press tour last Friday that network's **"HA" TV Comedy Network will debut on April 1, 1990**. HBO earlier in tour announced its Comedy Channel would premiere in November.

**As of late last week, Senate Commerce Committee had not scheduled confirmation hearing for pending nominations of Al Sikes, Sherrie Marshall and Andrew Barrett to FCC.** However, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) told reporters last week he hoped to have nominations on Senate floor before recess (slated for Aug. 7). He even indicated he would try to hold hearing on all three nominations this week.

**At last minute** before July 13 open meeting, **FCC commissioners deferred action on controversial round of DBS applications.** Swing vote Commissioner Patricia Diaz Dennis declined swing, leaving Chairman Dennis Patrick and Commissioner James Quello split. Commissioners could be caught between supporting best environment for new business and, on other hand, staff proposal to accommodate most applicants by limiting each to half-nation 16-channel services from two orbital slots. Several applicants have

asked FCC to allow full-nation service, at least initially, saying two-satellite cost could make startup too expensive.

**Telco U.S. West will partner with United Cable and Comcast in UK cable business.** U.S. West, already active in UK's largest franchise in Birmingham, will jointly invest with United in three franchises of London South. U.S. West estimated its initial investment at \$20 million, with franchises ultimately passing 375,000 homes and 25,000 businesses. Comcast deal covers franchises in London borough of Camden, with two companies sharing initial \$3 million investment. U.S. West set \$30 million as estimated price tag to pass franchise's 80,000 homes and 12,000 businesses. Similar partnership between telco Pactel and cable operators United Cable and Jones in East London was signed earlier this year, in part reflecting inclusion of both telecommunications and television services in UK franchises.

**End of an era.** James McKenna, retired lawyer and veteran broadcaster, has sold his last two stations, WCMB(AM)-WIMX(FM) Harrisburg, Pa., to Gemini Broadcasting Corp., a company owned Brian Danzis, the stations' general manager, and Christine Hilliard, the stations' general sales manager, for \$4.9 million. McKenna, 71, was



a partner in the former Washington communications law firm McKenna, Wilkinson & Kittner and a member of the Federal Communications Bar Association. He owned 10 stations throughout his career including KORS-AM-FM Minneapolis, now owned by Capital Cities/ABC. He has owned the Harrisburg stations since 1957. WCMB is on 1460 khz with 5 kw fulltime. WIMX is on 99.3 mhz with 3 kw and an antenna 328 feet above average terrain.

# Editorials

## Still short of the goal

It will be interesting to see where the must-carry negotiations go from here. Four years after the Quincy decision first found must carry unconstitutional, and after long and arduous negotiations to effect the industry compromise that itself was found unconstitutional, and after still another round of negotiations that came up with a second must-carry compromise, the independent broadcasters have rejected the proposed pact as unacceptable. Not because of the must-carry components, but because of channel repositioning.

The good news is that must carry is itself so hardy a concept that it appears to live on with or without agreements, rules or even legislation. Broadcasters continue to be carried, if not always on the channels of their choice. Many believe that situation will obtain forever—particularly for VHF network affiliates—which may explain why there has not been a greater hue and cry over the independents rejecting a deal that most others found reasonable.

Essentially, the remaining argument is over "whether channel 33 has a God-given right to be carried on channel 5." (Many of the independents are UHF, of course, and the first 12 channels of each cable system have come to be regarded as golden.) In the days when few cable systems had more than 12 channels anyway, and when must carry was the law for all stations, many of those U's were accorded VHF positions that they are now loath to give up. Cable operators, bound by no law at all on the subject, are understandably reluctant not only to volunteer must carry but to be told where on their systems that carriage will take place.

Our reading is that the must-carry negotiations may not yet have reached a stalemate, although it's hard to imagine how much more, substantively, cable is likely to give. (The broadcasters, of course, have very few cards to play in this hand, unless they think their political muscle and their lawyers can overcome cable's strategic advantage—in which case they don't need a deal in the first place.) Cable has already moved from a position of refusing to consider channel repositioning to one of promising on-channel carriage (channel 33 on channel 33, for example), and has further agreed—at least in this round—to make converters available on new second-set installations.

On balance, we believe it would be to the advantage of the broadcasting industry to secure a reasonable compromise on must carry and positioning. If last week's draft wasn't it, it was close enough to satisfy most of the skeptics on both sides. Now is the time to abandon hard lines and apply the art of compromise to dealing with the realistic differences that remain.

## Heaven sent

The satellite story is told, chapter and verse, in a special report beginning on page 35 of this week's issue, but some passages bear highlighting.

First, the networks, broadcasting and cable, in the main believe there is no more flexible or cost-efficient way to get their product to market than via satellite. And they have backed that belief with cash. Top programers—including HBO, Showtime, ESPN, CBS and ABC—have banked several hundred million dollars on another 12 years of satellite capacity to handle the communications traffic that has become increasingly more complex in recent years. The most talked-about alternative, fiber optic terrestrial delivery, is making inroads into some network point-to-point delivery. But, say the programers, han-

dling simultaneously all the regionalized sports and advertising, news backhaul, data trading and regular programing feeds that make up daily network business remains best left to those amazing flying machines.

Second, consolidation has begun among the providers. Western Union and IBM have left the business, selling their assets to Hughes Communications, the rising star on the satellite horizon. Some say the trend will continue, ultimately leaving a "Big Three"—Hughes, GE Americom and AT&T (not coincidentally, the same and only three that have sold capacity for full network distribution on their future birds).

Third, the salad days of plentiful capacity and low occasional-time prices are drawing to a close. Federal satellite launch subsidies in the form of NASA shuttle rides are gone, technology costs more and insurance is high. Apprised by the satellite operators that no birds would be built on speculation, programers have taken matters into their own hands to assure that, once current birds are spent—in the early 1990's—the show will go on. In several cases—specifically the HBO-Turner Broadcasting co-venture and the Viacom group—they have massed their collective might via consortia to get the job done.

The long-range satellite picture remains out of focus, but one bit of closer-to-home clairvoyance is a safe call. When the year 2000 rolls around, the Fifth Estate firmament will still be twinkling with satellites as well as stars.

## Voices of experience

The Fifth Estate lost a true original last week, or more accurately, several hundred of them. The many voices of Mel Blanc were stilled (see "Fates & Fortunes"), if only in the nonanimated world where their creator had been forced to spend at least part of his time.

Blanc, who began assembling his cast of characters on KEX(AM) Portland, Ore., in the early 1930's ("They were too cheap to give me talent, so I did all the voices"), went on to become one of the busiest voices on radio, at his peak doing 18 different programs a week.

For a generation raised on television, however, Blanc is best known, and loved, as the voices of hundreds of Warner Brothers theatrical cartoons reprised as a mainstay of local children's television, as well as for numerous made-for-television characters.

It has been said that Blanc's voice was heard in more places, more times, for more years than any other in history, thanks in large part to the ubiquitous reach of the Fifth Estate. As Sylvester would say, "Thufferin' thuccotash!"



Drawn for BROADCASTING by Jack Schmidt

"The boss sent me to the Broadcast Job Bank. When I got there, I found out I was making a donation."



## SITUATIONS WANTED MANAGEMENT

**General manager/sales manager** for small/medium market network affiliate. Strong/successful sales background. Former broadcast station owner. Rotarian. High level of community involvement. Advertising Club Silver Medal Award for professionalism. 703-772-7885.

## SITUATIONS WANTED TECHNICAL

**Video/maintenance engineer** and EIC Pittsburgh. PA area. 16 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information. 412-264-4756.

## SITUATIONS WANTED NEWS

**Young blind sportscaster:** Looking for first fulltime job. Worked for CBS sports, and Sports Channel, graduated with BA in communication arts. Well versed in all sports, and willing to relocate. Larry, 10 York Ct., Northport, NY 11768.

**Meteorologist with AMS seal,** Master's from Penn State and 5 years in a top-40 market. Live/line and WSI experience, and weather feature reporting. Call Mike at 803-268-5164

**Sports anchor/talk show host.** Experience hosting and producing video sports talk show and radio play-by-play for big ten basketball and football. Television internship in '88 at ABC sports in Chicago. Energetic and motivated, will consider any market. Call Michael for videotape, etc. 312-945-7686.

**Husband/wife weathercasters.** Includes AMS seal, top 20 market, over 10 years television weather experience. Box H-33.

**Sportscaster** with 15 years experience including major market seeks anchor/PBP position in radio or TV. Have called pro, college and prep games. Solid work ethic and award-winning performance. Hal, 313-949-8025.

**Recent college grad** seeks a job in TV or radio sports. Flexible to work in other facets of broadcasting as well. Willing to relocate. Kenton Bontrager, Rt 1, Hesston, KS 67062. 316-327-2874.

**Award-winning** broadcaster/TV producer/scriptwriter. Advanced degree, University teaching. Write TV Pro. 1206 East Loyola Dr., Tempe, AZ 85282.

**Sports:** Award-winning fifteen year veteran looking for good anchor-reporter position. Medium to large market. PBP a plus. Box H-50.

**Reporter/weathercaster** or weathercaster position sought by experienced, knowledgeable pro, chock full of enthusiasm. Aggressive competitors in all markets considered. Contact through. 315-387-5428

## MISCELLANEOUS

**Primo People** has the answers to your questions. News directors and talent-find out what we can do for you! Call Steve Porricelli or Fred Landau at 203-637-3653, or send 3/4" tape and resume to Box 116, Old Greenwich, CT 06870-0116.

**Clip this out** for further reference! Freelance videographers: We buy footage of fire, emergency medical service and law enforcement incidents. Call American Heat Video Productions, Inc at 1-800-722-2443.

**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, PO Box 8257, Northridge, CA 91327.

**Bill Slater and Associates** offers talent coaching for the individual anchor and reporter. Also help with audition tape. Affordable cost. 601-446-6347.

**BTR: The Business of Television Reporter**®, The Video Trade Journal of the TV industry. Free via satellite (for internal use only). For download authorization, call 914-946-5436. Every first Monday of the month- 1:30pm ET, Satcom 3R/7V. Every third Friday of the month- 12:30pm ET, Telstar 301/12V. Next BTR: July 21, 1989 "The Telco TV Offensive." BTR also available on VHS, \$39.95 per copy. \$475 per year, 12 editions. Enclose payment with order. Business Video Communications, Inc., 42 Macri Ave., Suite 201, White Plains, NY 10604.

**Having trouble** locating facilities for your next shoot? Rent mobile production trucks, mobile uplinks, portable microwave links. Media Concepts, 919-977-3600.

**Attention job-hunters!** The Hot Sheet is broadcasting's most comprehensive composite of availabilities nationwide. Published twice weekly. Now in our 5th year! Hundreds of quality listings, plus valuable advice on potential openings. Television, radio, corporate communications. All fields, levels, regions. No blind boxes. Free demo tape evaluation. Money-back guarantee. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**The Radio and Television Dept.** of Ashland University invites applications for its chairman/director. This position is to begin no later than August 21, 1989. Qualifications include both practical broadcasting and teaching experiences. Doctorate preferred, although a Masters degree plus professional experience will be considered. Salary Competitive. Dependent on qualifications and experience. The Department operates a 3 KW stereo FM station and cablecasts on the local CATV channel. Emphasis of the program is hands-on experience for the approximately 120 undergraduate majors. The individual hired will be responsible for the activities of the radio and TV operations as well as supervising the academic activities of the faculty. Send a letter of application, resume, transcripts and names of three references to Dr. Fred Rafeld, Dean of the School of Business Administration, Economics and Radio/TV, Ashland University, Ashland, OH 44805, AA/EOE. Women and minorities are encouraged to apply.

**Ashland University** seeks two hands-on oriented instructors to teach broadcast law, copy-writing, newswriting, media ethics, or courses related to its professional video program. Pro-Vid candidate must be versed in areas of scripting/planning, lighting, shooting, audio and editing. A masters degree is preferred, and commercial/professional experience is a must. Send resume and salary requirements to: Dr. Fred Rafeld, Dean of the School of Business Administration, Economics and Radio/TV, Ashland University, Ashland, OH 44805, AA/EOE. Women and minorities are encouraged to apply.

### HELP WANTED SALES

**Washington, DC area facility** seeking a post production sales manager, and sales representatives. Post production sales manager—experience in commercial and corporate programming a must in addition to strong organizational and communications skills. Government and interactive video disc experience helpful. Sales representative—assertive self starter necessary, experience in video preferred. Base salary plus commission. Good benefits. Send resume to: James Jones, United States Video Corporation, 2070 Chain Bridge Rd., Suite 485, Vienna, VA 22182. No phone calls please. EOE

**Seeking two viciously aggressive** individuals who know nothing about TV and radio syndication. Must be willing to take instructions, love to sell and make alot of money. ClutterCutters. 901-753-2727. EOE.

### HELP WANTED TECHNICAL

**Leading Nashville production company** seeks innovative, enthusiastic paint box artist. AVA experience preferred, 3D animation experience helpful. Ability to handle projects from concept to completion a must! Contact Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203, Attn: Mike Arnold, 615-385-2820, EOE.

**Media specialist:** Diverse, technical position requiring writing, production, and directing abilities with various specialized mediums (3/4" TBC video, audio, multi-image, and PA systems). Candidate must be able to supervise a small student staff and to use strong interpersonal skills in dealing with a variety of university personnel, community leaders and student staff. Must have flexible nature and be adaptable. Computer knowledge and strong writing skills preferred. Some night and weekend work required. Reports to the Director of Audiovisual Center. Qualifications: BA degree in radio/TV, communications, or related professional experience in technical audio and video setups. Salary: \$16,000 plus excellent fringe benefits; twelve month appointment. Available immediately. Send resume and three names of reference to Dr. Myra Maçon, Director of Library Services, W.B. Roberts Library, Delta State University, Cleveland, MS 38733, by July 31, 1989. EOE/MF.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producer/booker** needed in Washington, DC and Ft. Lee, NJ for weekly news shows. Must have excellent roll-o-dex, strong news sense and 3-5 years experience. Send cover letter and resume to: Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036. EOE.

### HELP WANTED 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, 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.

**Television producer/director:** Responsible for the researching, writing, producing and directing of national, regional and local broadcast television programs. Also produces programs for University closed circuit, classroom instruction, fund raising drives and events and various non-PBS, non-educational projects. Position also requires training of students for television production positions at WBGU-TV. BA in Communications or related field. 1 to 2 years experience producing programs, production, experience in multi-camera studio and remote productions, single camera EFP and 3 1/4" editing, videography experience. 1" and 3/4" A.B roll editing preferred. Knowledge of public television desirable. Salary: \$20,000 to \$27,000. Send letter of application, official transcripts, resume and three letters of reference (please do not include tapes at this time) to Annmarie Heldt, 911 Administration Bldg., Bowling Green State University, Bowling Green, OH 43402 BGSU is an AA/EOE. Application deadline, August 4, 1989.

**Looking for aggressive,** experienced producer for AM-Philadelphia, the top-rated, local morning talk magazine show on WPVI-TV. Field producing, writing and hands-on editing skills a must. Resume and videotape (no calls) to Charles Bradley, WPVI-TV, 4100 City Line Ave., Suite #400, Philadelphia, PA 19131 EOE.

**On-air promotion producer:** Do you have lots of ideas? KERA TV is looking for a creative, highly motivated person to write, direct and produce program and event promos for this public television station. Must have two years experience in television, degree in TV film preferred and public television experience desirable. Please send resume, non-returnable VHS or 3 1/4" tape, and salary requirements to: Personnel, 3000 Harry Hines Blvd., Dallas, TX 75201 EOE.

**Producer/director** for the Florence/Myrtle Beach market. We are expanding our staff and looking for a self-starter who can direct news & spot production. Send resume and tape to Jim Briggs, Operations Manager, WBTW, PO Box F-13, Florence, SC 29501-0013. Phone 803-662-1565. AA/EOE.

**Promotion manager:** Top 50 Independent television station in search of creative promotion manager. Qualified applicants will have experience in on-air production, media planning/buying and public relations. Good organizational and communication skills a must. Send resume plus salary requirements to Box H-57. EOE.

**Technical director** for weekend newscasts. Need minimum two years recent switching experience for live newscast. Familiarity with GV 1600 a plus. Degree preferred. Send resume and non-returnable tape to Hope Brown, WPCQ-TV, PO Box 18665, Charlotte, NC 28218-0665. EOE.

**Lonely art director** seeks experienced, outgoing graphic designer for fun times and possible lasting relationship. Stimulating electronic opportunity. Top 10 affiliate. Exciting 4 day schedule. Must love news and promotion animals. Rush resume and tape to Art Director, KHOU-TV, 1945 Allen Pkwy., Houston, TX 77018. EOE.

**South Florida affiliate** seeks promotion pro/strong writing skills and experience in producing/directing/editing a must. Heavy emphasis on news promotion. No beginners, please! Send resumes and salary requirements to: Box H-48. EOE.

**Creative, experienced person** needed for promotion directorship at smaller award winning public television station KTWU/11. Need to be skilled in ad campaign design and execution, marketing analysis, good writer of ad and other prose; understand production processes (video, print, audio), media relations; editing of monthly program guide; maintain budget, supervise graphic artist and P.T. promotion assistant. College degree required or equivalent experience. Salary to \$25,000. Submit letter, resume, and names of 3 references to Personnel Office, Morgan 135, 1700 College, Topeka, KS 66623 by 5:00 pm, August 1, 1989. For information call 913-295-6538. Washington University is an equal opportunity/affirmative action employer.

**Executive producer-promotion,** if you have an outstanding reel, 3 years experience, a desire to make your on-air creativity shine and if you feel you're in a deadend job, WSOC-TV wants to see your work! We need a top-flight creative on-air pro to take over responsibility for our on-air product. Send reel and resume to: Alan Batten, WSOC-TV, 1901 N. Tryon, St., Charlotte, NC 28206 EOE. M/F.

**Video producer:** (Electronic media producer I) \$1,765 0 \$2,238 monthly. Western Washington University is recruiting for a position with Media Services. Incumbent will be responsible for producing/directing all university television productions, which will include designing, developing, planning, directing, producing and editing recorded and live television programs. Position closes July 31, 1989. For recruitment packet please contact WWU, Personnel Services, Old Main 361, Bellingham, WA 98225. 206-676-3774- EOE.

## EDUCATIONAL SERVICES

**On-camera presentation** video instruction tape. This tape has benefited entry level to network reporters. Send \$49.95 to The Media Training Center, P.O. Box 7151, Phoenix, AZ 85011-7151. Private instruction also available.

**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)

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

**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.

**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

**FM antenna(s)** - Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

**Towers wanted.** 20 ft - 2000 ft. Standing or on the ground. No junk. Tower Management Systems 504-521-8661.

**Wanted:** Used microwave equipment 7Ghz and 2Ghz for television use. Macom-MA' series international microwave or other. Please call Steve Ellis. 1-203-444-2626

## FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**50KW AM** \*\* CCA-AM 50,000D (1976), excellent condition. \*\* Transcom Corp. 215-884-0888. FAX 215-884-0738.

**FM transmitters** \*\* CCA 27,000 (1980) \*\* Harris FM 20K (1980) \*\* CSI T-3-F (1985) \*\* RCA BTF20E1 (1976, 1976) \*\* 3.5kW McMartin (1985) \*\* 5kW Gates FM 5G (1967) \*\* RCA 5D (1967) \*\* CSI T-12-F (1980) \*\* Transcom Corp. 215-884-0888. FAX 215-884-0738.

**1KW AM transmitters** \*\* CSI T1A (1981), Sparta SS1000 (1981) \*\* Collins 20V3 (1967) \*\* Transcom Corp. 215-884-0888. FAX 215-884-0738.

**AM transmitters** \*\* CCA AM 10,000 (1970), \*\* Collins 820F (1978) \*\* Harris MW5A (197681) \*\* Gates BC-5P2 (1967) \*\* McMartin BA2, 5k (1981) \*\* Transcom Corp. 215-884-0888. FAX 215-884-0738.

**New UHF TV transmitters:** Klystron, MSDC Klystron, Klystron, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

**RCA UHF transmitter:** 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

**New LPTV transmitters:** UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

**1000' Kline tower.** Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen. TTC. 303-665-8000.

**120 KW UHF transmitter package** TVT/Varian transmitter package just traded in on a new TTC 240 KW system. Excellent condition. Now tuned to Channel 54. Includes 1000' waveguide and antenna. Low price. Call Bill Kitchen, TTC 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.

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

**Sony BVH-3100:** Less than 200 hours use; Sony BVH 1100A with 2.5 hour Merlin extended rec/play kit. TBC. Fully refurbished with 60 day warranty. Call Video Brokers, 407-851-4595

**Ampex VPR-2B's:** In consoles with Tektronix monitoring, TBC-2B, several available. Time code and Dolby audio. Call Video Brokers, 407-851-4595

**Beta Cam chips:** Factory overstock purchase by Video Brokers. New BVP-5, 50's, and 200's, with or without record decks. All new. Save up to 40% for these new Betacam units. Call Video Brokers, 407-851-4595

**Studio Beta decks:** In stock almost new BVW 10, 15, and 40's as well as BVW 25 Regular Beta still is a work horse format. Save on these like new Beta decks. Call Video Brokers, 407-851-4595

**CMX editors:** Several to choose from - 3100 to 3600. Save up to 50%. Call Video Brokers, 407-851-4595

**Grass Valley 1600 production switcher:** Demo use only. GVE 1680 - 1A - 10 input unit for edit suite or small truck, less than 10K. GVG - 1600 - 3F, 16 input loaded production switcher. Call Video Brokers, 407-851-4595

**ADO - 2000 repositioning:** Save and get immediate delivery on this near new ADO with perspective and rotation. Disimat and Digital and new keyboard. Call Video Brokers, 407-851-4595

**Hitachi HR-200B,** new heads, \$15,000. Sony BVW-40s, BVW-25, BVW-15, Sony BVU-800s and 110s. Many other items of all kinds. 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Media Concepts, 919-977-3600.

**Computer graphics system.** Picturemaker 30 True 3 dimensional with all software and IBM PC. Cost 80M. 2 1/2 years old. \$34,900.00. Maze Broadcast, 205-956-2227.

**Macom MA-7B,** 7Ghz microwave system with audio. Type approved. \$7,500.00. Maze Broadcast, 205-956-2227.

**Rank-Cintel ADS-1** film to video transfer system, complete with one inch, 3/4" and all accessories. Cost 600,000.00. Best offer. Maze Broadcast 205-956-2227.

**Routing switcher,** Image Video RS-6100 series 50 X 35 with dual audio. Expandable. \$12,500.00. Maze Broadcast 205-956-2227.

**Sony BVU-110** portable 3/4" VTRs. Checked out & warranted. \$1895.00. Maze Broadcast 205-956-2227.

**Recortec video tape evaluators** for 1" video tape. \$3,500. Also 3/4" available. 702-386-2844.

**Quad heads, VR2000,** 4 each, new rebuilds with warranty. Best offer. 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.

**3 RCA TK-46** studio cameras with pedestals, prompter monitors, and studio cable. Retubed in December 1988. Dave Layne, KCNC, 303-830-6426.

**Best prices:** Broadcast quality videotape. Professionally evaluated, 100% guaranteed. All major brands KCS20 - \$4.00, 1" 60 min. - \$22.00, KCA60 - \$8.00. Toll free, VSI, 1-800-346-4669.

**Save \$\$\$ - Complete Class A FM transmitter plant** (used)...includes antenna, tower, coax, transmitter, STL, remote control. Package priced under \$45,000.00! Call 806-372-5130 for details.

**Towers:** Over 60 available. AM - FM - TV - microwave - Guyed to 1200 ft self-supporters to 460 ft. We finance, trade, joint venture and lease antenna space. Tower Management Systems 504-521-8661

**Used-new AM, FM, Tv transmitters,** LPTV, antennas, cable, connectors, STL equipment, etc. Save thousands. Broadcasting Systems, 602-582-6550.

**Copper!** #8 & #10 ground radials. 2.3,4,6,8' strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

**Transmission line:** Celwave rigid coax 6 1/8" 75 ohm 19-1/2' sections - 900'. Less than one year in operation. Spring hangers, field flanges, pressurization. Contact Doug Holland, 800-635-5608.

**Transmitter:** Comark CTU-25 MX multiplex UHF transmitter. Less than one year in operation. Complete with klystron and exciter tuned to channel 30. Will re-tune. Contact Doug Holland, 800-635-5608.

**Antenna:** Andrew UHF antenna, sidemount channel 30 less than one year in operation. Contact Doug Holland, 800-635-5608.

**Studio:** Studio equipment: Sony VP-7000, 5850's.. RM editors, monitors, Sigma switcher, 3M CG, racks, etc. Contact Doug Holland, 800-635-5608.

## RADIO Help Wanted Management

### AN EXPANDING RADIO GROUP

IS SEEKING A MANAGEMENT-ORIENTED EXECUTIVE VICE PRESIDENT. THIS PROFESSIONAL MUST HAVE RADIO STATION GENERAL MANAGEMENT SKILLS INCLUDING PERSONNEL MANAGEMENT AND BUDGETING. TOP NORTHEAST MARKET. GOOD OPPORTUNITY. ATTRACTIVE INCENTIVE BASED COMPENSATION PROGRAM. EOE. SEND RESUME TO P.O. 811 BALA CYNWYD, PA 19004

### Help Wanted Sales

## AmericanMedia

### GENERAL SALES MANAGER WALK-FM/AM

WALK FM/AM, Long Island's #1 radio station, looking for strong leader and motivator with established success record in radio sales management. An exceptional opportunity at corporate flagship station in the country's ninth largest SMSA market. Join a young, progressive broadcast group.

Resumes to Ron Gold  
General Manager, WALK FM/AM  
P.O. Box 230, Patchogue, New York, 11772  
An Equal Opportunity Employer

### Help Wanted Technical

## BROADCAST ENGINEER

**BOSTON METRO AM-FM** has one opening for an experienced engineer. You must be a good communicator, a self-starter, experienced in both RF and high-quality audio and equipped with a strong desire to make these stations the best technical facilities anywhere. An F.C.C. General Class license and/or SBE Certification is a must. If you have five years experience in broadcasting and think you're ready to work in a major market for long-time broadcasters with high standards, contact us at Box # H-34

### Help Wanted News



**WRC Radio, Washington, DC,** invites qualified applicants to apply for a desk assistant position within the news department.

Applicants should have experience interviewing newsmakers, editing tape, and writing.

Please send resume to:

Rita Foley  
News Director  
WRC Radio

8121 Georgia Ave.  
Silver Spring, MD 20910

No telephone calls, please.



**A Greater Media Company**  
Equal Opportunity/Affirmative Action Employer

**SPECIAL  
REPORT**

# On August 7, we'll give you the business.



## The Business of Brokering:

The business of buying and selling radio stations, TV stations and cable systems is more complex and competitive than ever before. For our August 7th issue, we'll zero in on this specialized industry.

### We'll analyze:

- Station trading trends in the final half of 1989 and anticipating yearend 1989. We'll compare the year to 1988.
- Major factors in the field.

### And we'll focus on:

- A comprehensive list of brokerage firms and principals.
- Leading cable brokers with consideration of current cable trading.
- The Wall Street factor—who are the players and how have they changed the game.

**Space reservations and copy closing:  
July 28**

For details on this Special Report or space reservations in *Broadcasting Abroad*, *Broadcasting Cable* and the *Broadcasting/Cable Yearbook*, call any of the numbers listed below.

**New York**  
(212) 599-2830

**Washington, D.C.**  
(202) 659-2340

**Los Angeles**  
(213) 463-3148

**Lewis Edge & Assoc.**  
(Eastern Equipment)  
(609) 683-7900

**Schiff & Assoc.**  
(Western Equipment)  
(213) 393-9285

**Chicago**  
(312) 679-1100

**Los Angeles**  
(213) 462-2700

**Toronto**  
(416) 482-6288

**New York**  
(212) 953-2121

**Hawaii**  
(808) 545-2700

**London**  
(01) 427-9000

**Pattis/3M**

**The People Who Can Say "Yes" Read Broadcasting** 

Over 115,000 readers every week

Watch for Home Shopping Network's<sup>SM</sup>  
EXCLUSIVE  
AUDIENCE-BUILDING

# Sip 'n' Shop Sale Days

*A Breakthrough Tie-In Promotion With  
Maxwell House® Coffee*

- \$15.00 HSC coupon in approx. 20 million cans.
- Promoted in 30,000+ supermarkets nationally.
- On the shelf 7/1/89.
- FSI to reach approx. 50 million households.
- Local advertising.
- On-air promotion.



**HSC**  
HOME  
SHOPPING  
CLUB  
EVERY BUYS A BARGAIN™

GOOD TO THE  
LAST DROP  
**Maxwell  
House**  
COFFEE

Another perfect blend –  
**Home Shopping Club™**  
programming and  
marketing support...  
**and your audience!**

Call HSN Broadcast Affiliation at  
**1-800-284-0469**  
to see how to participate locally.

