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CONVENTIONS' EVE SPECIAL REPORTS  
**Radio '89**  
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# VARIETY

Published Weekly at 154 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$6. Single copies, 15 c.  
Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879.  
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Vol. 119 No. 5

NEW YORK, WEDNESDAY, JULY 17, 1935

# STICKS HICK PIX

## World's Worst

N.T.G. is doing a film short for Ben Schwartz' Master Arts with the world's worst amateurs in it.

All the broken-down Sir Josef Ginzbergs, John McCormack, Jr., and other hopeleses are being assembled

## Runner Runner-Up

New York, or elsewhere in one season.

## Cry for 'Author' of Five Plays On B'way Will Get No Response

Top playwright on Broadway next season won't be there to see his own brain-children, the William Shakespeare cycle being due. No less than five of the Bard's classics will brave the Main Stem showshops for edification of earthy New Yorkers and waiting firemen.

With the exception of the Gilbert and Sullivan revivals, it is one of the rare times that five plays by one author or team will hit Broadway in one season, exceeding also

## Runner-Up

Chicago, July 16

Appears to radio execs here that Sears-Roebuck is after a record for the number of auditions for a future air program, a record which is now held by Schlits.

While Schlits is still far in the lead,



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T INTERESTED  
FARM DRAMA

West Exhib Says 'Bar-  
etts,' Rothschild,' Pim-  
ernel' Among Best Gross-  
ers in Silo Belt—Musicals  
ame and Story Tops Star  
s a Draw

TARTING TIME IDEA

By GEORGE McCALL

Hollywood. July 16  
rent visit to Hollywood of Joe

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And in an industry where you're only as good as your last performance, we played a leading role in financing three of this year's Oscar-nominated films.

Of course, they don't award Oscars for best supporting performance by a bank. But that's how we try to treat all our clients, whether it's in related industries like publishing, broadcasting and cable, or industries like retailing and natural resources.

For Chemical, the bottom line is knowing your business well enough to make a difference.

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**Renewal report...** Check of license renewal activity after first year of three-year radio renewal cycle shows sharp decline in number of competing applications or comparative renewal challenges. **PAGE 35.**

**In the trenches...** In this Special Report, BROADCASTING surveys nation's TV and radio news directors on issues and problems facing them on eve of RTNDA's annual meeting this week. From their response, covering local news front for stations in 1990's appears to be anything but dull—or grim. **PAGE 43.**

Strength of Radio-Television News Directors Association, journalism ethics and news re-creations are top issues to be addressed at association's convention in Kansas City, Mo. **PAGE 58.**



**Radio '89...** BROADCASTING goes on road to take pulse of radio industry through canvass of station managers, programers, on-air personalities and promotion directors in New York, Atlanta, Dallas, Los Angeles and San Francisco. **PAGE 75.** Adult Contemporary is top radio format in BROADCASTING's annual survey of top 10 stations in top 50 markets. **PAGE 88.** What's in store at National Association of Broadcasters' radio-only convention in New Orleans this week? Full preview, including agenda, lists of exhibitors and hospitality suites, begins on **PAGE 102.**

**36/ CROSS-NETWORK PRODUCTION**

Three major commercial networks move toward producing programming for each other.

**39/ FAKED FOOTAGE?**

CBS News said to have suspended veteran documentary producer for improprieties in connection with moon landing documentary.

**40/ HDTV UPDATE**

Annual update of high-definition television details latest technologies, applications and competitive strategies affecting developing medium.

**37/ AFFILIATE BONUSES**

ABC rewards 52 affiliates with "bonus" payments.

**116/ WIRELESS WORLD**

Fort Wayne Telsat joins growing ranks of wireless cable

operators, offering nine channels of cable programming via microwave.

**122/ LOCAL AD SALES**

More cable systems are inserting ads in services other than traditional cable powerhouses.

**128/ MTM ENTERS FIRST-RUN**

MTM Enterprises enters first-run syndication with live, hour-long program being developed for 1990-91 season.

**129/ PBS FALL SEASON**

Public Broadcasting Service's fall '89 schedule includes six new series



PBS's 'Art of the Western World'

covering such topics as U.S.'s role in world affairs, historical interpretations of U.S. Constitution, art history, travel and poetry.

**130/ CONSUMER WATCH**

CNBC to launch nightly, half-hour show Oct. 2 focusing on scams and ripoffs confronted by consumers.

**131/ PROTECTING SOURCES**

In newspaper case, Minnesota court rules against journalists, saying breach of confidentiality is breach of contract.

**134/ GLOBAL STRATEGY**

Former ESPN and network sports executive Chet Simmons looks at international TV sports opportunities in this exclusive interview with BROADCASTING.

**159/ LEADING THE TROOPS**

Among topics heading David Bartlett's agenda as recently appointed RTNDA President is achieving full First Amendment rights for radio and TV journalists. As he says: "A journalist is a journalist, regardless of the means of transmitting the story."

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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.



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## WASHINGTON

### Morning line

Latest name to emerge in contest for Democratic (or, as White House puts it, "non-Republican") seat on FCC is William Squadron, communications lawyer with firm of Morrison & Foerster. Squadron is son of Howard Squadron, who for many years was president of American Jewish Congress. (And his firm is one of those with which FCC General Counsel Diane Killory is known to have interviewed in her search for job; she leaves commission on Oct. 5). Squadron is said to have some Hill backing, and he says he has had White House interview. Another name that has surfaced is that of Dan Brenner, who had been top aide to then-FCC Chairman Mark Fowler and who is now director of communications law program at UCLA. He is also member of board of Corporation for Public Broadcasting. Representatives Tom Tauke (R-Iowa) and Henry Waxman (D-Calif.), both members of House Energy and Commerce Committee, are said to back Brenner. Supporters are also said to include Kenneth Towery, CPB chairman; Donald Kennedy, president of Stanford University, and Pete Williams, assistant secretary of Defense for Public Affairs.

### Talked about

Must carry will be subject of Senate Communications Subcommittee hearing after October recess (Oct. 9-13). Must carry remains hot topic, especially as it relates to issue of channel repositioning (see "Top of the Week"). And now broadcasters want to explore relationship between must carry and compulsory license. National Association of Broadcasters has assigned special task force to look at those issues in connection with overall broadcaster-cable relations. Task force was originally slated to be chaired by Group W's Thomas Goodgame, but due to his time constraints, Cyril Vetter, wvla-TV Baton Rouge, will be co-chair. Vetter suggested in BROADCASTING "Monday Memo" that cable be charged fee for carrying broadcaster signals.

### Affiliate togetherness

Group broadcasters and attorneys representing network affiliates made rounds at FCC last week to lobby on issues affecting them. In meetings with three of four commissioners (they didn't bother to visit outgoing Commissioner Patricia Diaz Dennis) and their staffs, they reportedly argued against pending proposal to eliminate prohibitions against networks repping stations and

owning cable systems, and for some relaxation of the financial interest and syndication rules that limit network involvement in programming.

According to one office, group included John Behnke of KOMO-TV Seattle, Clyde Payne of wtko(TV) Bowling Green, Ky., and attorney Wade Hargrove (ABC affiliates); Henry Yaggi of wusa(TV) Washington and attorney Gregory Schmidt (CBS affiliate), and Jim Sefert of wis-TV Columbia, S.C., and Cyril Vetter of wvla-TV Baton Rouge, La. (NBC affiliates).

### Telco tempest

News of National Association of Broadcasters' decision to retain Brian Moir, lawyer with Fisher, Wayland, Cooper & Leader ("Closed Circuit, Aug. 28"), sent shockwaves through telephone industry. Moir, who would advise NAB on telco matters, is considered "anathema" to phone companies and has reputation for trying to "deep six" them. Indeed, source said Moir's association with NAB was tantamount to declaring war on telcos. But NAB dismissed telcos' reaction as "premature," saying that Moir was chosen because he is well versed on common carrier issues. And Moir told BROADCASTING that he would not "dignify" telcos' reaction with response.

## NEW YORK

### Standing in line for basketball

Although National Football League sources have said no new network TV rights deals are likely before Super Bowl, National Basketball Association will not wait until end of current contracts to define its TV future. Bell will ring and gate open in early November for horserace to NBA rights, if encumbrants do not sew up extensions during 30-day "grace period" in October. Both CBS's current four-year \$173 million deal and Turner Broadcasting's two-year \$50 million agreement provide those programmers first shot. Champing at bit most may be NBC, which loses more than 60 spring-summer weekend hours of Major League Baseball, and SportsChannel America, which, having won National Hockey League rights, would further establish its national identity with another national property in stable.

### Allof

Little has been heard since General Motors announcement that it was considering penalizing stations that failed to make good on promises of pod exclusivity ("Top of the Week," July 10) for GM spots. But company has recently had agencies for its



### Capitol Hill fanfare.

Capcities/ABC rolled out red carpet on Capitol Hill last week to celebrate premiere Tuesday (Sept. 12) of *Life Goes On*. A Toots Production in association with Warner Bros. TV, program features young man with Down Syndrome, played by Christopher Burke (who has the syndrome). Attending Hill reception and screening were (l to r): Harvey Shephard, president of Warner Bros. TV; Capcities/ABC's Eugene Cowen (VP Washington) and John Sias, president of ABC TV Network Group; FCC Commissioner Sherrie Marshall, and Tony Cook, staff counsel, Senate Communications Subcommittee.



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



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various divisions review stations' ad placement and, according to one agency source, could begin using clout of more than \$300 million in spot spending as early as the next few weeks, when fourth-quarter spot buying begins.

### Counting the hours

USA Network is said to have paid between \$300,000 and \$350,000 per episode for rights to *MacGyver*, which it acquired two weeks ago from one of its parents, Paramount. Two months ago, 20th Century Fox sold rights to *L.A. Law* to Lifetime for between \$205,000-\$210,000 per episode. *Scarecrow and Mrs. King* went to The Family Channel for estimated \$115,000 per episode. Record off-network price paid by cable for hour show, to date, is believed to be reported \$500,000 paid by USA Network for *Murder, She Wrote*. While those prices appear impressive in today's market, they pale somewhat compared to prices syndicators used to get for hours in station marketplace. Six years ago, MCA TV raked in cool \$2 million for each episode of *Magnum, P.I.* Station market for hours plummeted shortly thereafter, when *Magnum* and other high-priced shows didn't pay off in ratings or advertising rates for stations.

### Eclipse

ABC Video Enterprises is currently shopping its 65 episodes of *Moonlighting*, offbeat but delay-plagued detective hour that ran on ABC for four seasons, to various cable networks. So far, no takers, with at least three basic networks passing on it. Lifetime, which ABC owns third of, was given first crack at program, but passed, opting to pay more than \$200,000 per episode for off-network rights to *L.A. Law* starting in 1990. Source at USA Network said it was not "currently" interested in program, and that it didn't really fit into network's overall program strategy. Family Channel also passed, for essentially same reason. Source at VH-1 indicated there is some

interest, but, "we're in no rush for it." Executive there said network will test program with focus groups, along with some other programs, before making final decision.

## HOLLYWOOD

### New for NATPE

Reeves Entertainment Group is going full steam ahead with plans to market proposed pilot of *Finders Keepers* for presentation at NATPE (New Orleans, January 1990). Half-hour show is being targeted for fall 1990 launch in prime access, and *Finders Keepers* producer Earl Durham says one of networks has expressed "interest" in carrying strip offering on its O&O stations. Despite no on-air hosting experience, Jim Tice has been slated to host show.

Basis of show jelled after publication of new "Finders Keepers Magazine" (Tice is founder), with premise surrounding televised search for rare lost objects, locating missing heirs and reuniting lost relatives. Call-in number and finder's fee will be offered to viewers locating sought articles. According to Durham, pilot will be shot two months from now, which REG will produce in association with Woody Fraser Productions. Show is not

connected with *Finders Keepers* version that has aired on Nickelodeon, but Reeves executives say that a title change will possibly be made if Nickelodeon has a valid service mark on a title.

### Ocean crossing

Los Angeles-based distributor James Phillips is force behind new co-production cooperative now forming between American and European independent producers and TV companies. Details of venture, dubbed United, are expected this week, but projects already given go-ahead include \$5 million TV movie and three other programs with budgets of \$800,000 apiece. Phillips is former Metromedia Production vice president who is opening his own distribution business and has handled wide range of TV movies and series, including HBO's "1st and Ten." Concept is similar to World International Network formed several years ago by ex-MGM/UA senior executive Larry Gershman.

## CHICAGO

### Backing off

Tribune Company was last week disavowing Sept. 6 editorial that ran in

company-owned *Chicago Tribune* entitled: "It's time to break the cable monopoly." It is "not the position of the Tribune Company," said Tribune vice president Shaun Sheehan about editorial which makes case for telephone company competition with cable. Rate regulation is "inefficient way to correct the failings of a monopoly market," said editorial, which reportedly came as surprise to company executives. Instead, paper suggested that "Congress should look for ways to increase competition in cable markets." Moreover, editorial said telco entry would spur development of fiber optics. Editorial called for encouraging fiber by allowing Americans to get their "home entertainment over the phone lines." Many of Tribune's television stations, including WGN-TV, are superstations, and carried nationally by cable systems.

## TULSA

### Value-added sentences

Money from pockets of convicted satellite signal thieves will go toward tracking down and prosecuting other signal pirates. Apparently precedential sentence handed down by Federal Judge James Ellison in Tulsa, Okla., included order that each of four people convicted of modifying satellite descramblers pay \$2,625 to Satellite Broadcasting & Communications Association Anti-Piracy Task Force.

Cable programmers, satellite equipment manufacturers and other SBCA members have staffed and funded task force at \$4 million for coming year. But that investigative-educational arm of association may find itself unexpected revenue stream if precedent is followed by other judges—say, for instance, Judge H. Dale Cook, who already ordered one small fry to pay SBCA \$455 and is preparing to sentence three larger fish also convicted in Tulsa area, heartland of backyard dish country.

### Howard/Imagine/Second City/MCA TV

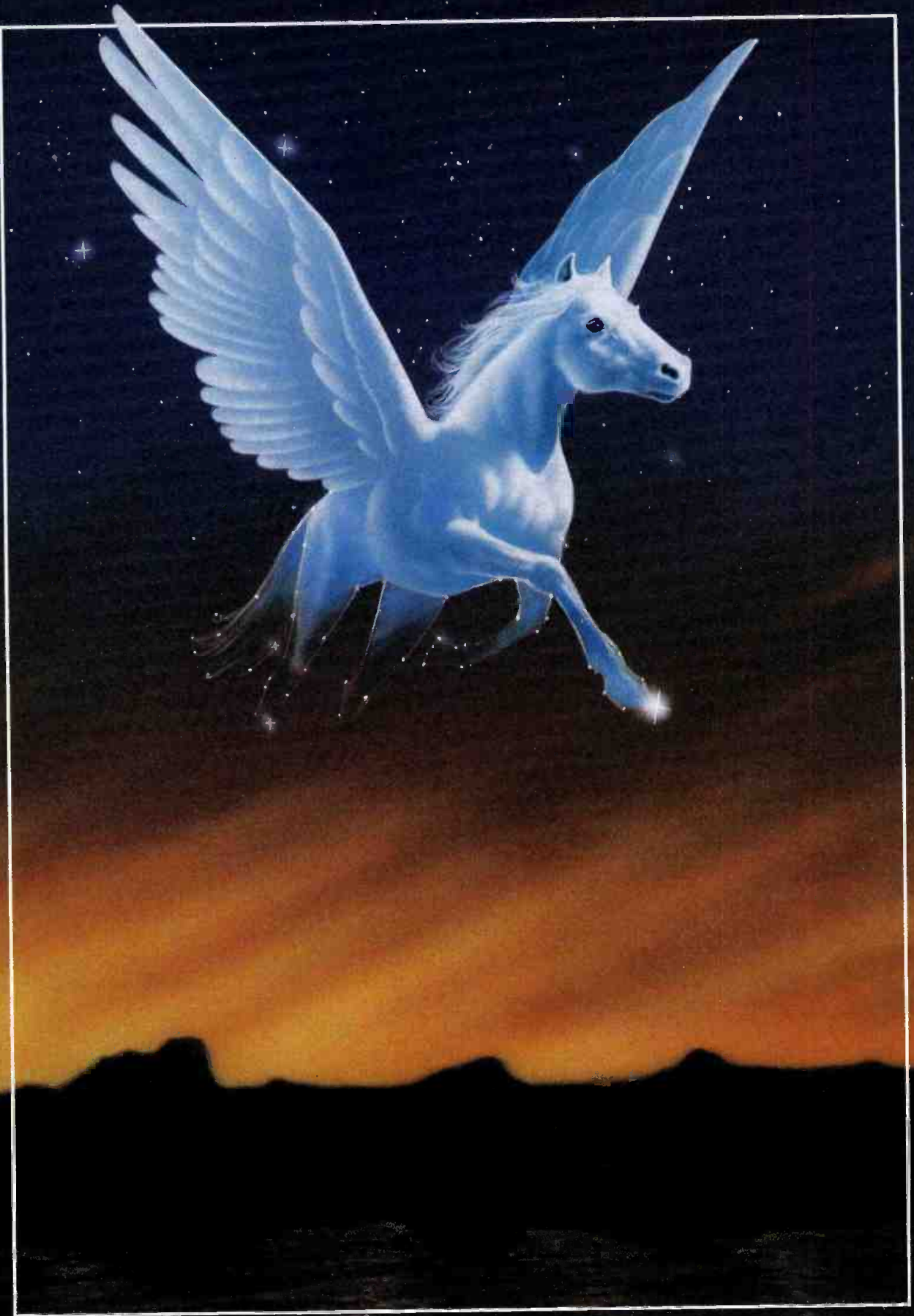
Ron Howard's Imagine Films Entertainment is officially entering syndication production business in long-term co-production deal with Second City Entertainment for late night talk/comedy strip distributed by MCA TV (BROADCASTING, Sept. 4), according to Robert Harris, president of motion pictures and television, Imagine Films. Imagine and Second City, which signed joint venture deal last May, will use what Harris says is "ready talent pool" of Second City club comedians for untitled MCA TV development project slated for 1990-91 season. MCA and Imagine signed long-term deal to distribute all Imagine TV product in summer 1988.

Harris, who joined Imagine in September 1988 as former Universal Television Group president and 13-year employee of parent company MCA, says Imagine is also talking original feature cable projects with Showtime, HBO, TNT, USA and MTV Network (which includes Nickelodeon and VH-1, in addition to other projects with on-air networks).

Harris described pilot project for MCA as company's first foray into first-run syndication, with Second City's Andrew Alexander and Michael Sahlin executive producing.

Harris says Imagine co-founders Ron Howard and Brian Grazer will not have "hands-on" involvement in TV projects, instead will stay involved only in motion picture ventures.





P E G A S U S II







# A TRI-STAR SHOWCASE!

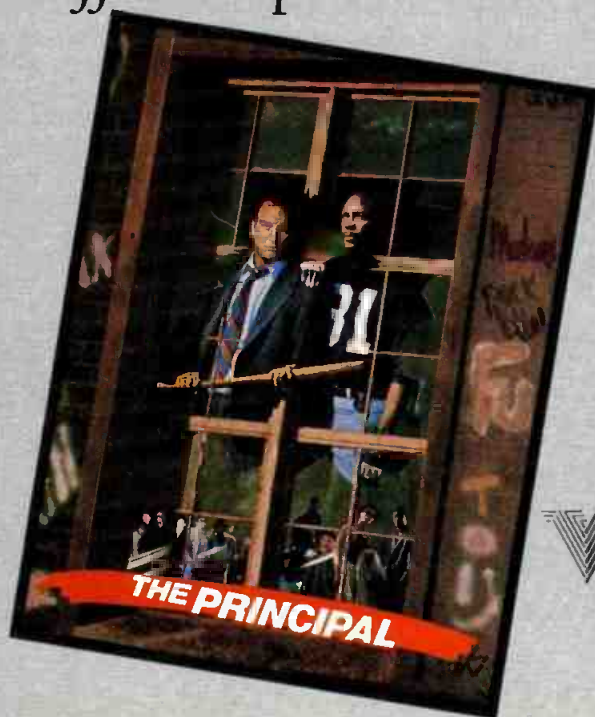
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# BY THE NUMBERS 1

Out of the prime time starting gate this week come five programs for ABC, four for CBS, two for Fox and one, *Sister Kate* (with Stephanie Beacham [pictured] in the title role), for NBC. But even as the networks gear up for the new season and the final days of the old (1988-89) season draw near (today is the first day of this season's 52d week), the audience ratings for the big three still have some catching up to do.



Given the expanded prime time schedule for Fox, it will be that much tougher for ABC, CBS and NBC to pull in viewers.

Three of ABC's programs are making their initial debut this week; *Life Goes On* and *Chicken Soup* will broadcast on Tuesday, with latter show, according to advertising agency analyses, predicted to win its time period. *Homeroom* will make its first foray into

"By the Numbers" continues on page 16

## RATINGS ROUNDUP:

## Week 50, Aug 28-Sep 3

Rank/rating	Network	Show	Rank/rating	Network	Show	Rank/rating	Network	Show	
1	19.4/31	A	Roseanne	28	▲	11.8/20	C	Jake and the Fatman	
2	17.6/31	N	Cheers	28	▼	11.8/25	C	Murder, She Wrote	
3	▲	16.5/32	N	Cosby Show	31	▼	11.7/23	A	Perfect Strangers
4	▼	16.1/29	N	Different World	32	▲	11.5/24	N	Hunter
5	▲	15.8/27	N	Dear John	32	▲	11.5/21	N	Midnight Caller
6	15.7/26	A	Wonder Years	34	▲	11.4/18	N	In the Heat of the Night	
7	15.3/28	N	NBC Special: Bad Girls	35	▼	11.3/23	A	Full House	
7	15.3/27	A	Who's the Boss?	35	▼	11.3/22	A	Mr. Belvedere	
9	▲	15.2/31	N	Golden Girls	35	11.3/21	C	Valvoline Nat'l Driving Test	
10	▲	15.1/25	A	Anything But Love	38	▲	10.9/20	A	Prime Time Live
10	▲	15.1/30	N	Empty Nest	38	▲	10.9/18	C	CBS Tuesday Movie
12	▼	14.5/25	N	Night Court	40	10.7/18	N	Saved by the Bell, 2d preview	
13	14.4/23	C	Designing Women	41	■	10.4/20	F	Married...With Children	
14	14.0/23	C	Murphy Brown	42	▼	9.6/17	C	Kate and Allie	
15	13.7/23	C	Murphy Brown, special	43	▲	9.1/19	N	13 East	
16	▲	13.5/24	A	Head of the Class	44	9.0/17	A	ABC News Special	
17	▲	13.0/25	A	Growing Pains	44	▲	9.0/15	A	Mission: Impossible
18	▲	12.9/31	C	60 Minutes	46	▼	8.9/15	N	NBC Monday Movie
19	▲	12.6/25	A	20/20	47	▲	8.5/16	A	China Beach
19	▲	12.6/23	N	Unsolved Mysteries	48	▲	8.3/14	A	Coach
21	▲	12.5/23	N	L.A. Law	48	8.3/15	C	48 Hours	
22	▲	12.2/21	N	Murlock	48	▼	8.3/17	F	Totally Hidden Video
23	▲	12.1/21	N	ALF	48	8.3/17	N	NFL Preseason, Friday	
24	▲	12.0/23	A	Just the Ten of Us	48	8.3/18	N	227	
24	12.0/21	A	NFL Preseason Football	53	▲	8.1/14	A	Hooperman	
24	▲	12.0/22	C	Newhart	54	▼	8.0/16	A	ABC Sunday Movie
27	▲	11.9/20	N	FM	55	▼	7.9/17	F	America's Most Wanted
28	11.8/20	C	Designing Women, special	55	7.9/16	N	NBC Sunday Movie (breakout)		
57	7.7/14	C	Queen of the Beasts	57	7.7/14	C	Queen of the Beasts		
58	▼	7.4/14	C	CBS Friday Movie	58	▼	7.4/14	C	CBS Friday Movie
58	7.4/12	F	Fox Monday Movie	58	7.4/12	F	Fox Monday Movie		
58	▼	7.4/14	F	Open House	58	▼	7.4/14	F	Open House
61	▼	7.3/13	C	Equalizer	61	▼	7.3/13	C	Equalizer
62	▼	7.2/13	C	Wiseguy	62	▼	7.2/13	C	Wiseguy
63	▼	7.0/14	N	My Two Dads	63	▼	7.0/14	N	My Two Dads
64	6.9/15	C	NFL Preseason Football	64	6.9/15	C	NFL Preseason Football		
65	▼	6.7/12	C	Best of Knots Landing	65	▼	6.7/12	C	Best of Knots Landing
65	▼	6.7/14	N	Family Ties	65	▼	6.7/14	N	Family Ties
67	▲	6.5/12	A	Man Called Hawk	67	▲	6.5/12	A	Man Called Hawk
68	6.4/13	C	Short Summer, Charlie Brown	68	6.4/13	C	Short Summer, Charlie Brown		
69	▼	6.0/12	C	CBS Sunday Movie	69	▼	6.0/12	C	CBS Sunday Movie
70	▼	5.9/12	A	ABC Mystery Movie	70	▼	5.9/12	A	ABC Mystery Movie
71	▼	5.8/12	A	MacGyver	71	▼	5.8/12	A	MacGyver
71	▼	5.8/13	C	Paradise	71	▼	5.8/13	C	Paradise
73	5.6/12	A	Great Circuses-World, special	73	5.6/12	A	Great Circuses-World, special		
73	5.6/11	C	Bugs Bunny's Mad World of TV	73	5.6/11	C	Bugs Bunny's Mad World of TV		
75	▼	5.1/11	F	Cops	75	▼	5.1/11	F	Cops
76	▲	5.0/12	A	Incredible Sunday	76	▲	5.0/12	A	Incredible Sunday
76	▲	5.0/10	F	Tracey Ullman Show	76	▲	5.0/10	F	Tracey Ullman Show
78	▼	4.5/11	N	Magical World of Disney	78	▼	4.5/11	N	Magical World of Disney
79	4.4/9	N	Hound Town, special	79	4.4/9	N	Hound Town, special		
80	▼	4.2/10	F	21 Jump Street	80	▼	4.2/10	F	21 Jump Street
81	▼	4.1/9	F	Reporters	81	▼	4.1/9	F	Reporters
82	▼	3.8/8	F	Garry Shandling Show	82	▼	3.8/8	F	Garry Shandling Show
82	3.8/8	N	Only Temporary, special	82	3.8/8	N	Only Temporary, special		
84	▼	2.7/5	F	Beyond Tomorrow	84	▼	2.7/5	F	Beyond Tomorrow

### Guide to symbols

▼ --Down from last week

▲ --Up from last week

■ --Premiere broadcast

Source: Nielsen Media Research

## FREEZE FRAMES: Current network standings as of Week 50, Aug 28-Sep 3

Network averages		Demographic ratings			Season to date		
Prime time	Evening news	Viewers 2+	ABC	CBS	NBC	1988-89	1987-88
NBC: 10.6/20.3	ABC: 9.1/20	6.0	6.0	5.5	6.5	NBC: 14.4/25	NBC: 14.5/25
ABC: 9.7/18.6	CBS: 9.0/20	Women 18-49	6.2	5.4	6.7	ABC: 11.7/20	CBS: 12.3/21
CBS: 9.0/17.3	NBC: 8.6/19	Men 18-49	5.3	4.2	5.0	CBS: 11.5/20	ABC: 12.1/21



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# **KTVI** **BLAIR** **SHARING THE SPIRIT** **OF ST. LOUIS.**

The spirit of St. Louis is alive and well at KTVI,  
Channel 2.

This Times-Mirror owned ABC affiliate is out to  
bring their audience the finest in news and  
programming. It's no surprise they selected Blair to  
be their rep. They know Blair is the best sales  
partner to spread KTVI's story across the country —  
and help make them number one in their market.

**BLAIR TELEVISION**



Blair Television is a subsidiary of John Blair Communications, Inc.

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# BY THE NUMBERS 2

## Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,965	255	5,220
Commercial FM	4,222	767	4,989
Educational FM	1,397	253	1,650
■ Total Radio	10,584	1,275	11,859
Commercial VHF TV	547	22	569
Commercial UHF TV	527	214	741
Educational VHF TV	122	5	127
Educational UHF TV	219	26	245
■ Total TV	1,415	267	1,682
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,772	316	2,088
VHF translators	2,715	116	2,831
UHF translators	2,155	399	2,554

CABLE †	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration †	56.4%
Pay cable penetration	29.4%

\* 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. Source: Nieslen and Broadcasting's own research.

"By the Numbers" continued from page 14

the prime time season Saturday night. When it settles in on Sundays at 8:30, however, the show will face timeslot-winner *Murder, She Wrote* on CBS. Other returning shows for ABC are tonight's broadcast of *Monday Night Football* and Tuesday's season premiere of *Roseanne*.

CBS's *48 Hours* premieres on Thursday, followed by *Paradise* on Saturday and *60 Minutes* on Sunday.

NBC's *Sister Kate* debuts this Saturday. In its regular timeslot on Sunday at 8, *Kate* will face competition from the first half hour of *Murder, She Wrote*. According to a prime time season analysis by Saatchi & Saatchi, *Kate* "would probably be a hit" in another time period.

Week 50, the latest week for which ratings numbers are available, ended with the big three networks posting a combined 29.3 rating. Last year's Week 50 ended with a combined 31.7 rating, 1.4 rating points higher. Last year's share was also larger—a 59—over this year's combined 56.2.

By Week 52 last year, which ended Sept. 18, the three networks had moved their combined rating to a 37.0. The next week, premiere week for 1988-89 season, closed out with a 38.9.

## MarketScope

Overall, Fifth Estate stocks moved down last week with 60 stocks declining, 44 gaining and 27 remaining unchanged. The Cable group had 12 gainers, four declines and four unchanged. Equipment and Manufacturing stocks had 16 decliners outpacing the group's four gainers and four unchanged. Disney and Grey gained the most ground, up \$4 per share each, with Disney closing at 121 5/8 and Grey at 158. Playboy finished out the Aug 30-Sept. 6 period up 1 5/8, closing at 16 5/8.



## STOCK INDEX 1

Market Capitalization						Market Capitalization					
Closing	Closing	Net	Percent	P/E	zation	Closing	Closing	Net	Percent	P/E	zation
Wed	Wed	Change	Change	Ratio	(000,000)	Wed	Wed	Change	Change	Ratio	(000,000)
Sep 6	Aug 30					Sep 6	Aug 30				

### BROADCASTING

### BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities ABC	507	509	1/4	- 2 1/4	00.44	22	8,229	N (BLC) A.H. Belo	37	1/2	38	-	1/2	-01.31	63	243			
N (CBS) CBS	212	1 2	214	3/8	- 1 7/8	-00.87	18	5,012	N (AFL) American Family	18	3/8	18		3/8	02.08	13	1,469		
A (CCU) Clear Channel	11	1 2	12	1/4	- 3/4	-06.12	18	44	O (ACCMA) Assoc. Commun.	37	3 4	37	1/2	1/4	00.66		540		
A (HTG) Heritage Media	4	3 8	4	3/8		00.00	-3	37	O (BMAC) BMA Corp.	36		36	1/2	-	-01.36	18	349		
O (JCOR) Jacor Commun.	6	7 8	6	7/8		00.00	-7	68	N (CCN) Chris-Craft	36	7 8	35	3/4	1/8	00.34	43	829		
O (LINB) LIN	106	1/2	107		1/2	-00.46	63	5,438	O (DUCO) Durham Corp.	32		32	1/4	-	1/4	00.77	18	269	
O (OBCCC) Olympia Broadcast	2	1/4	2	1/4		00.00		5	N (GCI) Gannett Co.	46	3/8	47	1/4	-	7/8	-01.85	20	7,469	
O (OSBN) Osborn Commun.	14	1/4	14		1/4	01.78	-12	72	O (GACC) Great American	11		10	7/8		1/8	01.14	-4	345	
O (OCOMA) Outlet Commun.	28		28	1/2	-	1/2	-01.75	41	183	N (JP) Jefferson-Pilot	38	3 4	38	1/8		5/8	01.63	14	1,493
A (PR) Price Commun.	6	3 4	6	3/4		00.00	-3	49	N (KRI) Knight-Ridder	58	1 8	57	1/2	-	3/8	-02.39	21	2,980	
O (SAGB) Sage Broadcasting	3	3 4	3	3/4		00.00	-5	14	N (LEE) Lee Enterprises	31	7 8	32	3/8	-	1/2	-01.54	18	787	
O (SCRIP) Scripps Howard	77		81		- 4	-04.93	45	795	N (LC) Liberty	36	3 8	35	5/8		3/4	02.10	12	318	
O (SUNNC) SunGroup Inc.	1	5 8	1	5/8		00.00	-2	3	N (MHP) McGraw-Hill	77	1 4	80	3/8	-	3 1/8	-03.88	20	5,748	
O (TLMD) Telemundo	5	1 4	5	1/4		00.00		88	A (MEGA) Media General	39		39			00.00	105	1,004		
O (TVXGC) TVX Broadcast	2	7 8	2	15/16	-	1/16	-02.12	21	N (MDP) Meredith Corp.	35	3 4	35	1/8	-	3/8	-01.03	21	680	
O (UTVI) United Television	36		36			00.00	-45	393	O (MMEDC) Multimedia	105		106		-	1	-00.94	42	3,162	



**WXXA-TV**

**BLAIR**

**OUT-FOXING  
THE COMPETITION  
IN ALBANY.**

WXXA-TV Albany, New York has called on Blair to be their national sales representative.

Albany's independent station is after a growing share of market — fueled by the growing success of Fox.

It's no surprise WXXA-TV selected Blair to spread that excitement nationwide — and help out-fox the competition!

**BLAIR TELEVISION**



Blair Television is a subsidiary of John Blair Communications, Inc.

# BY THE NUMBERS 3

## STOCK INDEX 2

	Market							Market						
	Closing	Closing	Net	Percent	P/E	Capitali-	zation	Closing	Closing	Net	Percent	P/E	Capitali-	zation
	Wed	Wed						Wed	Wed					
	Sep 6	Aug 30	Change	Change	Ratio(000,000)	Sep 6	Aug 30	Change	Change	Ratio(000,000)				
A (NYTA) New York Times	31	31	3/8	01/20	16	2,506	N (IPG) Interpublic Group	33	33	3/8		00/00	18	1,166
N (NWS) News Corp. Ltd.	25	26	1/2	-01/32	10	6,798	O (OMCM) Omnicom Group	23	23	5/8	-1/4	-01/05	17	577
O (PARC) Park Commun.	36	35	1/4	03/54	26	503	N (SAA) Saatchi & Saatchi	14	15	1/8		-00/83	6	2,328
O (PLTZ) Pulitzer Publishing	30	30	1/2	01/66	15	319	O (TLMT) Telemation	2	2			00/00	33	9
N (REL) Reliance Group Hold.	8	7	3/4	03/22	25	596	A (UNV) Unitel Video	14	14			00/00	22	30
O (RTRSY) Reuters Ltd.	45	46	3/4	-02/67	26	18,832								
O (STAUF) Stauffer Commun.	138	138		00/00	46	138								
N (TMC) Times Mirror	41	41	1/4	-00/30	18	5,288								
O (TMC) TM Communications	11	11	1/2	10/00	-1	2								
N (TRB) Tribune	58	58	3/8	-00/64	20	4,339								
A (TBSA) Turner Bcstg. 'A'	55	55	5/8	00/22	-17	2,553								
A (TBSB) Turner Bcstg. 'B'	51	51	1/2	00/72	-16	1,255								
A (WPOB) Washington Post	288	288	1/2	-00/04	22	3,709								
<b>PROGRAMING</b>														
O (ALLT) All American TV	3	3	1/8			00/00	3							
O (BRRS) Barris Indus	11	10	5/8	08/23	-5	124								
A (CLR) Color Systems	2	2	1/2	-10/00	-1	12								
N (KPE) Columbia Pictures Ent.	20	20	1/4	-00/61	1006	2,228								
O (CAVN) CVN Cos.	20	20	1/8	00/00	31	354								
O (DCPI) Dick Clark Prod.	5	5	3/4	-04/34	-550	45								
N (DIS) Disney	121	117	5/8	03/40	29	16,347								
O (FNNI) Financial News	7	7	3/8	-01/69		89								
A (FE) Fries Entertain.	2	2	1/8	-05/88	-3	9								
N (PCI) Gulf Western	57	58	5/8	-02/13	-17	6,666								
A (HHH) Heritage Entertain.	2	2	3/8	05/26	-8	13								
A (HSN) Home Shopping Net.	3	3	1/2	-07/14	13	290								
N (KWP) King World	31	32	1/2	-03/07	11	788								
O (KREN) Kings Road Entertain.	17	17	3/2			30/76								
N (MCA) MCA	62	65	1/2	-04/58	27	4,564								
N (MGM) MGM UA Commun.	19	19	5/8	00/00	-9	988								
A (NHI) Nelson Holdings	15	15	3/4	3/16	25/00	25								
O (NNET) Nostalgia Network	1	2	1/8	-06/25	-2	10								
N (OPC) Orion Pictures	21	21	1/4	00/00	39	359								
N (PCC) Pathe Communications	3	3	1/4	07/69		39								
N (PLA) Playboy Ent.	16	15	5/8	10/83		156								
O (QNTX) Qintex	8	8	1/8	-01/53		168								
O (QVCN) QVC Network	18	19	1/8	-04/57	30	163								
O (RVCC) Recycs Commun.	6	6	1/2	00/00	59	82								
O (RPICA) Republic Pic. 'A'	11	11	1/4	02/27	160	48								
O (SP) Spelling Entertainment	8	8	1/4	03/12	11	267								
O (JUKE) Video Jukebox	5	5	3/4	15/00	-47	46								
N (WCI) Warner	64	64	1/2	00/19	22	10,481								
O (WONE) Westwood One	11	11	1/2	00/00	-54	166								
<b>EQUIPMENT &amp; MANUFACTURING</b>														
N (MMM) 3M	76	78	1/4	-02/87	14	12,049								
N (ARV) Arvin Industries	20	20	1/2	-01/21	20	377								
O (CCBL) C-Cor Electronics	13	14	1/2	-05/17	13	56								
N (CHY) Chyron	3	3	7/8	00/00	-38	43								
A (COH) Cohn	11	11	1/2	-04/34	7	20								
N (EKU) Eastman Kodak	48	48	5/8	-00/51	11	15,893								
N (GRL) Gen. Instrument	31	31	1/2	-00/39	12	1,061								
N (GE) General Electric	57	58	1/4	-01/29	14	51,694								
N (HRS) Harris Corp.	34	35	1/4	-01/06	17	1,350								
N (MAI) M A Com. Inc.	7	6	7/8	01/81	12	185								
N (IV) Mark IV Indus.	17	17	1/2	01/42	8	191								
O (MCDY) Microdyne	4	4		00/00	-25	16								
O (MCOM) Midwest Commun.	7	7	1/4	03/44	30	22								
N (MOT) Motorola	55	58	3/8	-05/13	15	7,182								
N (OAK) Oak Industries	1	1	3/8	-09/09	7	103								
A (PPI) Pico Products	1	1	1/8	00/00	-1	3								
N (SFA) Sci-Atlanta	20	21	1/8	-02/95	15	488								
N (SNE) Sny Corp.	60	60	3/4	-00/82	34	15,590								
N (TEK) Tektronix	20	21	5/8	-03/46	115	584								
O (TVTK) Television Tech.	9	9	1/2	12/50	56	3								
N (VAR) Varian Assoc.	27	27	3/4	00/90	10	570								
O (WGNR) Wegener	3	3	3/4	00/00	11	27								
N (WX) Westinghouse	67	67	7/8	-00/18	11	9,753								
N (ZE) Zenith	15	16	5/8	-09/77	375	400								
Standard & Poor's 400	400.16	401.92		00/76		00/19								
<b>SERVICE</b>														
O (AMEA) A.M.E. Inc.	12	12		00/00	29	59								
O (AGR) Andrews Group	6	6	1/8	-02/04	-2	54								
O (BSIM) Burnup & Sims	20	20	1/8	00/62	23	326								
N (CQ) Comsat	36	38	1/8	-02/96	10	679								
N (CDA) Control Data Corp.	18	18	7/8	-03/66	267	791								
N (DNB) Dun & Bradstreet	58	59	1/8	-00/21	21	11,020								
N (FCB) Foote Cone & B.	30	30	3/8	00/82	19	257								
O (GREY) Grey Advertising	158	154	4	02/59	13	188								
O (IDBX) IDB Communications	8	8	1/2	-02/94	165	40								



# WJTC-TV

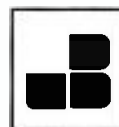
# BLAIR

## TO JOIN THE CELEBRATION IN MOBILE/ PENSACOLA!

When WJTC-TV Mobile/Pensacola asks viewers to “join the celebration,” they know folks are going to enjoy the mix of movies, classics and family entertainment on this independent station. It’s no surprise they asked Blair to join the celebration as well — and become their rep nationwide.

The people at WJTC-TV know there’s nobody better than Blair to help spread their story far beyond their market.

### BLAIR TELEVISION

Blair Television is a subsidiary of John Blair Communications, Inc.

# GOLDEN GIRLS

## ANY NIGHT.

**SATURDAY NIGHTS, 9 P.M.:**

Dominant #1 in every demo, every year  
for four straight years!

SEASON	WOMEN			MEN			TEENS	KIDS
	18-34	18-49	25-54	18-34	18-49	25-54	12-17	2-11
1985-1986	#1	#1	#1	#1	#1	#1	#1	#1
1986-1987	#1	#1	#1	#1	#1	#1	#1	#1
1987-1988	#1	#1	#1	#1	#1	#1	#1	#1
1988-1989	#1	#1	#1	#1	#1	#1	#1	#1

**MONDAY NIGHTS, 9 P.M.:**

In three Monday night airings, THE GOLDEN GIRLS' average tops the competition in all key demos.

THE GOLDEN GIRLS AVERAGE	WOMEN			MEN			TEEN	KIDS
	18-34	18-49	25-54	18-34	18-49	25-54	12-17	2-11
2/6, 5/29, 8/14/89	#1	#1	#1	#1	#1	#1	#1	#1

Outside of its Saturday night time period, THE GOLDEN GIRLS' appeal to young adults is evident, attracting an average 57% higher Women 18-34 comp and 52% higher Men 18-34 comp on Mondays than on Saturdays.



# DOMINATION... ANY DAY.

WEEKDAYS, 11 A.M.:

In just six weeks, THE GOLDEN GIRLS transformed  
a #3 time period to #1 for NBC.

	WOMEN		
	18-34	18-49	25-54
Previous 4 weeks: Wheel of Fortune	#3	#3	#3
Week 6: THE GOLDEN GIRLS	#1	#1	#1

If you thought THE GOLDEN GIRLS could only play well on Saturday Nights, we're happy to lay an old wives tale to rest. Any way you look at it, THE GOLDEN GIRLS dominates any day, any night 100% of the time.

# THE GOLDEN GIRLS

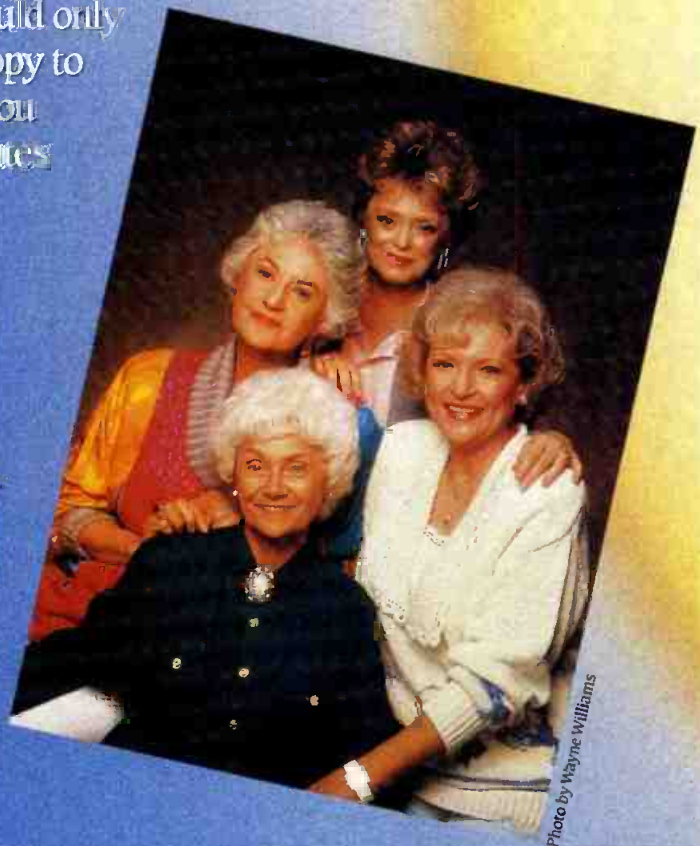


Photo by Wayne Williams

Source: NTA as dated.



# Datebook

■ indicates new listing

## This week

**Sept. 11-13**—Wireless Cable Association convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7823.

**Sept. 12**—Presentation of News and Documentary Emmy Awards, sponsored by *National Television Academy*. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

**Sept. 12**—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of International Film & TV Festival, sponsored by *New York Festivals*. Information: (914) 238-4481.

**Sept. 12**—Cabletelevision Advertising Bureau local sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (914) 682-0050.

**Sept. 12**—Federal Communications Bar Association luncheon. Speaker: Preston Padden, president, Association of Independent Television Stations. Washington Marriott, Washington.

**Sept. 12-13**—Media workshop, "Exploring the Frontiers of Media," sponsored by *Association of National Advertisers*. Plaza hotel, New York. Information: (212) 697-5950.

**Sept. 12-15**—National Association of Black Owned Broadcasters 13th annual fall broadcast management conference. Theme: "Broadcasting in the 1990's—Getting Ready." Ramada Renaissance hotel, Washington. Information: Ava Sanders, (202) 463-8970.

**Sept. 13**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Kay Koplovitz, president and CEO, USA Network. Copacabana, New York. Information: (212) 768-7050.

**Sept. 13**—CBS fall program preview, sponsored by *New York Television Academy*. New York. Information: (212) 768-7050.

**Sept. 13**—USA Network affiliate marketing seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

**Sept. 13-16**—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

**Sept. 13-16**—Radio-Television News Directors Association 44th annual international conference and exhibition. Speakers include Ted Turner, Turner Broadcasting System; keynoter Andrea Mitchell, NBC News, and George Will, syndicated columnist. Kansas City Convention Center, Kansas City, Mo. Information: (202) 659-6510.

**Sept. 14**—Seventh annual Everett C. Parker Ethics in Telecommunications lecture, co-sponsored by *Office of Communication of United Church of Christ and National Council of Churches, Communication Commission*. Speaker: Tony Schwartz. Interchurch Center, New York. Information: (212) 683-5656.

**Sept. 14**—USA Network local ad sales seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

**Sept. 14**—Cabletelevision Advertising Bureau local sales workshop. Holiday Inn-Eastgate, Cincinnati. Information: (513) 752-4400.

**Sept. 14**—MTV Networks' local advertising sales workshop. Marriott Harbor Beach. Fort Lauderdale, Fla.

**Sept. 15**—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

**Sept. 15**—Deadline for company entries in New York Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Information: (212) 768-7050.

**Sept. 15**—"Broadcasting & Cable: Together into the 1990's," seminar sponsored by *NATPE International's Educational Foundation*. Hyatt Regency, San Francisco. Information: (213) 965-1990.

**Sept. 15**—"Produced by...David Wolper," seminar sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-4690.

**Sept. 16**—Academy of Television Arts and Sciences presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

**Sept. 16**—North Jersey Press Club meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

**Sept. 16-19**—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

## Also in September

**Sept. 17**—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

**Sept. 17-19**—National Association of State Radio Networks fall board meeting and general membership "fly-in." Information: (404) 255-7861.

**Sept. 17-19**—Kentucky Cable TV Association annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

**Sept. 17-22**—American Advertising Federation second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

**Sept. 17-24**—"Mike Wallace: A Television Retrospective," exhibition of programing sponsored by

## Major Meetings

**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.

hein 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 convention: Atlanta, Ga., 1991.

ture 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, 1990**—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.

**June 10-14, 1990**—Broadcast Promotion and Marketing Executives and Broadcast Designers Association annual conference. Bally's, Las Vegas.

**Sept. 16-18, 1990**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington.

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



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KGW-TV King Broadcasting Portland, OR	Northstar Microwave Redmond, WA	University of Florida Gainesville, FL	WSPA-TV Spartan Radiocasting Company Spartanburg, SC	
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*Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

■ **Sept. 18**—PBS fall program preview, sponsored by *New York Television Academy*. New York. Information: (212) 768-7050.

**Sept. 18-20**—*Association of National Advertisers* creative advertising, media strategy and promotion strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

**Sept. 19**—*Cabletelevision Advertising Bureau* local sales workshop. Dallas Parkway Hilton, Dallas. Information: (513) 752-4400.

**Sept. 19-20**—*Washington Journalism Center* conference for journalists, "Politics 1990: New Issues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. Information: (202) 337-3603.

**Sept. 20**—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in luncheon. Speaker: David J. Moore, president, Lifetime Medical Television. Copacabana, New York.

**Sept. 20**—*USA Network* local ad sales seminar. Hotel Alop the Bellevue, Philadelphia. Information: (212) 408-9161.

■ **Sept. 20**—*Society of Broadcast Engineers*, chapter 15, lecture, "12 Years of Fire and Brimstone in the World of Radio." Speaker: Judith Gross. New York Times building, New York. Information: Dave Bialik, (212) 752-3322.

**Sept. 20-22**—*Great Lakes Cable Expo*, sponsored by *Illinois, Indiana, Michigan, Ohio and Wisconsin cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

**Sept. 21**—*Cabletelevision Advertising Bureau* local sales workshop. Los Angeles Airport Marriott, Los Angeles. Information: (513) 752-4400.

**Sept. 21**—*USA Network* local ad sales seminar. Omni Inner Harbour, Baltimore. Information: (212) 408-9161

**Sept. 21-22**—39th annual Broadcast Symposium, sponsored by *Institute of Electronic and Electrical Engineers/Broadcast Technology Society*. Hotel Washington, Washington. Information: (202) 429-5346.

**Sept. 22**—*Society of Broadcast Engineers*, chapter 22, central New York, annual regional convention. Convention Center, Sheraton Inn, Syracuse, N.Y.

**Sept. 22**—"European Information Technology: What Policy Measures for 1992 and Beyond?" seminar organized by *Forum Europe* and *European Institute of Technology*. Societe Generale de Belgique, Brussels. Information: (32-2) 771-98-90.

**Sept. 22**—*Cabletelevision Advertising Bureau* local advertising workshop. Sheraton-San Francisco Airport, Burlingame, Calif. Information: (212) 751-7770.

**Sept. 22**—Deadline for personal entries in New York Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*, *New York chapter*. Information: (212) 768-7050.

**Sept. 22**—"Broadcasting & Cable: Together into the 1990's." seminar sponsored by *NATPE International's Educational Foundation*. Grand Hyatt, Washington. Information: (213) 282-8801.

**Sept. 22-24**—*Maine Association of Broadcasters* annual convention. Marriott hotel, Portland, Me.

**Sept. 22-24**—*Foundation for American Communications* economics conference for journalists, "American Economic Power in the Bush Era." Scanticon Conference Center, Princeton, N.J. Information: (213) 851-7372.

**Sept. 22-27**—Cinetex '89, international film and television festival, market, exposition and conference, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

**Sept. 24-26**—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

**Sept. 24-26**—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Seattle. Information: (202) 822-2000.

**Sept. 25**—*Women in Cable*, *Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

**Sept. 25-29**—*National Association of Broadcasters* training course for satellite uplink operators. Tysons Corner Marriott, McLean, Va. Information: (202) 429-5350.

**Sept. 26**—*National Academy of Television Arts and Sciences* engineering Emmy Awards. Sheraton Center, New York. Information: (212) 586-8424.

■ **Sept. 26**—"The Ad Agency Point of View on the New Season," sponsored by *New York Television Academy*. New York. Information: (212) 768-7050.

**Sept. 26**—*Cabletelevision Advertising Bureau* local advertising workshop. O'Hare Hilton, Chicago. Information: (212) 751-7770.

## Advertisement

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### PAUL HARVEY A REAL CHAMP

Broadcasting magazine recently posed this question: "Who are the five most listened-to-people on network radio?" The answer: Paul Harvey, the veteran commentator who does five different programs on the ABC Radio Network. Those five programs captured the five top slots in a recently published survey of the radio programs most listened to by persons aged 12 or older. Harvey's weekday morning program came in first. It is heard by nearly six million people. His mid-day program was second with 4.5 million listeners, and his "Rest of the Story," which airs in the afternoon five days a week is heard by over three million, as are his two weekend shows.

Paul Harvey far outdistanced his nearest rivals, CBS News on the Hour, and Charles Osgood's "Osgood File," both of which attract around 2.5 million listeners. In commenting on Harvey's overwhelming victory over the competition, Broadcasting said, "Whatever one thinks of the Harvey view of the world, we've been tempted for some time to doff the editorial visor to one of radio's proven power hit-

ters. This seems as good a time as any." That strikes us as a pretty modest, one might even say "condescending" tribute to the king of radio news.

Broadcasting might have noted that Paul Harvey, who will celebrate his 71st birthday on September 4th, is also celebrating his 45th year as a radio commentator for ABC. He began back in the middle of World War II, before most of his listeners were born. In addition, he has written a syndicated newspaper column for 35 years and has authored five books and turned out three record albums. No one should feel it necessary to apologize for doffing his "editorial visor" or hat to a man with such a record of achievement who is still beating the socks off reporters and commentators half his age.

So why did the trade magazine of the broadcasting industry feel it necessary to begin its tribute to Paul Harvey with the condescending comment, "Whatever one thinks of the Harvey view of the world...?" What is the Harvey view of the world that this voice of the broadcasting establishment thinks it must distance itself from even while it acknowledges that Mr. Harvey is far and away the most popular commentator on radio today?

Paul Harvey is a conservative. He

believes in old-fashioned flag-waving patriotism. He is an advocate of a strong national defense and Reagan's SDI. He was an anti-communist when many of our top radio and TV personalities were being taken in by Vladimir Pozner, Moscow's pre-glasnost star propagandist and disinformant. Like Ronald Reagan, he doesn't believe that more government spending is the answer to all society's ills.

Paul Harvey broadcasts out of Chicago. He keeps his base in the Midwest to avoid the corrupting influence of those hotbeds of liberalism, New York and Washington. His conservatism is one reason for his enduring popularity. The eastern broadcasting establishment should be looking for more Paul Harveys instead of sneering at "the Harvey view of the world" as they pay this popular champion grudging tribute.

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**Sept. 26**—"Journalism Ethics: Honoraria and Other Issues," conference for journalists sponsored by *Washington Journalism Center*, Washington. Information: (202) 337-3603.

**Sept. 26**—*National Academy of Cable Programming* fourth annual forum, Waldorf Astoria, New York. Information: (202) 775-3611.

**Sept. 26-30**—10th anniversary conference of *Midwest Radio Theater Workshop*, Columbia, Mo. Information: (314) 874-1139.

**Sept. 27**—*Walter Kaitz Foundation* annual awards dinner, this year honoring J. Richard Munro, chairman and CEO, Time Inc. New York Hilton and Towers, New York.

**Sept. 27**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Alfred Sikes, Waldorf-Astoria, New York. Information: (212) 867-6650.

**Sept. 27**—*Women in Cable, New York chapter*,

cable course, "Beyond the Basic," Viacom Conference Center, New York. Information: (212) 532-6680.

■ **Sept. 27**—*Society of Broadcast Engineers, chapter 15*, and *Video Expo New York*, discussion: "The Future of Television as a Medium." Speakers: Wendell Bailey, National Cable Television Association; Julius Barnathan, ABC; Steven Bonica, NBC, and Richard Streeter, CBS. Jacob Javits Convention Center, New York. Information: (212) 752-3322.

**Sept. 28**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Niles, president, 1125 Productions, on HDTV, Copacabana, New York. Information: (212) 768-7050.

**Sept. 28**—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

**Sept. 28**—*Bay Area Society of Television, Advertising and Radio* second annual auction/dinner/dance. Hotel Nikko, San Francisco. Information: (415) 765-8804.

**Sept. 28**—*Southern California Broadcasters Association* business development seminar. Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

**Sept. 28**—*Cabletelevision Advertising Bureau* local advertising workshop. Airport Marriott, Kansas City, Mo.

**Sept. 29**—Deadline for entries for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television, Ohio State University*. Information: Phyllis Madry, (614) 292-0185.

■ **Sept. 29**—Deadline for applications for fellowships to Wharton Seminars for Business Writers (Oct. 29-Nov. 1), offered by *National Press Foundation*. Information: (202) 662-7350.

## October

**Oct. 1-3**—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

**Oct. 1-4**—*Association of National Advertisers* annual convention. Theme: "Critical Issues Facing National Advertisers." Homestead, Hot Springs, Va. Information: (212) 697-5950.

**Oct. 3**—*Cabletelevision Advertising Bureau* local advertising workshop. Colony Square hotel, Atlanta. Information: (212) 751-7770.

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

**Oct. 3-8**—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

**Oct. 4**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Chloe Aaron, VP-television, WNYC Communications Group, Copacabana, New York. Information: (212) 768-7050.

**Oct. 4-5**—*Rocky Mountain Public Radio* fall conference. Burnside hotel, Denver. Information: Lamar Marchese, (702) 456-6695.

**Oct. 4-6**—*National Broadcast Association for Community Affairs* annual convention. Eldorado hotel, Santa Fe, N.M. Information: (505) 764-2592.

**Oct. 5**—*Cabletelevision Advertising Bureau* local advertising workshop. Governors' Inn, Raleigh, N.C. Information: (212) 751-7770.

**Oct. 5-7**—"Hundred Plus Exchange," sponsored by *National Association of Broadcasters*. Knickerbocker hotel, Chicago. Information: (202) 429-5355.

**Oct. 5-8**—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Call for papers: John Battison, (419) 994-3849. Convention information: 1-800-225-8183.

**Oct. 6**—*National Academy of Television Arts and Sciences* local Emmy Awards chairperson meeting. Keystone, Colo. Information: Trudy Wilson, (212) 586-8424.

**Oct. 6**—*Cabletelevision Advertising Bureau* local sales workshop. Stouffer Orlando Resort, Orlando, Fla. Information: (407) 351-5555.

**Oct. 6-7**—*International Television Association* region eight conference. Bartel Exhibition Hall, Kansas City, Mo. Information: (816) 932-2792.

**Oct. 7-8**—*National Academy of Television Arts and Sciences* presidents' annual meeting. Keystone, Colo. (212) 586-8424.

**Oct. 10**—*Cabletelevision Advertising Bureau* local ad sales seminar. Hilton at Dedham Place, Dedham, Mass. Information: (617) 329-7900.



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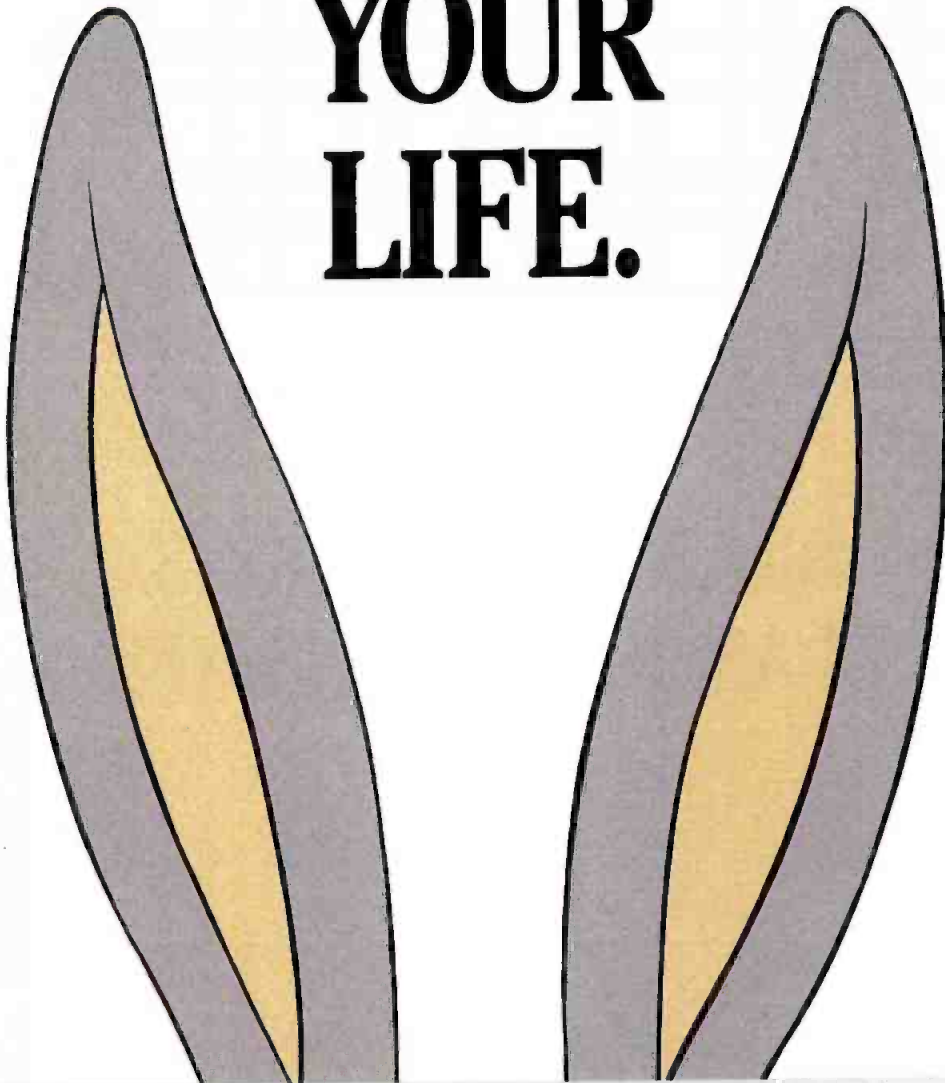
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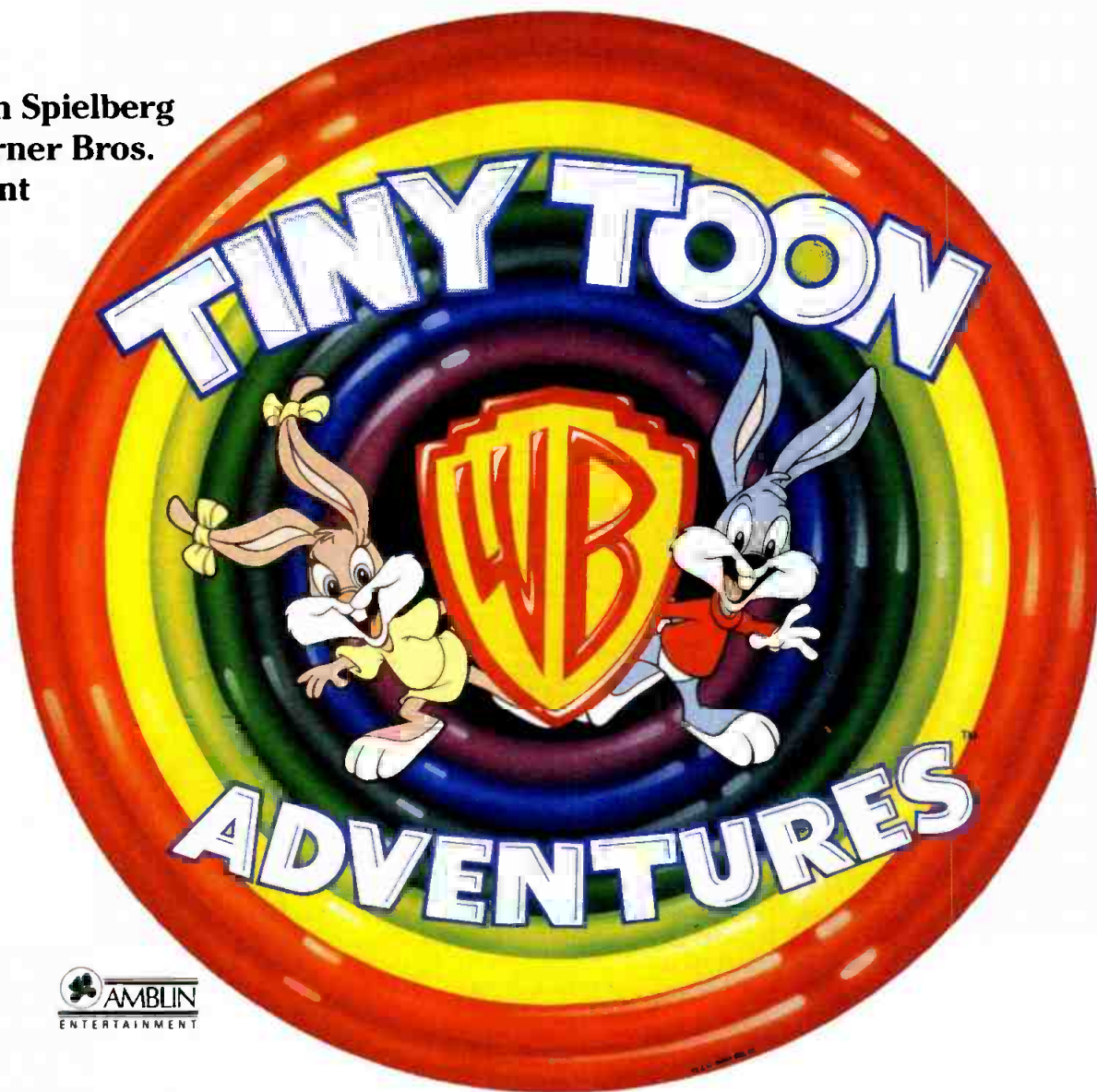
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A Europe 1992 commentary by Larry Green, manager, strategic management services, Coopers & Lybrand, New York

**M**any entertainment companies are rethinking their European strategies because of impending fiscal and financial deregulation. However, companies with true global vision realize the most profitable opportunities may be in Asia and South America.

"Europe 1992" is the buzzword of the late 80's. Businessmen around the world, from lingerie designers to steel manufacturers, are debating how to prepare for the continent's crumbling frontiers and how to protect home markets from encroachment by strengthening European competitors. Their anxiety is stimulated by a barrage of articles appearing in the print media.

While it is obviously important for companies to be rethinking their European and domestic strategies, little attention is devoted to the rest of the world. This is particularly true for many companies in the entertainment industry. For example, exports of U.S. programming to overseas television markets are heavily weighted towards Europe. In 1988, the dollar value of U.S. exports to Europe was greater than the combined exports to the Far East, Latin America and Canada, the U.S.'s largest overall trading partner. While a unified Europe is a large market (325 million people), it still represents less than 10% of the world's population.

Why aren't non-European markets more important for U.S. entertainment firms? According to the Motion Picture Export Association of America (MPEAA) and the International Intellectual Property Alliance (IIPA), a variety of tariff and nontariff barriers historically inhibited American producers and distributors from developing business in many foreign countries. However, the world is changing and some of these barriers are breaking down. Even the "closed" Japanese market appears to be opening up, in part, because the yen's steady appreciation has lowered the price of foreign goods and services, causing import policies to be revised.

Another traditional reason for not entering foreign markets is weakness of the local economy (i.e., can the local buyer afford our product?). Here, too, the world is changing; many countries traditionally considered secondary or tertiary markets, today have projected growth rates greater than that of the U.S.

If the world is indeed changing, in which direction(s) should American companies look for expansion? Asia and Latin America are regions which broadcasters, cable companies and telecommunications firms should be eyeing now, not in five or 10 years. By then, these markets will have been "picked over"; acquisition prices will be too high and desirable alliance,



**“ Global strategy, therefore, does not imply international operations but rather a global perspective. ”**

joint venture or merger partners will be scarce.

The market potential on these two continents is huge, at least from a demographic standpoint. There are more people and more televisions in both Latin America and Asia than there are in Europe. Does this mean these markets are waiting with open arms for American firms to enter and flog dated episodes of *The Beverly Hillbillies*? Absolutely not. However, many countries on these continents are considering or are in the process of implementing fundamental regulatory changes that present new opportunities for American entertainment companies.

For example, in Mexico, the Salinas administration two months ago eased foreign investment restrictions; the foreign ownership ceiling was raised from 49% to 100% in many industries, including television and film production. Meanwhile, other Latin countries offer inexpensive debt/equity swap financing which can reduce substantially the cost of local acquisitions. Mexico's large population and proximity to other Spanish-speaking countries and to the U.S. may make it an excellent launching point for South American expansion.

One of the most interesting and challenging deregulatory stories unfolding overseas is the blurring line between television and telephony. In Hong Kong, for example, the government recently awarded 15-year franchises for voice, data and

video services (i.e., cable TV). The winning consortium (which includes American blue chip US West and four foreign firms) is interested in gaining a foothold in the market, as local phone services will be deregulated in 1995, followed by long distance in 2006. The lesson to be learned: as countries begin to modernize their telecommunications systems, they will consider revamping their television systems and vice versa.

Today there are few countries where telcos (telephone companies) distribute television signals or compete head-to-head against broadcast or cable TV companies. But remember—the world is changing: the map of the world will not be the same in five years. Savvy companies are looking for opportunities on the map today.

The world map presents both opportunities and dangers. Some firms are not interested in developing their international business beyond Europe because such a strategy may be expensive. It is true that to dive head-first into some countries will result in massive headaches and large overdrafts; however, to not think globally could be more costly. Even small domestic companies are competing in globalizing industries.

Global strategy, therefore, does not imply international operations but rather a global perspective. Reading *The Economist*, *The Financial Times* and *BROADCASTING* is helpful but not sufficient. Rather, our client engagements repeatedly demonstrate that implementation of a successful strategy requires:

- A well-articulated vision—or framework of action—developed by senior management that includes a clear view of the relevant market and the forces driving it, a view of how the competition is moving and a set of specific strategic decisions combining visions of the market with realistic appraisals of the company's own capabilities. The vision must create a direction toward which the company's management can move.

- A corporate management perspective that allows flexibility within the framework; management of change is perhaps the most critical factor for global companies.

- Acceptance and support of the vision deep into the corporation.

As foreign markets are in different stages of development and deregulation, what works in Spain may or may not be suited for Mexico. Fortunately, the methodology above is very effective for evaluating opportunities and threats, not just from Europe but from around the world. When strategy is designed and implemented correctly, your company will possess global vision rather than tunnel vision and be well positioned for 1993 and beyond. ■



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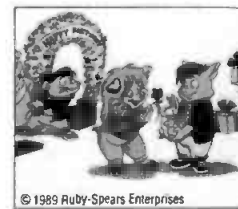
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# Broadcasting Sep 11

Vol. 117 No. 11

TOP OF THE WEEK

## Renewal report: Process appears less abused

**Decrease in competing applications in first year of three-year radio renewal cycle attributed by some to new abuse of process rules; NBMC, NAACP account for 93% of the radio petitions filed in the current cycle**

It is too early to say for sure, but new rules aimed at stemming the abuse of the license renewal process adopted by the FCC last March seem to be discouraging the filing of competing applications.

A check of license renewal activity after year one of the current three-year radio renewal cycle revealed a sharp fall-off in the number of competing applications or comparative renewal challenges after the rules were adopted March 30.

Four processing groups comprising some 2,400 stations, against which competing applications were due before the new rules were adopted, attracted 22 competing applicants. By contrast, three groups numbering approximately 1,800 stations, against which competing applications were due after the new rules were adopted, attracted no challengers (see chart, below).

The FCC processes renewal applications by groups of states and territories. There are 18 such groups and each comprises about 600 stations. Thus far, it has received renewal applications from eight groups and accepted competing applications and petitions to deny for seven of them.

The new rules have not had the same effect on petitions to deny renewal applications. In the current go-round, most petitions have been filed jointly by the NAACP and the National Black Media Coalition and, despite the new rules, the groups remain determined to attack the renewal of any station they believe has not been meeting its minority employment obligations. They filed 119 petitions before the adoption of the rules, and 101 after.

FCC officials were reluctant to attribute the decrease in competing applications to its March reforms. "It's an interesting point," said Larry Eads, chief of the FCC audio services division. "But it's too early to tell. I would like to see several more groups before I'd be willing to say the rules had anything to do with it."

Barbara Kreisman, assistant chief of the division, said before making a judgment she would prefer to see what happens in major markets like Chicago, Los Angeles and San Francisco. Challenges against Chicago stations, along with other stations in Illinois and Wisconsin, are due Nov. 1,

1989; those against Los Angeles, San Francisco and other California stations are due Nov. 1, 1990.

But others were not so cautious. "It does appear the commission's removal of the profit motive for filing competing applications is really working," said Jeff Baumann, executive vice president-general counsel, National Association of Broadcasters. "It's good news."

Nonetheless, he said, Congress still needs to step in with more fundamental reforms of the renewal process because it is still "inequitable." Any group can force any broadcaster, regardless of the service he or she has provided, into long and costly administrative hearings by merely "filing a piece of paper," he said.

The NAB continues to support pending legislation in the House and Senate that would create a two-step renewal process, in which the FCC would have to deny a station's renewal before accepting other applications for its frequency.

Vince Curtis, a Washington communications attorney active in the reform effort, found the numbers were "very significant.... You can't say the stations [in the three post-reform groups] are purer than the others or don't have properties that somebody else wouldn't like to have," he said.

If the trend continues in Illinois, the FCC "will have done what it set out to do," he said. "When you file [a competing application] today, you have a tremendous uphill battle and less chance of getting any money out of it."

After a seven-year hiatus caused by Congress's lengthening of radio license renewal terms in 1981 from three to seven years, the current radio renewal cycle began June 1,

1988, with the filing deadline for renewal applications for stations in the first processing group—Washington, D.C., Maryland, Virginia and West Virginia—whose licenses expired Oct. 1, 1988.

Under pressure from the broadcasting industry, the FCC took steps last March to stem abuse of the comparative renewal process—that is, to discourage the filing of competing applications by groups more interested in lining their pockets through lucrative settlements than in operating a broadcast station (BROADCASTING, April 3).

When a broadcast station applies for renewal of its license, any group or individual can ask the FCC to deny the renewal application for failure to meet its public-interest obligations, or can file a competing application in an effort to usurp its license.

In the latter case, the FCC holds a comparative renewal hearing before an administrative law judge to determine which applicant—the incumbent or the challenger—would best serve the public. The incumbent is virtually assured renewal if it can demonstrate "meritorious" service to the public and win a so-called "renewal expectancy." The FCC has a rulemaking underway (comments are due Oct. 10) to revamp the criteria for winning a renewal expectancy.

The "expectancy" outweighs any comparative advantage the challenger may have as a result of its ownership. Under its comparative criteria, the FCC favors applicants that promise "integration" of ownership and management and have the fewest broadcast holdings. In comparative applications, the FCC also gives weight to owner-managers who are minorities, women or local residents and who are active in civic

### Radio's renewal petitioners and challengers

Processing group	Exp date	Petitions to deny	Competing applications	Competing applications resolved
MD, D.C., Va., W.Va.	Oct. 1, 1988	0	7	5
N.C., S.C.	Dec. 1, 1988	36	8	6
Fla., P.R., VI.	Feb. 1 1989	60	5	1
Ala., Ga.	April 1, 1989	23	2	0
Ark., La., Miss.	June 1, 1989	24	0	NA
Ind., Ky., Tenn.	Aug. 1, 1989	24	0	NA
Mich., Ohio	Oct. 1, 1989	53	0	NA

None of the competing applications have been dismissed or designated for hearing by the FCC. However, some have been resolved through settlements between incumbents and challengers; others have been unilaterally withdrawn by the challengers. Most of the petitions to deny are still pending. Stations whose licenses are subject to pending petitions are permitted to continue operating even though their licenses may have technically expired.

affairs.

The FCC's reforms included the banning of all settlement payments in return for withdrawing competing applications prior to an initial decision in the comparative hearing by an ALJ and limited the payments to "legitimate and prudent expenses" (primarily legal bills) of the challengers after the initial decision.

The FCC also limited payments for withdrawing petitions to deny to "legitimate and prudent" expenses. It said it would scrutinize all settlement agreements and those involving payments to petitioners for consulting or some other kind of service presumed not to be in the public interest.

Although the settlement restrictions were adopted in March, the FCC did not begin applying them until Aug. 7.

The FCC also decided to require more information from competing applicants on their application forms (Form 301 and Form 340) so that challengers without sufficient money or with dubious ownership structures could be readily weeded out. Since June 26, competing applicants have had to list all equity owners (except those appli-

cants with more than 50) and disclose whether they have any contracts or understandings about future ownership rights. They also have to disclose their sources of financing and their "integration proposal" early in the pre-hearing process by identifying each principal who will participate in the management and the extent of the participation.

The FCC also eliminated the 10-year-old *Cameron* doctrine that allowed competing applicants to presume they could acquire the incumbent's antenna site, thereby avoiding having to complete the engineering portion of their applications or find a new antenna site. The requirement that competing applicants come up with their own antenna site took effect Sept. 6 and applies retroactively. If any applicant did not amend its application by Sept. 6 to include its own antenna site, said FCC staff attorney Marilyn Mohrman-Gillis, "it is not in compliance."

The NAACP and the NBMC are behind 203 of 220, or 93%, of the radio petitions filed in the current renewal cycle. In the most recent radio processing group, for

Michigan and Ohio, they accounted for 52 of the 53 petitions filed.

The two groups challenged the renewals of most of the stations for what they see as violations of the FCC's equal employment opportunity rules, which are aimed at boosting employment of minorities in broadcast stations.

According to David Honig, who represents the groups before the FCC, the groups review all the stations as they come up for renewal and target for petitions those that have token employment of blacks and other minorities and have inadequate or nonexistent operating or proposed EEO programs.

Honig said his clients have asked the FCC to reconsider the presumption that payments to petitioners for services are not in the public interest. Payments to the NBMC for its job bank service are part of many settlement agreements, he said.

But regardless of what the FCC does, Honig said, the NAACP and the NBMC will continue to review every station that comes up for renewal. And those whose minority employment does not measure up can expect a petition to deny, he said.—HAJ

## Networks moving toward producing for each other

**With ABC in discussions with NBC, and NBC having recently pitched show to CBS, it appears to be open season for in-house producers going out of house to competition**

Just 10 days ago, ABC Productions President Brandon Stoddard announced that his newly created division is in the discussion stages with NBC about producing a television series (and possibly a mini-series) for that network. If either comes to fruition, it would be the first time a network has produced a program for a broadcast network rival, but probably not the last.

Hollywood studios and others last week were trying to absorb what impact that precedent-setting development would have on the present studio system.

The three broadcast networks will be relieved from Justice Department consent decree limitations on the amount of in-house production they can produce (currently at five hours of prime time programming for each network) on Nov. 14, 1990. ABC and NBC are already drawing up blueprints for full-service production units for when the limitations expire.

Not only has ABC's Stoddard talked up development plans with NBC and HBO, John Agoglia, president of NBC Productions, says his in-house unit is talking with the USA Network about a future made-for-television feature to possibly air on the basic cable service.

"We've talked to HBO and USA about doing some things," Agoglia said. "We may do something or we may do nothing. It's all in the talking stages. We went to USA with some project scripts we have on hand. We're talking to USA about the deal first and the idea next. We're possibly talking about a deal six months down the road."

When asked about ABC Productions' possible precedent-setting program sale to NBC, Agoglia said NBC Productions had actually tested the waters first by approaching CBS about purchasing *Shannon's Deal* for this season's schedule. He said the deal fell through because the "timing was off" since CBS had set its schedule "a day before" NBC made its approach.

In addition, Agoglia said the production unit produced 13 episodes of *Good Morning, Miss Bliss* (during the 1988-89 season) for The Disney Channel, and NBC has now picked up 30 new episodes of the

"There is no deal made yet.... Until we make a business deal, there will not be a development deal."

Commenting further last week on ABC's efforts, Stoddard said: "With the cap lifted, we can go to wall-to-wall in-house production." But, he added, "we won't because that would be dumb. There is now that capability that did not exist before. This is a reality. This is real, and ABC has been very smart and aggressive in getting ready for the 1990's. I certainly think there is a trend going. Two of the three networks are going to be producing for people other than their own networks.

"If their [ABC's] needs are covered, and we have an idea, we'll take it someplace else," said Stoddard, who added that 18 different projects are currently being considered. "And other times, it will be someone else's idea. That's exactly what happened to start my conversations with Brandon [Tartikoff]. He said, 'Well, gee, I have this idea, and you'll be real good for it.' That's the way those discussions began." Stoddard said a *New York Times* article (Sept. 6) quoting Tartikoff as saying the project was a concept for a 10 p.m. dramatic series "hit close to the mark."

While Stoddard talked of the move "away" from the existing studio system in his original announcement (BROADCASTING, Sept. 4), reaction from the major Hollywood studios has been guarded in light of the latest negotiations scheduled with the networks (for the week of Sept. 17), over the financial interest and syndication rules.

Columbia Pictures TV officials, in addition to Disney and Warner Bros. TV executives, either declined comment or were unavailable to talk about the subject.

Jonathan Dolgen, president of Fox Inc. and Fox's television division, offered his



**NBC produced 'Good Morning Miss Bliss' (above) for Disney Channel. Now NBC produces program for its own network under the name 'Saved by the Bell.'**

same show (under the name of *Saved By the Bell*) for its 1989-90 Saturday morning schedule.

"ABC Productions is not developing anything for us at this point," Agoglia said.



# ABC affiliates get bonuses

own viewpoint, saying only that "the economics have been less favorable for producers in the last three to five years." Dolgen added: "There has been almost no escalation in license fees, but there has been a continuing escalation in production costs. In some respects, it has been favorable for the networks without increased license fees."

Dolgen pointed out that all is not rosy for packagers with the syndication marketplace "going soft" for one-hour shows. "We feel good about the *L.A. Law* sale [to Lifetime], but the economics are nowhere near the economics of three to four years ago. It [television] is a problematic business, an unforgiving business, although it is a business we're more than willing to embrace."

Independent producer David L. Wolper believes that any network's in-house production for another network is strictly "Pollyanna" at best. "The day it is going to end is when an ABC-produced show on NBC knocks the lights out of an ABC evening," Wolper said. "Can you imagine what the reaction among ABC affiliates would be if a *Roots* sequel on NBC picked up a 38 share? They would have that ABC programmer's head."

One thing is certain—the networks are not going out of their way to downplay speculation they will use the threat of increased in-house production and decreased studio program orders as leverage to push a compromise on the fin-syn issue.

Current rules prohibit network participation in such activity. The total restriction on the networks' entry into the syndicated marketplace, the restriction on the number of network-owned stations, and the studios' access to a host of cross-media-ownership opportunities are irritating realities to network executives.

"The rules create an actual skewing of what the networks can afford to pay for licensed product," says Stephen Weiswasser, senior vice president and general counsel, Capcities/ABC Inc. "They [the FCC rules] create straitjackets on the creative approaches to the structures of other revenue-making deals [domestic syndication, producing for other networks, etc.]. We can't make the same deals as Fox and Warner because of the way these rules work. If we can't make deals like that, our own ability to pay for programming will be limited, but the costs won't be."

"Warner Bros. owns a number of stations with Chris-Craft," Agoglia points out. Referring to Warner's ongoing merger with Time Inc., he said, "They will also own HBO, Nickelodeon, The Movie Channel, a host of cable systems and anything I'm not remembering that exists around Time-Life Books. You name it, they own it. Not to mention what 20th Century Fox owns. They are all in the business of broadcasting via cable or traditional broadcasting. To say we shouldn't be producing is ludicrous. They want to put us in a regulatory corner and chip away at our business, and then hopefully build their own." —MF

## Awards meant to reward stations for ratings performance; news performance important criteria

ABC last week sent out \$2.5 million in "bonus" payments to 52 affiliate TV stations. The awards, which ranged from \$5,000 to \$200,000, were meant to reward affiliates for exceptional performance.

While some of the criteria used to pick the recipient stations were subjective, ABC also made its determinations based on audience delivery during this year's February and May rating sweeps periods. An additional \$2.5 million will be awarded based on ratings results from the upcoming November and February sweeps.

The viewing formula ABC used was based on demographic delivery during three viewing periods: prime time (adults 18-49), daytime (women 18-49) and *World News Tonight* (adults 25-54). Results of the viewing were weighted in order of the daypart's revenue weight, with prime time having a weight of three, daytime, two, and *World News Tonight*, one.

George Newi, senior vice president, affiliate relations, ABC, said there was not a definite pattern to the audience delivery except that "in almost every market that got a

bonus, the network news index was very high. Those stations were outperforming *World News Tonight* and were thus invariably doing well in prime time. It's just another example of how important local news is, too."

The criteria ABC used to award the bonuses were "not based on a strict formula" said Newi, and there were other factors including an affiliate's clearances and preemptions. Additionally, allowances were made for the quality of a station's technical facility and how "efficient" its audience delivery was for ABC, which, put another way, meant essentially how much the station is already compensated by the network.

The bonus plan was well received by affiliate board chairman Clyde G. Payne, vice president and general manager of WBKO-TV Bowling Green, Ky., one of the stations receiving a bonus. "From where we were one year ago when ABC was talking about an increase in the affiliation fee, which was tantamount to a cut, I think this is a great change in position," said Payne.

Because the awards reflect subjective as well as objective judgments, it is likely the next awards will not all go to the same stations. ABC's owned stations are not eligible to receive awards. —GF



George Newi

## 'Rivers' rolls out in daytime

### Show starts strong in metered markets, levels off on day two

*The Joan Rivers Show* debuted in syndication Sept. 5. The Tribune Entertainment Co. daytime entry was strong out of the blocks, winning six out of 18 metered Nielsen markets in overnight ratings with a 3.2 rating/13 share combined market average. On day two (Sept. 6), the *Rivers* program had slipped to a single-market victory, and a 3.0/13 combined average.

"We generally don't make a habit of looking at the first couple of days of ratings for a new show," said John Rohr, vice president and associate director of programming, Blair Television. "To make a comment on the viability of *The Joan Rivers Show* after just two days of overnight numbers is not fair to a new show. It's only an average from a week or a month that you can get an indication of a show's success. She's got instant name recognition—she'll get a good sampling."

Though *Rivers* was top-ranked in Boston, Milwaukee, Detroit, Minneapolis, Phoenix and San Francisco for its premiere, it held onto only Detroit for its second day (on WDIV-TV with a 6.2/23). Slotted at 10 a.m. in Detroit, *Rivers* beat WJBK-TV's *Peo-*

*ple's Court* and *Wheel of Fortune* and WXYZ-TV's *Donahue*. In San Francisco (on KRON-TV) on the second day, *Rivers* slipped from a 3.3/16 to a 2.8/15. *Rivers* dropped to number three versus *Wheel* and *Family Feud* on KPIX-TV (4.1/22) and *Sally Jessy Raphael* on KGO-TV (3.2/17) at 9 a.m.

In Los Angeles, *Rivers* went from 2.9/8 to 2.6/9 on KCBS-TV; Chicago dropped from 3.1/13 to 2.6/10 on WGN-TV, and Philadelphia posted a 15% loss, going from 2.2/9 to 2.7/11. The show premieres today (Sept. 11) in metered New York and Houston markets.

Also premiering in several markets was MCA TV's *Inside Report*. MCA TV President Shelly Schwab said the show scored a 7.2/22 combined market average for the week of Sept. 4 on KSTP-TV Minneapolis at 11 p.m., beating out the *Tonight Show* (7.1/22) on KARE(TV) and the *Arsenio Hall Show* (4.9/15) on KMST-TV. Ratings for *Inside Report*'s access preview in Los Angeles were not available.

Other syndicated programs making their national premieres this week include *Crimewatch Tonight*, *Trial By Jury*, *The Last Word*, *Growing Pains*, *Who's The Boss?*, *Mr. Belvedere*, *Small Wonder*, *Highway To Heaven*, *Hunter*, *Third Degree* and *Super Mario Bros.* □

# Telco-TV: Broadcasters' worst nightmare

**NCTA's Mooney warns broadcasters that telco entry into TV business would spell doom for affiliates; must-carry agreement with cable is still possible, but channel repositioning remains sticking point**

If TV executives endorse telco entry merely to gain must-carry protection it would make "Faust's deal with the devil pale in comparison." It would lead to a world where networks would use telcos—not affiliates—as their sole distribution source—a world where a station's license would diminish in value and where the local phone company would be a major competitor for local and regional spot ads.

According to informed sources, those were the key arguments proffered by National Cable Television Association President James Mooney to group television operators last week in Washington. Mooney was a keynoter at a closed-door forum hosted by the National Association of Broadcasters and, at one point, engaged in what was described as a "spirited" exchange with independent broadcaster Milton Maltz, of Malrite Communications, over the issue of channel repositioning. Maltz is also vice chairman of the Association of Independent Television Stations.

INTV rejected the must-carry deal NAB and NCTA reached in July (BROADCASTING, July 17). The deal would have permitted 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—and which Maltz apparently called "cable Siberia." Mooney reportedly responded by noting that UHF broadcasters were placed in "broadcast Siberia" by the FCC and "you cannot expect us to cure that for them."

If there was one signal sent at the close of Mooney's session, said one attendee, "it is that there is still no movement on channel repositioning."

Maltz told BROADCASTING that he did not feel independents were being unreasonable. Many UHF stations have spent millions of dollars promoting their location on a particular cable channel, he said, and "now we are totally at their mercy...like slaves on a plantation." No UHF, he added, claims it should be on the VHF band. All INTV is asking for is to let independents remain

where they are today.

(Under the NAB-NCTA deal, broadcasters could demand carriage on-channel, if technically possible, or on a mutually agreed channel. The idea is that local stations and cable systems would work out their own arrangements on channel positions. Cable operators also would have to give stations 30 days' notice if their signals were going to be dropped or shifted.)

Maltz emphasized that INTV does not want to be "obstructionist" or viewed as "cable-bashers." At this point, he said, "We do not have a level playing field." Moreover, he hopes that Mooney's attitude on channel placement, which he described as a "spirit to prevail in every instance," will change. It is foolish to "toss us into the

NCTA was willing to go "a considerable way," and he suggested that the longer they wait to solve this, the more difficult it will be to convince the courts that this policy is necessary, according to sources.

Despite the obvious gap between Maltz and Mooney, one executive there remained optimistic that further conversations between broadcasters and cable would result in a resolution of the issue. Mooney and NAB President Fritts are slated to continue their must-carry negotiations.

Participants say Mooney focused his remarks on two primary issues: the telephone industry's ambitions to become a provider of video services, and broadcasters' need for a must-carry rule that would require cable operators to carry most local signals.

But the matter of cable's compulsory copyright license also cropped up, sources said. Some of the executives there expressed the view that the license has outlived its usefulness. But Mooney was said to have maintained the position that broadcasters are better off with it; abolition of the license would result in a "crap shoot," he told them.

The TV executives even mentioned the possibility of charging cable a fee for retransmitting their signals. But Mooney

did not think that was a good idea. Without the license, he said, there is no assurance cable operators will carry broadcaster signals. Mooney indicated his membership may simply give subscribers an A/B switch to pick up broadcaster signals.

Furthermore, the broadcasters wanted to know why they were better off with cable than telcos. The telcos have a "monopolistic" history and can easily cross-subsidize their activities and compete unfairly with broadcasters, replied the NCTA chief.

Mooney's grim picture of a telco-TV world apparently included other predictions such as the eventual telco takeover of the television news business. Once free of any content regulation, phone companies would do their own news such as the "Bell Atlantic News Hour."

What it all boils down to, he told them, is that broadcasters would become pure programers, and consequently the asset value of broadcast properties would disappear.

Other speakers at the NAB's day-and-a-half forum included Malcolm Forbes Jr., chairman of the Board for International Broadcasting, and Health and Human Services Secretary Louis Sullivan. —KM



NCTA's Mooney addresses TV operators in Washington

lions' cage [the lions being the telcos]. They wouldn't eat us, but they will probably eat cable," said Maltz.

Mooney's warnings about telco entry were "expected," said some participants. He always "waves the telcos as the boogeyman," said another attendee. "I don't think any of us have enough information to say what is the best direction," commented yet another broadcaster.

Maltz was not persuaded by Mooney's arguments to oppose telco entry. Nor does he "buy" the telco point of view either. "It is fairly obvious they need allies and so do the telcos," added Maltz. He indicated that if INTV and cable could work out their differences, "we would be more inclined to become an ally of the cable industry."

According to a source there, Mooney told the TV executives he felt cable was on "strong political" ground in its stand on channel placement. Mooney conveyed his understanding that independents have problems being shifted around, according to this same source, and that the solution was to give the independents a place on-channel where they have a right not to be moved.

As for must carry, Mooney told them



## Consultant sues Sonrise; Root files for bankruptcy

Washington-based engineering consultant Sachs Freeman Associates confirmed last week a *Washington Times* report that it is suing Sonrise Management Services for breach of contract. At the same time, Thomas Root—the Washington attorney who has represented more than 160 Sonrise-formed partnerships' FM applications at the FCC—announced he had filed a petition for Chapter 11 reorganization under the federal bankruptcy laws.

Sachs Freeman President Ernest Freeman said his firm filed the lawsuit against Sonrise in Prince George's County (Md.) Circuit Court last March, claiming that Sonrise owes it \$47,000 in unpaid bills for engineering and demographic studies.

Freeman said his company had billed Sonrise "for 163 stations," bringing the total to approximately \$175,000. A settlement hearing has been set for next February, and a trial for May. "Greed is one thing, but this is ridiculous," he said, noting reports that Sonrise had collected an estimated \$16 million from FM investors.

Root's Chapter 11 petition lists Sachs Freeman, with a claim of \$15,000, among the creditors holding the 20 larg-

est unsecured claims against Root's law firm. Root's firm claimed total assets of \$160,000 and total liabilities of \$105,000, but also, said the petition, the assets are "less [an] estimated reserve for uncollectible receivables of \$250,000." A statement issued by Root said the petition was filed "to recover from the loss of revenue which resulted from the failure of an entity to honor its contractual obligation to pay the legal fees of many of the FM radio applicant clients."

Root, who has claimed that Sonrise did not pay the set fee to him for all the cases he handled, said his firm "will remain in business, and considers the Chapter 11 filing a means of ensuring its ability to continue to serve its clients while its financial condition stabilizes and improves." A recording on Sonrise's Columbus, Ga., headquarters telephone said, "Due to technical difficulties, our phone service is down temporarily."

Sachs Freeman's claim was second highest on the list of Root's creditors, behind a \$51,181.64 claim by Washington-based Bexley Properties Inc. Root himself claims the firm owes him \$8,846.00.

## CBS producer apparently suspended for faked footage

Sources say news veteran Perry Wolff is being investigated by network for possibly faking portions of moon landing documentary

CBS News President David Burke has suspended veteran documentary producer Perry Wolff because footage in a recent documentary that he produced, and that ran in prime time, was faked, according to well-placed CBS sources.

Sources also said that Burke had launched an investigation into the matter, said to be the first major internal examination of possible violations of news division rules since the so-called "Benjamin Report," compiled after Gen. William C. Westmoreland filed a libel lawsuit against CBS for its 1982 documentary suggesting he misled American political leaders on the progress of fighting in the Vietnam War.

The documentary in question, *The Moon Above, The Earth Below*, marked the 20th anniversary of the Apollo 11 moon landing and aired July 13, 9-11 p.m.

Several days after the documentary aired, the network confirmed some misrepresentations in the program. It portrayed what viewers were led to believe were shots of an Apollo 11 astronaut hopping on the moon's surface, as well as the Apollo 11 capsule taking off from the moon.

However, those particular shots were actually of a moon mission that took place three years later, Apollo 17 in 1972. Apparently, the footage the program's producers actually wanted, of the Apollo 11 flight, was not available.

At the time that the incident became public, an unnamed CBS News official told one New York newspaper that the footage in question came from a "mis-labeled" tape.

However, observers last week questioned

whether Burke would suspend someone of Wolff's stature for an unintentional mistake. They noted, for example, CBS anchor Dan Rather's now famous temper tantrum and storming off the set two years ago, over a tennis overrun, which caused the network to go dark for several minutes. Rather, who was not disciplined, claimed he did not know the network would go dark.

Reached last week at home, Wolff, asked of the reported suspension and investigation, said: "I really cannot comment on that. If you want to go with the story, then go with the story."

Burke did not return repeated calls to his office last week. A CBS News spokesman

indicated Burke was aware of the nature of the inquiry, but would not respond to any questions regarding the suspension or investigation.

The extent of the investigation was unclear last week. One source suggested it might probe other documentaries produced by Wolff.

Asked of his knowledge of the developments last week, former CBS News President Richard Salant said he was unaware of them. Recalling Wolff, who has the respect and admiration of many colleagues, Salant said: "He did excellent work. I can't believe he would do something like this intentionally." —SM

## 'Wheel,' 'Jeopardy!,' 'Oprah': Win, place and show

King World Productions' three hit shows, *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*, retained the top three spots in the household rankings among syndicated programs, according to Nielsen's July Cassandra report, released last week.

*The Cosby Show* was the highest ranked off-network program, and finished fourth overall, repeating its May performance.

Paramount's *Star Trek: The Next Generation* was the top-rated weekly syndicated program, and fifth overall, repeating its May performance.

The top eight programs, in fact, retained their places in the July report. *A Current Affair*, the hit tabloid show from Fox, placed sixth, again, followed by *Entertainment Tonight* and *Cheers*. In all of the above cases, the ratings were down slightly, due to the lower summer levels of homes using television.

Rounding out the top 10 shows, *Donahue* and *Night Court* each moved up a notch, to ninth and 10th, respectively. LBS's *Family Feud* dropped from ninth to 11th place in the household rankings.

King World's tabloid entry, *Inside Edition*, finished 12th, as it did in May. *Geraldo* retained its hold on 15th, and GTG's *USA Today: on TV* leaptfrogged over *Family Ties* and *Win, Lose or Draw* to finish 16th.

Rep program executives said the July Cassandra report held no surprises.

# HDTV: Broadcasters look before they leapfrog

**At annual update on state of high-definition art, attendees hear of latest technologies, applications, competitive strategies and government concerns about free TV**

Transitions was the topic of the day last Wednesday (Sept. 6) at the Association of Maximum Service Telecasters annual high-definition television conference in Washington.

Many of the panelists, who included government officials, broadcasters, cablecasters and representatives of electronics industries, were giving their opinions of how they will travel from the NTSC today to the HDTV tomorrow.

This was the third straight September AMST has sponsored an all-day HDTV update for its membership. There was no single major announcement, as had been the case with the first two conferences, but there were several smaller ones.

(National Association of Broadcasters President Eddie Fritts appeared at the 1987 conference to announce that NAB would establish the Broadcast Technology Center as an HDTV research and development facility. The technology center proposal evolved eventually into the Advanced Television Test Center [ATTC], the organization that has been charged with the task of testing the HDTV proponent systems. And at last year's gathering, Representative Edward Markey [D-Mass.] asked AMST and all other interested organizations to submit "action memos" to his House Telecommunications Subcommittee. That request marked the beginning of an intense interest in HDTV on Capitol Hill over the past year.)

Mark M. Rochkind, president of North American Philips Corp., announced that it will have test transmissions of its HDS-NA terrestrial augmentation-channel system by the end of the year, and that Philips will also be ready to show a prototype consumer receiver and videocassette recorder to go with the system.

At the same time, Rochkind said that Philips has been working on a new terrestrial system that would provide for NTSC compatibility using a simulcast method rather than augmentation. The Philips announcement seems to mark a general trend away from development of augmentation systems. It follows an earlier decision by Japan's NHK to focus its efforts on its simulcast Narrow-MUSE system and away from its augmentation MUSE-9 ("Closed

Circuit," July 31).

Philips will have to work quickly to develop its simulcast system to meet the deadlines now being set by the ATTC and the FCC's advisory committee on advanced television service (ATS). "You can expect that it will happen in a rather short time because it depends so heavily on what we have already accomplished [in development of the augmentation system]," Rochkind said.

Peter M. Fannon, executive director of ATTC, announced that the center has found a place to locate its testing laboratory. The facility will be built in Alexandria, Va., next door to its current temporary offices. It is scheduled to be operational by early next year.



L to r: Philips's Rochkind, NBC's Sherlock, TCI's Sie and Hi-Vision America's Wolfe

Most of what set this year's conference apart was the new and revised scenarios predicting the future of television. The centerpiece of the day was a luncheon featuring a debate between Jerry Pearlman, chairman and president of Zenith Electronics Corp., and futurist George Gilder, author of the book *Microcosm*. Pearlman listed the reasons that HDTV will be successful in the marketplace, saying "that broadcast HDTV can and should lead the way."

"The age of television is now over and we are moving into the age of the computer—more specifically, the telecomputer," Gilder responded. "You're going to be able to have an information and entertainment center in the home that will blow away the kind of broadcast model where you have a few people in a central facility deciding for everybody else what they're going to see and when." Understandably, the broadcaster-dominated audience did not warm to Gilder's suggestions.

Gilder's thesis was that microchips, which have revolutionized the world in recent years, will become an even more powerful technology when coupled with a national fiber-optic network, which would be capable of sending vastly greater amounts of voice, data and interactive video information than is possible over RF and satel-

lite spectrum, and with better quality. Rather than viewing this scenario as a threat to their existence, Gilder said that broadcasters should approach it as an opportunity. "Even though your broadcasting facilities will not be worth much in coming years, your programming capabilities will become more and more valuable." Distribution of TV programming by computer will be the equivalent of the selling of database information today, he predicted. Broadcasting as a concept will be replaced by narrowcasting, he said. "We have to envisage the proliferation of video, like the publishing and computer industries, where not the resolution on the screen but the number of possible programs rises."

Pearlman rejected the idea that the TV set of the future will be a telecomputer. "The principal home TV screen is going to be very large," he said. "The principal computer screen is going to be 13 to 20 inches diagonal. The principal computer is going to be in the home office or study. The principal TV set is going to be in the home viewing room." He warned that broadcasters will not have time to wait for the digital world Gilder described. By the time such a system is ready to be im-

plemented, an analog HDTV system may have become entrenched and upgraded to the point that digital features such as interactivity will not be considered worth the price of investment, he said.

As to the claim made by Gilder and others that little or no improvement in resolution will be needed in the future, Pearlman said: "I wouldn't even dignify this as a serious thought." While he favors making whatever improvements can be made in NTSC, he feels it "should not be a substitute for true HDTV and should be rejected as such as quickly as possible."

Comments during and after the luncheon seemed to be more sympathetic to Pearlman's views than Gilder's. "Usually it takes some time for science fiction to be transmitted into reality, so I don't think it's going to happen on my shift. But 25 years from now, who knows?" said FCC Commissioner James Quello after the debate.

But Gilder generally had answers for those who questioned his vision. Outgoing Mass Media Bureau Chief Alex Felker asked him whether analog RF systems would not make more sense in the near-term, since the wiring of a digital fiber-optic network is likely to be a long, expensive process. Gilder responded that that all hinges on whether the Congress will allow the telephone industry to operate cable TV.





L to r: Zenith Chairman Jerry Pearlman, AMST Chairman Joel Chaseman and author George Gilder

"If the Baby Bells are unleashed to compete with cable and install fiber in every home, they can do it in the next 10 years or so. If they are not, then it's 20 years."

Another strategy, similar to Gilder's, that also seemed to meet with disfavor among the conference attendees was "leapfrogging"—forgoing implementation of an analog terrestrial HDTV system until an American-developed digital transmission system that could deliver HDTV in 6 mhz is ready to be implemented. Although AMST has not endorsed any particular transition scenario, it has been one of the leading voices against leapfrogging. A recent commentary in this magazine by AMST President Margita White ("Monday Memo," Sept. 4) warns "the leapfrog strategy risks burning the bridges to local broadcaster participation in future generations of technology."

During the conference, AMST Chairman Joel Chaseman, chairman of Post-Newsweek Stations Inc., added: "Many of us believe that an all-digital system will eventually evolve, probably transmitted by fiber optics to the home. But 'when?' is a major question, and we do not think that the

American system should be staked on that eventual, problematical evolution."

"I noticed a slight sense of prejudgment" about leapfrogging, said one of the strategy's leading supporters, John Sie, senior vice president, programming, Tele-Communications Inc. Leapfrogging would not require waiting for an "unknown breakthrough," he said, as some have suggested, although he agreed that much more development of the current technology will be necessary before a digital system will be ready for implementation. "What I'm saying is that it's a 10-year project and it is worthwhile for the best minds in the country" to work together on it, he said. In the near-term, Sie said that foreign analog HDTV transmission systems can be blocked if broadcasters now implement a low-cost EDTV system based on NTSC.

Sie appeared on a panel at the conference with proponents of two other types of HDTV transition scenarios. Philips's Rochkind and Richard M. Wolfe, president, Hi-Vision America, favored direct transition to full-broadcast HDTV in one step, through either an augmentation or simulcast approach. Wolfe, an adviser to NHK on how to market production equipment in Hollywood, said that an advantage to a simulcast system is that it would allow broadcasters to provide a "new service" rather than just an "improved service." While continuing their regular TV programming on their NTSC channel, broadcasters could create a whole new stream of revenue by selling commercials for HDTV movies and other programming on their non-NTSC-compatible channel. "All of us would like to have two different services and increase our sales. But when we discuss that in our quorums, we come against something called the Ashbacher rule, which in our opinion allows other nonbroadcasters to have an equal right to that spectrum," said Michael Sherlock,

NBC operations and technical services. Wolfe replied that some precedents in the allocation of other types of spectrum might allow the FCC to authorize two separate services by one broadcaster.

Sherlock appeared on the panel to support a two-step approach to broadcast HDTV through the implementation of the Advanced Compatible Television (ACTV) one-channel, NTSC-compatible system first, and then implementation of augmentation system ACTV-II when legal and technical barriers to extra spectrum allocation to all TV broadcasters are settled. Rochkind criticized such an approach because it could lead to broadcast quality being "eclipsed" by cable and satellite delivery.

Among the elected officials and bureaucrats present, a common topic was the need to maintain broadcasting as a free medium to all viewers and keep it competitive with alternative media. All of them said it is important to save broadcasting's quality of localism. "I share your concern that if other media begin to present programming in HDTV before broadcasters do, that it could adversely affect your competitive posi-



AMST President Margita White



NTIA's Janice Obuchowski

tion," Janice Obuchowski, the newly installed head of the National Telecommunications and Information Administration told the AMST members gathered. But she predicted that "while other media may technically be able to provide HDTV before you, consumers will likely look to the broadcast standard

when choosing new video equipment."

Many of the elements in U.S. society that gave people a sense of community, such as corner grocery stores or neighborhood theaters, have been replaced by more centralized services, like shopping malls, said Representative Al Swift (D-Wash.). Among the last

threads of community life are local weekly newspapers and broadcast radio and TV. A central concern should be to make sure local TV stations don't become second-class services, he said. Viewers could eventually "be left with a whole bunch of electronic USA Today's." —RMS

## Network specials focus on America's problems

**Drugs, environment, children to be examined on CBS and ABC this week**

This is another week of network specials. It's drugs on CBS, and a potpourri on ABC—U.S.-Soviet dialogue on the environment, a discussion of the impact that modern television technology (portable receive dishes, VCR's and camcorders) is having on history and international politics, and a look at some of the problems America's younger generation confronts.

With President Bush's televised address from the Oval Office last week announcing his strategy for a war on illegal drugs serving as the backdrop, CBS News this week, from Sept. 11 to Sept. 15, is committing its resources to an exploration of the issue. Elements of *Drugs: One Nation, Under Siege* will be broadcast each morning, on *CBS This Morning*, and evening, on the *CBS Evening News with Dan Rather*.

The results of the network's major effort will be seen on Thursday, in a three-hour prime time special, *48 Hours: Return to Crack Street*. The program airs three years after the CBS News special, *48 Hours on Crack Street*, the program that evolved into the weekly series.

ABC News's first special this week will air tomorrow night (Sept. 12), from 11:30 p.m. to 1 a.m. ET, and will constitute the fifth in a series of live satellite-delivered *Capital to Capital* exchanges. But where the earlier programs involved only Washington and Moscow, the latest will be expanded to include London and Brasilia. The focus will be on the environment, *Crisis in the Global Village*. The program will be co-anchored by ABC News's Peter Jennings, in Washington, and Leonid Zolotarevsky, director of the International Division of USSR's Gosteleradio, in Moscow.

The special on the uses to which modern television technology is being put will be in the form of a *Koppel Report*, on Wednesday, from 10 to 11 p.m. *Television—Revolution in a Box*, shows that the video cameras that are used to record a baby's first steps can be and are used for larger purposes, such as recording the turret explosion aboard the U.S.S. Iowa. The program also focuses on how camcorders and VCR's helped keep Solidarity alive during the years it was outlawed and how foreign governments use American advertising agencies to groom their media images.

Those interviewed include Solidarity leader Lech Walesa; Roger Ailes, who was in charge of fashioning George Bush's image during the presidential campaign, and Bruce Gelb, director of the U.S. Information Agency, who, according to an ABC news release, is critical of Congress's treat-



CBS's '48 Hours'

ment of the agency. He is said to have told Koppel that Congress has "handcuffed and hobbled" the agency's efforts.

ABC's third special of the week—*Survival Stories: Growing up Down and Out*—will air at 10-11 p.m. on Thursday (Sept. 14), with Barbara Walters anchoring. It deals with the problems being faced by children today—unemployment, teen pregnancy, substance abuse, illiteracy and dropping out of school—and the solutions some communities are fashioning to help their young people. The program is part of a nationwide project entitled "Making the Grade: A Report Card on American Youth," developed by the National Collaboration for Youth and several other organizations. —LZ

## NTIA restored to independent status

**Administration, which had been folded into Office of Technology, is unfolded by Mosbacher**

Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, lost a battle last year when then-Secretary of Commerce C. William Verity issued an order incorporating the National Telecommunications and Information Administration in a new Office of Technology. But last week, Dingell won the war when Verity's successor, Robert A. Mosbacher, agreed to issue another order, restoring NTIA to its former independence.

Dingell, along with other members of his committee and Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee, resisted Verity's plans to include NTIA in the new technology office, which, under a new table of organization, would be headed by an undersecretary. They argued that NTIA would lose its independence and its direct line of access to the secretary. They said that reducing NTIA's visibility would reduce its prestige and influence. They were also concerned that, as part of an undersecretary's office, NTIA would have to surrender part of its budget, of some \$14 million, to support it.

But Verity insisted that combining NTIA with three other Commerce elements—the National Institute of Standards and Technology, the National Technical Information Services, and the Office of Productivity, Technology and Innovation—would make for greater efficiency. And on Dec. 2, acting under authority contained in an authorization bill passed by Congress, Verity named an acting undersecretary of technology, as the reorganization began going into effect.

Dingell, however, did not give up. He

continued pressing his case with Verity. And, with Verity gone with the Reagan administration, in January, Dingell stated his case to the new secretary. Mosbacher, less wedded to the reorganization plan than its author, replied that he was considering the matter. Members of Dingell's and Mosbacher's staffs discussed it. Then, on Sept. 6, the agreement between Dingell and Mosbacher was struck. Mosbacher would issue an order restoring NTIA to its former status. A Mosbacher aide said the official order would be issued as soon as the necessary paperwork was completed. He indicated that could be as early as this week.

The Mosbacher aide, Wayne Berman, counselor to the secretary, said that, as a practical matter, the decision changes virtually nothing. The new post of Undersecretary in charge of the Technology Administration has yet to be filled. And the new assistant secretary of Commerce for Communications and Information who serves as head of NTIA, Janice Obuchowski, has been reporting directly to Mosbacher since the Senate confirmed her in her post in July.

But Berman's comments on the agreement and on Mosbacher's willingness to reach it indicated that the arguments Dingell and other congressional critics of the Verity plan had made had been heard. Berman said television is "an expanding field" and that NTIA needed "a direct and unfettered line" to the secretary. Furthermore, he said, "the secretary considers telecommunications a top priority" and feels the decision to restore NTIA to its previous status constitutes not only a "symbolic but substantive" move. He said NTIA plays an important role in promoting American competition abroad, and added, "I hope people will read this [action] as an appropriate signal." —LZ



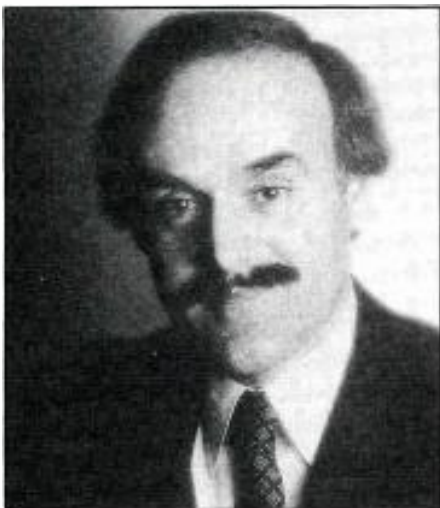
# STATE OF THE ART

## JOURNALISM

**R**unning the news operation of a local television or radio station is becoming the 1989 definition of "risky business." Competition is increasingly stiff. Audience levels are down. And general managers no longer walk into news directors' offices with fistfuls of dollars and ask what new bauble—say, an SNG truck or star anchor—would be useful. Even the heady talk heard a few years ago of showing the network news operations how to cover international events has faded to a whisper. There are exceptions, of course. Some news directors are even boasting of expanding staff and increasing their air time. But times have changed. The reasons the fat days of rapid growth are now behind the television industry







Philip Balboni



Richard Mallary



Jim Snyder

generally, at least for the time being, are obvious. Cable television has cut into television's audiences. So has VCR viewing. And independent stations are competing vigorously with network affiliates for the audience that remains. *The Arsenio Hall Show*, for instance, has proven capable of taking audience away from network affiliates when independents air the syndicated program at 11 p.m. A chart developed by the McHugh & Hoffman Broadcast Consultants from Arbitron-generated research shows that while HUT levels have remained fairly constant, the audiences for network affiliates' late night news shows in the top 10 markets have generally declined, if not always in a straight line, over the last five years (see chart, page 46). The overall average ratings and shares dropped from 35/73 to 32/62.

The improved (meter) measurement of viewing options is given as a partial explanation for the change in figures, along with the increased competition for viewers. But the fact that the combined ratings of network affiliates in Chicago bucked the trend and increased between November 1984 and May 1989—from 43 to 45 (while the combined share dropped, from 72 to 69)—may help explain why three NBC affiliates in California have called on the network to move prime time up an hour on the West Coast, to 7 to 10 p.m. News directors in California cite a difference in lifestyles: their viewers like to go to bed earlier than do Easterners.

The reports from all stations are not bleak. Philip S. Balboni, news director of WCVB-TV Boston, for instance, speaks expansively of that station "swimming against the tide," of having "no budget problems." The staff has been growing steadily—it now numbers more than 100, including the eight that Balboni has added so far this year, five to work on the morning news show, which was expanded from 90 minutes to two hours in January, and three to serve as an investigative unit, which begins operations this month. "It's been a year of growth and progress in terms of our ability to do more qualitative reporting," says Balboni.

But, to get back to the mainstream:

"As an industry and as journalists, we no longer are the people who affect existing media, like radio and print," says Richard Mallary, vice president for news of Gannett Broadcasting and a former official of Audience Research Development, a news consulting firm. "We've become a mature medium, affected by the new ones coming along." As a result, he and news directors around the country say that hard decisions must be made on spending. They talk about making investments, not expenditures. Does a news operation really need a \$350,000 SNG truck—assuming \$350,000 is available—or could the money be better spent on something else? And the decision a news director makes, of course, is one of the things management will consider in appraising the executive's performance. (The disappearance of several companies specializing in the construction of SNG trucks suggests the decision most often made.)

None of this is to suggest that, as a species, local news is in danger of disappearing. On the contrary, it is showing signs of new

dynamism, new strength, as it strives to hold its niche. Stations are adding news shows. Indeed, KHI-TV Los Angeles, with the FCC equivalent of the One Hundred Years War over its license now history and the Walt Disney Co. in control, plans to break new ground with three hours of prime time news programming, beginning in January. Fox Stations' WTTG-TV Washington is also pioneering, devoting a half hour at 11 p.m. every night to one issue, one of consuming interest to those who live in the nation's capital—illegal drugs and the havoc the related violence wreaks in the community. And then there are stations following the axiom that if you can't beat 'em, join 'em, cooperating with local cable companies in the distribution of the stations' newscasts. Covering the local news front in the 1990's, it seems, will be anything but dull, or grim.

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Specifically, what are the issues and problems confronting news directors as they fight the erosion of their audiences?

Mallary and other Gannett Broadcasting executives recently visited the company's 10 television stations to determine their needs for 1990. According to Mallary, nothing was said about new and expensive hardware. Rather, the needs were basic and unglamorous.

First, a need was expressed for increased training of personnel, including the news director. David Pearce, of Gannett's Washington outlet, WUSA-TV, speaks of a need to develop multi-talented people—individuals who can report, write, produce, and serve on the assignment desk, as well as appear on air. Developing such people is one of the "creative" things Pearce says WUSA-TV has undertaken in order "to stay on top." Pearce predicts the approach on the part of local news operations generally will result in "fewer but more broadly talented people making more money."

Another conclusion the Gannett executives reached was the not surprising one (and one, ironically, that hard-nosed FCC commissioners harped on in the days of regulation when the commission was insisting on local service as a function of a station's public interest obligation) that "local stations will have to be more local. That's how to defend against cable television competition. Local programming for the city of license is something cable can't do," Mallary says. Spending resources on international stories, like the Afghanistan war, as some stations have done, then, is not something Mallary would recommend—except in cases where a station has a legitimate local angle. And there are not many of them in Afghanistan.

Jim Snyder, Post-Newsweek Stations' vice president for news, agrees there is considerably less heard these days about beating the networks at their game of covering major international stories. "The technical capability is there," he says. "And on occasion, stations can go after a story overseas. But there is much less desire on the part of local stations to make those expenditures." And, like Mallary, he says research makes it clear that "what impresses people is local coverage." There was a time, not long ago, when

stations puffed up with pride when they presented their anchor at the scene of a big story abroad—say, a summit meeting in Geneva. Yes, says Snyder, “that was grabby when it was first done. No more.”

Then there is the ruckus stirred up by ABC News’s use in July of a simulation when it broke the story on American diplomat Felix S. Bloch, said to have passed classified material to the Soviets. The incident troubled many news directors. Snyder said the photograph of two ABC employees posed to illustrate Bloch turning over a briefcase to a KGB agent showed “strongly how facts can be distorted.” He noted there is no proof yet that Bloch passed the briefcase—and, if he did, no information on what was in it. Paul Davis, of WGN-TV Chicago, saw the incident as illustrative of the “extraordinary demand to make things visual, demand that could push you over the edge.” Even radio station news directors—even one at a station owned by Capcities/ABC—are disturbed. “It hurts the credibility of everyone in the broadcast news business,” says Leonard Deibert, of WMAL-AM Washington. “It was indefensible.”

To a degree, the discussion among news directors of simulations is academic. Simulations are not inexpensive to do. And that fact may loom larger than other considerations in decisions by station news operations to forgo them. “Conceptually, I don’t see their use as a major breach,” says Alan Goldstein, acting news director of KRON-TV San Francisco. “Purists would hate it, but if I could afford it, I’d try it.” He recalls conversations at the station in which he remarked: “If we only had actors, it would make a hell of a piece.” He would, he says, “clearly label” the piece—something that ABC News says a technical glitch prevented it from doing in its Bloch report—but it would have more impact than someone simply reading a story.”

A number of news directors around the country cite other, more elementary things—like attracting the best and brightest young people. WGN-TV’s Davis—who describes “a good young journalist as a prize”—says reporters with curiosity about the background of a story are able to give even short pieces more depth. Other news directors are concerned about even more basic matters. Rog Wellman, of KRCG(TV) Jefferson City, Mo., sees “a deterioration” in the language being used on the air. “There’s more use of slang, and the writing is not as crisp.” Wellman says he has heard “more grammatical errors, even on the networks. It bothers me.” Bill Lowe, of WHAM(AM) Rochester, N.Y., a veteran of 25 years in radio, makes a similar point. He says he listens to stations on his car radio and wonders how the news people got their jobs. “On-air staffers used to be taught to talk to people, to get their attention, to speak clearly.” That, apparently, is no longer the case.

WMAL’s Deibert, in his review of issues confronting him and the medium, expresses concern about whether news will survive the formats of some stations and the respect—or lack of respect—it is shown. He wonders about its fate, for instance, at stations where music dominates. Even more, he is concerned about stations where management regards news “as part of show business,” and where, he says, news people are used as comic “foils” by station air personalities. “I wonder what kind of credibility news has at those stations.” A panel at the Radio-Television News Directors Association convention this week is devoted to the issue. It is labeled “News in the Zoo.”

WMAL is not one of the radio stations that concern Deibert. The station does 23 local newscasts daily, including an hour at 5 a.m. and another hour at noon—and, Deibert says, it is “considering further expansion.” The time is filled by the efforts of 10 reporters, two sports people, and weather and traffic specialists. He has, Deibert says, “a lot of support.”

If problems with the nitty gritty of local news are not cause for dismay, how about something more mystical, served up by Jack Bowen, chairman of McHugh & Hoffman? He says there is “a continuing demand on the part of the public for news and information—but,” he adds, “in newer forms and in programs that stimulate higher levels of viewer interest. Viewers are bored with the old style newscast. They want something that’s more relevant and more interesting and that involves them.” How does one achieve that kind of “relevant” and “involving” newscast? “You need creative producers,” says Bowen, “not a Chinese cook.” A Chinese cook, he explains, “chops things up and puts them together quickly.”

## News numbers

The following is a McHugh & Hoffman ratings analysis of Arbitron aggregate network ratings/shares for news lead-in and late news time periods on affiliates in the top five markets. Rating/shares under L represent lead-in half-hour (10:30-11) Those under N are for late news (11-11:30).

Market	May 63		May 65		May 67		May 68		May 69	
	L	N	L	N	L	N	L	N	L	N
New York	40/68	28/61	41/69	31/65	39/65	28/60	36/63	27/59	35/57	27/55
Los Angeles	35/71	23/61	32/68	21/61	30/63	22/58	35/67	25/61	32/62	21/51
Chicago	45/71	43/71	45/72	42/68	42/66	40/66	44/71	44/75	44/65	45/69
Philadelphia	49/79	43/61	45/74	37/73	40/68	35/71	44/72	36/71	40/66	33/66
S. Francisco	35/70	24/67	34/69	26/68	31/68	21/62	30/62	20/56	30/58	13/52

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A sign of the current times is the increased determination of station management to hold down salary increases. “In negotiating talent contracts with agents,” says WUSA-TV’s Pearce, “the reality is that one no longer talks about increases large enough to change one’s lifestyle.” That, however, may not be entirely accurate. Industry sources say stations can still be persuaded to pay hefty salaries if the payoff is expected to be an increased rating point or two. One major-market station reportedly lured a \$700,000-a-year anchor from a competing outlet with the offer of a \$1 million contract. But sources say that in cases where substantial pay increases are wormed out of station management for a star, the station tends to get stingier than it would be otherwise with the spear carriers on the staff.

Then there is the recent development of cooperation among stations, odd in a business known for its fierce competitiveness, but born of the conflicting pressures felt by news directors across the country—financial austerity versus audience expectations of service, expectations the local news operations have encouraged over the years. News directors hard pressed for access to a satellite in covering a major story have found colleagues—sometimes even those who are normally their competitors—willing to make their SNG trucks available to them. Mark Effron, news director of WFSB(TV) Hartford, shared the truck he had sent to Woodstock for a 20-year anniversary story with WNEV-TV Boston. Why not? “In Boston,” says Effron, “WNEV-TV would make facilities available to us. It’s going on all over the country.” Indeed, some say the scene at the crash of the United Airlines plane at the Sioux City airport on July 19 called to mind what WGN-TV’s Davis calls “a Ku flea circus,” as crews shopped around for pieces of time.

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Of course, not all news directors are worried about being confronted with a request for a \$1 million contract. Some are not even concerned about their next satellite-delivered story. John McBreen, of KGAK(AM) Gallup, N.M., has other day-to-day problems. As the head of a two-and-a-half-person staff, including himself, McBreen covers parts of four states—Utah, Colorado, Arizona and New Mexico—where 150,000 people live, including those on the Navajo reservation, the largest Indian reservation in the country. Modest as his operation is, some of McBreen’s problems would not be unfamiliar to his colleagues in Boston or New York: What kind of news interests his listeners? “Do they care about corruption, about issues at city hall, or something else?” And with newspapers like *USA Today* showing the way to glitz and polish, he wonders how he can not only produce the news his listeners want and need but “package” it attractively. Nor is that all.

When McBreen has time to think of more cosmic things, he worries about “where radio news is going.” With deregulation the order of the day, he says, he fears being told one day that the station “is out of the news business.” KGAK is owned by Gallup Broadcasting, a family-owned corporation, and McBreen has worked at the station for 15 years. So he is not concerned about



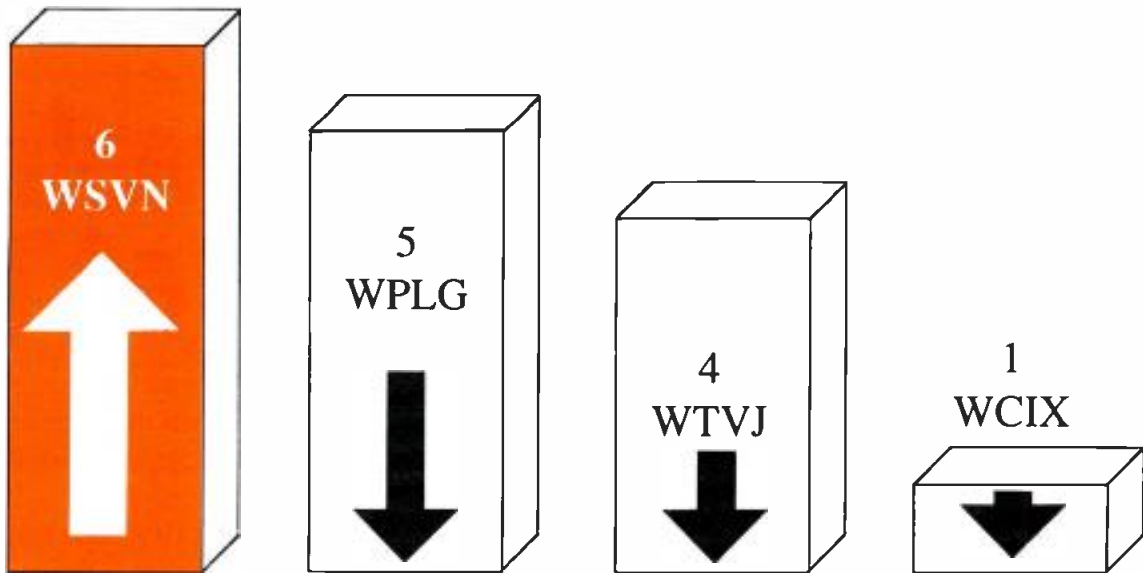


# LATE NEWS

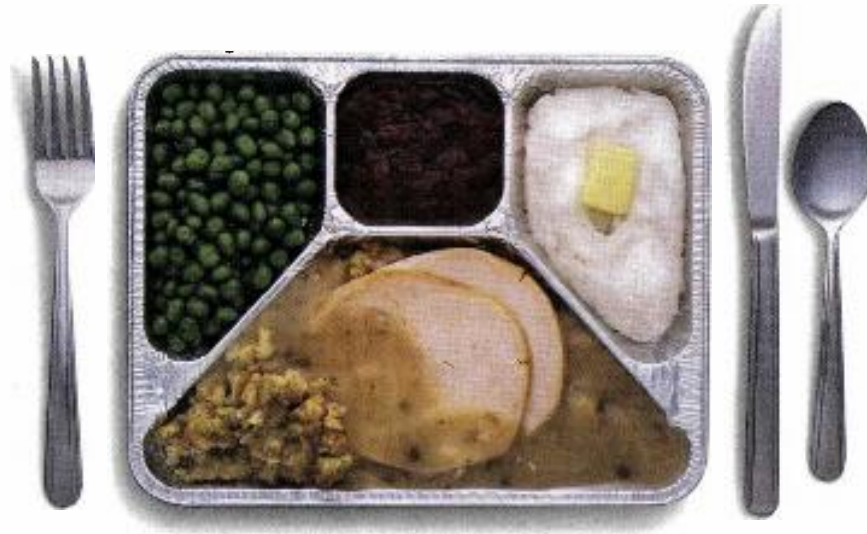
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# ADULTS 25-54

# MIAMI-FORT LAUDERDALE



Source: NSI July '89 vs. May '89 M-F Program Averages. RA 25-54.  
WSVN 10-11PM late news vs. WPLG, WTVJ, WCIX 11-11:30PM late news.



Tube Dinner

# One of these revolution the world looks at TV w

BTS did not invent the TV dinner. The Swanson® Company did.

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We introduced the first 3-D computer animation system. The first CCD film scanner. The first software-based character generator. The B format for videotape recording. The modular routing switcher. And of course, the Plumbicon camera tube, for which we won one of our three Emmies.

BTS has been a technological innovator in the video industry for six decades. Our cameras,

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Plumbicon Tube Camera

# nary changes in the way as not invented by BTS.

switchers, videotape recorders and graphics equipment are among the best-engineered, highest quality and most reliable in the world. Our work in High Definition and CCD products is pacing an industry which faces the most sweeping technological advances since its beginning.

And we're as dedicated to better product service and support as we are to better products.

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Including the Swanson Company.

**BTS**  
The name behind  
what's ahead.

Gallup. "But if they sold the station," he said, "I'd be worried."

Jim Vitak, of WBNS-AM-FM Columbus, Ohio, is another news director more familiar with pressure than glamor. The AM is one of broadcasting's pioneers; it went on the air in 1922. And like AM's generally, it is struggling. Still, the AM and FM, along with a commonly owned but separately licensed television station, are a major force in Columbus broadcasting. With a six-person staff, the radio stations churn out a respectable budget of news during the day, including a half hour, split with CBS News at 6 p.m., and 12-minute reports at 6 a.m., 7 a.m., and 8 a.m. on the AM, and two- or three-minute reports on the top of the hour on the FM. Vitak is satisfied generally with the equipment available, though he says he could use some cellular phones. And he is comfortable in a company long owned by members of a local family, the Wolfes. "The family ownership is a help," said Vitak, who has been with WBNS for 11 years. But then, sounding like McBreen, he said, "In the back of my mind, I wonder if it will always be that way."

So the surge of takeovers that has beset the broadcasting industry, like other industries in the U.S., over the past few years, has had an impact on the psyches of broadcasters far from the scene of those actions. And at those stations directly involved in takeovers, the efforts to control costs seem to be particularly pronounced. The cutbacks in personnel at the three network news operations that received considerable attention after ABC, CBS and NBC changed hands a few years ago have had their echoes at the networks' owned-and-operated stations—though not always with necessarily adverse consequences.

Richard Reingold, news director at NBC's WMAQ-TV Chicago, for instance, says "efficiencies"—which he later translated as reductions in force—had been under way over a period of time that began before General Electric's acquisition of the NBC parent, RCA Corp. But another of the station's moves, ironically, has been to reintroduce a half hour of local news at 6 p.m., following *The NBC Nightly News*. The news segment next month will replace *Inside Edition*, which in turn had replaced *USA Today*. It had supplanted the local news half hour about a year ago. WMAQ-TV will be only the second station in Chicago—Capcities/ABC's WLS-TV is the other—to broadcast local news at 6 p.m. What prompted the move? Reingold says that as a top-rated, "full-service" station, WMAQ-TV should have a newscast at 6 p.m., as well as in every other segment of the day. "Viewers expect it," he said. But Reingold offered another reason, as well: "We can control the costs of local news, and *Inside Edition* was not a big success."

(Chicago, incidentally, presents the interesting, perhaps unique, picture of a market where network affiliates are providing an independent station with competition. WMAQ-TV now offers a half-hour newscast at noon, where the Tribune Co.'s WGN-TV had long held sway for one hour in lonely splendor. And Fox Stations' WFLD-TV now goes head-to-head with WGN-TV at 9 p.m. Each of those stations does an hour program. Thus far, at least, WGN-TV is more than holding its own on the two fronts.)

At Capcities/ABC's KGO-TV San Francisco, staffers still mutter about staff cuts that followed the takeover, cuts that they say have affected the news division's ability to perform. But Andrew Shinnick, assistant news director, is not one of those complainants. "Sure, we're trying to hold costs down, on overtime and [union] penalties," he says. And he acknowledged that budgets are tighter than they once were. But he said ABC, when it owned the station, was also strict about expenditures. "Still, when a big story breaks somewhere, like the Mexican earthquake or the oil spill in Alaska," he says, "we go. We spend a lot of money." What's more, he said, the station is producing more news programs than ever before—an additional half-hour newscast in the morning and an extensive budget of specials. There is nothing eleemosynary in that. Says Shinnick: "We're getting the costs back in advertising." News, he says, "is still a profit center."

□

The CBS-owned stations that also suffered budget—and personnel—cuts three years ago and are operating under a more bottom-line-oriented management than in the past are more than simply making do. KCBS-TV Los Angeles, for instance, covers its vast market with a staff of up to 140. And it and WBBM-TV Chicago operate investigative units, a service some stations have given up in

the interest of economy. Like the other network-owned stations in Chicago, WBBM-TV sent a crew to Poland two weeks ago with Senator Paul Simon (D-Ill.), and will send another to London and Ireland this month with Mayor Richard M. Daley. KCBS-TV hit upon what its general manager, Robert Hyland, feels is a successful formula—"Talk walks to news." The addition of *Geraldo* at 4 p.m., combined with a change in anchors at 5 p.m., Hyland says, has helped the CBS station in its battle with KABC-TV for second place at 5 p.m.

Some stations have in fact throttled back on local news; several CBS affiliates that moved *Evening News with Dan Rather* up from 7 p.m. ET to 6:30 p.m. decided that a half hour of the local news that had been aired between 6 and 7 p.m. was expendable. WFSB(TV) made that decision about 16 months ago. But the station still airs three hours of local news during the day. And the news director, Effron, defends the cutback on journalistic grounds. "I'm more comfortable with one and a half hours [from 5 to 6:30 p.m.] than I was with two hours. I can focus more on the time available.... We're less stretched out to fill." Effron argues that the move—along with other changes, including anchor switches—helped the station solidify its position as number one in the market.

But the news in local news is in the expansion of time available for it. Several months ago, WUSA-TV Washington found itself confronted with the task of filling an hour at 4 p.m.; *Oprah* had been wooed away by WJLA-TV. Management considered its options, and tentatively decided on the show being put together as a syndicated showcase for Kenny Rogers. But that project collapsed in the spring. At that point, says WUSA-TV general manager Hank Yaggi, management began considering news. "The aim was not simply to minimize loss but to win," he said. And news, officials felt, is what the station did best. Was there a market for news—specifically WUSA-TV news—at 4 p.m.? Research—telephone surveys and focus groups—indicated there was. So on Sept. 5, WUSA-TV introduced its new one-hour newscast, with hard news, some of it supplied by CNN, medical and health features, lifestyle pieces and syndicated travel material. The new show brings to four and a half hours the amount of time the station devotes to local news. "This is an interesting market," says Yaggi. "There's a lot of news here."

The station in the Washington market that has captured the imagination of news junkies, however, is WTTG(TV). Long an independent—in the years before Metromedia sold it and other television properties to Rupert Murdoch and his Fox Stations—it broadcasts an hour of news at 10 p.m. Almost a year ago, it introduced *City Under Siege*, a nightly half-hour show following the news—and therefore in direct competition with the three network affiliates' late night news shows—and dedicated to the single story of drugs, in all of its domestic, national and international dimensions. The show is modeled on the predecessor to ABC News's *Nightline*, *America Held Hostage*. That one was anchored to the continuing story of the Iranians' seizure of the American embassy in Teheran, in 1979. And *City* was the first local news program in the country to take on a single subject five times a week. Like the show that inspired it, *City* has been a success.

The show—conceived in a city that already in 1989 has counted



'City' host-anchor Ron Gardner (l) with Joseph Saita



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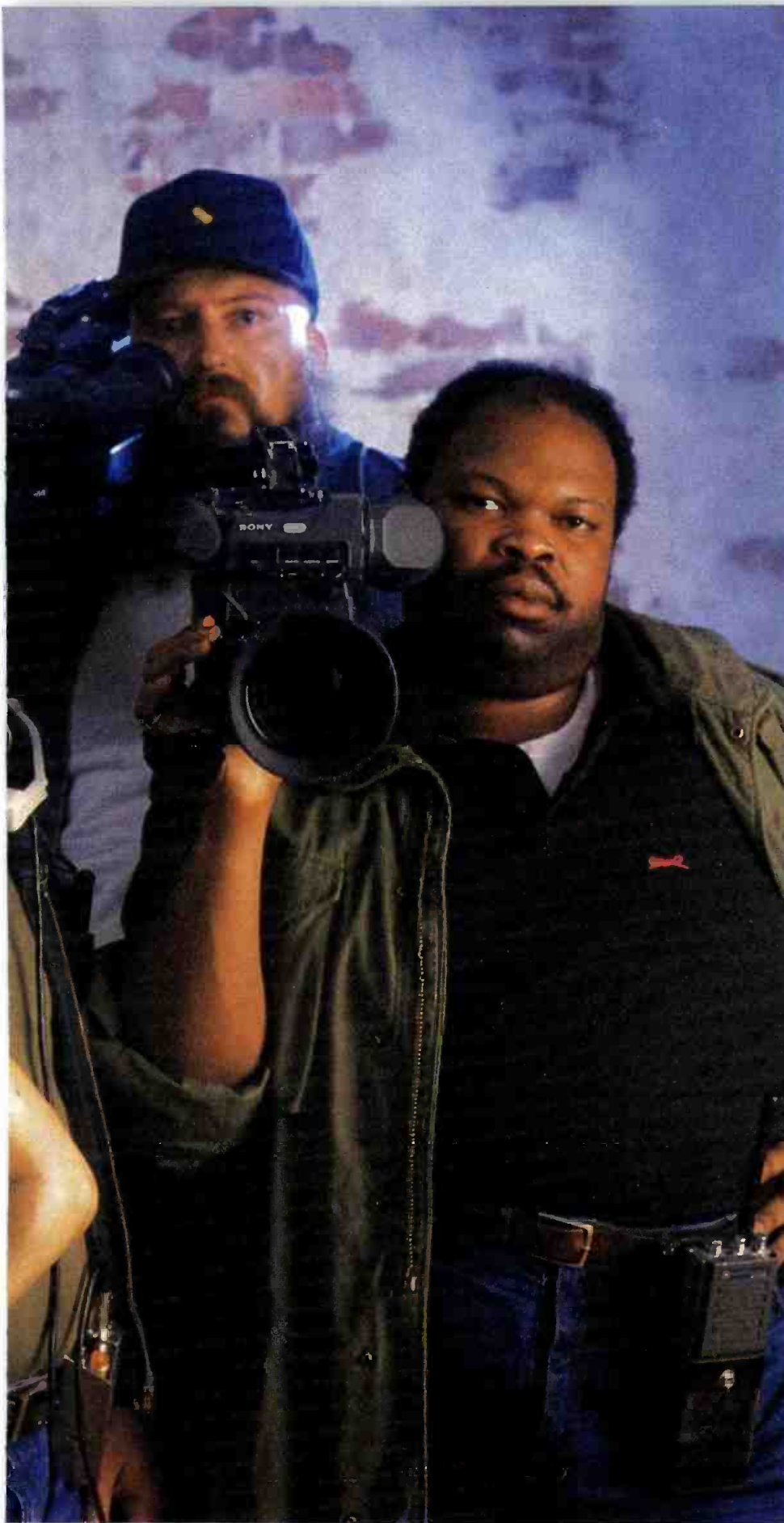
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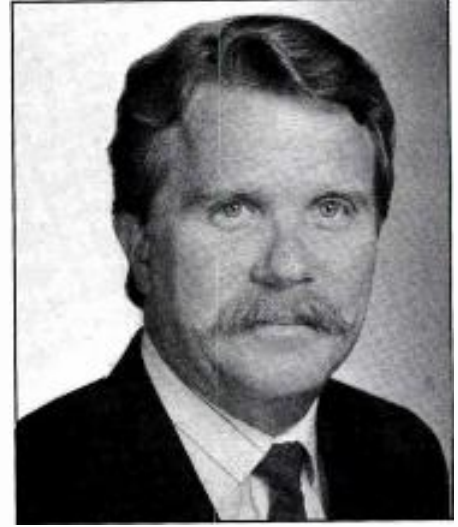
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Joe Duke

more than 300 murders, most of them drug-related—contains a fair share of stories showing police kicking in doors and otherwise focusing on the grim aspects of the drug culture. But it also has positive aspects, segments on drug treatment facilities and on “profiles” of suspects in drug cases that police say have led to the capture of 29 of them. Indeed, police have credited the program with generating tips that have led to “hundreds” of arrests.

News director Joe Saitta says station officials were not sure there would be enough material for a nightly show devoted to the one subject. But on Oct. 3, *City* will celebrate its first anniversary, with a one-hour production. Making anticipation of that event particularly sweet was WTTG-TV's success in edging WJLA-TV for third place for the 11-11:30 p.m. time slot in Arbitron's July book. And the show is no longer unique; it inspired one of WTTG's Fox sister stations—KRIV(TV) Houston—in another city with a serious drug problem—to produce its own *City Under Siege*. The Houston version began airing on a nightly basis on July 10, after beginning in April as a weekly show.

As WTTG prepares to celebrate the first anniversary of *City*, KHU-TV, another independent, on the other side of the continent, is beginning to assemble a news show that is certain to attract attention, though not necessarily imitators. Blake Byrne, president and general manager of the station, says management felt there was “a need for three hours of news in prime time. It's never been done. It's a challenge.” But why is the station making the commitment? “We're the number one television market in the country,” Byrne said (before backing off sufficiently to acknowledge that New York “thinks they are”), “so this is the place to try it.” The show will include local, national and international news, in competition with the network affiliates' programming between 8 and 11 p.m., and will feature “at least” four anchors.

Disney, which Byrne described as “a bottom line company,”

expects the show to generate profits. “We won't do it at a loss,” he says. And while the company does not expect the project to be profitable initially, Byrne said the hope is that it “turns the corner after a year.” The show is scheduled to air on Jan. 15.

Nor is that the end of the news being generated by those involved in local news. Perhaps the most significant development is the move by stations to ally themselves with cable television systems. An example is WWL-TV New Orleans and its arrangement with the Cox Cable system that serves Orleans Parish. Beginning on Sept. 18, each station newscast will be simulcast on a cable channel, then repeated until the next newscast, with the process continuing throughout the 24 hours. One reason for such an alliance, of course, is the expectation it will generate revenues. What's more, says Joe Duke, WWL-TV news director, “it allows a dominant station to demonstrate its commitment to news in the market. It provides service for those who can't watch in the traditional time slot. “Those watching news at 2 a.m. have to be watching ours,” says Duke.

Duke sees the arrangement as a kind of local version of a CNN Headline service, and is convinced there is a future for such cooperation. He says such ventures are an answer to what he regards as “the biggest danger to television news departments”—diminished resources. But it is not only stations experiencing hard times that are attracted to the concept. Balboni, even while talking of WCVB-TV's “year of growth and progress,” says, “Our station is considering” entering an arrangement with cable television. “In the next five years,” he says, “stations making newscasts available to local cable will be the big thing. There will be more competition in the market, and those who do it will benefit; those who don't will suffer.”

All of which brings out the optimist in the new president of the Radio-Television News Directors Association, David Bartlett.

“We're poised on the edge of a new surge of growth,” he says, citing the entry of some independents into news programming for the first time, and some, like KHU-TV, in an unprecedentedly major way. Then there is the developing interest in alliances between stations and the cable systems which have been eating into their audiences. That could result in stations beefing up their news staffs. So Bartlett, who sees a flattening out of RTNDA membership—it has fluctuated between 3,100 and 3,200 for the past two years—as a reflection of conditions in the field, says, hopefully, “Maybe there is a light in the gathering gloom.”—LZ

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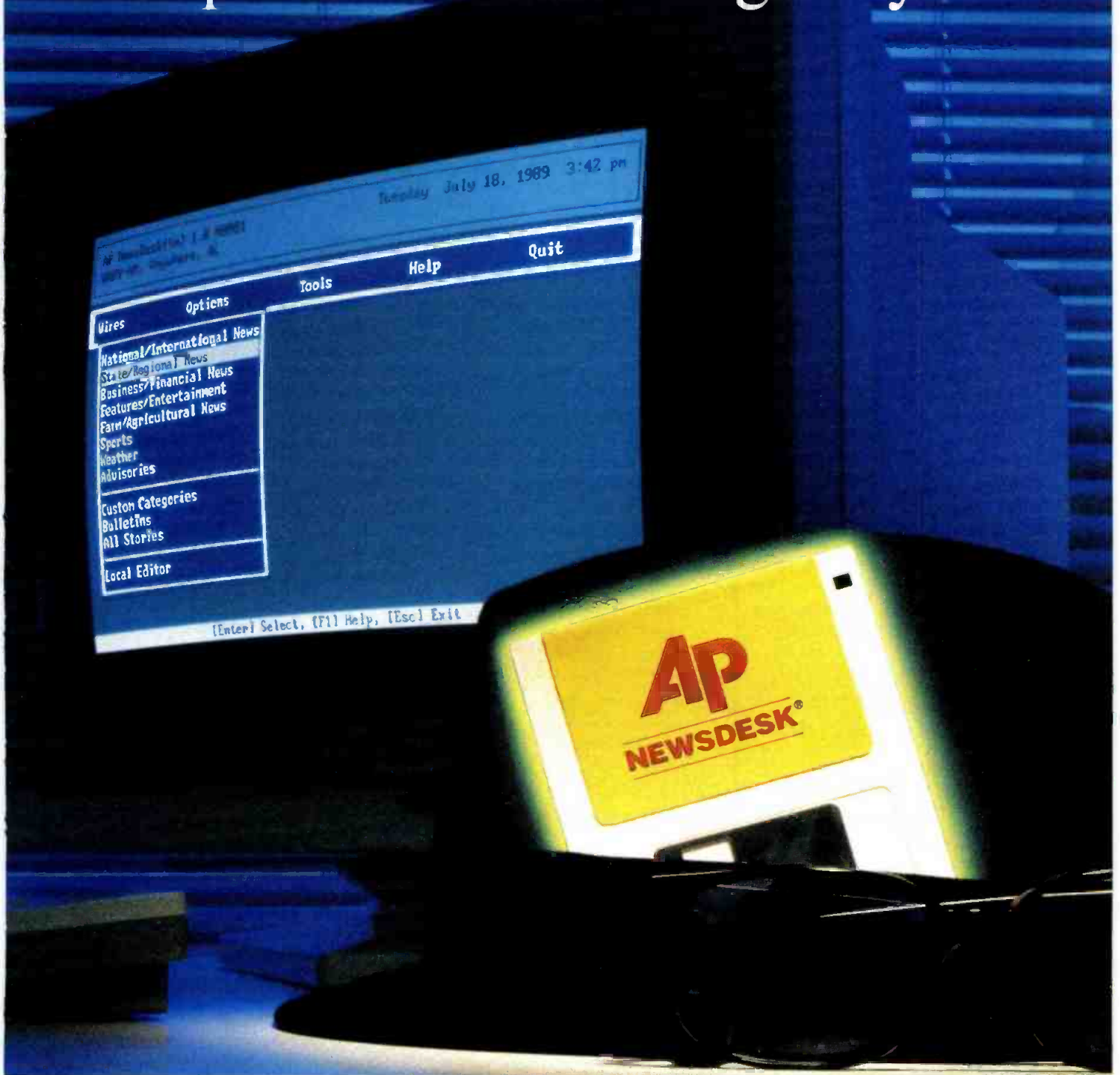
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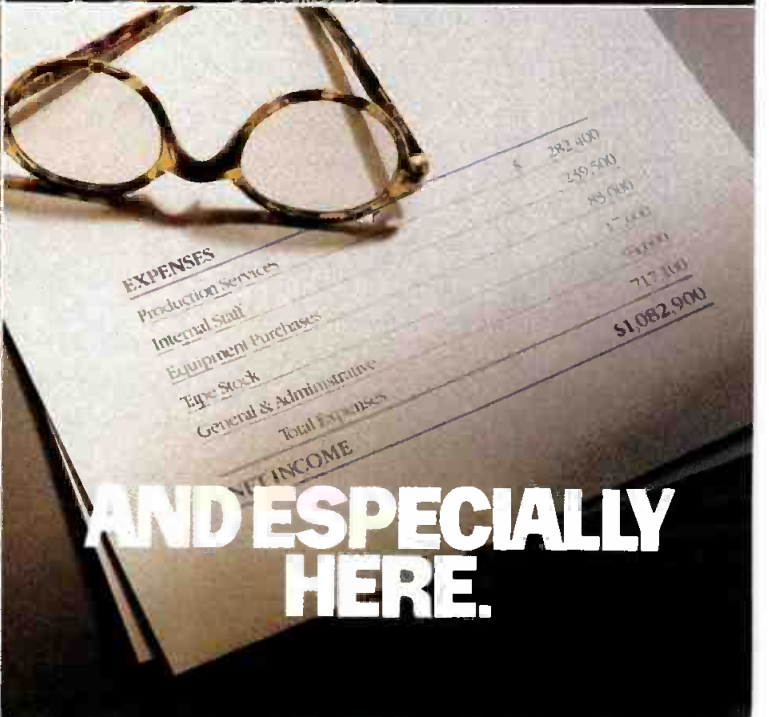
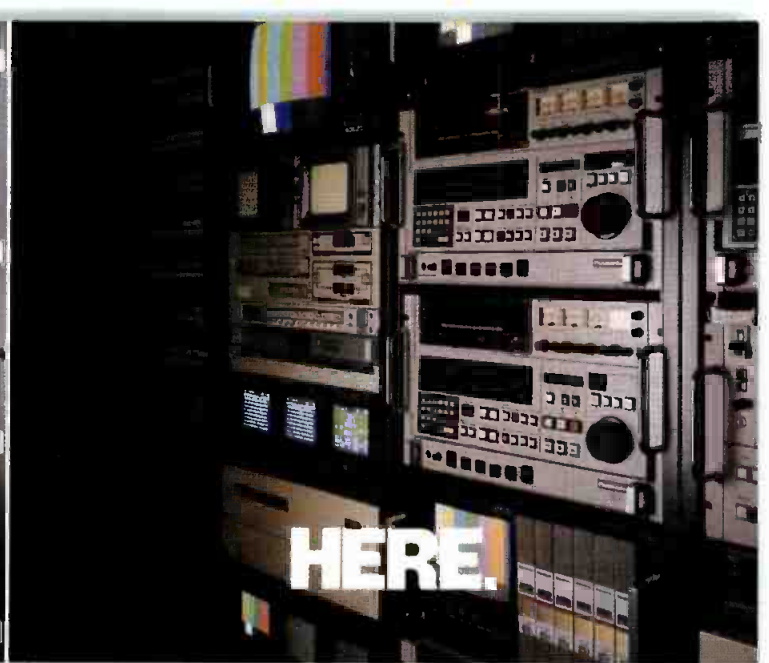
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# RTNDA presents "The Power Source"

\*All sessions are in the Convention Center unless otherwise noted.

## Wednesday, Sept. 13

6-7:30 p.m.

Exhibition Grand Opening. *Convention Center*. RTNDA awards reception, sponsored by NBC News. *Exhibition Hall*.

8-10 p.m.

RTNDF scholarship and fellowship awards presentation. *Municipal Auditorium*. *Keynote address*: Andrea Mitchell, NBC News. RTNDA National Edward R. Murrow Awards presentation. Recognition of former RTNDA President Ernie Schultz. *Music Hall*.

## Thursday, Sept. 14

7:30-8:45 a.m.

RTNDA business meeting breakfast (active/voting members). *Convention Center, Room 212 S*.

9-10 a.m.

General session: *Introduction*: Bob Priddy. *Welcome*: John Ashcroft, Governor of Missouri. *Chairman's report*: Bob Priddy. *President's report*: David Bartlett. *Speaker*: Benjamin Hooks, former FCC commissioner, executive director, NAACP, Baltimore.

### Concurrent workshops, 10:15-11:30 a.m.

- I Can't Come to Work; My Kid is Sick. *Room 214*. *Moderator*: Janet Mason, KARE-TV Minneapolis. *Panelists*: Kate Rand Lloyd, editor-at-large, *Working Woman*, New York; Joe Raia, manager, human resources, WJLA-TV.
- The Three R's: Radio 'Riting and Reporting. *Room 211*. *Moderator*: Kris

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Olinger, KOA Denver. *Panelists*: Rod Fritz, WMJX-WME Boston; Claudia Marshall, KPTH Los Angeles; Bill Scott, SWS Communications, New York; Barbara Worth, Associated Press.

■ The "Real" TV News Team. *Room 210*. *Moderator*: Rob Dalton, Life Planning, Scottsdale, Ariz. *Panelists*: Mitch Farris, Farris Communications, Sunnyvale, Calif.; Mike Hanrahan, KSNW-TV Wichita, Kan.; Howard Kennedy, KMTV Omaha; Bill Vance, WENS-TV Columbus, Ohio.

10:30-11:30 a.m.

Spouse welcome brunch. *Allis Plaza, 12th Street Bar*.

11:30 a.m.-12:15 p.m.

New members/first-timers reception. *Convention Center, Euday's Place*.

11:30 a.m.-2:30 p.m.

Luncheon with exhibitors. *Exhibition Hall*.

1-5 p.m.

Spouse shopping excursion to Country Club Plaza. *Convention Center*.

### Concurrent workshops, 2:45-4 p.m.

■ Tonight's News Brought to You By... *Room 209 W/C*. *Moderator*: John Corpron, INN. *Panelists*: Les Crystal, MacNeill/Lehrer NewsHour, New York; Paul Sagan, WCBS-TV New York; Bill Taylor, Audience Research & Development, Dallas; Fred Zehnder, KTVU-TV Oakland, Calif.

■ I Survived the 1988 Campaign...But Did I Learn Anything? *Room 210*. *Moderator*: Brian Olson, KGWN-TV Cheyenne, Wyo. *Panelists*: Eric Engberg, CBS News, Washington; George Gallup Jr., The Gallup Organization, Princeton, N.J.; Ed Garvey, Sports Seminars; Jerry Holley, Stauffer Communications, Topeka, Kan.; Joyce Reed Sterling, WDAF-TV Kansas City, Mo.

■ The Odd Couple: Radio/Television Partnerships. *Room 211*. *Moderator*: Scott Herman, WMAO Chicago. *Panelists*: Marcie Burdick, KTVU-TV Springfield, Mo.; Fred Honsberger, KDKA Pittsburgh; Dan Shelley, KTTS-AM-FM Springfield, Mo.

■ Building a Multi-Cultural News Staff. *Room 214*. *Moderator*: Don Ross, NIWS Productions Inc. *Panelists*: Loren (Pete) Belvin, Blackwell Sanders Matheny Weary & Lombardi, Kansas City, Mo.; Dwight Ellis, NAB; Don Fitzpatrick, Don Fitzpatrick Associates, San Francisco; Sandy Rivera, KNOU-TV Houston.

4-5 p.m.

RTNDA student affiliate meeting.

## Friday, Sept. 15

7:30-8:45 a.m.

International registrants' breakfast. *Allis Plaza, Julia Lee A/B*.

9-10:15 a.m.

Workshop. Newsroom Computers: Security and the Future. *Allis Plaza, Andy Kirk A/B*. *Moderator*: Steve Schwaid, KYW-TV Philadelphia. *Panelists*: John Chapman, BASYS, New York; Gina Gershon, CNN Atlanta; Paul Puccio, WAZ-TV Boston; Larry Richards, WJXT-TV Jacksonville, Fla.

### Concurrent roundtables, 9-10:15 a.m.

- Small Staff Radio. *Moderator*: Nanci McGraw, KYYX-FM San Diego, *Room 206E*.
- Small Market TV. *Moderator*: Mark Millage, KELO-TV Sioux Falls, S.D., *Room 206W*
- Small Market TV, section two, moderator to be announced, *Room 204W*
- Hiring and Firing. *Moderator*: Royal Oakes, Barger & Wolen, Los Angeles, *Room 205W*.
- Family Stress. *Moderator*: Bill Lord, WKRN-TV Nashville, *Room 200W*.



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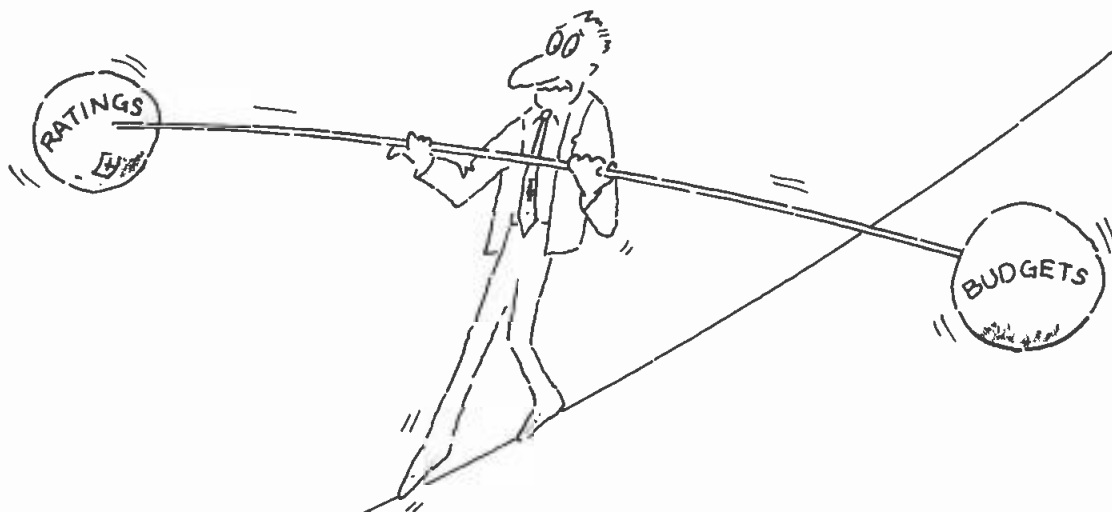
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- Labor Pains. *Moderator:* Chuck Gidel, Group W, New York, *Room 201W.*
- Developing Sources in a New Town, section one. *Moderator:* Dick Tuininga, WPXI-TV Pittsburgh, *Room 202W.*
- Developing Sources in a New Town, section two. *Moderator:* Mike Sechirst, WPLG-TV Miami, *Room 209E.*
- Developing Sources in a New Town, section three. *Moderator:* to be announced, *Room 210S.*
- PC's in the Newsroom, section one. *Moderator:* Skip Haley, WBRZ-TV Baton Rouge, *Room 203W.*
- PC's in the Newsroom, section two. *Moderator:* Greg James, KSL-TV Salt Lake City, *Room 210N.*
- Top 50 Market TV, section one. *Moderator:* Mel Martin, WTSP-TV Tampa, Fla., *Room 202E.*

- Who Owns Us? *Moderator:* Ray Marks, WGR-AM-FM Buffalo, N.Y., *Room 203E.*

#### Noon-2 p.m.

Luncheon. *Convention Center, Grand Hall.* RTNDF report. Distinguished Service Award recognition: Gordon Manning, NBC News; Dick Yoakam, professor emeritus, School of Journalism, Indiana University. *Speaker:* George Will, syndicated columnist, news analyst, Capital Cities/ABC.

#### 2:15-5 p.m.

Special spouse excursion. *Convention Center.*

#### 2:15-3:30 p.m.

*New and repeated roundtables:* Small Staff Radio, section one; Small Market TV, section one; Hiring and Firing, section one; Hiring and Firing, section two; Family Stress, section one; Family Stress, section two; Promoting on a Shoestring: Radio; Promoting on a Shoestring: TV; Promoting on a Shoestring: TV, section two.

#### Concurrent workshops, 2:15-3:30 p.m.

- The Newsroom and the Courtroom. *Room 209W/C.* *Moderator:* Gary Wordlaw, WMAR-TV Baltimore. *Panelists:* Bill Bauer, Media/Professional Insurance, Kansas City, Mo.; Jane Kirtley, The Reporters Committee; Larry Scharff, RTNDA.
- The Newsroom and the Classroom. *Room 211.* *Moderator:* Bob Papper, Ohio Wesleyan University. *Panelists:* Charles Cremer, West Virginia University; Gary Hanson, WKBN-TV Youngstown, Ohio; Carl Twentier, WSYX-TV Columbus, Ohio.

#### 3:45-5:15 p.m.

RTNDA annual business meeting and elections. *Room 209W/C*

#### 5:30-6:30 p.m.

RTNDF auction. *Exhibition Hall lounge area.*

#### 6:30-7:30 p.m.

Educator reception. *Allis Plaza, Bennie Moten A/B.*

### Saturday, Sept. 16

#### 7:30-8:45 a.m.

Minority registrants' breakfast. *Allis Plaza, Andy Kirk A/B.*

#### 8-9 a.m.

Continental breakfast with exhibitors. *Exhibition Hall, lounge area.*

#### Concurrent workshops, 9-10:30 a.m.

- Radio News, Part I: It Ain't What It Used To Be... *Room 211.* *Moderator:* Georgeann Herbert, WTAR(AM)-WLTJ(FM) Norfolk, Va. *Panelists:* Fred Davis, DMS of Columbia, Columbia, S.C.; Eileen Marshall, The Research Group, Seattle; Merrie Street, WPOC-FM Baltimore.
- The ABC's of LBO's and Other Wall Street Mysteries. *Room 210.* *Moderator:* Fred Honsberger, KDKA Pittsburgh. *Panelists:* Eve Krzyzanowski, Financial News Network; Tim Metz, Hill and Knowlton, New York; Kathryn Morrison, Investment Company Institute, Washington.
- Talent Talks Back. *Room 214.* *Moderator:* Gary Hanson, WKBN-TV Youngstown, Ohio; *Panelists:* Nataliea Brown, WJZ-TV Baltimore; Anne Peterson, KCTV-TV Kansas City, Mo.; Eve Pruden, Reymier & Gersin, Southfield, Mich.; Ted Textor, WVA-TV Buffalo, N.Y.

#### 10:45 a.m.-noon

Radio session. Radio News, Part II: News in the Zoo. *Room 214.* *Moderator:* Lee Hall, WSB Radio, Atlanta. *Panelists:* Mike Freedman, UPI Broadcasting, Washington; Mary Glen Lassiter, KBEO-AM-FM; Randy Miller, KBEO.

#### 12:30-2:30 p.m.

Luncheon. *Convention Center, Grand Hall.* RTNDA Canada report. Rob Downey Citation Accept-

Please send more detailed information on:

- ITU-COM 89
- Policy Symposium, 2-4 October 1989
- Technical Symposium, 4-7 October 1989
- Legal Symposium, 4-6 October 1989
- Book Fair, 3-8 October 1989

Name \_\_\_\_\_

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Organization \_\_\_\_\_


Address \_\_\_\_\_

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Date \_\_\_\_\_

**Return to:**  
**International Telecommunication Union,**  
**ITU-COM 89 Secretariat,**  
**Place des Nations, CH-1211 Genève 20,**  
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**GENEVA 3-8 OCTOBER 1989**



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ance: Dean Mell, K-Q-TV Spokane, Wash. *Speaker:* Bill Plante, CBS News, Washington.

2:45-4 p.m.

General session. Journalism Ethics: Where's the Line Today? *Room 209W/C.* *Moderator:* Michael Josephson, Josephson Institute for the Advancement of Ethics, Marina del Rey, Calif. *Panelists:* Jack Anderson, UPI Radio Network, Washington, D.C.; Richard Berkley, mayor of Kansas City; Terry Cole, formerly with WTSP-TV Tampa, Fla.; J. Spencer Kinard, KSL-TV Salt Lake City; Av Westin, King World, New York; David Zeeck, *Kansas City Star*, Kansas City.

6:30-10 p.m.

Paul White reception, sponsored by Turner Broadcasting System Inc. *Westin Hotel, Garden Terrace/Century Foyer/Pershing Place.* Paul White banquet. *Westin Hotel, Century Ballroom.* Paul White acceptance address. *Speaker:* Ted Turner, Turner Broadcasting System.

Installation of 1989-90 chairman: Tom Bier, WIS-TV Madison, Wis.

10 p.m.-midnight

Past Presidents' Reception. *Westin Hotel, Pershing Place.*

## In the trenches

Attending the convention from BROADCASTING magazine will be Ken Taishoff, Len Zeidenberg and Mary Jo O'Neill. They will be headquartered at the Westin Crown Center.

## EXHIBITORS

## RTNDA '89

\* denotes new product

**A/AF Hometown News Service** 415, 417  
**A.F. Associates** 677  
**Accu-Weather** 438, 443  
*619 W. College Ave., State College, Pa. 16801*  
**Staff:** Joel Myers; Sheldon Levine; James Burke; Robert Bannon. **Product:** Weather service, including "Ultragraphics, Amiga Weather Graphics System; "Accu-Strike lightning graphics; World Forecast Model; satellite delivery.  
**Advanced Designs Corp.** 737  
**American Medical Association** 609  
*555 N. Dearborn, Chicago 60610*  
**Staff:** Patricia Clark; Barry Cohn; Carla Brock. **Product:** Daily news feeds on American Medical Radio News; weekly video news releases; PSA's; American Medical Television.  
**Associated Press** 439/suite 930, Allis Plaza  
*1825 K St., N.W., Washington 20006*  
**Staff:** Jim Williams; Rosie Oakley; Lee Perryman; Brad Kalbfeld; Pat Hazan; Rob Dalton; Steve Crowley; Bob Young; Pat Kreger; Dave Polyard; Nancy Shipley; Susan Spaulding. **Product:** "AP NewsDesk computer software program; AP NewsPower; APTV; AP Network News.  
**Audience Research & Development** 451  
*8700 Stemmons, #415, Dallas 75247*  
**Staff:** Mark Aldren; Ed Bewley; Doug Clemensen; Sandra Connel; Willis Duff; Jerry Florence; Bob Kaplitz; John Sheehan; Phyllis Slocum; Gina Stucki; Bill Taylor; Jim Willi. **Product:** Research and consultation services.  
**BAF Communications** 727  
**BASYS** 669  
*900 N. Shoreline Blvd., Mountain View, Calif. 94043*  
**Staff:** Dave Lyon; David Simmons; Harn Soper; Jim Cundiff; Richard Darr; Barry Goldsmith. **Product:** Machine Control System (MCS One); PC NewsDesk; P.E.T. (Portable Editing Terminal); Timeslot Personnel Scheduler.  
**Bavren Computer Associates** 827  
**Baylor University Medical Center** 184  
**Brite Voice Systems/CITYLINE** 514, 516  
*555 N. Woodlawn, #1-209, Wichita, Kan. 67208*  
**Staff:** Bud Calvert; Dan Weatherford; Dennis Du Pont. **Product:** CITYLINE Interactive voice information service.  
**Broadcast Technology Consultants** 776  
*7800 W. 63rd St., #16, Overland Park, Kan. 66202*  
**Staff:** Steve Smith. **Product:** TV studio and transmitter building design services; newsroom facility design services; TV studio modernization design services; "TV control room and edit consoles.  
**BTS (Broadcast Television Systems)** 847-851  
*2300 South, 2300 West, Salt Lake City 84119*  
**Staff:** Shawn Underwood; Tom Hindle; Al Jensen. **Product:** Cameras; wide band distribution switch-

er; automation system; modeling, animation and rendering system; Vidifont Viditext II; Beta SP equipment.  
**Central Tower** 857  
*P.O. Box 530, Newburgh, Ind. 47630*  
**Staff:** Ray Ryan; Terrence Becht; David Davies. **Product:** Guyed and self-supporting towers.  
**Chrisdon Communications** 833  
*1622 East Grove, Mesa, Ariz. 85204*  
**Staff:** Larry Cohen; Donald Godfrey. **Product:** "We Share Our World with Animals; "TV news inserts.  
**Chyron Corp.** 593, 594  
*265 Spagnoli Rd., Melville, N.Y. 11747*  
**Staff:** Ryad Kahale; Bruce Levine; John Starosky. **Product:** Chyron Super Scribe; Chyron Scribe Jr.; Chyron 4200; Chyron ACG.  
**CNN Television** 457  
**Colorado Ski Country USA** 177  
**Columbine Systems** 377  
*1707 Cole Blvd., Golden, Colo. 80401*  
**Staff:** Mark Fine; Stuart Hellman; Kathy Sullivan; Monte Jones; Candy Helgerson; Jim Oehler; Steve Szadokierski. **Product:** Columbine/News Management.  
**Comprompter** 838  
*141 South Sixth St., La Crosse, Wis. 54601*  
**Staff:** Ralph King; Rick Hallock; Bill Sacia. **Product:** ENR electronic newsroom software and system; Totaprompter portable prompting systems; "PPS studio production/prompting systems (EGA).  
**Computer Engineering Associates** 829, 831  
*3922 Vero Rd., Baltimore 21227*  
**Staff:** Paul Keys; Pete Ballard; Dennis Baumgardner; Pat O'Donnell; Pat Stevens; Mike Iuen. **Product:** "Computerized newsroom system.  
**Congressional Quarterly** 835  
*1414 22nd St., N.W., Washington 20037*  
**Staff:** BettieAnn Wise; Waldo Tibbets; Terri Mitchem; Bob Smith; Eleanor Jackson. **Product:** Congressional Quarterly Service; Editorial Research Reports; Washington Alert.  
**Conus Communications** suite Allis Plaza  
*3415 University Ave., Minneapolis 55414*  
**Product:** Satellite news cooperative; Wall Street Journal Television news service; Washington custom services; Allergy Alert/Fish & Game Report.  
**Crawford Post Production** 423  
*535 Plasamour Dr., Atlanta 30324*  
**Staff:** Jon Teschner; Candice Alger; Prudence Eddy. **Product:** Computer graphics and animation; syndicated news graphics package, news graphics library; satellite teleport (C and Ku band).  
**Data Center Management** 633  
*1017 Kenilworth Ave., Charlotte, N.C. 28204*  
**Staff:** Rick Summers; Chuck Poel; Tim Cionciola;

Stuart Hammond. **Product:** Automated newsroom system; "NewsData software.  
**Datatimes** 324  
**Don Fitzpatrick Associates**  
**Dr. Larry Cohen** 833  
**Dr. (Red) Duke's Health Report** 328  
*c/o UT/TV P.O. Box 20036, DC 1111, Houston 77225*  
**Staff:** Mark Carlton; Elaine Kalantzis. **Product:** Health-related news inserts.  
**Dubner Computer Systems** 859-863  
*6 Forest Ave., Paramus, N.J. 07652*  
**Staff:** Evelyn Bronson; Gerry Rossi; Matthew Fau; John Palma. **Product:** 30-K character generator; 20 kw weather station.  
**Dynatech Newstar Inc.** 241  
**Ear-Talk Earprompting Systems** 865  
*P.O. Box 17, Bates City, Mo. 64011*  
**Staff:** Holmes Osborne; Jim Pils; Candace Osborne. **Product:** Wireless earprompter systems; "IFB's.  
**Econco** 251  
*1318 Commerce Ave., Woodland, Calif. 95695*  
**Staff:** David Elliott; Debbie Storz. **Product:** Rebuilt power transmitting tubes; rebuilt low wattage klystrons.  
**E-N-G Mobile Systems** 117  
**ESD** 427  
*World Weather Bldg., 5200 Auth Rd., Suitland, Md. 20746*  
**Staff:** Terry Hambrick; Ronn Irving; Dennis Stewart; Bob Martinkovic; Scott Mellott; Dave Jones. **Product:** "K2 FrontEnd satellite delivery package; WeatherGraphix System (also advanced version); FrontEnd meteorological workstation (also advanced version); ExpressData 9600 image, graphics and data dial-up service.  
**Express Group, The** 551  
**Features International Ltd.** 855  
*P.O. Box 3140, Chesapeake, Va. 23320*  
**Staff:** Steven Newton. **Product:** "African Update; video and audio services; religious features.  
**Food Marketing Institute** 617  
*1750 K St., N.W., Washington 20006*  
**Staff:** Oscar Katov; Karen Brown; Sherrie Roseblatt. **Product:** "Informational services; "research.  
**Fujinon** 421  
**Generation Technologies** 583  
**G&G Designs/Communications** 277  
*201 Lomas Santa Fe Dr., #400, Solana Beach, Calif. 92075*  
**Staff:** Gill Davis; Gil Jimenez; Tim Saunders; Keith Newby; Rod Swanson; Kent Krizik; Joyce Jimenez; Nina Jimenez; June Kahn; Rick Ireton. **Product:** Set, newsroom design and construction; facilities planning, daily, weekly satellite-fed news graphics.





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<b>G&amp;M Power Products</b>	<b>326</b>
<b>Group National Product</b>	<b>137</b>
<b>Group W—The Newsfeed Network Westinghouse Broadcasting Co.</b> <i>888 Seventh Ave., New York 10106</i>	<b>233</b>
<b>Staff:</b> Richard Sabreen; Terry O'Reilly; Sherry Weinman; Deborah Rodriguez. <b>Product:</b> Newsfeed news features service; The Entertainment Report.	
<b>GTE Spacenet</b>	<b>515</b>
<b>Harry Kovsky Inc.</b>	<b>133</b>
<b>Hong Kong Economic &amp; Trade Office</b> <b>419</b> <i>680 Fifth Ave., 22nd floor, New York 10019; 130 Sutter St., San Francisco 94104</i>	
<b>Staff:</b> Melinda Parsons; Teresa Chiu. <b>Product:</b> Footage, audiotapes and information on people, culture, finances, fiscal and trade policies of Hong Kong.	
<b>Ivanhoe Communications</b>	<b>627</b>
<b>Investment Co. Institute</b> <b>573</b> <i>1600 M St., N.W., Washington 20036</i>	
<b>Staff:</b> Kathryn Morrison; Erick Kanter; Connie Creswell. <b>Product:</b> Information on mutual funds; tape of business/personal investing stories produced by newsrooms around country.	
<b>Kavouras Inc.</b>	<b>308</b>
<b>Listec Video Corp.</b> <b>672</b> <i>30 Oser Ave., Hauppauge, N.Y. 11788</i>	
<b>Staff:</b> Tom Miller. <b>Product:</b> A-5000 prompter display device; A-2015 15-inch on-camera prompter monitor; scrollbox portable prompter display device; A-2009 nine-inch on-camera prompter monitor.	
<b>Frank N. Magid Associates</b> <i>One Research Center, Marion, Iowa 52302</i>	
<b>Staff:</b> Frank Magid; Bruce Northcott; Steve Ridge;	

Joe George; Dan Bormann; Steve Cagle; Dick Haynes; Dave Smith; Suzanne Sell; Frank Biancuzzo; Jeff Puffer; Dan Witch; Mike Hais; Nancy Sebastian; Tom Sattizahn; Eric Braun; Audrey Seitz; Mike Anderson; Ed Dougherty; Craig Marrs; Charles Munro; Alan Oldfield; Larry Pond; Nick Lawler; Jerry Giesler; Mackie Morris; Mark Antonitis; Linda Gisi; John Yurko; Barbara Frye; Connie Timpson; Adrienne Kim; Laurie Reed; Karen Wiskerchen; Paula Diaz. **Product:** Consultation; market research.

**Major League Baseball Productions** **366**  
*1212 Avenue of the Americas, New York 10036*

**Staff:** Joe Podesta; Terry Kassel; Geoff Belinfante; Peggy White; Jim Scott; Michael Teicher; Hilary Blinken. **Product:** Sports Newsatellite; Weekend Baseball Wrap-Up.

**Master Software Systems** **955**  
*3565 Green St., Muskegon, Mich. 49444*

**Staff:** Jim Schlichting; Amy Eggert. **Product:** Radio Office Management System (traffic, billing, sales management software).

**Mead Data Central** **867, 869**  
*P.O. Box 933, Dayton, Ohio 45401*

**Staff:** Ann Beeson; Bill Wickham; Jan Thompson; Kathy Boland; Muriel Hairston-Cooper; Betsy Ashton; Olga Staios. **Product:** Nexis news information; \*Nexis News Plus; Lexis legal information.

**Medstar Communications** **750**  
*5920 Hamilton Blvd., Allentown, Pa. 18106*

**Staff:** Angela Bell; Paul Dowling; Jacque Minnotte; Ron Tindiglia; Jody Rutter; Carolyn Dunlap. **Product:** Med\*Source medical reports; Advances, medical headline service.

**Microwave Radio Corp.** **739**

**Midwest Communications Corp.** **123**

*One Sperti Dr., Edgewood, Ky. 41017*  
**Staff:** Jay Adrick; Mike Perry; Doug McKay; Joe

Mack; Pete Rightmire. **Product:** Midwest Satellite News Gathering Systems; S23 mobile unit, S-1 transportable.

**NASDAQ Stock Market** **315**  
*1734 K St., N.W., Washington 20006*

**Staff:** Craig Thompson. **Product:** news and information; local stock market indexes for select cities.

**National Assoc. of Securities Dirs.** **315**

**News Technology Corp.** **651**  
*22431 Franklin Court, Mountain View, Calif. 94040*

**Staff:** Peter Kolstad; Knowles Robertson; Gil Haar; Dan Grassi; Jim Mackraz. **Product:** Mercury radio news computer system; Orion TV wire service computer; \*NTC-322 TV elections computer; \*NTC Headliner prompter system.

**News Travel Network** **477**

**NewsAge Communications** **621, 623**  
*1705 DeSales St., N.W., Washington 20036*

**Staff:** Al Snyder; Jay Garfinkel; Larry Speakes; Debra Yusko; Jim Snyder. **Product:** News service on issues and lifestyles affecting people aged 50-plus.

**Newslink** **676**  
*122 C St., N.W., Washington 20001*

**Staff:** Mark Mills; Bob Cirace; John D'Amelio; Rob Downey. **Product:** \*Newslink Network story subscriber service; Newslink custom news coverage.

**NewsMaker Systems** **853**  
*12651 Country Meadow St., Moorpark, La. 93021*

**Staff:** Dean Kolkey; Anthony Chick; Joan Hiller. **Product:** \*NewsMaker electronic newsroom.

**N.I.W.S. Inc. Lorimar Telepic.** **257**  
*10202 W. Washington Blvd., Culver City, Calif. 90232*

**Staff:** Don Ross; Dennis Wilden; Ann Wilkins;

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# HISTORY IN THE MAKING

THE NEW YORK TIMES, THURSDAY, JUNE 30, 1988

PATRICK BUCHANAN

The Washington Times MONDAY, JULY 10, 1989

Labor Un

## June 30, 1988 — The New York Times

The Supreme Court ruled today that a union cannot require nonmembers to help finance union political lobbying for positions with which they disagree.

In Beck vs. Communications Workers of America, however, the high court ruled that union members cannot have their paychecks nicked for political causes in which they do not believe; that, workers need only pay for collective bargaining, contract administration and grievance procedures. (Seventy-nine cents of every dollar in Harry Beck's dues went for purposes un-

Why do libertarians, pure these dollars that liberals s

But the timing. In Los Angeles, look at Beck's card on the air, mentary. In California, is collecting Arizona are forming. Why did National form the Beck protect of my each elec public an

press con per Gallie candi would does fair to is wait in p e. Any ne ad tell th lues for be held be Gu

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## July 10, 1989 — Patrick Buchanan

The political disarmament of Big Labor is at hand, if the GOP can write Beck into federal law.

THE WALL STREET JOURNAL THURSDAY, JULY 13, 1989

## July 13, 1989 — The Wall Street Journal

Last month, President Bush announced he would propose legislation to write the Beck decision into law.

## Events

CONSERVATIVE WEEKLY

AUGUST 26, 1989

## Proposed Campaign Reform

## August 26, 1989 — Human Events

But under new campaign reform legislation being pushed by the National Right to Work Committee and the Bush White House that would codify the workers' rights spelled out in Beck, [union political spending] could soon change—with devastating results for the Democrats, including an end to their built-in advantage in the House of Representatives.

A highly significant news story is unfolding across the country as the result of the U.S. Supreme Court's recent ruling that union dues payers like Harry Beck cannot lawfully be compelled to pay the cost of union politicking. The National Right to Work Committee is in the thick of this story.

It was the Committee's sister organization, the

National Right to Work Legal Defense Foundation, that won the Supreme Court precedent on Mr. Beck's behalf. The Committee itself has since elevated this issue to a presidential priority, one which can change the political balance of power in the United States.

For more information, contact:



National Right to Work Committee

(703) 321-9820

# DISCOVER THE NEW ARABIA

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Shelley Lawrence; Michael Bille; Michael Von Ende; Art Ulene; Kathy Smith. **Product:** NIWS; Med/NIWS; Telepoll; \*Family/NIWS; \*Health/In-Depth; AMA's Campaign Against Cholesterol.

**NURAD 738**  
2165 Druid Park Dr., Baltimore 21211

**Staff:** Stephen Neuberth; Ron Merritt; Ron Testerman; Walt Gomez; Barry Taylor. **Product:** 3-Series STL/ICR equipment; Superquad II central ENG receive system; Silhouette ENG transmit system; portable radios; \*portable ENG transmitter (2OPT2).

**Odetics Corp. 527**  
1515 S. Manchester Ave., Anaheim, Calif. 92802-2907

**Staff:** Bill Keegan; Emerson Ray; Jesse Nickels; Ron Phillips; Bill Boyd; Dave Scally; Tim Crabtree. **Product:** TCS2000 video cart machine and news control terminal.

**Orbis Medical News 857**  
358 W. Ontario, Chicago 60610

**Staff:** Tim Bahr; Jeff Bohson; Caroline Stein; Laura Oswald. **Product:** \*Medical and consumer news packages; \*satellite interviews; \*national and international coverage of medical news conferences; \*radio features.

**Panasonic Broadcast Systems Co. 169**

**Pittsburgh International Teleport 622**  
P.O. Box 14070, Pittsburgh, Pa. 15239

**Staff:** George Sperry; Bill Hyder; Maria Relone. **Product:** Satellite transmission services.

**Potomac Television/Comm. Inc. 777**

**Procter & Gamble Co. 473**  
One Procter & Gamble Plaza, Cincinnati, Ohio 45202

**Staff:** T. Scott Stewart; Patrick Hayes; Mary Jon Dunham. **Product:** Travelers aid station; information on "current topics of interest such as solid waste."

**Rainbow Raster Graphics 188**

**Schafer Digital 139**  
9431 Harwig, Suite A, Houston 77036

**Staff:** Michael Krehel; Judy Krehel; Roger Haecker; Jim Hansen; Michael Krehel II; Connie Schmidt; Debi Hansen; Donn Williams; Lowell Gibson; Paul Schafer. **Product:** DAPS 800 digital audio programming system; \*DigiSat automated commercial system for satellite affiliates; music libraries.

**Schwem Technology 572**  
3305 Vincent Rd., Pleasant Hill, Calif. 94523

**Staff:** Tom McDonough; Jack Moynihan. **Product:** Gyrozoom FP-1 image stabilizing camera lens; GX-3 integrated/camera stabilizing system.

**Senior Report, The 605**

**Siscom 125**

**Sony Corp. of America 643**  
1600 Queen Anne Rd., Teaneck, N.J. 07666

**Staff:** Dave Urry; Gary Johns; Pat Brunett; John McPherson; Charlie Taylor; Jim Hansen. **Product:** \*BYP-T7 lightweight high-resolution camera; \*PVM-4300 color monitor; editing systems; 41-band 8 mm products.

**S.P.R. News Source 113**

**Sports Newsatellite 366**

**Studio Sets Unlimited 485, 585**  
2163 Woodwind Dr., Encinitas, Calif. 92024

**Staff:** Daniel Devlin; Paul Pope; Stephan Pitman; Jennifer Meek. **Product:** News set and newsroom designs.

**Sunbeam Productions 533**  
1401 79th Street Causeway, Miami 33141

**Staff:** Joel Cheatwood; Neva Cheatwood; Walter Gilbride; Bob Leider. **Product:** News inserts; \*Kiplinger Money and Tax Report; \*Sonny's Market; \*For Women; \*From Hollywood; \*Inside Report (1/2-hour daily show).

**Sure Shot Teleproductions & Transmission 595**  
12450 Harman Rd., New Springfield, Ohio 44443

**Staff:** Dennis Kunce; Joseph Eusebio; John Lew

is. **Product:** Ku transportable uplink service; transponder broker; \*production facility.

**Taurus Communications 322**  
P.O. Box 2861, Framingham, Mass. 01701

**Staff:** Dudley Freeman; Gary Friedman; Paul Edwards; Paul Friedman. **Product:** Transportable Ku-band satellite transmission uplink and downlink; B-Mac encryption; system design and integration; teleconferences.

**Telescript 639**  
445 Livingston St., Borwood, N.J. 07648

**Staff:** Jim Stringer. **Product:** IBM/Compatibles computer prompting program with \*variable speed scrolling; C-64 computer prompting program; high resolution monitor/promoters; electro-mechanical transports, Telecue and Telescriptor.

**Television Engineering Corp. 577**  
580 Goddard Ave., Chesterfield, Mo. 63005

**Staff:** Jack Vines; Linda Vines; John Kull. **Product:** Electronic newsgathering unit.

**TSM-Total Spectrum Mfg. 334**  
709 Executive Blvd., Valley Cottage, N.Y. 10989

**Staff:** Robert Gonnelli; Gary Rotondelli; Richard Cooper. **Product:** Autocam camera automation systems; ACP-8000 touch screen control system; SP-200 Servo Pedestal with x-y base; studio and ENG cameras.

**United Press International 323**

**United Technologies Corp. 433**  
1 Financial Plaza, Hartford, Conn. 06101

**Staff:** Rick Whitmyre; Jim Linse; Dave Long; Peter Murphy; Frank Parisi; Peg Hashem; Bridget Bedard; Scott Brinckerhoff; Rick Herman; Tizz Weber. **Product:** \*Historical exhibit of corporation's technology pioneers.

**Universal Studios 283**

**U.S. Department of Agriculture 619**  
Radio-TV Division, #410-A, Washington 20250

**Staff:** Vic Powell; Brenda Curtis; Marci Hilt; Lynn Wyvill. **Product:** USDA Radio News & Features Services; USDA TV News & Feature Services; USDA Beagle Brigade; DNA fingerprinting; Soil Profile.

**U.S. Space Camp The Space & Rocket Ctr. 518**  
One Tranquility Base, Huntsville, Ala. 35807

**Staff:** Jim Keller. **Product:** U.S. Space Camp and Space Academy; The Space & Rocket Center.

**Vinten Broadcast 735**

**VU-Text Information Services 520, 522**  
325 Chestnut St., #1300, Philadelphia 19106

**Staff:** Kathleen Magee; Frank Gerber. **Product:** On-line information retrieval service; St. Paul Pioneer Press-Dispatch; (Newark) Star-Ledger; (Denver) Rocky Mountain News; \*St. Petersburg Times; \*San Francisco Chronicle.

**Walt Disney World Co. 657**  
P.O. Box 10,000, Lake Buena Vista, Fla. 32830-1000

**Staff:** Rod Madden; Charlie Ridgway; John Dreyer; Jim Hampton; Sarena Soughers; Tom Bisignano; Doug Klug; Rob Ryan. **Product:** \*Wonders of Life exhibit.

**Weather Network 263**  
3760 Morrow Lane, Suite F, Chico, Calif. 95928

**Staff:** Vic Burton; Cindy Abney; John Maloney; Marc Walsh. **Product:** \*WXNET graphics system (weather graphics).

**Wolf Coach 300**

**Worldwide Television News 304**

**WSI Corp. 523**  
41 North Rd., Bedford, Mass. 01730

**Staff:** Don Freeland; Ron Strahm; Janis Farnham; Todd Glickman; Barry Tudor; Sally Merritt. **Product:** NOWrad color radar imaging system; NOWvision full featured weather information access and display system.

**Wynford Technologies 615**  
41 Britain St., #203, Toronto, Ontario M5A1R7

**Staff:** David Whetham; Doug Whetham. **Product:** \*News Vision PC-based computerized newsroom system.



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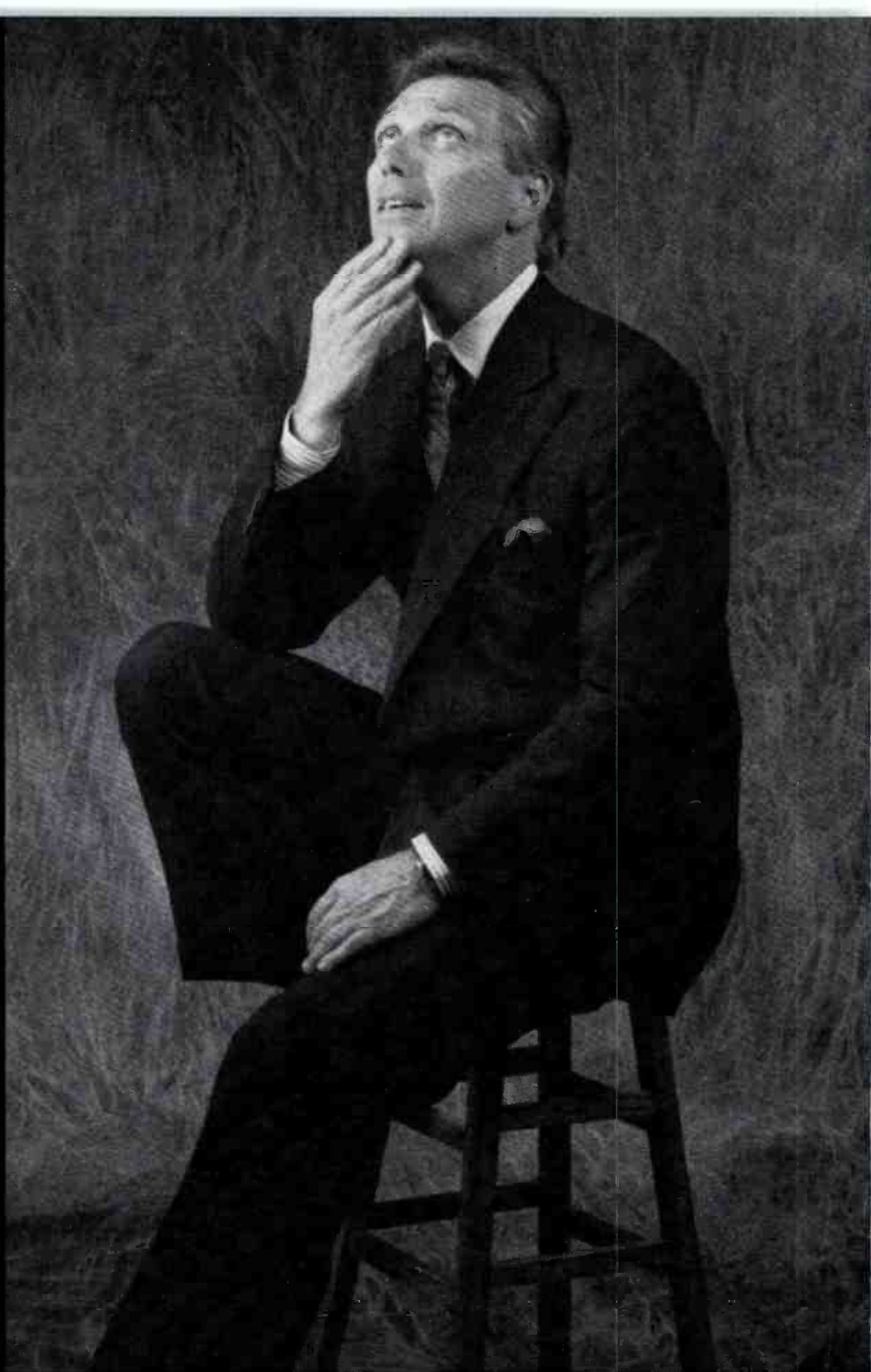
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# RADIO '89



## A TALE OF FIVE CITIES

*How is radio different today from 20 years ago? The answer would surprise anyone not watching the medium closely. Gone are the days of underground radio and AM dominance. For the most part, unknown bands rely on college stations to gain exposure, and program directors of commercial FM's out to redesign their formats rely on research tools that weren't even around 20 years ago. It isn't that radio has lost any of its resiliency, or its power to be fun, or its ability to reflect the business climate and lifestyles surrounding it. It is just that radio has grown up. And while there is still a need for the zany and creative innovators, "it isn't, 'Who is the hot guy on the block this week?' anymore," says Dan Halyburton, vice president and general manager of KLIF(AM)-KPLX(FM) Dallas, "but where can I find the consummate manager who has great people skills, creative juice, understands the bottom line side of things, can appreciate*

*the marketplace, and can come into work every day and have some fun?"*

*BROADCASTING went on a five-market, 20-station tour of the industry, looking for those consummate managers and operators. Beginning in New York, and touching base in Atlanta, Dallas, Los Angeles and San Francisco, we sat down and talked with radio station managers and programers, as well as on-air personalities and promotions directors. Along the way, we found a thriving and vital medium that is intensely focused as a business. And although some might disagree, the consensus is that deregulation has benefited the industry by refocusing attention on programing. As a byproduct of the increasing prices of radio stations and the highly leveraged deals that are struck to buy those stations, broadcasters are no longer programing on hunches, or by what they think their audience wants to hear. Millions of dollars are being spent every year by radio operators nationwide trying to determine exactly what their audiences want. The result is a medium as innovative in its programing as it is consistent; as focused in its approach to sales and promotions as it is diverse in its mode of execution. After visiting 20 successful stations in those five cities, BROADCASTING came away with the sense that they all share a series of common traits, regardless of format. These recurring ideas serve as a foundation, with variations in their expression, and consistently insure not only success for the stations, but good radio for the industry. Following then, are glimpses of these ideas (which number among them an emphasis on creativity and excellence in programing, community involvement, focus always on the listener, and a return to radio as entertainment), in the words and programing of the radio stations and their operators.*

## LOS ANGELES

The second-ranked radio market is by far the largest market in terms of revenue going to radio. Expected this year to surpass \$400 million, the Los Angeles radio marketplace is also the most competitive. All the major formats are programed successfully in the market, and some of the hottest names in radio work there.

One of the newcomers to the L.A. radio wars is CBS's KODJ(FM). Boasting a fun, up-tempo, sharp, smart, thoroughly modern personality, the station carries an oldies format. According to Kurt Kelly, program director for KODJ, even the music has been enhanced with the use of digital audio tape. "All original cuts, just enhanced to today's technology," he says.

What the station is striving to present is a "today" presentation with music from yesterday. Charlie Seraphin, vice president and general manager, spells out the station's aims: "We have come in with a basic philosophy and game plan, we are going to be unique and we are going to have fun. We are going to be the most dynamic and hottest radio station in Southern California, bar none. Whatever it takes, even if it takes broadcasting from a tank driving up and down Sunset Boulevard [which the station did]...we just want to do it right."

Doing it right for KODJ means focusing exclusively on that station (no reactionary programing), marketing to the entire Los Angeles audience (which includes Spanish ads on Hispanic television), and developing original programing.

Kelly and nighttime air personality Rich Fields have developed *Rock & Roll U.S.A.*, a one-hour music-intensive oldies talk show featuring in-studio guests who are the biggest names in 1950's and 60's rock. The program is hosted by Fields.

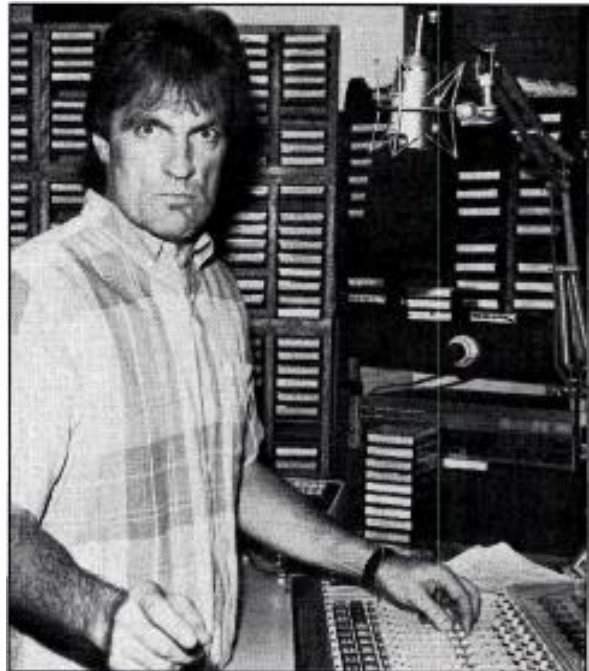
"We are an oldies radio station, but we have to be futuristic," says Seraphin. "Radio is just another slice of life and at this radio station, we try to appreciate the past, to know where we are now, but most importantly, to look into the future."

Since its sign-on last March, the station has climbed from an

Arbitron winter '89 rating of 1.1, 12-plus share, Monday through Sunday, 6 a.m. through midnight, to 2.0 in the spring '89 book.

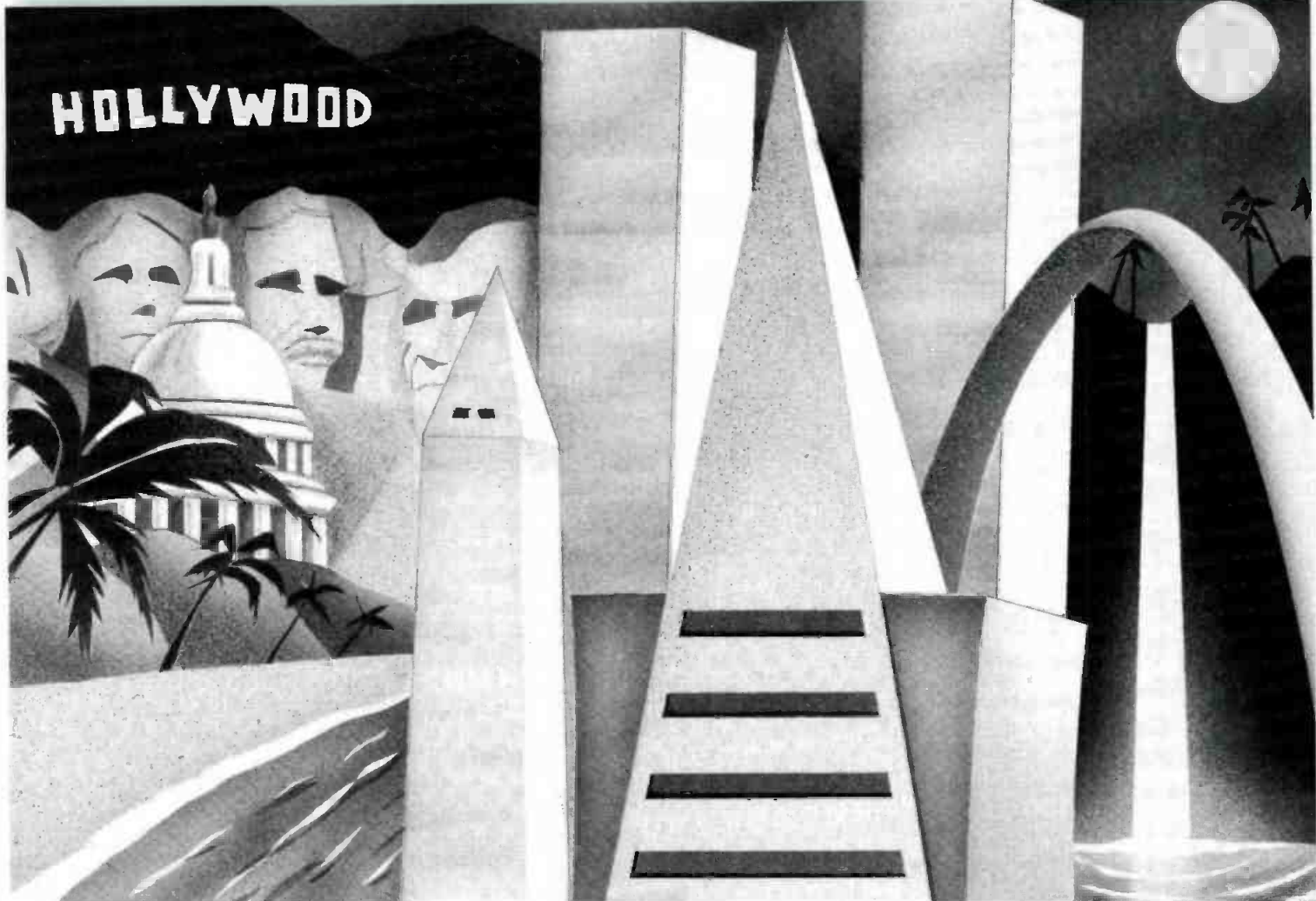
Another newcomer to the Los Angeles radio wars is Westwood One's KQLZ(FM), or Pirate Radio. Programed by Scott Shannon, the station went on the air with what he has dubbed free-form rock 'n' roll radio.

Shannon says the image KQLZ is projecting for Pirate Radio is a "no frills—no radio ga-ga" image, just a "lean, mean, stream-



KQLZ Los Angeles's Scott Shannon





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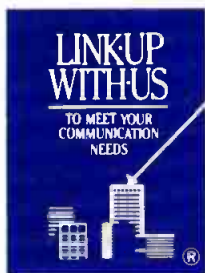
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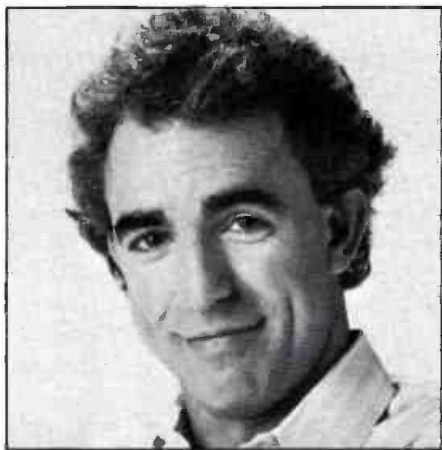
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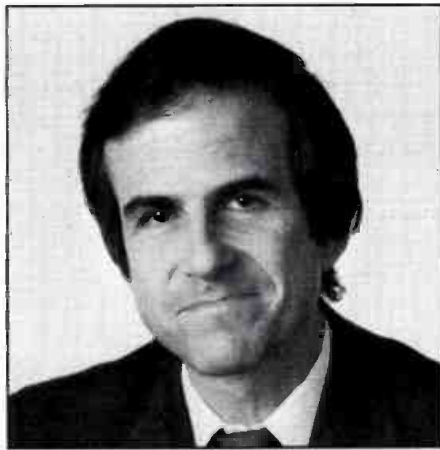
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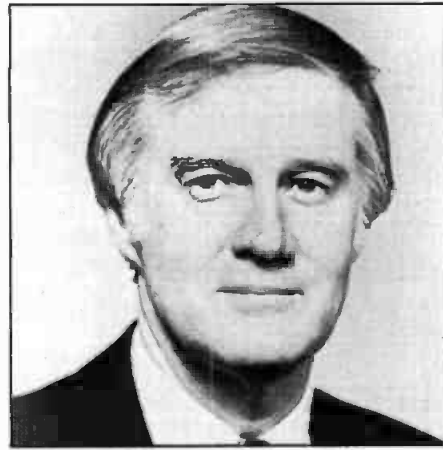
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KPWR(FM) Los Angeles's Thomas



WHTZ(FM) New York's Fisher



WINS(AM) New York's Maurer

lined presentation."

Every aspect of the station—promotions, commercials, on-air personalities—is "low verbiage and minimum baggage." Shannon categorizes the station as a "listener's station, where music is the driving force," instead of an "industry station."

The station is also keeping a very small commercial load (four spots an hour). The concept behind selling fewer spots (for a higher price) is that listeners will stay tuned to the station even when the ads are running. KQLZ(FM) has climbed steadily in the ratings since it signed on, going from 13th in the market in the winter 1989 12-plus share, to a tie for fourth in the spring '89 book.

Emmis Broadcasting's KPWR(FM) is the top-ranked station in the Los Angeles market in the spring '89, 12-plus share. The station carries a Contemporary Hit Radio format with a dance orientation.

Phil Newmark, vice president and general manager, says KPWR has had to become much more aggressive in its marketing and sales strategies with the new players coming into the market. "They look for 18-34 opportunities as we look for 18-34 opportunities," he says, "so we have had to be a lot more aggressive to cut through the clutter of the other CHR's to get those 18-34's to listen to us."

Newmark is intent on having the listeners feel that the station is their partner. "Radio is the primary medium in this market, and some of our involvement is purely altruistic," he says. "We look for things that we feel are important to our listeners, things that we want to make them aware of and help them make that bit of society much better for them." Newmark adds. The station and the on-air personalities go out into the community and associate themselves with AIDS organizations, high school career days, ethnic business development groups and fund-raising efforts for the various community groups.

Jay Thomas, morning personality for KPWR (who also appears in NBC's *Cheers*), is emphatic about the station's community presence. "You can't just play records and give away money," he says. "People want to know that you are concerned and that they are alive for you." If you fill a void for them, he says, then listeners "have a reason to listen other than the music and the contests and because you're funny.... You have to humanize the radio station."

"The more stations become involved with the community, with format experiments, with listener research, the better it is for radio," says Bill Sommers, vice president and general manager of KLOS(FM) Los Angeles, a Capital Cities/ABC outlet. "Competition makes for great radio."

And competition is keeping the AOR outlet sharp, particularly the morning drive competition. KLOS's morning show is hosted by Mark Thompson and Brian Phelps. After moving from Birmingham, Ala., to KLOS about two years ago, the morning duo has consistently ranked among the top five morning shows in the market.

But the list of viable radio stations in the Los Angeles market climbs much higher than the four we have described here. And Sommers believes the fragmentation of the audience will continue. "An operator can come into the market and study the way the audience is being divided among some of the similarly formatted stations," he says. "And hypothetically, he can develop a format

to take a few share points from one station, and a few from another, until he has enough to make a living, and the other two or three outlets are still making a comfortable living. You just keep fine-tuning the product to protect your core audience."

## NEW YORK

New York, the nation's largest market, is not as healthy as Los Angeles in terms of revenue, with only about \$250 million to \$300 million invested in radio advertising annually (versus an expected \$400 million for Los Angeles). However, in the last five or six years there has been increased activity, with intense competition coming from right outside New York City in the form of aggressive suburban outlets targeting their programming and sales efforts toward the New York audience.

Five years ago, Malrite Communications and Scott Shannon introduced WHTZ(FM), or Z-100, to the New York market, and in 72 days took the CHR-formatted outlet from "worst to first." Today, although Shannon is now programming Pirate Radio in Los Angeles, WHTZ continues its dominance of New York radio.

Gary Fisher, vice president and general manager, believes the introduction of the station rocked what had up until then been known as a "fairly conservative marketplace. All of a sudden, the



WCBS-FM New York's Bruce Morrow



# Why did George Beasley call Americom to sell three radio stations?



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*President*

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WOR(AM) New York's John R. Gambling and father, John A.

battle lines were drawn and radio stations had to become more combative," he says.

By combative, Fisher means competing aggressively for ratings, for promotions, and for tie-ins with music stars. "The market became more entrepreneurial," Fisher says. And it was at that point, in his opinion, that the New York area became a more interesting market.

Although CHR is not an experimental format, Fisher believes that "successful radio stations will be the ones that attack their market on many levels—personalities, music, promotions and sales. "The more different levels it attacks the marketplace in, the more impervious the station itself will be to attack from other stations," he says.

And some experimentation with formats and promotions and advertising is good for the business. "Z-100 does a fair amount of experimentation in promotion and advertising," he says, but points out that the larger a station's audience, "the less likely they are to experiment or tinker with their product."

(On the day BROADCASTING visited Z-100, it was simulcasting the premiere of the Rolling Stones new album, *Steel Wheels*, by playing the cut from the album entitled "Mixed Emotions" with Pirate Radio, KQLZ(FM) Los Angeles.)

"Good radio stations have to continually attack themselves," says Fisher, "because radio is both an art form and a science. So the real successful radio station has built into the management of the station an appreciation for the beauty of radio as an art form, which is this: exciting promotions, Rolling Stones debut; interact-

ing with the listener; free giveaways on the air, as well as the business end of the business."

If Z-100 is famous for its assault on New York radio, it is mainly because of the tough competition it had to best.

WOR(AM) New York is the paradigm of personality radio. Earlier this year, its morning show, *Rambling with Gambling*, celebrated its 20,000th broadcast. But in spite of its apparent age, its continued success depends on its continued ability to stay tuned to its audience's changing needs.

John A. Gambling, who co-hosts the show with his son John R., views the progress of the program as an evolution. "There are never any major changes," he says, "yet the changes of the last 20 years have been tremendous. We've switched from a music program to an information program, from a one-man show to a cast of many."

John R. credits the competition as the driving force keeping a station's programming viable. For him, it is simple business sense: "Managers and programers need to invest their energies, both financial and physical, in the programming, and the sales will automatically follow," he says. "And that has not changed since the day that radio started in 1922."

John A. tells his favorite analogy to illustrate the medium: "Radio, especially morning radio, is like a hot shower. You love us. You take it for granted. The only time you really notice it is when it goes cold. When there isn't any water. Our listeners expect us to be there and they have a certain level of expectation. As long as we are able to meet that level we are OK, but if we let down, they know that there are 73 other radio stations around."

The improved quality of the programming in New York, especially in the suburban markets, has put a great deal of pressure, and competition on the big area stations, especially, such as WOR.

But AM or FM distinctions are not so important. What they view as the important factor is that radio programming "is still live—live entertainment, live reporting, live people saying interesting things," says John A.

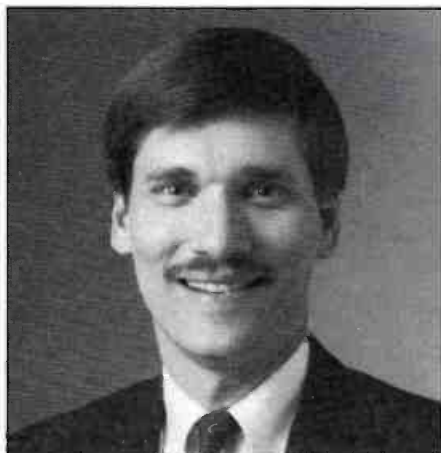
Live entertainment is what listeners expect on CBS's oldies outlet, WCBS-FM. And for 17 years the station has delivered consistently successful music and personalities, such as Bruce Morrow, or "Cousin Brucie," as he is known to radio fans. And although the music side of its format is well-defined, the personality side is designed to allow the varied personalities to be creative.

Says Rod Calarco, vice president and general manager: "We really don't experiment with this radio station. If anything, we constantly fine-tune it."

The station goes after a broad spectrum of audience, from young adults to the generations that grew up with the music it programs. "We don't narrowcast, we want to appeal to everybody," says Morrow. And they believe a part of the success of WCBS-FM comes from programming music that still serves, in their opinion, as the basis for music today.

Says Calarco: "When I was a teenager, my parents couldn't stand or understand the music I listened to. Today, as a father of three teenagers, I can stand and understand their music, and my kids understand the music I like."

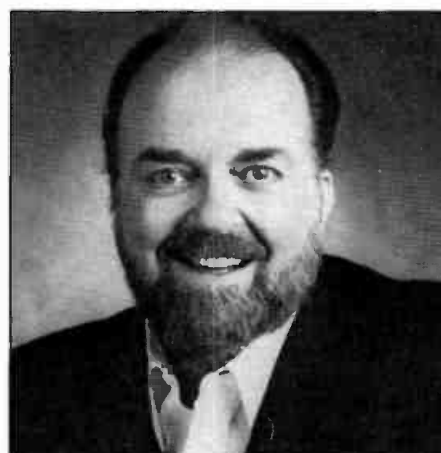
Morrow elaborates: "The music has tremendous appeal and that is why we are so successful. And the personalities are the bridge



KLIF(AM)-KPLX(FM) Dallas's Halyburton



WLTW(FM) New York's Wolfson



KVIL-AM-FM Dallas's Chapman



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To us WOR is a classic. And a classic, if taken care of, can only go up in value.

**WOR 710 AM**  
**Star-studded radio since 1922.**

between the music and the audience."

Promotions are a large part of the programing formula for Calarco, and making the station more visible on that level has developed out of the programing side. "We are attempting to take the radio station to the people by taking our personalities out there," he says.

"You must stay with the audience," says Morrow, "because it is what makes you successful. It is what allows us to sell the station. Good business is remembering what you are here for, and that is to serve the public."

Staying with the audience means three things to Calarco: making a mental image of who the station's listeners are; collecting all the research possible on them, and then doing what his "gut tells him to do. That is what it finally boils down to," he says.

WINS(AM) New York is Group W's all-news outlet, and Warren Maurer, vice president and general manager, considers it "the New York news station."

All they program is news—three news cycles an hour, every hour. "Our philosophy," says Maurer, "is that our listener determines our format." The format is designed to give the listener a complete news update every 22 minutes. And the feel of the radio station is closely mirrored in its spots and promotions. "It is a high-energy radio station, and we tell people that over and over again," says Maurer.

Given the format, the station does not get too involved with promotions and contests. The station respects the listeners' expectation of the station—all news all the time. "There is so much news here that the biggest part of our job is editing," he says. The formula works well for WINS, which has the largest cume in the country.

Five years ago, WLTW(FM) New York saw a void in the marketplace between the CHR's and the beautiful music stations. "The gap was there and we filled it," says George Wolfson, vice president and general manager. "It took a lot of aggressive marketing and it did not happen overnight," he says.

The format was based on research, says Wolfson, and they continually do more to keep adjusting their program.

And although the adult contemporary format relies on its music mix to succeed, says Wolfson, it is the personalities who "showcase the music.... In New York, there are 1,000 restaurants that serve good food," he says, "but you go back to the one with the right ambiance for you. At WLTW we created a mood, an ambiance that is good for the listener and the advertiser."

"Radio should be market-driven," he says, "and we feel that is a big part of our success, that we program what the listeners tell us they want to hear."

## DALLAS

If a generalization can be made about Dallas radio, one could say that it is the best market for country music. According to Dan Halyburton, vice president and general manager of Susquehanna

Broadcasting's KLIF(AM)-KPLX(FM) Dallas, 22% of the listening in Dallas-Fort Worth is to country radio. According to Halyburton, although other markets in the country can boast a higher percentage of listening to country, Dallas's population is so much larger that the smaller percentage there is still more people than the higher percentage elsewhere.

The station began programing country in 1980. It has strong competitors in its format, and along with them, must constantly differentiate its product from theirs without straying from the elements that have brought them their success. "The trick is how to maintain a comfortable listening environment for the customer, but at the same time keep it interesting so they keep coming back and find it challenging," says Halyburton.

And part of that programing effort includes building the station's "attitude" in the community. The elements of that attitude are the on-air personalities, the presentation and the community involvement.

Halyburton is convinced that the last has always been a factor in successful radio stations. "If you look at great radio stations, they have always been community-involved stations. Now, does that mean that they did four hours on every Wednesday of some public affairs show? Of course not. It means they did a lot of things that touched people's lives in every way that they could. Successful stations continue to do that today and the format doesn't matter. It is part of what you have to do to win, and I think radio understands that."

And for those naysayers who might scoff at the importance of station involvement in a project or promotion, just look to top-ranked KVIL-AM-FM Dallas. As a gag one day, morning personality Ron Chapman asked his listeners to send in \$20. He did not tell them what it would be used for or why he wanted it. Within days, the station had received more than \$240,000 from listeners. The station eventually used the money to assist local charities.

KVIL-AM-FM general manager Jerry Bobo believes that what sets his station apart from the other adult contemporary outlets in the market are the personalities on the air at KVIL and the promotions with which the station gets involved regularly.

The one constant in the programing of the morning show, Chapman says, is having fun. "I have no benchmarks," he says. "Our show is free form—we feel what the day is like and we go with that. We like to get up in the morning and read the paper and say, 'Isn't that funny?' And that sets the tone for the morning show, whatever is in the news that day."

It is also interesting to note that in spite of all the research tools available for radio operators, Chapman is a firm believer in broadcasters' instincts. "Regardless of what research says, if it doesn't feel right on the air, get it off," he says. "You don't need a research consultant to tell you when someone is terrible."

"You still have to do seat-of-your-pants broadcasting to a degree," says Chapman, "because a computer printout is not going to tell you how to entertain people. And entertainment is really what it is all about."

"We entertain people, we love what we are doing, and it shows. You can play 28 or 45 in a row, but if you are bored doing it,



WVEE(FM) Atlanta's Roberts



WGST(AM) Atlanta's Seidel



KMEL(FM) San Francisco's Williams



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### **Newscast**

WRAL-TV, Raleigh, NC, Division I      WSB, Atlanta, GA, Division I  
KARK-TV, Little Rock, AR, Division II      KSFO/KYA, San Francisco, CA, Division II

### **Investigative/Documentary**

WUSA-TV, Washington, DC, Division I      WINZ, Miami, FL, Division I  
WCVB, Boston, MA, Division I      WXRT, Chicago, IL, Division II  
KREM-TV, Spokane, WA, Division II

### **Sports Reporting**

WIVB-TV, Buffalo, NY, Division I      WBAL-AM, Baltimore, MD, Division I  
KXAN-TV, Austin, TX, Division II      WRFC, Athens, GA, Division II

### **Feature**

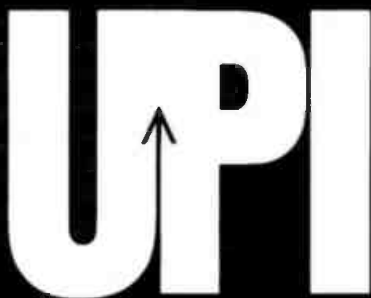
KOMO-TV, Seattle, WA, Division I      KYW, Philadelphia, PA, Division I  
KTBS-TV, Shreveport, LA, Division II      FL Public Radio, Tallahassee, FL, Division II

### **Spot News Videography**

WBZ-TV, Boston, MA, Division I      KVUE-TV, Austin, TX, Division II

### **Sports Videography**

WCVB-TV, Boston, MA, Division I      WCIA-TV, Champaign, IL, Division II



playing 45 on the air won't mean anything. Somehow the secret is that people choose your station because it feels good when they land on it with the scanner." Feeling good and entertaining the audience is also what air personality Bo Robertson does every morning on CBS's AOR outlet, KTXQ(FM) Dallas. Robertson has built up a cast of characters over the years, characters that include Professor, "a sort of honky-tonk weatherman with a sidekick named Slick Skillet"; a ninja character; the Reverend Leviticus; Bar-B-Q Bob, and Beulah.

"All the characters are crazy," says Clint Culp, KTXQ vice president and general manager, "and Bo does all the voices and all the production for the shows."

Andy Lockridge, program director for KTXQ, says the show has been so well received by the audience that a running challenge exists between Bo and the listeners where they constantly call him and try to stump him with jokes and riddles. Culp says: "Mainly we just want to have fun with the station and involve the audience."

Some of the on-air personalities have formed a band that performs at concerts periodically hosted by the station. The band has opened for such acts as Little Feat and Cheap Trick.

Says Lockridge of the band: "We are not in the concert business, but we are trying to make a statement about the radio station to our listeners."

The station is also involved in more serious community activities, such as blood drives. Recently the station participated in its 13th annual summer blood drive, helping collect more than 9,000 pints of blood.

## A TLANTA

Over the last six or seven years, Atlanta has become a more competitive radio marketplace. As it has grown from the 18th to the 13th largest market, the revenue going to radio has steadily increased and is expected to reach \$110 million to \$115 million. The market has many shrewd station operators who are not only programming aggressively, but buying suburban stations and targeting the metro area.

NewCity Communications is experimenting with simulcasting two FM's in Atlanta, something that is only happening in one or two other markets in the country.

Summit Broadcasting's WVEE(FM) Atlanta has been programming urban contemporary for the last 13 years. Mike Roberts, program manager, categorizes the format as a mass appeal program that has made the station known for its stability in the ratings as well as its ability to generate revenue, for its community involvement, and for being a leader in showcasing the city. "We are deeply involved in the city of Atlanta," he says. "When you think V-103 you think Atlanta."

The station is involved with almost every organization dealing with the black community in the city. It co-sponsors events with the

NAACP, the Southern Christian Leadership Conference, the Martin Luther King Center, and many of the local YWCA's and YMCA's.

Roberts says the station gets high marks in all the research that it conducts for that involvement. And the listeners rule at WVEE. Says Roberts: "In the black community there is a feeling of loyalty to your radio station and also to the station that tends to be involved. You can't just sit there and be a jukebox, you've got to be the station that goes out there. We raise a lot of money for a lot of people in this town and our listeners know that."

He points out, however, that most urban FM's have always been involved. It is not a phenomenon unique to his station, but something it has done since the format's inception.

Among the events the station participates in is the "100 Black Men in Atlanta," a program designed to raise funds to send black children to college. The station also involves itself heavily in promotions. According to Roberts, those fall into three categories: community projects; advertiser-related events, and events designed to increase listenership.

Although the music is the star at WVEE, Roberts feels that "personalities are as important to our format as the music. These people represent the station when they are away from the radio station. They understand how to sell the radio station in addition to themselves.

"What we try to do here, especially in the morning show, is balance three elements—to entertain, educate and inform our audience," he says.

WKHX(FM) is Atlanta's top-ranked country music outlet. Neil McGinley, operations manager, says the original country format was programmed with "beautiful music formatics" using country music. "Play a lot of songs, do some back announcing, no hard sell," he says. "And we have evolved from there."

But part of the evolution of the format has resulted from the evolution of the country music industry. "It is less of a 'lifestyle' format than it used to be," he says. "You don't have to wear cowboy boots and drive a pickup truck to like country music." So the music has become more popular because it no longer appeals specifically to that lifestyle.

McGinley considers the presentation of the station "adult contemporary"—as far as personalities, promotions, contesting and advertising. "The only thing that is not adult contemporary is the music," he says. And the product is constantly being fine-tuned. "As soon as you stop changing and become static, that is when you become most vulnerable," he says.

As with all the Atlanta stations visited by BROADCASTING, promotions—including contests, trips and ticket giveaways—have become a vital part of the station's programming package. The on-air personalities also try to evoke responses from the audience by asking for their opinions on subjects in the news.

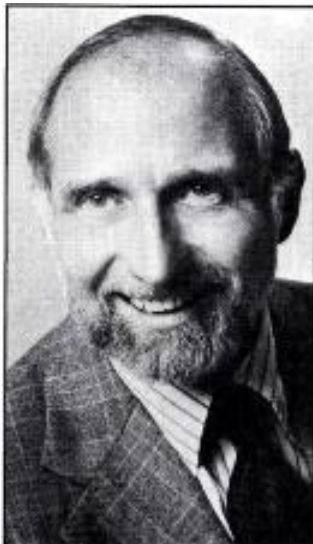
According to McGinley, involvement in the community is good for the radio station. "We are a business that takes from the community," he says. "It is important for us to give something back." The station involves itself in fund raising for local charities, the most recent being a radiothon in conjunction with The Children's Miracle Network. The key to its success, McGinley says, was that all the funds collected went to two Atlanta hospitals—the money remained in the community.

Jacor Broadcasting's news/talk station, WGST(AM), has been programming that format since 1977. Program director Eric Seidel says the format began as all news, but gradually incorporated talk shows into the different dayparts.

Seidel programs WGST to be a constant flow of information. "We don't interrupt it with music. It is not...in any way a mindless station. So everything from the commercials to the talk shows that we broadcast is part of the information flow."

Promotions are also a part of WGST's presentation, and it does them for clients as well as for the audience. "We want to gain audience from our promotions and it has to be simple. We have an upscale, busy, very mobile listener, [with a] tremendous need to know—a 'don't make it difficult for me [attitude],'" he says. Most radio listeners do not play radio contests, says Seidel, so WGST likes to keep the contests and games easy enough for listeners to play along even if they are not going to call the station.

And, according to Seidel, it is imperative for radio stations to be aggressive and on the cutting edge, trying to do many things that



KCBS(AM) San Francisco's Cavagnaro (l) and Barnett



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Flint, MI

WAZY FM  
Lafayette, IN

WGIG AM  
Brunswick, GA

WBIW/WQRK  
Bedford, IN

KFOR/KFRX  
Lincoln, NE

WABJ/WQTE  
Adrian, MI

WWL/WLMG  
New Orleans, LA

WAZU FM  
Dayton, OH

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Orlando, FL

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others are afraid to try.

WPCH(FM) is Jacor's co-owned outlet in Atlanta that programs easy listening. Vance Dillard, operations manager, plans the strategy for the station's presentation. The station targets the workplace audience, especially women. Promotions have become an increasingly important part of that strategy, including direct mail and contests that are not normally associated with the easy listening format.

Says Dillard: "Through research, through intuition, through trial and error, we are changing the demographics of our radio station." Dillard says the station conducts all of its own research. It is constantly changing the mix it plays, where now, the station has played artists as varied as Kenny Rogers and George Michael, Richard Marx and Gloria Estefan.

## SAN FRANCISCO

Due to a combination of topographical characteristics and tremendous programming efforts on the part of AM operators, San Francisco is the foremost AM market in the country. It is also a highly competitive metro area: FM's and AM's compete equally for advertising dollars in a market comprising about 60 radio voices,



KGO(AM) San Francisco's Luckoff

with only \$150 million to \$170 million estimated ad revenue going to radio.

Wearing the top-ranked FM banner in San Francisco is Century Broadcasting's CHR outlet, KMEL(FM), which is the only CHR station ranked in the top 10 in the market, according to the Arbitron spring '89 book, 12-plus, Monday through Sunday, 6 a.m. to midnight. Paulette Williams, vice president and general manager, considers the station to be out there by itself. "No one else really sounds like I do, so I more or less stand alone," she says.

Williams considers KMEL the most promotionally oriented FM station in the market. As an example, she points to *Super Jam '89*, an annual concert that the station sponsors, which this year drew 20,000 spectators. Money from ticket sales goes to help anti-drug groups. Last year's concert helped raise enough money to set up three start-up rehabilitation and counseling centers.

"We have Christmas promotions, New Year's Eve, we have scavenger hunts, television, money and car giveaways. We do something every day and every weekend we have something going on," Williams says.

She is also proud of the station's community involvement. Last

year, KMEL was one of 50 stations nationwide to be nominated for the NAB's Crystal Award. She sees a tremendous need for broadcasting to live up to what she sees as its enormous responsibility. "These are the people that listen to you and you have to take care of them," she says. "I just believe in it. And the power of radio is incredible. We have a responsibility to pay attention to things going on in the market. You can't ever get too big to forget who brought you to the party."

And courting the listener involves spending time and money on audience research. "But it is the execution of the research that matters," says Williams. She echoes every broadcaster visited by BROADCASTING in stressing the importance of putting together a good team to run a station. "You have to hire very good and smart people," she says, "and they all have to believe that they are part of the success of a station, and they all have to enjoy what they are doing."

A variation of the same ideas can be found programmed on RKO Radio's KFRC(AM) classic MOR/nostalgia station. Carter B. Smith, morning personality for the station, summarizes the station format: "Nostalgia implies that we are sitting around in rocking chairs talking about World War II, which is exactly what we are not doing. The success of this station is predicated on a number of things, first of which is that the format is contemporary with music that is not contemporary. We are a Top 40 station for a different generation."

Smith believes no other station in the market is as aggressive as KFRC. In his words: "There is no other station that kicks ass like we do. Our asses may be a little older, but we kick ass." He is constantly doing his show from different sites in the Bay area, as well as from aircrafts and blimps, and even from the Panama Canal.

Smith believes the resurgence of AM hinges on that kind of creativity. Given KFRC's format, there is no room for innovation or experimentation with the music aspect of the program. But the on-air personalities are encouraged to be sharp and going all the time. "We are not standing around wringing our hands, worrying about the sad shape of AM. We are out to prove that we can be as ballsy and aggressive as any FM," he says.

Pat McNally, vice president and general manager, expands on that: "It is very important for AM to understand who its audience is and what audience is available to it." And since 1986, when the station went on the air with the format, it climbed from 23rd in one book to seventh. Since then it has consistently ranked in the top five stations in the market.

KFRC is also a high-profile, promotion- and community-driven station. Most recently it auctioned off one of its single disk jockeys to raise money for the March of Dimes. And promotional value aside, McNally is also a big believer in returning something to the market from which the station gets its audience and its revenue.

The AM market leader in San Francisco is Capital Cities/ABC Inc.'s news/talk KGO(AM). Michael Luckoff, president and general manager, categorizes the format as an "issue-oriented, news-driven format." The station enhances its programming with coverage of the San Francisco 49ers and University of California football.

According to Luckoff, the station creates all of its own programming. The point is to use local personalities, people who have been around the market for a long time. The station associates itself with the major events that happen in the Bay area: it is the official station for the celebration of the anniversary of the Golden Gate Bridge; an annual leukemia radiothon, and fund-raising for the symphony.

Luckoff is a firm believer in the phrase "licensed to serve the community." And given the format of KGO, he believes that all its programming can be characterized as public affairs. "That is who we are and what we are," he says. "We try to be the station everyone tunes to in any news situation, such as earthquakes and traffic reports."

Research is important to Luckoff, but only as a tool or guide. "It is certainly not a bible by any means," he says. "There are certain situations where we override the research because it doesn't feel right. We as a station believe in taking chances, we are not afraid of being wrong and hopefully we are more right than we are wrong, but we are willing to take that chance."

Another chance Luckoff is willing to take is trying to organize the Bay area AM broadcasters. He believes the band is too en-





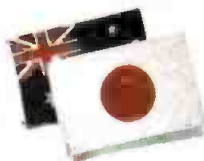
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grossed in pushing itself individually and missing the opportunity to sell the band. "I haven't been able to sell it to my competitors yet," he says, "but we are missing the opportunity to awaken some people who have either deserted us or grown up in a time when we have become secondary."

KCBS(AM) is the CBS news outlet in San Francisco. Ray Barnett, vice president and general manager, is following what he termed "the CBS tradition of news excellence." The station has news bureaus in all nine counties of the Bay area, and its news staff of approximately 40 reporters is constantly out on the street reporting.

According to Ed Cavagnaro, director of news and programming, KCBS has increased its number of remote broadcasts to 75 a year. The mobile studio broadcasts from county fairs, street markets, Stanford football and basketball games, Los Angeles Raiders foot-

ball games, and food and wine festivals.

"It is vital to the success of our station, given our format, to keep our pulse on the community," Barnett says. The station monitors minority and political groups, government agencies and any active group in the area.

Barnett and the news team at KCBS are emphatic about maintaining high production and programing standards. To that end, the station continually invests in research and technological tools that they feel give them the flexibility to be creative and aggressive. Says Barnett: "The very availability of these tools aids the creative function. It frees people up to make quick decisions, it takes off the shackles."

-LC

*Photos on page 75 courtesy of S.F. Convention & Visitors Bureau; Atlanta Chamber of Commerce; Dallas Convention & Visitors Bureau.*

## RADIO '89

# A TALE OF THE TOP 500

For more than seven years, adult contemporary programing has reigned as the most popular music format in America. BROADCASTING's analysis of Arbitron's 1989 spring survey of the top 50 metro service areas (MSA's) shows Adult Contemporary and its variants—Soft AC or "Lite" Adult Contemporary—are still on top, but close on their heels are stations programing Top 40 or Contemporary Hit Radio music. Album Oriented Rock placed third in this year's tally, followed next by Country music programing.

In short, this year's survey paralleled

1988's and 1987's results, but the gap between the top two formats is closing fast. Depending on how one separates the two formats, the 1989 survey puts AC out in front of CHR/Top 40 by no more than seven stations (97 AC versus 90 CHR).

In 1986, the finishing order was: AC, CHR, Easy Listening, Country and AOR. For 1985, it was AC in front, followed by CHR, Country, Easy Listening and AOR. (Country music and Easy Listening were in a virtual tie for third place in 1984, with AC and CHR/Top 40 finishing off first and second, respectively. AOR, again, placed

fourth that year.)

The 1983 survey found Top 40 and AOR in a neck-and-neck finish for second place behind Adult Contemporary. Country music programing came next in popularity that year, with Easy Listening/Beautiful rounding out the top five formats.

Within each MSA, the Arbitron spring survey tallies the total average quarter-hour audience of persons (aged 12-plus), listening to broadcasts Monday through Sunday, from 6 a.m. to midnight. The survey period ran from March 30 to June 21.

While AC programing led the 500 sta-

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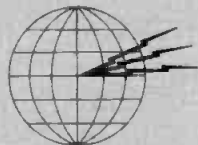
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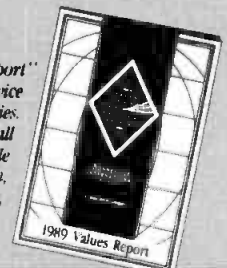
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tions overall, CHR led in the top 10 markets. MSA's that had a format in the lead other than AC or CHR were Chicago, where WGN(AM)'s MOR and Talk formats dominated. News/Talk led in San Francisco on KGO(AM), while Philadelphia's KYW(AM) used an all news format to rank first in that market. MOR was key for Detroit's WRJ(AM), while Urban Contemporary

programming kept KMIQ(FM) Houston on top. Format information is taken primarily from the 1989 BROADCASTING □ CABLE YEARBOOK. Audience survey information is supplied by Arbitron and is copyrighted by the rating service. The information may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service.

Listed below are the top 10 stations in the top 50 markets. Included under each market heading are the 1989 and 1988 market ranks for that market, along with the MSA's audience population. Changes in a market's total population are noted as well. The chart on page 96 lists the markets in order of their change in population totals (1988 vs. 1989). -ATS

**New York**

1989 rank: 1 MSA pop.: 14,056,500  
 1988 rank: 1 MSA pop.: 14,053,600  
 Pop. increase: 2,900

Station	Format	Audience
1. WHTZ(FM)	contemp. hit	165,200

Station	Format	Audience
2. WLTW(FM)	adult contemp.	146,500
3. WCBS-FM	oldies	138,200
4. WINS(AM)	news	129,400
5. WPAT-FM	beautiful music	116,400
5. WNEW-FM	rock (AOR)	116,400
7. WRKS-FM	urban contemp.	112,900

Station	Format	Audience
8. WQHT(FM)	Top 40	109,700
9. WOR(AM)	info, news, talk	102,700
10. WNSR(FM)	adult contemp., soft rock	96,900

**Los Angeles**

1989 rank: 2 MSA pop.: 9,086,100  
 1988 rank: 2 MSA pop.: 8,831,800  
 Pop. increase: 254,300

Station	Format	Audience
1. KPWR(FM)	contemp. hit	118,400
2. KOST(FM)	light adult contemp.	101,200
3. KABC(AM)	talk	86,900
4. KIIS-FM	contemp. hit	82,000
5. KQLZ-FM	adult contemp.	72,100
6. KBIG(FM)	adult contemp.	71,500
7. KJOI(FM)	easy listening	67,600
8. KLOS(FM)	AOR	62,600
9. KNX(AM)	all news	54,900
10. KRTH-FM	oldies	51,900

**Chicago**

1989 rank: 3 MSA pop.: 6,704,600  
 1988 rank: 3 MSA pop.: 6,692,400  
 Pop. increase: 12,200

Station	Format	Audience
1. WGN(AM)	MOR, talk	115,700
2. WGCI-FM	urban contemp.	78,700
3. WBBM(AM)	news	68,000
4. WLUP-FM	adult rock	60,900
5. WVAZ(FM)	urban contemp.	59,700
6. WYTZ(FM)	contemp. hit	56,000
7. WBBM-FM	contemp. hit	52,000
8. WCKG(FM)	classic rock	51,600
9. WKQX(FM)	Top 40	51,000
10. WXEZ-FM	easy listening	45,600

**San Francisco**

1989 rank: 4 MSA pop.: 4,954,500  
 1988 rank: 4 MSA pop.: 4,879,800  
 Pop. increase: 74,700

Station	Format	Audience
1. KGO(AM)	news, talk	59,600
2. KMEL(FM)	contemp. hit	47,900
3. KCBS(AM)	news and info	39,700
4. KOIT-FM	adult contemp.	35,800
5. KIGI(FM)	adult contemp.	33,500
6. KFRC(AM)	classic MOR	30,100
7. KNBR(AM)	adult contemp., talk	30,000
8. KSAN-FM	country	29,100
9. KRQR(FM)	AOR	25,800
9. KABL-FM	beautiful music	25,800

**Philadelphia**

1989 rank: 5 MSA pop.: 4,084,900  
 1988 rank: 5 MSA pop.: 4,059,600  
 Pop. increase: 25,300

Station	Format	Audience
1. KYW(AM)	all news	56,300

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- WAKR, WONE-FM, Akron, Ohio • \$13,000,000
- WCOS AM-FM, Columbia, South Carolina • \$12,500,000
- KXOK, KLTH-FM, St. Louis, Missouri • \$6,500,000
- WMJR, WJAD-FM, Albany, Georgia • \$3,000,000
- WPBD-AM, Atlanta, Georgia • \$4,200,000

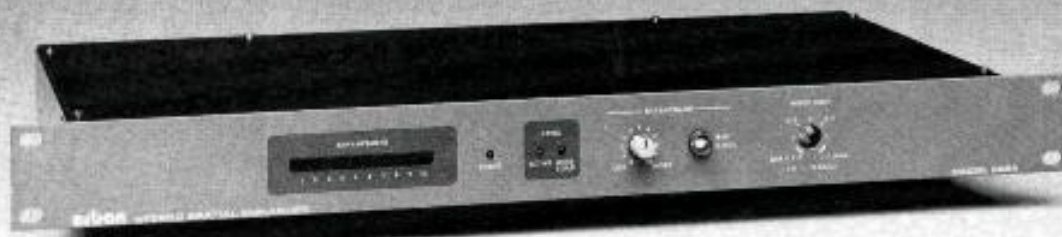
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**John Alan, KLOL-FM, Houston, TX:** "Unit works well; no additional multipath, even in Houston!"

**Egidio Giani, WLR South East Radio, Waterford, Ireland:** "Nice overall stereo sound which does not sound enhanced when in fact it is."

**Unnamed Source (at user's request), Columbus, OH:** "Good job at a great price. Subtle intensity!"

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The 222A delivers a sound that is crisp, natural, and, well-defined for just \$995.\*—a cost that is within reach of any station, small or large. Ask your Orban Dealer for a demo, or call today for more information on the 222A—your next audience-pleaser and ratings booster.

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### LISTEN TO THE DIFFERENCE.

\*Suggested List

Station	Format	Audience	Station	Format	Audience	Station	Format	Audience
2. WMMR(FM)	AOR	55,100	2. WZOU(FM)	contemp. hit	39,400	2. WGAY-FM	easy listening	32,100
3. WUOL(FM)	urban contemp.	54,800	3. WRKO(AM)	talk	39,000	3. WMZQ-FM	country	30,000
4. WEAZ(FM)	easy listening	52,300	4. WJIB(FM)	easy listening	37,700	4. WMAL(AM)	personality MOR	28,500
5. WEGX(FM)	contemp. hit	48,400	5. WBZ(AM)	adult contemp., news, talk	35,200	5. WKYS(FM)	urban contemp.	27,100
6. WPEN(AM)	big band, nostalgia	46,400	6. WBCN(FM)	rock (AOR)	34,800	6. WAA(FM)	contemp. hit	25,200
7. WIOQ(FM)	oldies	38,500	7. WMJX(FM)	adult contemp.	28,100	7. WRQX(FM)	Top 40	22,700
8. WKSZ(FM)	adult contemp.	36,300	8. WHDH(AM)	talk	27,600	8. WTOF(AM)	all news	21,900
9. WVGK(FM)	magic music	36,200	9. WSSH-FM	adult contemp.	23,600	9. WASH-FM	adult contemp.	21,600
10. WYSP(FM)	classic rock	35,600	10. WODS(FM)	oldies	21,900	10. WWDC-FM	AOR	20,300

**Detroit**

1989 rank: 6 MSA pop.: 3,570,000  
 1988 rank: 6 MSA pop.: 3,576,200  
 Pop. decrease: -6,200

**Dallas-Ft. Worth**

1989 rank: 8 MSA pop.: 3,111,900  
 1988 rank: 8 MSA pop.: 3,062,600  
 Pop. increase: 49,300

**Houston-Galveston**

1989 rank: 10 MSA pop.: 2,958,400  
 1988 rank: 10 MSA pop.: 2,997,900  
 Pop. decrease: -39,500

Station	Format	Audience
1. WJR(AM)	MOR, news, talk	66,400
2. WJLB(FM)	Black contemp.	49,700
3. WJOL-FM	easy listening	36,500
4. WWJ(AM)	all news	30,200
5. WDFX(FM)	contemp. hit	30,000
6. WWW(FM)	modern country	28,900
7. WCZY-FM	contemp. hit	28,500
8. WLLZ(FM)	AOR	27,600
9. WCSX(FM)	classic rock	26,400
10. WHYT(FM)	contemp. hit	25,400

**Boston**

1989 rank: 7 MSA pop.: 3,176,000  
 1988 rank: 7 MSA pop.: 3,183,800  
 Pop. decrease: -7,800

Station	Format	Audience
1. KVIL-FM	adult contemp.	47,800
2. KPLX(FM)	country	41,400
3. KSCS(FM)	country	39,100
4. WBAP(AM)	country	37,500
5. KKDA-FM	urban contemp.	33,800
6. KEGF(FM)	contemp. hit	25,300
7. KRLD(AM)	news, sports	24,800
8. KJMZ(FM)	urban contemp.	24,700
9. KHYY(FM)	contemp. hit	24,500
10. KMEZ(FM)	urban contemp.	22,700

**Washington**

1989 rank: 9 MSA pop.: 3,077,200  
 1988 rank: 9 MSA pop.: 3,006,900  
 Pop. increase: 70,300

Station	Format	Audience
1. KMJQ(FM)	urban contemp.	50,000
2. KILT-FM	country	44,900
3. KLOL(FM)	AOR	38,300
4. KIKK-FM	modern country	35,800
5. KKQB-FM	contemp. hit	35,600
6. KODA(FM)	easy listening	32,500
7. KTRH(AM)	news, sports, info.	31,600
8. KRBE-FM	contemp. hit	30,100
9. KLTR(FM)	adult contemp.	23,000
10. KQUE(FM)	MOR	20,900

**Miami-Ft. Laud.-Hollywood**

1989 rank: 11 MSA pop.: 2,645,200  
 1988 rank: 11 MSA pop.: 2,595,900  
 Pop. increase: 49,300

Station	Format	Audience
1. WXKS-FM	contemp. hit	45,900

Station	Format	Audience
1. WPGC-FM	contemp. hit	34,600

Station	Format	Audience
1. WHQT(FM)	contemp. hit	48,700

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NBC Television affiliate in Davenport, Iowa.

**Broad Street Acquisitions Corporation**  
General Partner

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\$ 5,000,000	Floating Rate Notes
\$ 4,000,000	Revolving Notes
\$ 7,000,000	Senior Subordinated Notes

*Direct placement of the above Notes arranged by the  
undersigned.*



**CHARTERHOUSE MEDIA GROUP**

**\$62,000,000**

**NTG Holdings, Inc.**

an affiliate of Osborn Communications Corporation  
formed to purchase  
four television stations from  
Price Communications Corporation

\$ 60,500,000	Term Loan Facility
\$ 1,500,000	Revolving Credit Facility (Pending)

*The above facilities arranged by the undersigned.*



**CHARTERHOUSE MEDIA GROUP**

**\$5,750,000**

**Broad Street Television, L.P.**

a limited partnership formed to purchase the  
NBC Television affiliate in Davenport, Iowa.

**Broad Street Acquisitions Corporation**  
General Partner

\$5,750,000 Limited Partnership Interests

*Direct placement of the above securities arranged  
by the undersigned.*



**CHARTERHOUSE MEDIA GROUP**



**CHARTERHOUSE  
MEDIA GROUP**

**Dalton Communications, Inc.**

has sold

**GPI Publications**

to

**Miller Freeman Publications, Inc.**  
(Pending)

*The undersigned acted as financial advisor to  
Dalton Communications, Inc.*



**CHARTERHOUSE MEDIA GROUP**

**\$10,000,000**

**San Francisco Century Broadcasting,  
Limited Partnership**

a limited partnership whose general partner is

**Century Broadcasting Corporation**

\$9,000,000	Term Loan Facility
\$1,000,000	Revolving Credit Facility

*The above facilities arranged by the undersigned.*



**CHARTERHOUSE MEDIA GROUP**



**CHARTERHOUSE MEDIA GROUP**

527 Madison Avenue Suite 1400 New York New York 10022  
(212) 371-6544

Station	Format	Audience
2. WLYF(FM)	beautiful music	47,100
3. WMXJ(FM)	oldies	27,600
4. WPOW(FM)	contemp. hit	26,800
5. WIOD(AM)	talk, news, sports	25,300
6. WHYI-FM	Top 40	25,200
7. WQBA(AM)	Span. news/talk/entertain.	23,700
8. WCMQ(FM)	adult contemp., Spanish	20,900
9. WAQI(AM)	Span./news/talk/entertain.	20,500
10. WGTR(FM)	compact disk AOR	18,800

**Nassau-Suffolk (Long Island)**

1989 rank: 12 MSA pop.: 2,237,400  
 1988 rank: 12 MSA pop.: 2,244,600  
 Pop. decrease: -7,200

Station	Format	Audience
1. WALK-FM	adult contemp.	32,700
2. WHTZ(FM)	contemp. hit	26,700
3. WBLI(FM)	contemp. hit	22,100
4. WBAB-FM	AOR	20,100
5. WCBS-FM	oldies	19,500
6. WLTV(FM)	adult contemp.	15,700
7. WCBS(AM)	all news	14,800
8. WNEW-FM	rock (AOR)	13,000
9. WXRK(FM)	rock (AOR)	12,700
10. WKJY(FM)	adult contemp	12,600

**Atlanta**

1989 rank: 13 MSA pop.: 2,219,200  
 1988 rank: 13 MSA pop.: 2,117,200  
 Pop. increase: 102,000

Station	Format	Audience
1. WVEE(FM)	urban contemp.	38,800

Station	Format	Audience
2. WSB-FM	adult contemp.	37,600
3. WAPW(FM)	contemp. hit	36,500
4. WPCF(FM)	easy listening	31,600
5. WKHX-FM	country	30,200
6. WSB(AM)	adult contemp.	28,600
7. WKLS-FM	AOR	22,500
8. WZG(FM)	contemp. hit	22,400
9. WFOX(FM)	adult contemp.	20,400
10. WYAY(FM)	country	19,500

**Seattle-Tacoma**

1989 rank: 14 MSA pop.: 2,131,400  
 1988 rank: 14 MSA pop.: 2,088,600  
 Pop. increase: 42,800

Station	Format	Audience
1. KIRO(AM)	news, sports, talk	34,100
2. KUBE(FM)	contemp. hit	24,900
3. KPLZ(FM)	contemp. hit	24,600
4. KOMO(AM)	adult contemp.	21,400
5. KBRD(FM)	beautiful music	16,800
6. KISW(FM)	rock (AOR)	16,600
7. KXRX(FM)	adult rock	14,600
8. KMPS-FM	country	14,500
9. KING-FM	classical	13,200
10. KBSG(FM)	oldies	12,600

**St. Louis**

1989 rank: 15 MSA pop.: 2,037,500  
 1988 rank: 15 MSA pop.: 2,028,000  
 Pop. increase: 9,500

Station	Format	Audience
1. KMOX(AM)	news, info, talk, sport	79,300
2. KSHE(FM)	heritage adult rock	36,300
3. KEZK-FM	easy listening	30,200
4. WKBQ(FM)	contemp. hit	22,900
5. WIL-FM	contemp. country	21,700
6. KMJM(FM)	urban contemp.	21,200
7. KLOU(FM)	contemp. hit	19,300
8. KSD-FM	classic rock	19,200
9. KYKY(FM)	adult contemp.	17,700
10. KRJY(FM)	adult contemp.	9,500

**San Diego**

1989 rank: 16 MSA pop.: 1,985,100  
 1988 rank: 19 MSA pop.: 1,901,900  
 Pop. increase: 83,200

Station	Format	Audience
1. KGB-FM	rock (AOR)	30,800
2. KKLQ-FM	MOR	28,300
3. KFMB(AM)	full service AC	23,500
4. KJQY(FM)	lite and easy	23,100
5. KSON-FM	country	20,900
6. KSDO(AM)	news, talk	20,900
7. KFMB-FM	contemp. young adult	19,900
8. XETRA-FM	modern AOR	16,200
9. KYXY(FM)	adult contemp.	12,600
10. KKYV(FM)	adult contemp.	12,300

**Baltimore**

1989 rank: 17 MSA pop.: 1,975,900  
 1988 rank: 17 MSA pop.: 1,953,100  
 Pop. increase: 22,800

Station	Format	Audience
1. WBAL(AM)	personality, news, talk	34,900
2. WLIF(FM)	contemp. easy listening	31,300
3. WXYV(FM)	urban contemp.	27,700

Station	Format	Audience
4. WWMX(FM)	adult contemp.	26,600
5. WIYY(FM)	AOR	24,300
6. WPOC(FM)	today's country	23,700
7. WBSB(FM)	mass appeal contemp.	21,600
8. WQSR(FM)	oldies	10,100
9. WCBM(AM)	oldies	9,500
10. WYST-FM	lite and easy favorites	8,500

**Pittsburgh**

1989 rank: 18 MSA pop.: 1,964,400  
 1988 rank: 16 MSA pop.: 1,986,400  
 Pop. decrease: -22,000

Station	Format	Audience
1. KDKA(AM)	MOR, talk	52,100
2. WBZZ(FM)	Top 40	36,500
3. WSHH(FM)	easy listening	35,000
4. WWSW-FM	classic hits, 60's and 70's	26,900
5. WDVE(FM)	AOR	26,400
6. WAMO-FM	urban contemp.	20,500
7. WLTJ(FM)	adult contemp	17,400
8. WMYG(FM)	classic rock	16,200
9. WDSY(FM)	modern country	15,400
10. WTAE(AM)	talk	14,500

**Minneapolis-St. Paul**

1989 rank: 19 MSA pop.: 1,944,800  
 1988 rank: 18 MSA pop.: 1,936,500  
 Pop. increase: 8,300

Station	Format	Audience
1. WCCO(AM)	variety, personality	57,900
2. KQRS-FM	AOR	28,500
3. KSTP-FM	adult contemp.	27,100
4. WLTE(FM)	soft adult contemp.	26,500
5. WLOL(FM)	contemp. hit	24,800
6. KDWB-FM	contemp. hit	24,000
7. KEEY-FM	adult contemp.	21,600
8. KQQL(FM)	oldies	15,900
9. KTCZ-FM	adult album	14,900
10. KLXK(FM)	contemp. hit	13,800

**Anaheim-Santa Ana**

1989 rank: 20 MSA pop.: 1,896,100  
 1988 rank: 20 MSA pop.: 1,849,400  
 Pop. increase: 46,700

Station	Format	Audience
1. KQLZ-FM	lite adult contemp.	22,700
2. KBIQ(FM)	adult contemp.	22,000
3. KLOS(FM)	AOR	19,300
4. KIIS-FM	contemp hit	19,000
5. KOST(FM)	adult contemp.	17,300
6. KABC(AM)	talk	16,800
7. KPWR(FM)	contemp. hit	15,900
8. KRTH-FM	oldies	15,700
9. KNX(AM)	all news	11,600
10. KMPC(AM)	MOR	10,700

**Tampa-St. Pete.-Clearwater**

1989 rank: 21 MSA pop.: 1,756,400  
 1988 rank: 22 MSA pop.: 1,701,000  
 Pop. increase: 55,400

Station	Format	Audience
1. WRBQ-FM	contemp. hit	47,400
2. WQYK-FM	country	25,300
3. WWRM(FM)	soft adult contemp.	24,300
4. WYNF(FM)	country	22,100

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## Changes in radio market populations

The list below ranks Arbitron's Metro Service Areas (MSAs) in descending order, according to the total increase in MSA population.

Rank	Market	1988 MSA pop.	1989 MSA pop.	total change	% change
2	Los Angeles	8,831,800	9,086,100	254,300	2.88
13	Allanta	2,117,200	2,219,200	102,000	4.82
35	Riverside-San Bernardino	978,900	1,074,800	95,900	9.80
16	San Diego	1,901,900	1,985,100	83,200	4.37
4	San Francisco	4,879,800	4,954,500	74,700	1.53
9	Washington	3,006,900	3,077,200	70,300	2.34
23	Phoenix	1,625,000	1,683,300	58,300	3.59
21	Tampa-St. Ptersbrg-Clrwtr	1,701,000	1,756,400	55,400	3.26
40	Hrtfrd-New Britain-Middltn	915,000	969,100	54,100	5.91
44	Orlando	773,100	826,000	52,900	6.84
11	Miami-Ft. Laudrdl-Hollywd	2,595,900	2,645,200	49,300	1.90
8	Dallas-Ft. Worth	3,062,600	3,111,900	49,300	1.61
20	Anaheim-Santa Ana	1,849,400	1,896,100	46,700	2.53
31	Sacramento	1,113,800	1,157,300	43,500	3.91
14	Seattle-Tacoma	2,088,600	2,131,400	42,800	2.05
32	Nrlfk-Va. Bch-Nwprt Nws	1,088,200	1,115,200	27,000	2.48
5	Philadelphia	4,059,600	4,084,900	25,300	0.62
17	Baltimore	1,953,100	1,975,900	22,800	1.17
24	Denver-Boulder	1,570,700	1,592,800	22,100	1.41
47	Nashville	786,200	807,400	21,200	2.70
27	Kansas City	1,264,500	1,279,200	14,700	1.16
25	Portland, Ore.	1,319,900	1,334,200	14,300	1.08
41	Charlotte-Gastna-Rck Hill	895,400	909,600	14,200	1.59
3	Chicago	6,692,400	6,704,600	12,200	0.18
45	Monmouth-Ocean, N.J.	813,100	824,300	11,200	1.38
29	San Jose	1,187,900	1,198,600	10,700	0.90
42	Memphis	868,300	878,900	10,600	1.20
33	Columbus, Ohio	1,077,900	1,088,000	10,100	0.94
28	Provdnce-Warwick-Pawtckt	1,249,400	1,259,400	10,000	0.80
15	St. Louis	2,028,000	2,037,500	9,500	0.47
36	San Antonio	1,018,800	1,027,900	9,100	0.89
19	Minneapolis-St. Paul	1,936,500	1,944,800	8,300	0.43
37	Indianapolis	1,001,900	1,009,100	7,200	0.72
50	Greensboro-WS-High Pt	768,100	771,900	3,800	0.49
48	Dayton	798,400	802,200	3,800	0.48
1	New York	14,053,600	14,056,500	2,900	0.02
30	Cincinnati	1,162,700	1,165,500	2,800	0.24
43	Rochester, N.Y.	830,200	832,200	2,000	0.24
38	Salt Lake City-Ogden-Provo	1,000,400	999,300	-1,100	-0.11
39	Buffalo-Niagara Falls	999,700	995,600	-4,100	-0.41
49	Louisville	795,800	791,500	-4,300	-0.54
6	Detroit	3,576,200	3,570,000	-6,200	-0.17
26	Milwaukee-Racine	1,297,900	1,291,500	-6,400	-0.49
46	Oklahoma City	825,400	818,800	-6,600	-0.80
12	Nassau-Suffolk (L.I.)	2,244,600	2,237,400	-7,200	-0.32
7	Boston	3,183,800	3,176,000	-7,800	-0.24
22	Cleveland	1,764,200	1,754,500	-9,700	-0.55
34	New Orleans	1,097,500	1,085,200	-12,300	-1.12
18	Pittsburgh	1,986,400	1,964,400	-22,000	-1.11
10	Houston-Galveston	2,997,900	2,958,400	-39,500	-1.32

Station	Format	Audience	Station	Format	Audience
5. WDUV(FM)	beautiful music	21,700	8. WGAR-FM	contemp. country	17,800
6. WUSA-FM	adult contemp.	19,100	9. WWWE(AM)	news, talk, sports	14,900
7. WNLT(FM)	adult contemp.	18,400	10. WRMR(AM)	MOR	14,800
8. WFLA(AM)	news, talk	13,800			
9. WDAE(AM)	MOR	12,600			
10. WFLZ-FM	classic rock	11,300			

### Phoenix

1989 rank: 23 MSA pop.: 1,683,300  
1988 rank: 23 MSA pop.: 1,625,000  
Pop. increase: 58,300

### Cleveland

1989 rank: 22 MSA pop.: 1,754,500  
1988 rank: 21 MSA pop.: 1,764,200  
Pop. decrease: -9,700

Station	Format	Audience	Station	Format	Audience
1. WMMS(FM)	contemp. hit	35,000	1. KNIX-FM	country	30,800
2. WLTF(FM)	adult contemp.	29,300	2. KZZP-FM	contemp. hit	25,500
3. WNCX(FM)	classic rock	23,800	3. KTAR(AM)	news, talk	22,500
4. WOAL(FM)	easy listening	22,600	4. KUPD-FM	AOR	21,900
5. WMJI(FM)	adult contemp.	22,500	5. KMEO-FM	easy listening	18,300
6. WDOK(FM)	soft favorites	21,500	6. KKLT-FM	adult contemp.	15,600
7. WZAK(FM)	urban contemp.	20,800	7. KSLX(FM)	oldies	12,900
			8. KOY-FM	contemp. hit	12,600
			9. KDKB(FM)	rock (AOR)	9,600
			10. KFYI(AM)	news, talk	9,500



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**Denver-Boulder**

1989 rank: 24 MSA pop.: 1,592,800  
 1988 rank: 24 MSA pop.: 1,570,700  
 Pop. increase: 22,100

Station	Format	Audience
1. KBCO-FM	adult AOR	22,400
2. KXKL-FM	oldies	21,400
3. KRXY-FM	contemp. hit	19,900
4. KYGO(FM)	country	19,300
5. KOSI(FM)	easy listening	18,600
6. KAZY(FM)	AOR	18,500
7. KOA(AM)	news, talk, sports	18,400
8. KOKS(FM)	CHR/Top 40	14,500
9. KMJ(FM)	adult contemp.	12,500
10. KRFX(FM)	CHR/Top 40	11,700

**Milwaukee-Racine**

1989 rank: 26 MSA pop.: 1,291,500  
 1988 rank: 26 MSA pop.: 1,297,900  
 Pop. decrease: -6,400

Station	Format	Audience
1. WTMJ(AM)	MOR	29,900
2. WKTJ(FM)	Top 40	24,700
3. WOKY(AM)	MOR	16,400
4. WMIL(FM)	country	15,900
5. WLUM-FM	contemp. hit	14,900
6. WKLH(FM)	classic rock	14,800
7. WEZW(FM)	easy listening	14,400
8. WLZR-FM	AOR	13,700
9. WZTR(FM)	oldies	10,600
10. WLTO(FM)	light adult contemp.	10,000

**Providence-Warwick-Pawtucket**

1989 rank: 28 MSA pop.: 1,259,400  
 1988 rank: 28 MSA pop.: 1,249,400  
 Pop. increase: 10,000

Station	Format	Audience
1. WPRO-FM	contemp. hit	31,500
2. WHJY(FM)	AOR	24,000
3. WLKW-FM	easy listening	23,600
4. WWLI(FM)	light adult contemp.	15,600
5. WHJJ(AM)	news, talk	12,900
6. WPRO(AM)	adult contemp.	12,300
7. WWKX(FM)	urban contemp.	10,900
8. WSNE(FM)	adult contemp.	10,600
9. WODS(FM)	oldies	9,500
10. WBRU(FM)	AOR, progressive rock	7,100

**Portland, Ore.**

1989 rank: 25 MSA pop.: 1,334,200  
 1988 rank: 25 MSA pop.: 1,319,900  
 Pop. increase: 14,300

Station	Format	Audience
1. KKRZ(FM)	contemp. hit	18,700
2. KKCW(FM)	soft AOR	18,000
3. KEX(AM)	adult contemp.	15,700
4. KINK(FM)	contemp. album	14,300
5. KUPJ-FM	country	13,700
6. KGON(FM)	rock (AOR)	13,300
6. KXL(AM)	news, talk	13,300
8. KXYQ(FM)	contemp. hit	13,000
9. KXL-FM	easy listening	10,300
10. KKSJ-FM	oldies	8,500

**Kansas City**

1989 rank: 27 MSA pop.: 1,279,200  
 1988 rank: 27 MSA pop.: 1,264,500  
 Pop. increase: 14,700

Station	Format	Audience
1. WDAF(AM)	country	34,100
2. KBEQ-FM	Top 40	16,300
3. KFKF-FM	country	15,900
4. KXXR-FM	contemp. hit	14,700
5. KMBZ(AM)	news, info, talk	14,100
6. KCMO(AM)	talk, news	13,300
7. KMBR(FM)	easy listening	12,900
8. KCPW(FM)	contemp. hit	11,800
9. KPRS(FM)	urban contemp.	11,500
10. KYYS(FM)	rock	10,300

**San Jose**

1989 rank: 29 MSA pop.: 1,198,600  
 1988 rank: 29 MSA pop.: 1,187,900  
 Pop. increase: 10,700

Station	Format	Audience
1. KGO(AM)	news, talk	16,900
2. KBAY(FM)	easy listening	13,700
3. KARA(FM)	adult contemp.	10,700
4. KOME(FM)	AOR	10,300
5. KEZR(FM)	adult contemp.	9,100
6. KWSS(FM)	contemp. hit	9,000
7. KHOT(FM)	easy listening	8,400
8. KSJO(FM)	AOR	8,100
9. KSAN-FM	country	7,700
10. KCBS(AM)	news and info	7,500

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"In the 7 years we've been with CBSI, there has never been an instance where the Service Team didn't respond quickly, efficiently and with a smile!"





**Cincinnati**

1989 rank: 30 MSA pop.: 1,165,500  
 1988 rank: 30 MSA pop.: 1,162,700  
 Pop. increase: 2,800

Station	Format	Audience
1. WLW(AM)	full service AC	25.800
2. WKRC(FM)	contemp. hit	22.800
3. WEBN(FM)	AOR	22.000
4. WWZZ(FM)	beautiful music	15.200
5. WWNK-FM	adult contemp	13.400
6. WRRM(FM)	adult contemp	13.100
7. WOFX(FM)	classic hits	12.900
8. WKRC(AM)	adult contemp.	10.800
9. WUBE(FM)	contemp. country	10.300
10. WBLZ(FM)	urban contemp	9.300

**Norfolk-Va. Beach-Newsport News**

1989 rank: 32 MSA pop.: 1,115,200  
 1988 rank: 33 MSA pop.: 1,088,200  
 Pop. increase: 27,000

Station	Format	Audience
1. WAFX(FM)	country, farm	24.000
2. WCMS-FM	country	19.000
3. WFOG(FM)	easy listening	18.500
4. WNVZ(FM)	contemp hit	15.600
5. WOWI(FM)	Black, adult contemp.	14.900
6. WNOR-FM	classic rock, AOR	13.400
7. WMYK(FM)	urban contemp	11.500
8. WJQI(FM)	adult contemp.	10.400
9. WLTY(FM)	adult contemp	9.100
9. WWDE-FM	adult contemp	9.100

**New Orleans**

1989 rank: 34 MSA pop.: 1,085,200  
 1988 rank: 32 MSA pop.: 1,097,500  
 Pop. decrease: -12,300

Station	Format	Audience
1. WEZB(FM)	Top 40	25.000
2. WQUE-FM	contemp hit	20.000
3. WYLD-FM	urban contemp., news	18.900
4. WLTS-FM	adult contemp., lite rock	15.800
5. WBYU(AM)	big band, swing, ballads	10.900
6. WLMG(FM)	adult contemp.	10.200
7. WWL(AM)	news, country	9.800
8. WRNO-FM	contemp. hit, AOR, oldies	9.700
9. WBOK(AM)	urban contemp., religious	9.500
10. WCKW-FM	AOR	7.800

**Sacramento**

1989 rank: 31 MSA pop.: 1,157,300  
 1988 rank: 31 MSA pop.: 1,113,800  
 Pop. increase: 43,500

Station	Format	Audience
1. KFBK(AM)	news, talk	18,000
2. KCTC(FM)	beautiful music	15,400
3. KSFM(FM)	contemporary	14,300
4. KRAK-FM	modern country	13,600
5. KXOA-FM	adult contemp.	13,500
6. KZAP(FM)	AOR	11,600
7. KRXQ(FM)	AOR	11,200
8. KHYL(FM)	oldies	9,900
9. KRAK(AM)	modern country	8,400
10. KOPT-FM	religious	8,000

**Columbus, Ohio**

1989 rank: 33 MSA pop.: 1,088,000  
 1988 rank: 34 MSA pop.: 1,077,900  
 Pop. increase: 10,100

Station	Format	Audience
1. WNCI(FM)	adult contemp	28,500
2. WSNY(FM)	adult contemp	19,200
3. WLQI(FM)	rock	17,100
4. WBNS-FM	easy listening	13,500
5. WTVN(AM)	adult contemp	12,500
6. WHOK(FM)	country	10,000
7. WXGT(FM)	Top 40	9,700
8. WMGG(FM)	classic rock	9,300
9. WVKK(AM)	urban contemp.	7,000
10. WMNI(AM)	country	4,700

**Riverside-San Bernardino**

1989 rank: 35 MSA pop.: 1,074,800  
 1988 rank: 39 MSA pop.: 978,900  
 Pop. increase: 95,900

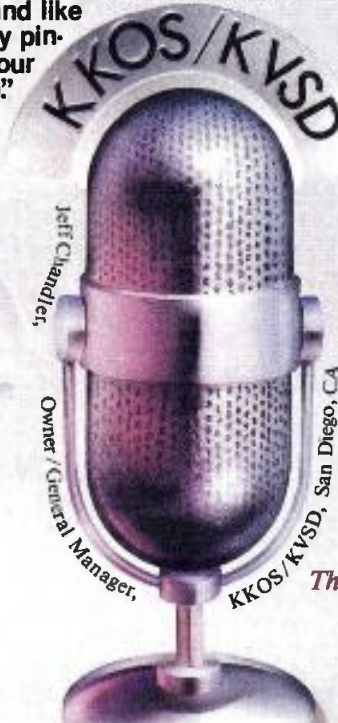
Station	Format	Audience
1. KDUO(FM)	easy listening	16,500
2. KGGI(FM)	Top 40	14,100
3. KQLZ-FM	lite AC	13,500
4. KRTH-FM	oldies	9,700
5. KOST(FM)	adult contemp	9,200
6. KLOS(FM)	AOR	8,700
7. KFJ(AM)	all talk	7,800
8. KCAL-FM	rock (AOR)	7,000
9. KNX(AM)	all news	6,900
10. KIIS-FM	Top 40	6,700

# THE POWER OF SERVICE

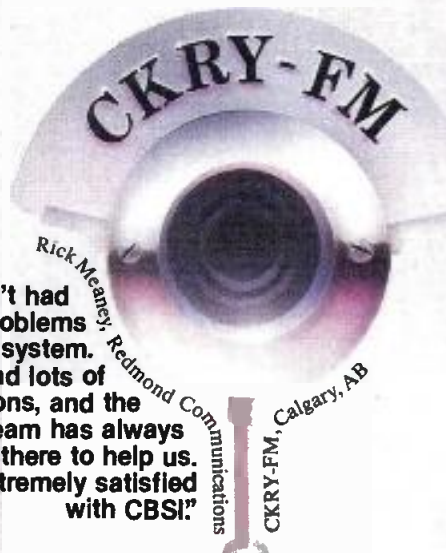
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**San Antonio**

1989 rank: 36 MSA pop.: 1,027,900  
 1988 rank: 35 MSA pop.: 1,018,800  
 Pop. increase: 9,100

Station	Format	Audience
1. KCYY(FM)	country	16,200
2. KITY(FM)	contemp hit	13,000
3. KSMG(FM)	adult contemp.	12,400
4. KTFM(FM)	contemp. hit	11,600
4. WOAI(AM)	news, talk	11,600
6. KAJA(FM)	contemp. country	10,800
7. KKYX(AM)	country	10,300
8. KCOR(AM)	Spanish	10,000
9. KMMX-FM	adult contemp.	9,900
9. KISS(FM)	AOR	9,900

**Salt Lake City-Ogden-Provo**

1989 rank: 38 MSA pop.: 999,300  
 1988 rank: 37 MSA pop.: 1,000,400  
 Pop. decrease: -1,100

Station	Format	Audience
1. KKAT(FM)	modern country	15,200
2. KSOP-FM	modern country	12,100
3. KSFJ(FM)	easy listening	12,000
3. KISN(FM)	adult contemp.	12,000
5. KCPX-FM	contemp. hit	11,700
6. KSL(AM)	info, news, talk	10,900
7. KRSP-FM	AOR	8,600
8. KBER(FM)	adult contemp	8,100
9. KLZY-FM	contemp.	6,000
10. KLZX(FM)	rock(AOR)	5,400

**Hartford-New Brtn.-Middltwn.**

1989 rank: 40 MSA pop.: 969,100  
 1988 rank: 40 MSA pop.: 915,000  
 Pop. increase: 54,100

Station	Format	Audience
1. WTIC(AM)	full service AC	27,600
2. WTIC-FM	contemp. hit	23,700
3. WRCH-FM	easy listening	15,700
4. WWYZ(FM)	adult contemp.	12,900
5. WHCN(FM)	AOR	10,600
6. WDRC-FM	oldies	10,200
7. WIOF(FM)	magic music	9,700
8. WCCC-FM	AOR	8,900
9. WKSS(FM)	contemp. hit	7,000
10. WNEZ(AM)	MOR	5,400

**Indianapolis**

1989 rank: 37 MSA pop.: 1,009,100  
 1988 rank: 36 MSA pop.: 1,001,900  
 Pop. increase: 7,200

Station	Format	Audience
1. WFBC(FM)	AOR	27,800
2. WIBC(AM)	MOR	22,100
3. WFMS(FM)	modern country	20,200
4. WZPL(FM)	adult contemp	17,400
5. WKLR(FM)	classic oldies	15,100
6. WENS(FM)	adult contemp.	13,100
7. WTLC(FM)	urban contemp.	12,400
8. WXTZ(FM)	easy listening	11,500
9. WTPJ(FM)	adult contemp.	5,900
10. WTUX(AM)	MOR	5,200

**Buffalo-Niagara Falls**

1989 rank: 39 MSA pop.: 995,600  
 1988 rank: 38 MSA pop.: 999,700  
 Pop. decrease: -4,100

Station	Format	Audience
1. WJYE(FM)	easy listening	20,000
2. WKSE(FM)	contemp. hit	17,000
3. WGR-FM	AOR	16,900
4. WBUF(FM)	adult contemp	15,400
5. WYRK(FM)	country	15,200
6. WBEM(FM)	adult contemp.	14,200
7. WECK(AM)	MOR	10,300
8. WBLK-FM	urban contemp	10,200
9. WHTT-FM	classic hits	9,300
10. WMJQ(FM)	contemp. hit	7,600

**Charlotte-Gastonia-Rock Hill**

1989 rank: 41 MSA pop.: 909,600  
 1988 rank: 41 MSA pop.: 895,400  
 Pop. increase: 14,200

Station	Format	Audience
1. WSOC-FM	modern country	22,500
2. WPEG(FM)	urban contemp.	16,600
3. WCKZ-FM	contemp. hit	13,300
4. WBT(AM)	adult contemp.	11,300
4. WRFX(FM)	Top 40	11,300
4. WMXC-FM	adult contemp.	11,300
7. WLK(FM)	country	8,300
7. WEZC(FM)	adult contemp.	8,300
9. WROQ-FM	contemp hit	7,700
10. WBCY(FM)	CHR, adult contemp	5,900

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 or dream you can, begin it.  
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 power and magic in it.”*  
 —Goethe

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**Memphis**

1989 rank: 42 MSA pop.: 878,900  
 1988 rank: 42 MSA pop.: 868,300  
 Pop. increase: 10,600

Station	Format	Audience
1. WHRK(FM)	urban contemp.	20,100
2. WGKX(FM)	country	16,200
3. WDIA(AM)	Black	14,400
4. WRVR-FM	adult contemp.	14,000
5. WEGR(FM)	AOR	11,700
6. WMC-FM	contemp.	9,400
7. KRNB(FM)	Black, urban contemp.	9,300
8. WLOK(AM)	Black	8,600
9. WEZI-FM	easy listening	6,900
10. KMPZ(FM)	AOR	6,300

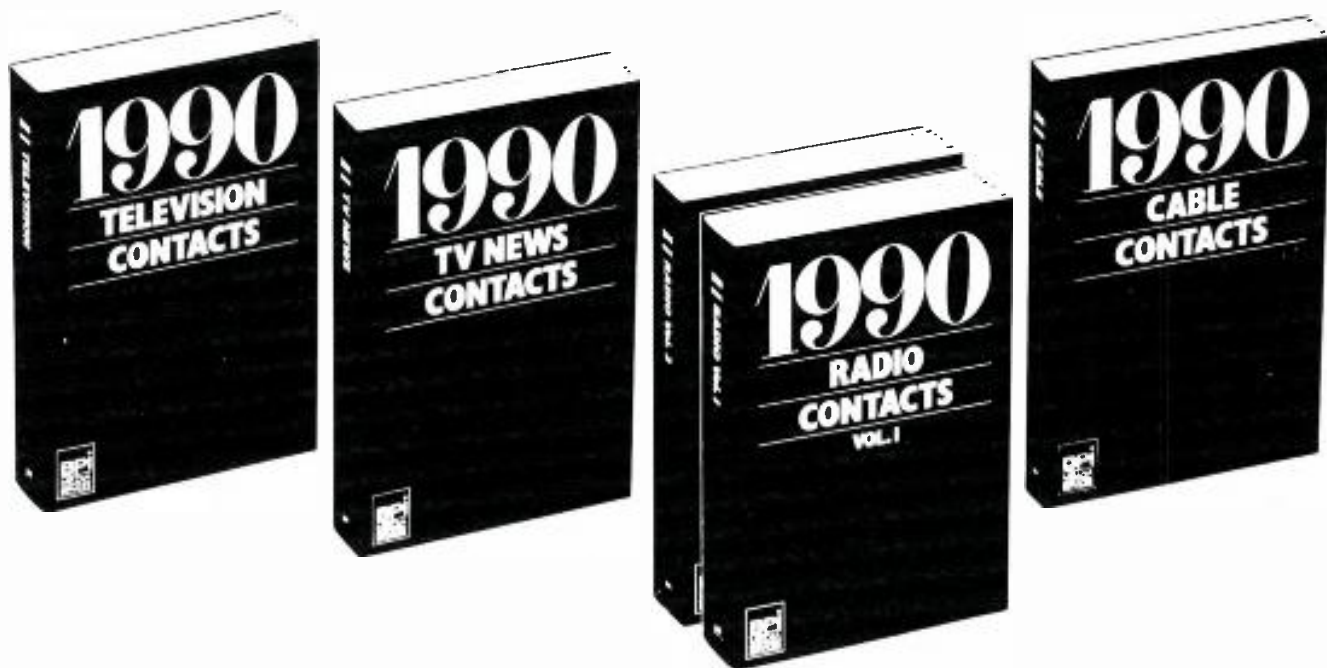
**Rochester, N.Y.**

1989 rank: 43 MSA pop.: 832,200  
 1988 rank: 43 MSA pop.: 830,200  
 Pop. increase: 2,000

Station	Format	Audience
1. WCMF(FM)	AOR	25,700
2. WPKY-FM	contemp hit	16,700
3. WVOR-FM	adult contemp.	16,300
4. WBEE-FM	country	13,100
5. WHAM(AM)	adult contemp.	12,900
6. WDKX(FM)	urban contemp.	9,100
7. WKLX(FM)	oldies	8,500
8. WRMM(FM)	soft rock	8,100
9. WZSH(FM)	beautiful music	7,000
10. WEZO(AM)	MOR	4,300



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**Orlando**

1989 rank: 44 MSA pop.: 826,000  
 1988 rank: 49 MSA pop.: 773,100  
 Pop. increase: 52,900

Station	Format	Audience
1. WWKA(FM)	country	13,700
2. WSTF(FM)	adult contemp.	12,200
3. WSSP(FM)	easy listening	11,700
4. WHTQ(FM)	country	11,400
5. WJHM(FM)	urban contemp.	11,200
6. WDBQ(AM)	adult contemp.	9,500
7. WBJW-FM	contemp. hit	8,600
8. WOCL(FM)	adult contemp.	7,600
9. WDIZ(FM)	AOR	7,300
9. WNNZ(AM)	news, talk	7,300

**Monmouth-Ocean, N.J.**

1989 rank: 45 MSA pop.: 824,300  
 1988 rank: 45 MSA pop.: 813,100  
 Pop. increase: 11,200

Station	Format	Audience
1. WOBN-FM	adult contemp.	13,500
2. WPAT-FM	beautiful music	9,500
3. WXRK(FM)	rock (AOR)	8,200
4. WFPG-FM	easy listening	7,800
5. WNEW-FM	rock (AOR)	7,700
6. WPLJ-FM	contemp. hit/Top 40	7,400
7. WOR(AM)	info. news, talk	7,100
7. WHTZ(FM)	contemp hit	7,100
9. WFAN(AM)	sports info	6,600
10. WCBS(AM)	news	5,800

**Oklahoma City**

1989 rank: 46 MSA pop.: 818,800  
 1988 rank: 44 MSA pop.: 825,400  
 Pop. decrease: -6,600

Station	Format	Audience
1. KXXY-FM	country	19,500
2. KJYO(FM)	contemp. hit	13,800
3. KKNQ(FM)	easy listening	10,700
4. KATF-FM	AOR	10,300
5. KEBC(FM)	country	8,900
6. KMGL(FM)	adult contemp.	8,800
6. KZBS(FM)	contemp. hit	8,800
8. KTOK(AM)	talk	8,100
9. KOMA(AM)	MOR, nostalgia	7,800
10. KRXO(FM)	classic rock	7,400

**Nashville**

1989 rank: 47 MSA pop.: 807,400  
 1988 rank: 48 MSA pop.: 786,200  
 Pop. increase: 21,200

Station	Format	Audience
1. WYHY(FM)	contemp hit	18,700
2. WKDF(FM)	AOR	14,600
3. WSM-FM	country	14,200
4. WSIX-FM	country	12,800
5. WLAC-FM	adult contemp.	10,400
6. WZEZ-FM	beautiful music	9,200
7. WQOK-FM	urban contemp.	8,000
8. WGFX-FM	classic rock	7,900
9. WRMX-FM	contemp hit	7,400
10. WVOL(AM)	Black	5,600

**Dayton**

1989 rank: 48 MSA pop.: 802,200  
 1988 rank: 46 MSA pop.: 798,400  
 Pop. increase: 3,800

Station	Format	Audience
1. WTUE(FM)	AOR	12,000
2. WHIO(AM)	MOR	11,500
3. WHKO-FM	country	10,900

Station	Format	Audience
4. WAZU(FM)	adult contemp.	9,500
4. WGTZ(FM)	contemp. hit	9,500
6. WWSN(FM)	adult contemp.	8,500
7. WVUD-FM	adult contemp.	7,900
8. WBLZ(FM)	urban contemp.	7,300
9. WLW(AM)	full service adult contemp.	6,400
10. WONE(AM)	country	6,100

**Louisville**

1989 rank: 49 MSA pop.: 791,500  
 1988 rank: 47 MSA pop.: 795,800  
 Pop. decrease: -4,300

Station	Format	Audience
1. WAMZ(FM)	country	20,200
2. WDJX-FM	contemp. hit	17,800
3. WHAS(AM)	adult contemp.	15,200
4. WQMF(FM)	AOR	10,300
5. WLOU(AM)	Black, urban contemp.	8,600
6. WRKA(FM)	adult contemp.	7,500
7. WVEZ-FM	adult contemp.	7,300
8. WLRS(FM)	rock (AOR)	6,800
9. WLVG(AM)	contemp. MOR	4,700
10. WLSY(FM)	adult contemp.	3,700

**Greensboro-Winst.-Salem-High Pt.**

1989 rank: 50 MSA pop.: 771,900  
 1988 rank: 50 MSA pop.: 768,100  
 Pop. increase: 3,800

Station	Format	Audience
1. WTQR(FM)	modern country	22,100
2. WJMH-FM	country	16,100
3. WKRR(FM)	AOR	12,800
4. WKZL(FM)	contemp. hit	8,100
5. WMAG(FM)	adult contemp.	8,000
6. WSJS(AM)	full service MOR	6,700
7. WMOX-FM	adult contemp., oldies	5,900
8. WQMG(FM)	urban contemp.	5,600
9. WKSI(FM)	Top 40	5,400
9. WWWW-FM	adult contemp.	5,400

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**RADIO '89**

**NAB plans to make radio-only convention 'biggest and best'**

The National Association of Broadcasters is counting on a record attendance, a sold-out exhibit hall and a stellar lineup of speakers to make Radio '89 the "biggest and best" radio-only convention in association history. Commencing this week in New Orleans (Sept. 13-16), the four-day show sports an expansive agenda that is "relevant and responsive" to all segments of the industry, says Jeffrey Smulyan of Emmis Broadcasting, the chairman of Radio '89's steering committee.

Smulyan is particularly pleased with the decision this year to feature a keynote

speaker for each area of interest. On Friday (Sept. 15), a management luncheon with PepsiCo Board Chairman D. Wayne Calloway is scheduled; sales executives can hear the Boston Celtics' Red Auerbach discuss how to build a winning team on Saturday (Sept. 16); marketing and promotion advice comes from Jack Trout, with Trout & Reis Inc., on Friday morning (Sept. 15), and Thursday afternoon (Sept. 14) Patricia Zigarmi, co-author of *Leadership and the One-Minute Manager*, shares her thoughts on dealing with difficult talent.

As of late last week, NAB reported a



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17% increase in registrants over the 1988 radio show. Moreover, the 40,000-square-foot exhibit floor has long been sold out. Nearly 100 hospitality suites are reserved at the Hilton, Westin and Doubletree hotels. The 70-plus panel sessions and 18 format rooms should keep attendees busy from dawn to dusk.

The Marconi Radio Awards ceremony on the eve of the convention (Sept. 16) boasts a star-studded cast, including host Dick Clark, singer Donna Summer, comedian John Candy and others. The Marconi Radio Awards cover 23 categories and are intended to be radio's version of the Emmy's (BROADCASTING, Sept. 4).

NAB also honors 10 stations with its Crystal Radio Awards at a Thursday (Sept. 14) luncheon. The stations are selected for their contributions to community service.

And the association's national radio award goes to J.R. Livesay, Livesay Radio Group, and long-time daytime radio advocate.

What makes a successful radio show? Radio personalities Dick Purtan of WCZY-FM Detroit; Wally Phillips of WGN(AM) Chicago; and John Welch and Steve Woods of WEGX(FM) Philadelphia, will tackle that subject at a Friday afternoon panel (Sept. 15). "Diarykeepers Exposed!" on Thursday afternoon (Sept. 14) will reveal the results of a Bolton Research study on the diary-keeping process.

Still other sessions will include "To Contest or Not to Contest," which explores the issue of contests as a promotional vehicle; "Powerful On-Air Promotions," which will look at the creation and execution of some of the most successful on-air

promotions, and a "Q & A with Group Heads," which will provide an open forum on a host of industry issues. "Be a Big Fish in a Small Pond" should provide small market operators with advice on how to "sound equal to or better" than large-market stations.

Radio engineers can also find their niche at the conference. Sessions on AM and FM technical improvement, digital radio stations, remote control of transmission facilities, and the expanded use of personal computers at radio stations are slated.

With such a "high-quality" agenda, NAB Radio Chairman William Sanders of KICD-AM-FM Spencer, Iowa, feels the average broadcasters will come away with a "wealth of information to improve operations and take back something to the community." —KM

## On the agenda at Radio '89

\*All rooms in New Orleans Convention Center, unless otherwise noted.

### Thursday, Sept. 14

#### 9-10:15 a.m.

- Management—Five Factors in Buying a Station: *Room 20. Moderator:* Norm Feuer, Noble Broadcasting Group. *Panelists:* Tim Menowsky, Communications Equity Associates; Rick Zitelman, Media Capital Inc.
- Management—MegaSales: How America's Most Successful Radio Sales People Do It: *Room 14. Presenter:* Bill Moyes, The Research Group.
- Programming, Management, Sales—Investing in a Promotion Director: *Room 23. Moderator:* Lisa Fransen-Bittman, WLOL. *Panelists:* Tracey Layne, WFAN-FM; Angela Cameron, WWLV-FM; Bert Gould, WCBS Radio; Brad Wallace, WKLH-FM.
- Management—Protecting Your License Is a Seven-Year Job: *Room 19. Moderator:* Jeff Baumann, NAB. *Panelists:* Joel H. Levy, Cohn & Marks; John C. Quale, Wiley, Rein & Fielding; Susan Wing, Hogan & Hartson; Richard R. Zaragoza, Fisher, Wayland, Cooper & Leader.

**10:30 a.m.** ■ Exhibit hall coffee and doughnut break, *New Orleans Convention Center.*

#### 10:30-11:45 a.m.

- Management—Creating New Stations and Improving Existing Ones: A Radio Allocation Survival Guide: *Room 11. Moderator:* Barry Umansky, NAB. *Panelists:* Jonathan V. Cohen, Arter & Hadden; John F. Garziglia, Pepper & Corazzini; Gregg P. Skall, Baker & Hostetler.
- Sales, Management—SRA: Managing Sales for the '90s. *Room 20. Speakers:* Jerry Feniger, Station Representatives Association Inc.; Bob Lobdell, Cole Springs Harbor Group; William A. Jessiman, American Airlines Decision

Technologies.

- Programming, Management—Morals vs. Mornings. *Room 26. Moderator:* Steve Bookshester, NAB. *Panelists:* Carolyn Fox, WJZY; Bob Larson, International Broadcasting Network; Ed McAteer, Religious Roundtable.
- Programming, Management—"Break-Through" TV. *Room to be announced. Moderator:* Wayne Campbell, Film House Inc. *Panelists:* Seth Mason, WXRT; Milt McConnell, KZRR.

#### 12-1:30 p.m.

- The Crystal Radio Awards Luncheon. *Ballroom. Emcees:* John A. Gambling, Wendell Goler. *Host:* William R. Sanders, chairman, NAB Radio Board. *Welcoming remarks by* Edward O. Fritts, president & CEO, National Association of Broadcasters; Lynn Christian, senior vice president, NAB Radio. *Presenter:* David L. Hicks, vice chairman, NAB Radio Board.

#### 1:45-3 p.m.

- Programming, Management—Dealing With Difficult Talent. *Room 17. Keynote speaker:* Patricia Zigarmi.
- Management, Sales, Programming, Promotion—Track to the GM Chair. *Room 36. Moderator:* Al Brady Law, KKBC. *Panelists:* Bob Neil, WSB-AM-FM; Chris Witting, WCAU; Chris Woodward, WENS-FM.
- Promotion, Management—Diarykeepers Exposed! *Room 14. Presenters:* Ted Bolton, Bolton Research Corp.; Larry Rosin, Bolton Research Corp.
- Sales, Management, Promotion—Games, Contests and Lotteries: New Revenues and Opportunities Under New Laws. *Room 20. Moderator:* Barry Umansky, NAB. *Panelists:* John Wells King, Haley, Bader & Potts; Harold K. McCombs Jr., Marmet & McCombs; J. Dominic Monahan, Dow, Lohnes & Albertson; James J. Popham, attorney.
- Promotion, Management, Sales—Know Where You're Going: Developing a Marketing Plan. *Room 19. Moderator:* Bill Figenshu, Viacom Radio. *Panelists:* Bob Harper, Bob Harper's Co.; E. Karl, E. Karl Broadcasting Consulting; Scott Knight, Knight Quality Stations; Phil Zachary, WRDU-FM.

#### 3:15-4:30 p.m.: Format forums

- Programming, Management—Dealing With Difficult Talent. *Room 17. Keynote speaker:* Patricia Zigarmi.
- Sales, Management—Through the Merchant's Eyes. *Room 36. Speaker:* Darrell Solberg, Professional Sales Trainer.
- Engineering—Remote Control. *Room 25. Moderator:* Glynn Walden, Group W. *Panelists:* Jim Hawkins, FCC; Kelly Hanning, Gentner Electronics; Bill Sepmeier, National Supervisory Network.
- Programming, Management—Oldies. *Room 21. Moderator:* Phil Hall, KRTH. *Panelists:* Chuck Brinkman, KLUV; Bruce Nelson, KNUZ.
- Programming, Management—Dance. *Room 11. Moderator:* Joel Salkowitz, WOHT. *Panelists:* Larry Martino, KGGI; Steve Smith, KKHT.



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Formerly Wold Communications & Bonneville Satellite Communications

■ Programming, Management—Classical. *Room 8. Participants:* Warren Boddow, WQXR-AM-FM; Peter Newman, KING-FM.

■ Programming, Management—AOR. *Room 20. Moderator:* Denise Oliver, United Stations. *Panelists:* Michael Hughes, WFBO-FM; Jeff Kauffman, WTPA-FM; Ron Nenni, KOME.

■ Programming, Management—News/Talk. *Room 21. Moderator:* Ed Walsh, WOR. *Panelists:* Dan Bennett, KLUF; Holland Cooke, WTOP.

## Friday, Sept. 15

8 a.m.-4:30 p.m.

■ **Engineering—AM Directional Antenna Seminar.** *Rosedown Room, New Orleans Hilton.*

9-10:15 a.m.

■ Promotion, Sales—Powerful On-Air Promotions. *Room 20, New Orleans Convention Center. Moderator:* Chuck DuCoty, WYYY-FM. *Panelists:* Gerry McCracken, WCOS-AM-FM; Mike O'Shea, KUBE-FM.

■ Promotion, Sales, Management—Bottom-Up Marketing. *Room 17. Keynote speaker:* Jack Trout, Trout & Ries Inc.

■ Programming, Sales, Management—Developing a Win/Win Sales/Programming Relationship. *Room 11. Introduction:* Anne Bendalin, Radio Advertising Bureau. *Panelists:* Phil Barry, Drake-Chenault Enterprises Inc.; Dave Graupner, KBUL-FM; Chris McMurray, WNCI-FM; Dave Robbins, WNCI-FM.

■ Management—Q&A with Group Heads. *Room 36. Panelists:* James P. Arcara, Capital Cities/ABC Radio; Bill Clark, Shamrock Broadcasting Inc.; Dick Ferguson, NewCity Communications; Herb McCord, Greater Media Inc.; Michael Osterhout, Edens Broadcasting; Nancy Widmann, CBS Radio.

■ Management—AM Rebound. *Room 26. Moderator:* Art Suberbielle, KANE-AM. *Panelists:* Ted L. Snider, KARN-AM; Michael Rau, Barry Umansky, John C. David, NAB.

10 a.m. ■ Exhibit hall coffee and doughnut break. *Exhibit Hall, Convention Center.*

10:30-11:45 a.m.

■ Promotion, Sales, Management—Bottom-Up Marketing. *Room 17. Keynote speaker:* Jack Trout, Trout & Ries Inc.

■ Sales, Management—Spanish Radio: Selling Local Merchants. *Room 25. Moderator:* Gene Bryan, Katz Hispanic Radio. *Panelists:* Eddie Cruz, WLCO-FM; Fran Yacovone, WAQI-AM-FM.

■ Management—Selling Your Congressman: How Grassroots Lobbying Affects Your Bottom Line. *Room 23. Moderator:* John F. Dille III, Federated Media. *Panelists:* Billy Tauzin (D-La.); Howard Coble (R-N.C.); Hamilton Fish Jr. (R-N.Y.).

Format forums:

■ Programming, Management—Full Service. *Room 11. Moderator:* Murphy Huston, KHOW. *Panelists:* Mike Fitzgerald, WNLK; Chuck Dickemann, KDKA.

■ Programming, Management—CHR. *Room 26. Moderator:* Leo Vela, KASQ. *Panelists:* Gerry Lousteau, KCPX; Greg Rollings, KKYK.

■ Programming, Management—Religious. *Room 8. Moderator:* Wayne Pederson, KTIS-AM-FM.

■ Programming, Management—EZ Listening. *Room 21. Moderator:* Tom Erhman Sr., KBEE(AM)-KOOK-FM. *Panelists:* Fred Heller, KOSI; Walter Powers, Bonneville Broadcasting System.

■ Programming, Management—New AC. *Room 20. Moderator:* Rob Moore, The Breeze Radio Network. *Panelists:* Bob Church, WLOQ-FM; Vic Garrett, KSNO-AM-FM.

12-1:45 p.m.

**Radio Management Luncheon.** *Ballroom, Convention Center. Host:* Jeffrey Smulyan, general chairman, Radio '89. *National Radio Award Recipient:* Ray Livesay, The J.R. Livesay Radio Broadcast Group. *Presenter:* William R. Sanders, chairman, NAB Radio Board. *Keynote speaker:* D. Wayne Calloway, PepsiCo chairman and CEO. *Special Remarks:* L. Lowry Mays, NAB Radio Board chairman. *Video presentation introduced by:* Jerry R. Lyman.

2-3:15 p.m.

■ Sales, Promotion, Management—Making the Splash Marketing. *Room 11. Moderator:* Marty Lessard, WOKO. *Panelists:* Rory Benson, NAB; Quint Davis, New Orleans Jazz & Heritage Festival; Peggy Miles, WMYI-FM.

■ Management—Women Managers: Attitudes, Actions and Achievements. *Room 21. Moderator:* Judith W-S Karst, KRRV-AM-FM. *Panelists:* Penny Brazile, WYLD; Mary Cashman, WBOS; Lynn Anderson Powell, KUIS.

■ Programming—America's Best Personality Radio. *Room 26. Moderator:* Dan Vallie, Vallie Consulting Inc. *Panelists:* Dick Purtan, WCZY-FM; Wally Phillips, WGN; John Welch, Steve Woods, WEGX.

■ Sales, Programming—Why I Don't Buy Your Radio Station. *Room 20. Modera-*

*tor:* Rik Rogers, consultant. *Panelists:* Norm Goldsmith, Radio Marketing Concepts; Caroline Most, Maison Blanche Department Stores/Lea Advertising.

■ Sales, Programming, Management—Into the '90s: Radio Strategies for the Next Decade. *Room 14. Presenter:* Rob Balon, The Benchmark Co.

■ Engineering—Interference: Its Causes and Cures. *Room 25. Moderator:* Wilson LaFollete, Cohen & Dippell. *Panelists:* Jim Hawkins, FCC.

3:30-4:45 p.m.

■ Programming, Sales—To Contest or Not to Contest? *Room 11. Moderator:* Pat Hines, KRTH. *Panelists:* Dan Mason, WPGC, Cook Inlet; Doyle Rose, Emmis Broadcasting.

■ Management—The Service Edge. *Room 17. Speaker:* Ron Zemke, Performance Research Associates.

■ Management, Programming, Promotion, Sales—Be a Big Fish in a Small Pond. *Room 20. Moderator:* Ron Orr, KOMC-KRZK. *Panelists:* Greg Strassell, WROK-WZOK; Ed Sherlock, WBXO; Terry Barber, Charisma Communications.

■ Programming, Management—Music and Records Hot Seat. *Room 26. Moderator:* Sunny Joe White, WKXS-FM. *Panelists:* Gary Bryan, WPLJ New York; Charlie Minor, A&M Records; Phil Quartararo, Virgin Records; Guy Zapoleon, KZZP-FM.

3:30-5:30 p.m.

■ Engineering—FM Engineering. *Room 25. Chairman:* Wes Whiddon, Group W.

3:35 p.m.

■ Engineering—FM Receiver Design. *Chairman:* Rick Zerod, Ford Motor Co.

4 p.m.

■ Engineering—FM DA's Design and Performance. *Chairman:* Robert A. Surlette, Shively Laboratories.

4:25 p.m.

■ Engineering—Class A Upgrades. *Chairman:* Wes Whiddon, Group W.

4:50 p.m.

■ Engineering—Deviation Measurement in FM. *Chairman:* Eric Small, Modulation Sciences Inc.

5:15 p.m.

■ Engineering—FM Multipath Field Testing. *Chairman:* Harry Simons, CRB Broadcasting; Edward Schober, P.E., Radiotechniques Inc.

4-6 p.m.

■ Pizza party.

■ Programming and Production Showcase. *Exhibit Hall.*

## Saturday, Sept. 16

9-10:15 a.m.

■ Programming, Sales, Management—Promotions: Selling Your Soul? *Room 20. Moderator:* Bruce Biette, DMR Consultants. *Panelists:* Abbie Argow, The Interep Radio Store; Ken Casseri, WKSE; Lisa Hidalgo, Coca-Cola USA; Jeff Wyatt, KPWR.

■ Programming, Management—On-the-Air: Recruiting and Training. *Room 26. Moderator:* Dwight Douglas, Burkhart-Douglas. *Panelists:* John Clay, KYNO; Bill McMahon, Mediavision Ltd.

■ Sales—Vying for Vendors: Are You Ready for Vendor Support? *Room 17. Speaker:* Don Hurt, Hurt & Associates.

■ Management—Radio Only: Prospects for License and Technical Reform in the 101st Congress. *Room 23. Moderator:* David L. Hicks, Hicks Broadcasting Corp. *Panelists:* Matthew Rinaldo (R-N.J.); Jim Slattery (D-Kan.).

■ Sales, Management—Client Results! Renewals! Referrals! with OES. *Room 14. Moderator:* Rick Ducey, NAB. *Presenters:* Steve Marx, NewCity Associates; Pierre Bouvard, The Arbitron Co.

9-11:30 a.m.

■ Engineering—AM Engineering. *Room 25. Chairman:* Al Kirshner, Westwood One.

9:10 a.m.

■ Engineering—NAB Antenna Project Status Report. *Chairman:* Michael C. Rau, NAB.

9:35 a.m.

■ Engineering—NRSC Transmission. *Chairman:* Bill Amons, CRL.

10 a.m.

■ Engineering—NRSC Receivers. *Chairman:* Almon Clegg, Almon H. Clegg.



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10:25 a.m.

■ Engineering—Spectrum Analysis Using a Splatter Monitor. *Chairman:* John Bisset, Delta Electronics.

10:30-11:30 a.m.

■ Sales, Management—Building a Winning Team. *Room 14. Keynote speaker:* Red Auerbach, Boston Celtics.

11:30 a.m.-1 p.m.

■ Walk-around lunch. *Exhibit Hall, Convention Center.*

12:45-2 p.m.

■ Sales, Promotion, Management—Using Ratings and Research to Increase Revenue. *Room 14. Moderator:* Robert E. Galen, Radio Advertising Bureau. *Panelists:* Stuart Naar, WHIZ-FM; Gerry Boehme, Katz Radio; Jay Gunther, The Arbitron Co.; Phil Beswick, Birch Ratings; Chuck Williams, WYSV-FM.

■ Sales, Promotion, Management—Protecting the Pitch: Doing Creative and Legal Ads. *Room 20. Moderator:* Steve Bookshester, NAB. *Panelists:* Alexander Greenfeld, University of Maryland; Jonathan Hart, Dow, Lohnes & Albertson; Chad E. Milton, Media/Professional Insurance; Mark J. Prak, Tharrington, Smith & Hargrove.

■ Management—New Concepts in Station Financing. *Room 36. Moderator:* Norman Wain, Metroplex Communications. *Panelists:* Joel Hartstone, Hartstone & Dickstein; Kim Kelly, Marine Midland Bank, N.A.; Chesley Maddox, Chesley Maddox & Associates; Bob Mahlman; The Mahlman Co.; Bob Morton, Barclay's Business Credit.

12:45-2 p.m.

**Format forums.** ■ Programming, Management—Soft AC. *Room 11. Moderator:* Jhani Kaye, KOST. *Panelists:* Chris Kampmeier, Transtar; Bob Laurence, Noble Broadcasting; Al Liggins, WMMJ-FM.

■ Programming, Management—Urban. *Room 23. Moderator:* Jimmy Smith, WCCI-FM. *Panelists:* Jerry Clifton, New World Communications; Don Kelly, Don Kelly Consultants.

■ Programming, Management—Classic Rock. *Room 19. Moderator:* John Shomby, KZPS-FM. *Panelists:* Andy Beaubien, WCXK; Tony Mathes, WZGC-FM.

■ Programming, Management—Noncommercial. *Room 8. Speaker:* Craig Oliver, Public Radio Program.

2:15-3:30 p.m.

■ Programming, Management—The Diary Debate. *Room 26. Moderator:* Rick Ducey, NAB. *Panelists:* Rhody Bosley, Arbitron Co.; Rick Cummings, Emmis Broadcasting; Jerry Lee, WEAZ-FM; Guy Zapolean, KZZP-FM.

■ Engineering—PC's for Engineering Applications. *Room 25.*

■ Sales, Programming—Substance or Scam: Emerging Marketing Techniques. *Room 20. Moderator:* Ernie Kovacs, Fair West Direct. *Panelists:* Gary Donahue, Donahue Research and Marketing; Karen Tobin, KISS; Zip Wallace, Loyalty Marketing.

■ Promotion—Innovative Ideas-Winning Formats. *Room 36. Moderator:* Ed Salamon, United Stations Radio Networks. *Panelists:* Brian Burns, MJM Research Consulting; Barry Mayo, WVAZ; John Sebastian, consultant.

■ Sales, Promotion, Management—35+ vs. The Age Barrier. *Room 17. Speaker:* Peter Kim, J. Walter Thompson U.S.A. *Participants:* Ted Dorf, WGAJ-WWRC; Maurie Webster, Radio Information Center.

3:45-5 p.m.

■ Sales, Management, Promotion—RAB Sales Session: The State of Radio Sales for the '90s. *Room 17. Presenter:* Warren Potash.

■ Engineering, Management, Sales—Keys to Successful Communication. *Room 25. Presenter:* Judith E.A. Sheets Perkinson, Calumet.

3:45-5 p.m.

**Format forums** ■ Programming, Management—Spanish. *Room 23. Moderator:* Jose Munoz, KGBT-KIWW. *Panelists:* Efrain Archilla, WALO; Armando Perez-Roura, WAQI-AM-FM; Sal Valdez, Cadena Radio Centro.

■ Programming, Management—AC. *Room 20. Moderator:* Mike McVay, McVay Media. *Panelists:* Rob Edwards, KVIC; Don Kelley, WMMX.

■ Programming Management—Nostalgia. *Room 21. Moderator:* Dean Tyler, WPEN. *Panelists:* Al Ham, Music of Your Life; Steve Warren, KTSA.

■ Programming, Management—Country. *Room 11. Moderator:* Larry Daniels, KNIX. *Panelists:* Allan Gibbs, WTTU; Barry Mardit, WMMX.

6-7 p.m. ■ Cash bar reception. 7 p.m. ■ Dinner.

8 p.m.

■ Marconi Radio Awards Show. *Emcee:* Dick Clark. *Special Guests:* John Candy, Mack & Jamie, Jeff Altman, Donna Summer.

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<b>Accu-Weather</b> 619 W. College Ave., State College, Pa. 16801 <b>Staff:</b> Evan Myers; Mary Ann Seidler, Bill Pogue. <b>Product:</b> Weather forecast services, including *Accu-Data; *Amiga Weather Graphics System; Accu-Weather SunDex.	756
<b>The Ad Team</b> 15261 NE 18th Ave., #9, North Miami Beach, Fla. 33162 <b>Staff:</b> Russ Oasis; Barbara Pederson; Steve Friedman. <b>Product:</b> Full service advertising and marketing agency representing radio stations.	517
<b>AdVentures Int'l.</b> Radio/1549 Market St., #250, San Francisco 94102	466
<b>The Aircraft Music library</b> 77 N. Washington St., Boston 02114	152, 154
<b>AKG Acoustics</b> 125 Walnut St., Watertown, Mass. 02172 <b>Staff:</b> Jeff Stanson; Chris Moore; Jay Rose; George Davis. <b>Product:</b> DSE 7000 digital sound editor.	455
<b>Alden Electronics</b> Washington St., Westborough, Mass. 01581	1018
<b>Alla Communications</b> 2826 N. Freeway, Houston 77008	855
<b>All Ind. Radio Music Lic. Committee</b> P.O. Box 447 Oakton, Va. 22124	402



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 3575 Cahuenga Blvd. West, Los Angeles 90068  
**Staff:** Merrill Barr; Ron Stevens; Joy Grdnic.  
**Product:** Stevens & Grdnic's Daily Comedy Exclusive; Stevens & Grdnic's Radio Hotline; Mel Blanc's Blankity Blancs; Sieve's Bank; The Guy Who Talks Fast.

**Allied Broadcast Equipment (Harris/Allied)** 419  
 3712 National Road West, P.O. Box 1487, Richmond, Ind. 47375  
**Staff:** Bob Groome; Tom Harle; Pat Hurley; John Timm; Rick Funk. **Product:** Dub Center mixer; Squeezeplay skimmer.

**America's Rock Network** 157  
 6577 E. Camino Vista, #4, Anaheim Hills, Calif. 92807  
**Staff:** Harvey Sheldon; Vivan Sheldon; Tony Poulos; R.J. Abrams. **Product:** \*Twenty-four hour heavy metal radio network.

**American Radio Networks** 156, 158  
 423 New Karner Rd., #6, Albany, N.Y. 12205  
**Staff:** Donald Andrew Emanuel; Ed Graham; B.J. Howell. **Product:** 24-hour live talk programming; \*The Sports Final; \*Nuts and Bolts; \*Consultation; \*The Meg Green Show; \*American Express Travel Show; \*Living with Diabetes.

**Apex Systems Lt.** 233, 235  
 11068 Randall St., Sun Valley, Calif. 91352

**Arbitron Ratings Co.** 600  
 142 W. 57th St., New York 10019  
**Staff:** Rhody Bosley; Alan Tobkes; Les Tolchin; Brad Bedford; Pierre Bouvard; Debbie Buckley; Susan Dingethal; Annette Evans; Jay Guyther; Marvin Korach; Pat Savory; Maddy Schrelber; Patti Shannon. **Product:** CrossTraq; FasTraq; Arbitrends.

**Arrakis Systems** 330, 332  
 2619 Midpoint Dr., Fort Collins, Colo. 80525

**Associated Press Broadcast Services** 609  
 1825 K St., N.W., Washington 20006  
**Staff:** Jim Williams; Rosie Oakley; Daryl Staehle; Matt Hoff; Dave Rizzo; John Willis; John Schweltzer; Doug Kienitz; Rick Mossing; Mark Frawley; Ken Charbat; Jerry Jackson. **Product:** \*AP NewsDeck computer software program; AP News power; APTV; AP Network News.

**Associated Production Music** 936  
 6255 Sunset Blvd., #820, Hollywood, Calif. 90028  
**Staff:** Cassie Gorieb; Connie Red. **Product:** "Broadcast One"—production music library; Sound FX, "The Library"—sound effects.

**ATI-Audio Technologies** 418, 420  
 328 W. Maple Ave., Horsham, Pa. 19044  
**Staff:** Ed Mullin; Sam Wenzel. **Product:** mike, line, phono, monitoring and distribution amps; \*Vanguard series 8, 12 mixer dual stereo audio consoles; \*M100 Ultimike microphone amplifier; \*MLA400, \*MLA800 line to line amplifiers; \*MMA400, \*MMA800 mike to line amplifiers.

**Audio Broadcast Group** 905  
 2342 S. Division Ave., Grand Rapids, Mich. 49507  
**Staff:** Dave Howland; Bob Bont. **Product:** Studio furniture; \*standard ready-to-ship package systems; \*ready-to-assemble control room furniture; package studios.

**Audiopak** 449  
 1680 Tyson Dr., P.O. Box 3100, Winchester, Va. 22601  
**Staff:** Nick Krassowski; Gordon Stafford; Shirley DeHaven; Kathy Stinson; Brian Hyde. **Product:** NAB audio broadcast cartridges; audio tape.

**B.P.M.E.** 665  
 6255 Sunset Blvd., Los Angeles 90028

**Basys** 762  
 900 N. Shoreline Blvd., Mtn. View, Calif. 94043

**BBC** 462  
 World Service, 630 5th Ave., New York 10111

**Birch Scarborough** 837, 839  
 12350 N.W. 39th St., Coral Springs, Fla. 33065  
**Staff:** Thomas Birch; William Livek; Craig Harper; Merle Hope Lambert; Phillip Beswick; Larry Gorick; Jalene Noble; John Dussling; Alan Trugnian; Barbara Blair. **Product:** Multi-media respondent data on PC via Tapscan and Strata softwares.

**Bonneville Broadcasting System** 257  
 4080 Commercial Ave., Northbrook, Ill. 60062-1892  
**Staff:** James Opsitnik; Walter Powers; Paula Grandolph; Linn Harrison; Steve Kline; Michael Kracisin. **Product:** \*Desktop Radio; \*Compact Disk Music Library; Ultra Easy Listening Music Library; Alpha Contemporary Music Library.

**The Breeze** 319, 321  
 1069 Tenth Ave., SE, Minneapolis 55414

**British Information Services** 130  
 345 Third Ave., New York 10022  
**Staff:** Mark Hopkinson; Mike Horne; Virginia Burdon. **Product:** Daily news/feature audio actuality service; \*Newsbreaks from Britain; \*Farm News from Britain; \*Newsbreaks in Spanish.

**Broadcast Audio Corp.** 225  
 11306 Sunco Dr., Rancho Cordova, Calif. 95742  
**Staff:** David Evans; John Fernandez; Adelaide Fernandez; Gary Maggiore; Sondra Maggiore. **Product:** Modular audio consoles; \*24-mixer audio console; Modular monitor and distribution amplifiers.

**Broadcast Credit Assn.** 126  
 701 Lee St., #1030, Des Plaines, Ill. 60016  
**Staff:** Mark Matz; Paul Richard. **Product:** Credit data, special services to improve cash flow and bottom line.

**Broadcast Data Systems** 125-129  
 1515 Broadway, 37th floor, New York 10036  
**Staff:** Martin Feely; Robert Uhlmann; David Haines; John Smith; Joe Wallace; Hal Oppenheimer; Joanne Smith. **Product:** \*Record Track, \*Radio Track monitors.

**Broadcast Electronics** 701  
 4100 N. 24th St., P.O. Box 3606, Quincy, Ill. 62305-3606

**Broadcast Financial Management Association**  
 701 Lee St., #1010, 1030, Des Plaines, Ill. 60016

**Broadcast Investment Analysts/  
 Frazier, Gross & Kadlec (BIA/FGK)** 334  
 P.O. Box 17307, Washington 20041  
**Staff:** Thomas Buono; David Cole; Sandra Freschi; Frank Higney; Jonathan Intrater; Debra Metcalf; William Redpath. **Product:** \*Publications involving radio and TV; \*consulting services.

**Broadcast Products** 808  
 421 S. Second St., P.O. Box 2500, Elkhart, Ind. 46515  
**Staff:** Charlie Slavik; Doug Clark; Carol Zingleman. **Product:** Super Roving Radio; Talkman Radio; \*Talkman Bingo; \*Radio Roulette.

**Broadcast Programing** 618, 620  
 2211 5th Ave., Seattle 98121  
**Staff:** Edith Hilliard; John Sherman; Jon Levin; John Carille; Dennis Soapes; Jeff King; Tom Casey; Ron Harris; Lee Hurley. **Product:** Reel-to-reel formats (25); CD music and production libraries; \*complete CD automation; jingles; playlist and consulting services.

**Broadcast Supply West (BSW)** 830, 832  
 7012 27th St., West, Tacoma, Wash. 98466  
**Staff:** Tim Schwieger; Patrick Medved. **Product:** Consoles; audio effect devices; professional DAT machines.

**Broadcast Tech. Partners** 951, 953  
 525 Woodward Ave., Bloomfield Hills, Mich. 48013  
**Staff:** John Browne; Louis Raymo; Thomas Keller; Benjamin Micznik; Katherine Mullen. **Product:** FMX stereo broadcast system; \*Inovonics 706 ste-

# "My Other Team"

—Jeff Smulyan  
 President  
 Emmis Broadcasting

"I have worked with the staff at BIA for many years. I have used them as valuation specialists for our ESOP, as evaluation experts for our acquisitions, as tax specialists for appraising our acquisitions, and as expert witnesses in litigation. They are an important part of my other team."



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reo generator; JVC KS—RX5500 receiver; \*Alpine 1390 tuner.

**Broadcast Yellow Pages/Media Image Corp.** 161  
5299 DTC Blvd., #970, Englewood, Colo. 80111  
Staff: Craig Chambers; Kymberli Frueh. **Product:** Broadcast yellow pages; turnkey newsletter writing services; broadcast and cable mailing lists.

**Broadcasters General Store** 956  
2480 S.E. 52nd St., Ocala, Fla. 32671

**Broadcasting & the Law** 902  
3050 Biscayne Blvd., #501, Miami 33137  
Staff: Matthew Leibowitz; John Spencer; Louise Marsh; Vicci Marrero. **Product:** *Broadcasting and the Law* newsletter; Radio Acquisition Handbook; Five Minute License Protection Plan; Political Handbook; \*EEO Compliance Handbook; News Handbook.

**Business Radio Network** 1014  
888 Garden of the Gods Rd., Colorado Springs, Colo. 80907

Staff: Lou Mellini; Karen Faulkner; Ray Mineo; Dave Rose; Eric Vurch; Pat McCrummen; Karen Trenchard; Julie Crane. **Product:** Business news and information program service (24 hours)

**Cablewave Systems** 400  
60 Dodge Ave. North Haven, Conn. 06473  
Staff: William Meola. **Product:** FM, STL broadcast antenna; flexwell air and foam dielectric cables; elliptical wave guide; R.F. connectors; mounting hardware; pressurization equipment and associated accessories.

**CBSI/Custom Business Systems** 719  
P.O. Box 67, Reedsport, Ore. 97467

Staff: Jerome Kenagy; Steve Kenagy; Wes Lockard; Bob Lundstrom; Ira Apple; Barbara Simon; Penny Tucker; Charles Fletcher; Al Hopwood. Al Aslakson. **Product:** Complete traffic and billing computer systems for radio stations; interactive accounting system; concert music library management system.

**Central Tower** 857  
P.O. Box 530, Newburgh, Ind. 47630

**Century 21 Programing** 309, 311  
14444 Beltwood Parkway, Dallas 75244

Staff: Dave Scott; Richie Allen; Craig Turner; John Hicks. **Product:** Music libraries on compact disk; compact disk production libraries; custom or syndicated station ID jingles; music rotation software.

**Chief, Army Reserve**  
Pentagon, Washington 20310

Staff: Joseph Hanley; Mark Zimmer; Katherine Fajardo. **Product:** Radio news and feature products.

**Church of Jesus Christ of Latter-day Saints** 138  
50 E. North Temple St., Salt Lake City 84150  
Staff: Gerry Pond; Julie Ann Walker. **Product:** Radio news and feature service; Times and Seasons.

**Circuit Research Labs** 650, 652  
2522 W. Geneva Dr., Tempe, Ariz. 85282

Staff: William Ammons; Gary Clarkson. **Product:** \*IPP-100 programmable microphone processor; \*SMP-950 AM stereo tri-band peak modulation controller; \*PMC-450 AM tri-band peak modulation controller; AM, FM processing.

**CISCORP** 253, 255  
4310 Spring Valley, Dallas 75244

**CNA (NAB insurance)** 931, 933

**Columbine Systems** 201  
1707 Cole Blvd., Golden, Colo. 80401

Staff: Mark Fine; Marilyn Decker; Dan Levitt; Connie Kelloff; Kelley Dunn, Larry Rosen; Jim Stanford; Sherry McKinney; Peter Reinke; Diane Sabo. **Product:** Unified System: software applications to automate station operation and management.

**Communication Graphics** 716, 718  
313 N. Redbud, Broken Arrow, Okla. 74012

**Computer Concepts Corp.** 845  
8375 Melrose Dr., Lenexa, Kan. 66214

Staff: Greg Dean; Rich Habledank; Obie Dixon; Joy Poovey; Donna Greeling; Vicki Dean. **Product:** Integrated broadcast computer systems; \*digital audio system integrated with CCC traffic and accounting system.

**Comrex Corp.** 745  
65 Nonset Path, Acton, Mass. 01720

Staff: John Cheney; Lynn Distler; Tom Hartnett. **Product:** Frequency extender systems and telephone interface equipment.

**Concept Productions** 917, 919  
1224 Coloma Way, Roseville, Calif. 95661

Staff: Dick Wagner; Mary Wagner; Elvin Ichiyama; Mac McEachern; Lisa Holverson; Scott Wagner. **Product:** \*CAPS I computer assisted programing system; \*CAPS II; \*radio formats on DAT, digital audio tape; voice-tracked programing.

**Continental Electronics** 350, 352  
Division of Varian Associates

P.O. Box 270879, Dallas 75227  
Staff: Walt Rice; Steve Claterbaugh; Steve Schott; Dave Hultsman; John Abdour. **Product:** FM transmitters (814C; 815A); FM exciter switcher; FM transmitter switcher control.

**CRN International** 317  
One Circular Ave., Hamden, Conn. 06514

Staff: Lucille Fortunato; Gary Zenobia; Dick Kalt. **Product:** Customized ski services; Beach Watch; short form radio programs.

**Datacount** 445, 447  
P.O. Box 3078, Opelika, Ala. 36803-3078

Staff: Danny Tankersley; Jerry Johnson; Bob Britt; Lora Colley; Jim Colley. **Product:** DARTS (Data-count Accounts Receivable and Traffic System); Salescall prospect management system; \*Rate-card gridcard rate analysis.

**Dataworld** 720  
P.O. Box 30730, 4827 Rugby Ave., #200,

Bethesda, Md. 20814

Staff: Jack Neff; Bob Richards; Hank Brandenburg; John Neff; Larry Kessel. **Product:** Comprehensive databases for AM, FM, TV, LPTV, ITFS; directories, allocation and interference studies; maps; graphics.

**Decision** 645  
402 S. Ragsdale, Jacksonville, Tex. 75766

Staff: Bill Waller; Bill Keenan; Jim Godfrey; David Rasco; Harlene Shaw; Luke Vanclleave; Randy Gins. **Product:** Broadcast System III management information system; prospect management system; \*Decision Inc., IDW/Information Design Window.

**Delfon Recording Society** 353  
5428 Edgewood Place, Los Angeles 90019

Staff: Laurie Sammers; Bobbi Cherrelle; Bill Berntshaw. **Product:** Compact disks.

**DHK Group** 357  
2208 Gorman St., Camarillo, Calif. 93010

**Digital Audio Info. Sys.** 551  
10190 Old Katy Rd., #320, Houston 77043

**Direct Mail Express** 851  
2441 Bellevue Ave., Daytona Beach, Fla. 32114

Staff: Tom Panaggio; Mark Edwards; Rob Tuttle; Mike Panaggio. **Product:** \*Team Up and Win Cash direct mail program; \*Envomaier coupon promotion; \*audit department mailer; advertising specialties.

**Discovery Systems** 860  
7001 Discovery Blvd., Dublin, Ohio 43017

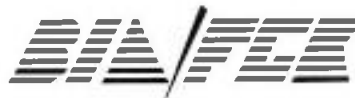
Staff: Mary Perkins; Kris Welsh; Mike Ward; Al Cohen; Alan Sneed; Larry Schuster. **Product:** Classics Vol. 1, 2, \*3; Party Collectibles Vol. 1; \*Classical Encores Vol. 1; \*Happy Holidays.

**Drake-Chenault Enterprises** 825  
2000 Randolph Rd., SE, Albuquerque, N.M.

# "An A+ Duncan Rating"

—Jim Duncan  
President  
Duncan's American Radio, Inc.

"I specialize in ranking and evaluating radio markets, but having seen the quality of BIA/FGK's valuations and appraisals, I think they also warrant an A+ Duncan rating."



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87106

**Staff:** T.J. Lambert; Jay Noble; Phil Barry; Rich Shoudt; Len Roberts; Marlene Maywood; Bill Sanders; Gene Grant; Dale Brooks; Michele Sanders; Tom Moody; J.J. Jordan. **Product:** Drake-Chenault/Jones satellite services; programing services; DigiTotal music management system; research.

**Eagle Marketing** 841

223 Linden, #204, Fort Collins, Colo. 80524

**Staff:** Paul Meacham; Anya Meacham; Elizabeth Bowman; Wayne Martin; Pamela Griffin. **Product:** \*Direct Mail Promotions; \*Scratch and Win Promotions.

**Econco** 251

1818 Commerce Ave., Woodland, Calif. 95695

**E.T. America** 451

(Edward Thompson Group)

12030 Sunrise Valley Dr., #300, Reston, Va. 22091

**Staff:** Michael Robert Miller; Peter Robinson.

**Product:** \*Promotional games and contests.

**FCC/Federal Emergency Mgmt. Agency** 134

500 C St., S.W., Washington 20472

**Staff:** Ted DeLozies; Franki Lucia; Becky Myers;

Jim Grew; Jack Tinsman; Tom Thweatt; John Lynch; Joan Steyaent; Jim Clanaman; Charles

Dansey. **Product:** EBS information.

**Fidelipac Corp.** 509

P.O. Box 808, Moorestown, N.J. 08057

**Staff:** Larry Lamoray; Bill Franklin. **Product:**

Broadcast audio cartridges, cartridge recorders

and reproducers, erasers and accessories.

**Film House** 617, 619

230 Cumberland Bend; Nashville 37228

**Staff:** Curt Hahn; Tony Quin; Wayne Campbell;

Philip Cheney; Mark Schlicher; Jeff Green; Joel

Natalie; Dave Nichols; Eric Hahn; Nina Rossman.

**Product:** Broadcast marketing services; \*Direct TV campaign.

**Financial Broadcasting Network** 468

2049 Century Park East, #4390, Los Angeles

90067

**Fine Tuning Associates** 409

do WKHK-FM, P.O. Box 87, Petersburg, Va.

23904

**Finger Lakes Productions** 262

P.O. Box 1, Ithaca, N.Y. 14851

**Staff:** Paul Bartishevich; Steve Crowley. **Product:**

\*Good Morning, America money editor, Steve

Crowley's Money-Pro Report and live two-hour

call-in program.

**FirstCom** 911, 913

13747 Montfort Dr., #220, Dallas 75240

**Staff:** Jim Long; Cecelia Garr; Fran Sax; Ken Nel-

son; Janie Autz; Lee Arbuckle; Bob Kierznowski;

Janet Faust; Peter Rosler. **Product:** Digital pro-

duction library; digiffects SFX and Datgold Oldies

libraries; jingle, ID packages; sales development

system; RV commercials for radio stations.

**FM Construction Co.** 950

421 South 2nd St., #500, Elkhart, Ind. 46516

**Staff:** Carl Tiedemann; Phil McDonald; Bob

Thatcher. **Product:** Flagship series of pre-con-

structed modular radio stations.

**GE American Communications** 654, 656

Four Research Way, Princeton, N.J. 08540

**Staff:** Andreas Georgiou; Fred Cain; Carl Ca-

pista; Susan Bennett; W. Neil Bauer; David Gard-

ner. **Product:** Program delivery systems via satel-

lite.

**Gentner Electronics Corp.** 245

1825 Research Way, Salt Lake City 84119

**Staff:** Gary Crowder; Mike McKenzie; Dave Pe-

dersen; Curtis Carroll. **Product:** EFT-3000, three

line frequency extender; VRC-2000, dial-up re-

mote control unit; audio prism, audio processing for FM; RDA routing distribution amplifier.

**Glacona Group** 557

121 Industrial Ave., New Orleans 70121

**Giant Boom Box Industries** 115

Division of Streamline Communication Corp.,

1212 U.S. 1, North Palm Beach, Fla. 33408

**Staff:** B. Eric Rhoads; Kim Price; Stephen Butler;

John Lodge; Charlie Willer; Jackson Dell Weaver;

Richard Freeman; Dick Downes. **Product:** \*Giant

Juke Box; Giant Boom Box I, II, III, Jr.; Giant C.D.;

Giant Money Machine; Walkman.

**Paul Hahn Jr. Golf Exhibitions** 939

P.O. Box X, Boynton Beach, Fla. 33425

**Staff:** Paul Hahn Jr.; Elizabeth Hahn; Deborah

Hall-Long; Randal Long; Tracy Hahn. **Product:**

Golf Trick Shot Exhibitions; Golf Clinic; Golf Video;

Golf Outings.

**Harris Corp., broadcast division** 419

P.O. Box 4290, 3200 Wismann Lane, Quincy, Ill.

62305-4290

**Staff:** Roy Ridge; Ronald Frilman. **Product:** \*FM

transmitters; AM transmitters.

**Harrison by GLW Ent.** 853

437 Atlas Dr., Nashville 37211

**Hazel's Fantasy Factory** 360

1515 N. Portland, Oklahoma City 73107

**HLC/Killer Music** 760, 761

6528 Sunset Blvd., Hollywood, Calif. 90028

**Hoberg Comm. Consultants** 952

12 Country Club Heights, Minot, N.D. 58701

**Hollywood Film Music Library** 118

11688 Ventura Blvd., Studio City, Calif. 91604

**Home Recording Rights Coalition** 231

2300 N. St., N.W., Washington 20037

**Hooks Unlimited** 354, 355, 356

P.O. Box 36385, Dallas 75235

(See Radio Ware listing.)

**Hot Spots Creative Services** 754

510 Seventh St., Sugar Land, Tex. 77478

**Hungerford, Aldrin, Nichols & Carter** 960

678 Front Ave., N.W., Grand Rapids, Mich.

49504

**Staff:** Thomas Panik. **Product:** Hungerford Radio

Revenue Reports; \*The Hungerford Strategic

Planner.

**IDB Communications Group** 831

10525 W. Washington Blvd., Culver City, Calif.

90232

**Staff:** Jeffrey Sudikoff; Peter Hartz; Julie Spira;

Bob Stevens; Vickie Werner; Beth Morris; William

Fisher; Michael Teeling; Miles Thomas. **Product:**

Satellite services; flyaway uplinks; KU digital and

SCPC transportable audio vans; international digi-

tal audio; Sports Satellite Interconnect.

**IGM Communications** 228

4041 Home Rd., Bellingham, Wash. 98226

**Staff:** Carl Peterson; Jim Wells; Rick Sawyer.

**Product:** Program automation systems.

**International Tapetronics** 519, 521

3m Broadcasting & Related Products Dept., 3M

Center, Bldg. 223-5S-08, St. Paul, Minn. 55144

**Staff:** Tom Becker; Charlie Bates; Mark Hill; Jim

Mazzoni; Jim Milne; Bill Parfitt; John Schaab; Jim

Woodworth; Roger Studer; John Mill. **Product:**

NAB cartridge machines: 99B, Delta, Omega se-

ries; ScotchCart II broadcast cartridge; audio

switcher.

**Jampro Antennas** 961

6939 Power Inn Rd., P.O. Box 28425, Sacramen-

to, Calif. 95828

**Jefferson-Pilot Data Services** 133

301 S. McDowell St., Charlotte, N.C. 28204

**Staff:** John McDonald; Fred Buc; Mary McCor-

mick; Barry Roach; Lou Pfeiffer; Doug Rother;

Mike Jones; Paul Woidke; Buzz Sawyer. **Product:**

JDS/850 sales/traffic/accounting computer sys-

tem; JDS/1000 mid-range computer system

# "In Our Court"

—Richard Balsbaugh  
Chief Executive Officer  
Pyramid Broadcasting

BIA has worked on a number of appraisals for me. Their work is always precise, factual, and delivered on time. When BIA does it, you know it's right. They are the experts in the field of broadcast financial consulting and I'm glad to have them in our court."



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**John Waddell Co. Inc.** 653, 655  
8000 Centerview Parkway, #315, Cordova, Tenn. 38018  
**Staff:** John Waddell; Zack Hernandez; John McCain; Bubba Patton; Ken Theiss; John Hagerman; Ed Caplan; Dick Denham; Jeff Waddell; Dave Kelly. **Product:** Commercial productions; media placement.

**Kalamusic** 100  
4200 W. Main St., Kalamazoo, Mich. 49007

**Kavouras** 752  
6301 34th Ave. S., Minneapolis, Minn. 55450  
**Staff:** William Schlueter. **Product:** Color weather radar system; radio weather data service.

**Keepers** 106  
633 Monroe Ave., Memphis 38103  
**Staff:** Dan Conaway; Bill York. **Product:** Radio creative services.

**LDL Communications** 410, 412  
14440 Cherry Lane Court, #201, Laurel, Md. 20707  
**Staff:** G.J. Wilson; R.J. Tattershall; E.H. Mayberry; J.N. Clarine. **Product:** FM broadcast antennas and combiners; broadcast towers and AM arrays.

**LeaseAmerica Corp.** 834  
4333 Edgewood Rd., N.E., Cedar Rapids, Iowa 52499  
**Staff:** Jim Phillips; Tom Barber; Jim Marek; Ed Brechon. **Product:** Lease line of credit.

**Leukemia Society** 132  
733 Third Ave., New York 10017  
**Staff:** Wallie Dunlap; Robert Cantley; Marc Marson; Carmine Meignano; Cindy Zschokke; Larry Jannello. **Product:** LSA station promotions.

**LPB** 819  
28 Bacton Hill Rd., Frazer, Pa. 19355  
**Staff:** Edward Devecka Jr.; John Tiedeck; Richard Burden. **Product:** Citation II audio console; studio furniture; signature III audio console; low power AM transmitters.

**Marketing Dimensions/RSN Prom.** 861, 862  
13609 Victory Blvd., #240, Van Nuys, Calif. 91401  
**Staff:** Thomas Mayfield; Fredrick Raasch. **Product:** The Tailgator station mascot and marketing program.

**Marketron** 209  
101 Lincoln Centre Dr., #300, Foster City, Calif. 94404  
**Staff:** Jerome Cronin; Michael Rooney; Andrew Popoff; Tami Arrington; Laura Garcia; Ken Merrihan; Eric Park. **Product:** Act 2 PC-based radio traffic and accounting; Act 4 mini-computer radio traffic and accounting; network radio and syndicated research; station sales and research.

**Master Software Systems** 955  
3565 Green St., Muskegon, Mich. 49444

**Maxagrid** 657  
1350 Walnut Hill Lane, #135, Irving, Tex. 75038  
**Staff:** Jim Tiller; Shane Fox; Andrea Fatool; Tom Kennedy; Fred Mueller. **Product:** Management systems.

**Media Comp** 162  
6034 Amberly Rd., Rex, Ga. 30273

**Media Image Corp.** 161  
5299 DTC Blvd., #970, Englewood, Colo. 80111

**Media Touch Systems** 545  
50 Northwestern Dr., #11, Salem, N.H. 03079  
**Staff:** John Connell; Paul Guttman; Peter Kovaleski; Duke McLane; Nick Solberg. **Product:** OpLOG control and automation system; OmniPLAY live assist automation system; DAMS (digital audio mass storage); Search 'n Sync sound effect control package.

**Mediabase/Monday Morning Replay** 749  
28530 Orchard Lake Rd., Farmington Hills, Mich. 48018  
**Staff:** Rich Meyer; Mike Solan; Joan Barnowski; Gina Shorts; Tony Smith; Lynn Wells. **Product:**

Monday Morning Replay; Mediabase Research.

**Metro Traffic Control** 562  
2700 Post Oak Blvd., #1400, Houston

**Charles Michelson & Sons** 921  
9350 Wilshire Blvd., Beverly Hills, Calif. 90212  
**Staff:** Charles Michelson; Robert Michelson; Susan Scharf. **Product:** Half-hour radio program drama series; War of the Worlds; Christmas specials (12), including The Jack Benny Christmas Show; The Bums & Allen Christmas Special.

**Miller, Kaplan, Arase & Co.** 943, 945  
10911 Riverside Dr., N. Hollywood, Calif. 91602  
**Staff:** George Nadel Rivin. **Product:** Broadcast audit and tax services; broadcast acquisition reviews and purchase price allocations; market revenue reports; market x-rays disclosing advertiser expenditures by industry classifications.

**Mo' Money Associates** 301, 303  
3838 N. Palafox St., Pensacola, Fla. 32505

**Modulation Sciences** 256  
115 Myrtle Ave., Brooklyn, N.Y. 11201  
**Staff:** Bob Ross; Eric Small. **Product:** FM Mod-Minder; StereoMaxx spatial image enlarger; CP-803 composite processor; composite line driver/distribution amplifier.

**Motorola/AM Stereo** 901, 903  
1216 Remington Rd., Schaumburg, Ill. 60173  
**Staff:** Steve Kravitz; Don Wilson; Ray Schulenberg; Oscar Kususto. **Product:** C-Quam AM stereo model 1400 exciter; C-Quam AM stereo model 1410 modulation monitor; C-Quam AM stereo decoder and receiver IC's; C-Quam AM stereo receivers.

**Music Director Programming Service** 909  
P.O. Box 51978, Indian Orchard, Mass. 01151  
**Staff:** Budd Clain; Carl Drake; Brenda Clain; No-reen Bennett. **Product:** A/C Current Express;

\*Saturday Night Oldies Party; music libraries; books.

**NAB Legal Department** 938, 940

**NAB National Campaigns** 108, 110

**National Guard Bureau** 144, 146  
5109 Leesburg Pike, #101A, Falls Church, Va. 22041-3201

**National Supervisory Network** 102  
P.O. Box 578, Avon, Colo. 81620-0578  
**Staff:** Bill Sepmeier; Lynn Osburn; John Morris. **Product:** National off-premise control via satellite including: transmitter and EBS monitoring and control; equipment and operations logs; trend analysis.

**Nordic Software** 112  
3939 N. 48th St., Lincoln, NE 68504  
**Staff:** Jim Wrenholt; Vel Garnett; Sean O'Corrain. **Product:** RadioView II traffic and billing software for Macintosh IIcx.

**North Atlantic Satellite Sys.** 1020  
R.F. Ghostbuster, 41 Newbury St., U.S. Rte. 1 North, W. Peabody, Mass. 01960

**NPR Satellite Services** 404  
2025 M St., N.W., Washington 20036  
**Staff:** George Gimourginas; Bill Bean; Bob Gaudian; Brian Brillhart; Miriam Lenett; Ralph Woods; Lorna Schmidt. **Product:** Full time networks; ad hoc networking; transportable uplinking; SCPC audio transmission.

**Olympia Broadcasting Networks** 927, 929  
22 N. Euclid, St. Louis 63108  
**Staff:** Steve Bunyard; Jay Goldman; Jim Marchyshyn; Ken Deutsch; Jeff Schwartz. **Product:** Coast-to-Coast (live); Rock Comedy Network (CD); Contemporary Comedy Network (CD); Adult Comedy Network (disk); John Madden's Sports Calendar (tape); John Madden's Sports

# "Great Service"

—Glenn Serafin  
Vice President/Radio Division  
Communications Equity Associates

"Whether it's a brokerage document or a loan placement memorandum, a CEA presentation isn't complete if it doesn't contain the opinion of BIA. The material published by BIA Publications is always by our side and is referred to daily in conversations with buyers, sellers and lenders. Thank you for doing the industry this great service."



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Quiz (tape).

**Otari Corp.** 452-456  
378 Vintage Park Dr., Foster City, Calif. 94404  
**Staff:** Mark Calice; Scott Heineman; Emil Handke; Wende West. **Product:** Tape recorders and compatible accessories.

**The Otis Conner Companies** 361, 362  
4801 Spring Valley, #105B, Dallas 75244

**Pacific Recorders & Engineering** 239  
2070 Las Palmas Dr., Carlsbad, Calif. 92009  
**Staff:** Anders Madsen; Jack Williams; Elyn Williams; Sandy Berenics. **Product:** Radiomixer/-12, -20 input modular air consoles; BMX Series II, III/air consoles; ABX production console; Micro-max cartridge recorder; Tomcat cartridge recorder.

**Penta Laboratories** 548, 550  
2129 Venice Blvd., Los Angeles 90006

**Profit Plus Software** 104  
2300 Bridgeway, Sausalito, Calif. 94965

**Radio Advertising Bureau** 224, 226  
304 Park Ave., South; New York 10010  
**Staff:** Anne Bendalin; Warren Potash; George Hyde; Ray Holbrook; Joan Voukides; Bob Galen; Carl Kitts; Bob Week; Rick Betzen. **Product:** Radio sales and marketing tools, surveys, publications, booklets, tapes, computer on-line services.

**Radio Computing Services** 101-105  
One Chase Rd., #206, Scarsdale, N.Y. 10583  
**Staff:** Andrew Economos; Lee Facto; Dan Allen; Bill Webber Jr.; Bob Lamb; Craig Martin; Angela Bond; Phillippe Generali; Peter Rein; Stephan/Andreas Maczkat; Vassillis Touronis. **Product:** Selector: music scheduling system; Sampler: music research system; Musicbase: Song information system; \*Master Control: The Paperless Studio; \*Listener: the Audio Recognition System.

**Radio Express** 731, 733  
3575 Cahuenga Blvd. W., #390, Los Angeles 90068

**Staff:** Tom Rounds; John Fodor; Camille Carr-Ramirez; Barbara Rounds; Christina Romero-Sweeney; Isabelle Cajfinger; Patricia Gamez. **Product:** \*Hot Mix; \*Maximum Impact; \*The Legend; \*Laser Lightning; \*The British Invasion 25th Anniversary Celebration; \*C.D. Production Library; \*Generation III; \*SuperScheduler; \*Century 21 jingles packages; \*The Word.

**Radio Marketing Concepts** 900  
P.O. Box 800497, Dallas 75380  
**Staff:** Norm Goldsmith. **Product:** Sales development program.

**Radio Music License Committee** 402  
888 7th Ave., 40th floor, New York 10106  
**Staff:** David Parnigoni. **Product:** Music fees committee.

**Radio Systems** 753  
110 High Hill Rd., P.O. Box 458, Bridgeport, N.J. 08014-0458  
**Staff:** Daniel Braverman; Michael Sirkis; William Wohl; Gerrett Conover; Paul McLane. **Product:** RS series consoles; RS-1000 DAT machine; \*custom and standard pre-wired studios; studio products; custom cabinetry; installation services.

**Radio Ware** 354-356  
3701 W. Northwest Highway, #169-B, Dallas 75220  
**Staff:** Carl Barringer; Coco Barringer; Johnny O'Neil; Scott Johnson; Bob Mellon; Ruth Presslaff; Bernie Grice. **Product:** Generation II music scheduling; Generation II research tabulation; \*Studio Information System; \*Hooks Unlimited music service.

**Radiomall** 805  
512 Front St., Suite B, San Diego 92101

**Register Data Systems** 151  
P.O. Box 1246, Perry, Ga. 31069  
**Staff:** Lowell Register; Janice Register; Richard Sprull; Thomas Mead; Debby Reeves. **Product:** RDS Traffic Master I; II; III; IV; RDS Music Mas-

ter; RDScan.

**RRN Inc.** 145  
One Madison Ave., #27A, New York 10010  
**Staff:** Tony Niskanen; Joe Tilton. **Product:** Pre-packaged sales promotions and programming; 69 Cent/Dollar; Radio Homeshopping Show System; \*Smile Awards.

**Sacred Heart Programs** 313  
3900 Westminster Pl., St. Louis 63108

**Staff:** Don Merl; Jerry Irvine; Fr. Michael Tueth, S.J. **Product:** Lift Your Heart; Contact; Pathways

**Satellite Music Network** 401  
12655 N. Central Expressway, #600, Dallas 75243

**Staff:** John Tyler; Robert Hall; Charlie Strickland; Roy Simpson; Carlos Hurd; Marianne Bellinger; Martin Raab. **Product:** Satellite-delivered radio formats; \*traditional western format; \*SMN's Prizm market research.

**SCA Promotions** 954  
8140 Walnut Hill Lane, #780, Dallas 75231

**Staff:** Doug McCrum; Susan Singer-Silverman. **Product:** \*Bonded prize fulfillment contracts for promotional contests; \*computer horse race; \*classic countdown; \*bumper sticker; \*lottery contests.

**Schafer Digital** 139  
9431 Harwin, Suite A, Houston 77036

**SCS Radio Network Services** 345  
3801 S. Sheridan Rd., Tulsa, Okla. 74145

**Seeburg Corp.** 735  
1105 Westwood Ave., Addison, Ill. 60101

**Staff:** William Guler; Larry Macaluso. **Product:** Compact disk jukebox.

**Shively Labs** 614, 616  
84 Harrison Rd., Bridgton, Me. 04009

**Staff:** Robert Surette; Jonathan Clark; Thomas Creighton. **Product:** FM broadcast antennas, panel and side mount; multi-station combiners; pattern studies, omni and directional; rigid transmission line.

**South Street Music** 959  
96 South St., Boston 02111

**Staff:** Carol Harper; Deanna Driscoll; Bob Holmcrans. **Product:** \*Urban Image production music library.

**SRCS** 1042  
15 Royal Rd., Bangor, Me. 04401

**Steffen Marketing** 109  
4835 Old Mill Rd., Fort Wayne, Ind. 46807

**Staff:** Walt Steffen; Meg Mettler. **Product:** \*The Remote Booth.

**Strata Marketing** 725  
540 N. Lake Shore Dr., Chicago 60611

**Staff:** Bruce Johnson; Roger Skolnik; Jim Stofer; Andreas Heldman; Jerry Ware; Premila Malik; Don Duckman. **Product:** Computer software for sales presentations.

**Streamline Communications Corp.** 115  
1212 U.S.-1, N. Palm Beach, Fla. 33408

**Studer Revox America** 244  
1425 Elm Hill Pike, Nashville 37210

**Sun Radio Network Corp.** 1036  
1201 W. Hillsborough Ave., Tampa, Fla., 33603

**T.M. Communications** 935, 937  
1349 Regal Row, Dallas 75247

**Staff:** Dave Tyler; Mike King; Carol Rowden; Jack Inman; Jim Taber; Fred Standridge. **Product:** Sales and production libraries; station ID jingles; custom retail jingle production; \*sales training video program; \*country gold music source library.

**Tapscan** 739  
3000 Riverchase Galleria, #1111, Birmingham, Ala. 35244

**Staff:** Jim Christian; Dave Carlisle; Kris Robbins; Mark Schreiber; John Barlett; Dave Eslava; Cindy

Kimbrough; Karen ravis; Robyn Ross; Randi Lee; Lee Ann Witt; Gayla Rathbun; Judy Usher; Rick Pitts. **Product:** \*Director series, traffic/billing; \*Continuity Director; MusicScan—version 7; Tapscan; Qualitap.

**Target Tuning** 360  
6 Caesar Pl., Moonachie, N.J. 07074

**Staff:** Daniel Flohr; Tina Jacobs. **Product:** Single frequency promotional radios.

**TARPAC** 621

**TeleMax Voice Systems** 118, 120  
8445 Freeport Parkway, #540, Irving, Tex. 75063

**Staff:** Steve Feuerbacher; Steve Velazquez; Robert Williams. **Product:** TeleMax II automated call processor.

**Tennaplex Systems Ltd.** 544, 546  
21 Concourse Gate, Nepean Ontario, Canada K2E7S4

**Staff:** Marvin Crouch; Fred Brewer; Fritz Brewer; Boyce Williams. **Product:** Antennas and combiners; digital automated radio studio; addressable satellite receiver; distortion-free audio equalizer.

**TFT** 408  
3090 Oakmead Village Dr., Santa Clara, Calif. 95052-8088

**Staff:** Jesse Maxenchs; Joe Wu; Eric Lane; Henry Wu. **Product:** \*Citation Avoider EBS systems; FM Sound Scrubber; Market Cruiser FM mod. monitor; Vagabond RPU system.

**Thompson Creative** 667  
4631 Insurance Lane, Dallas 75205

**TNNR** 200-204  
c/o Group W Satellite Communications, P.O. Box 10210, Stamford, Conn. 06904

**Staff:** Twanda Bowers; Cheryl Daly; Charlie Douglas; Tom Hawley; Todd Hansley; Hugh Hickerson; Jeff Lyman; Pat Miller; Lynn Price; Susan Ridenour. **Product:** \*Live satellite feed demonstration.

**Toby Arnold & Associates** 261  
3234 Commander Dr., Carrollton, Tex. 75006

**Staff:** Toby Arnold; Dolly Arnold; Jim Kerr; Larry Mangiameli. **Product:** The Ultimate compact disk production library; modern country ID packages; station promotion; direct mail promotion; traditional country ID package.

**Total-Tex Industries** 147  
P.O. Box 76880, Atlanta 30358

**Staff:** Eddy Spaeth; E.W. Bill Spaeth; Ray Smith; Anne Pickering; Johnnie Long. **Product:** Sublimation dye-transfer printing on blankets, beach throws, tote bags; imprinted logo mats, sonic-fused caps, 3-D camera.

**U.S. Air Force Public Service** 136  
c/o E.H. Peckham & Assoc., 5537 Hempstead Way, Springfield, Va. 22151

**U.S. Army Reserve** 128  
RM1E432, The Pentagon, Washington 20310-2400

**U.S. Naval Reserve** 124  
CNR Code 923, New Orleans 70146-5000

**U.S. Tape & Label Corp.** 801, 803  
1561 Fairview Ave., St. Louis 63132

**Staff:** Byron Crecelius; Audrey Moore; Jim Eisenman. **Product:** Bumper strips; window labels.

**United Press International** 260  
1400 Eye St., N.W., Washington 20005

**United Syndications Associates** 957  
106 W. 11th St., #1630, Kansas City, Mo. 64105

**Staff:** Miles McMillin; Shane Hackett; Jason Dorfman. **Product:** Baseball Sunday; Football Sunday.

**Weather Services Corp.** 515  
131A Great Road, Bedford, Mass. 01730

**Staff:** George Stamos; Joe Zona. **Product:** Customized forecasting services; personalized forecasting services (live and/or taped).



**Welwood International** 941  
 190 Washington, S.E., #138, Albuquerque, N.M.  
 87108  
**Staff:** Bill Swortwood; Barbara Ferrel; Pete Nat-  
 ale. Cathy Collinske; E.F. (Sonny) Beecher. **Prod-**

**uct:** Custom and syndicated television commer-  
 cials for radio stations; \*promotional campaigns  
 for AOR, Country, CHR, AC.

**Staff:** Gary Snow; Ray Esparolini **Product:** AS008  
 on-air console; SP-6 stereo production console;  
 Wheatstone furniture line.

**Wheatstone Corp.** 305  
 6720 V.I.P. Parkway, Syracuse, N.Y. 13211

**WNN-Winners News Network** 1038  
 6462 NW 5th Way, Fort Lauderdale, Fla. 33309

## HOSPITALITY SUITES

ABC Radio Networks	Hilton 3086	Chesley Maddox & Associates	Westin 2906
Americom Radio Brokers	Westin 2818	The Mahlman Co.	Hilton 1643
Ameritrust Co.	Hilton 2429	Marine Midland Bank	Westin 2126
AP Broadcast Services	Hilton 2629	R.A. Marshall & Co.	Westin 2916
Arter & Hadden	Westin 2816	McVay Media	Doubletree 1530
AT&E	Hilton 2329	R.E. Meador & Associates	Hilton 2006
Blackburn & Co.	Hilton 2229	Media Venture Partners	Hilton 1906
Bolton Research Corp.	Hilton 806	The Miller Co., USA Inc.	Hilton 1543
Bonneville Broadcasting System	Hilton 2729	MJI Broadcasting	Hilton 2529
Braiker Radio Services Co.	Hilton 2642	Mullin, Rhyne, Emmons and Topel, P.C.	Hilton 1806
The Breeze Progressive Music Network	Hilton 2029	Mutual Broadcasting System/NBC Radio/Talknet	Westin 11th floor. Terrace room
Broadcast Investment Analysts	Hilton 843	National Black Network	Hilton 2717
Broadcast Programming	Hilton 1929	PacifiCorp Credit	Westin 2426
Burkhart/Douglas & Associates	Hilton 2523	Paragon Research	Doubletree 416
Burns Media Consultants	Hilton 2343	Pepper & Corazzini	Hilton 1443
Business Radio Network	Hilton 3110	Premiere Radio Networks	Hilton 2129
CBS Radio Network	Hilton 4086	The Proctor Group Inc	Hilton 543
Chapman Associates	Hilton 1829	Questcom Radio Brokerage	Hilton 1129
Cohn and Marks	Hilton 643	Radio Computing Services	Westin 2909
Coleman Research	Hilton 1729	Radio Today	Hilton 629
Communication Brokers	Hilton 706	RadioWare	Hilton 1706
Communications Equity Associates	Hilton 2243	Rantel Research	Westin 2326
The Otis Connor Companies	Hilton 1629	Stan Raymond & Associates	Hilton 1343
Copley Radio Network	Westin 2226	Cecil L. Richards	Hilton 1029
R.C. Crisler & Co./Crisler Capital Co	Westin 2905	Satellite Music Networks	Westin 29th floor. Presidential 2918
DeMers Programming/Marketing	Doubletree 428	Satellite Music Networks/Prizm Research	Hilton 1229
Direct Marketing Results	Hilton 743	Shane Media Services	Hilton 1606
Disneyland	Hilton 729	Sheridan Broadcasting Networks	Hilton 2706
Drake-Chenault	Hilton 429	Society National Bank	Hilton 929
DRS/Direct Radio Strategies	Westin 2814	Strategic Radio Research	Hilton 2506
Eagle Marketing	Hilton 1529	SunGroup	Hilton 829
Eastman Radio	Hilton 1429	Tapsan	Westin 2809
EFM Media	Hilton 606	Thoben-Van Huss & Associates	Hilton 1143
Fairwest/Music of Your Life	Hilton 2406	Transtar Radio Network	Hilton 4110
Film House	Hilton 2742	Unidyne Communications	Hilton 529
Norman Fischer & Associates	Westin 2904	United Stations Radio Networks	Hilton 2886
Fisher, Wayland, Cooper & Leader	Westin 2520	United Syndications Associates	Hilton 443
Richard A. Foreman Associates	Radisson Suite hotel	The Wall Street Journal Report/Dow Jones Report	Hilton 1043
Fletcher, Heald & Hildreth	Hilton 1329	Walt Disney World	Hilton 729
Greenwood Performance Systems	Hilton 2043	Welwood International Inc. Film Production	Hilton 943
HB LaRue, Media Brokers	Hilton 1843	Wescom Media Services	Hilton 1506
Heller Financial	Hilton 2206	Westwood One/The Source Radio Network	Hilton 2737
Heron, Burchette, Ruckert & Rothwell	Westin 2902		
HNWH Radio	Hilton 2543		
The Interep Radio Store	Hilton 2910		
JAM Creative Productions	Westin 2526		
Jesup & Lamont Securities Co. Inc.	Westin 2903		
Joint Communications International	Westin 2817		
Kalil & Co. Inc.	Hilton 506		
Katz & Powell Radio	Hilton 406		
Kozacko-Horton Co.	Hilton 1743		
Leibowitz & Spencer/Broadcasting and the Law	Hilton 2106		
Loyalty Marketing Systems	Westin 2920		

### BROADCASTING in New Orleans

Attending the National Association of Broadcasters Radio '89 convention in New Orleans from BROADCASTING magazine will be Dave Berlyn, Lucia Cobo, Susan Dillon, Rod Granger, Kim McAvoy, Jeff Plaster, Skip Tash, Eric Trabb and Don West. They will be headquartered at the Doubletree, Le Meridien and the Holiday Inn Crown Plaza hotels.

## Fort Wayne Telsat microwaves entertainment

**Wireless cable operator 'quietly' begins sales effort; it joins more than 20 such operators serving 300,000-plus subscribers nationwide; WCA's three-day convention is likely to focus on programing problems**

Fort Wayne Telsat joined the growing ranks of wireless cable operators last week, offering via microwave nine channels of cable programing—The Movie Channel, The Disney Channel and CNN, among them—to homes in and around Fort Wayne, Ind.

Like other wireless cable startups, Telsat's was modest. The initial sales effort comprises a few billboards and direct mail aimed at a few neighborhoods. "We are doing it very quietly," said Telsat President Jim Simon. "We don't want to be overrun by demand."

Telsat, which is doing business as Choice TV, figures its prime market is the 40,000 area homes that are unpassed by conventional cable systems, but well within the reach of Telsat's microwave transmitters. The sales campaign will eventually cover

all 40,000. By this time next year, Simon said, Telsat hopes to hit the break-even point as a business with between 2,500 and 3,000 subscribers.

According to the Wireless Cable Association, which is holding its annual convention in the Washington suburb of Arlington, Va., this week, Telsat is among more than 20 wireless cable operators that now serve more than 300,000 subscribers across the country.

And as in years past, the principal topic at the three-day convention is likely to be programing—that is, the trouble many wireless cable operators continue to have in obtaining from cable programers the rights to distribute their services.

The inability of wireless cable operators to get all the programing they want is a handicap, said WCA President Bob Schmidt. Nonetheless, he said, the business is "doing well and it's only going to get better."

Schmidt points to this year's convention to make his point. Attendance is expected to go as high as 600, up from 400 last year. And the number of exhibitors has doubled

from 30 to 60.

Schmidt's optimism is also supported by the latest projections from Paul Kagan Associates Inc., which predicts an "explosive" increase in wireless cable's annual revenue, from \$55.8 million this year to \$357 million in 1994.

Although some cable programers have embraced wireless cable—several will be exhibiting at the convention—others have refused to deal, or do so only on terms and conditions that the wireless cable operators find onerous and discriminatory.

The chief culprits, according to the WCA and its members, are ESPN, Home Box Office and Turner Broadcasting System.

Simon said HBO "flat-out" refuses to deal, and ESPN will grant Telsat the rights to distribute its sports service only in "ZIP codes with little or no population."

Jim Theroux, president of MetroTen, a 20-channel system serving some 25,000 homes in Cleveland and its environs, complained that Turner has put Turner Network Television beyond the reach of wireless cable and any other media that threaten entrenched cable operators.

Theroux considers TNT vital to remaining competitive with Cleveland's conventional cable systems because many of his customers are basketball fans and Turner is shifting its National Basketball Association package from superstation WTBS(TV) Atlanta, which MetroTen now carries, to TNT.

The wireless cable industry is attacking the problem or threatening to attack it in different ways.

The WCA has been waging a campaign on two fronts. It has turned up the heat on Capitol Hill, alleging that the programers' refusal to deal squarely with wireless cable is anticompetitive and a symptom of the programers' dominance by conventional cable operators who fear the loss of subscribers to wireless cable. WCA has also fueled an ongoing investigation by a multi-state antitrust task force into possible anticompetitive practices within the cable industry.

The WCA has lined up two cable critics from the Hill to speak at its convention: Senator Arlen Specter (R-Pa.) and Senator Slade Gorton (R-Wash.).

Individual wireless cable operators are considering more direct action. Simon has been trying to find other operators to join him in a class-action antitrust suit against several programers. He said he has found others with an interest in legal action, but is not yet certain he will go ahead with it.

Theroux is considering antitrust action against Turner to gain access to TNT. It took the threat of a suit to obtain the rights to carry ESPN, he said.

The programers whom the wireless cable operators and their friends have under scrutiny deny that their policies toward wireless

This announcement appears as a matter of record only.

**\$65,000,000**

### Fairmont Communications Corporation

Senior Revolving Credit and Term Loan Facilities for the acquisition of KMJK-FM/KVAN-AM, Portland and the refinancing of:

- KIOI-FM, San Francisco
- WLAC-AM/FM, Nashville
- KKOB-AM/FM, Albuquerque
- WMTG-AM/WNIC-FM, Detroit

Funds provided by:

Marine Midland Bank, N.A.  
Barclays Business Credit, Inc.  
NCNB Texas National Bank  
National Westminster Bank USA

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May 1989



cable are anticompetitive.

Roger Williams, senior vice president, affiliate sales and marketing, ESPN, said ESPN grants whole or partial rights to its service on a case-by-case basis. ESPN takes

a hard look before cutting deals with any "overbuilder," regardless of whether it is wireless cable or conventional cable, he said. The potential gain in subscribers generated by the overbuilder may not offset the

loss in viewership, he said. Viewership may go down because competing systems tend to promote programming services that differentiate them, not ones that they have in common. —HAJ

## Satellite Footprints

**New link to Ku downlinks in Europe.** Since the launch of PanAmSat, "Intelsat has become more market-oriented in general," said BrightStar Communications vice president, North America, William Page, interviewed several hours after his company had nailed down an agreement, at an apparently satisfactory price, to substantially expand its transAtlantic Intelsat satellite capacity. Specifically, in the last week of August, international satellite transmission service BrightStar leased a third full-time transponder on Intelsat's 332.5 satellite, the primary conduit of television traffic between the U.S. and Europe (BROADCASTING, Sept. 4). BrightStar had been negotiating with both Intelsat and PanAmSat, the first privately owned international carrier. At one point, just more than a month ago, PanAmSat Chairman Rene Anselmo had announced a done deal with BrightStar (BROADCASTING, July 31).

With the additional lease, BrightStar adds the ability to uplink in C-band from U.S. and downlink in Ku-band to 2- to 3-meter dishes in Europe. The expansion, said Page, was driven by "outgrowing" its capacity into Europe, where the company already delivers newsfeed video for CNN, Christian Science Monitor, Conus and BBC, and occasional-time feeds for broadcast networks, ESPN and other special events programs. Its system already had included the ability to uplink out of Europe in either C-band or Ku-band.

But "Europe is a Ku community," said Page, noting that, in addition to seeking customers among a growing Ku-band business video market in Europe, BrightStar may seek television and radio customers within the European Broadcasting Union, whose members already point their downlinks at the 332.5 bird, upon which the EBU leases the other half of the same Ku-band transponder now leased by BrightStar. All three BrightStar leases are for five years. A more powerful replacement Intelsat VI-A bird will be launched early next year, and BrightStar is considering moving its "entire system" to Satcom K-4, a 60-watt Ku-band bird which Intelsat purchased from GE Americom and plans to launch in late 1991.

**Mystery departure.** GTE Spacenet confirmed that vice president, satellite services, Dan French "is gone" from the company but, "on advice of counsel," declined to comment on published reports that the former company controller and expert in satellite marketing trends had been dismissed for suspected embezzlement of hundreds of thousands of GTE dollars. French was unavailable for comment.

**Simplifying CNN's backhaul juggling act.** The Cable News Network made the satellite connection from its New York bureau to Atlanta headquarters full time last week, signing a five-year agreement with IDB Communications, which will uplink the signals from its Staten Island international teleport facilities via Hughes's C-band bird Galaxy II. Of eight CNN bureaus in the U.S., the New York deal makes two full-time connections counting Washington. Los Angeles is the next bureau CNN is likely to link to home full time, said CNN Newsbeam managing director Charles Hoff.

# XEROX

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## All-night sports show finds niche

**Airing every night from 11 p.m. to 5 a.m., syndicated radio sports show features scores, interviews, trivia, and computerized 'fantasy' matches**

Sports fanatics may have found their match in Star Communications' syndicated all-night radio sports show, *The Sports Final*, which debuted a month ago. The show can now be heard on 85 stations across the country, up 20 stations from three weeks ago.

*The Sports Final*, which is produced from Star Communications' Boston base and carried via satellite on the American Radio Network, airs every night starting at 11 p.m. ET with a one-hour wrap-up featuring scores and interviews. From midnight to 2 a.m., listeners can call an 800 number and talk with sports personalities. From 2 a.m. to 3 a.m. *Sports Final* recaps scores, including late scores from the West Coast. The show wraps up at 5 a.m. with sports trivia.

Star Communications is five years old and previously offered a one-hour sports wrap-up program that was carried on about 30 stations. Tom Star, founder of Star Communications, said he decided to expand programing because he saw a need for all-night programs. He cited stations repeating shows at night and on weekends as one of the key reasons for Star's expansion into nightly programing. Stations can air as much or as little programing as they want. Some stations, says Star, tape-delay the final score wrap-up to play back during morning drive time. Star is a veteran broadcaster who has worked as a reporter, talk-show host and producer at several New England radio stations.

Some new programs include a Sunday night memorabilia program co-hosted by Greg Shoales of the Texas Sportcard Co.

Listeners can call in to buy or sell baseball cards or have their sports memorabilia appraised by the host.

Tuesday is "fantasy football" night on *The Sports Final*. Hosted by KCBS-TV's weekend sports anchor, Tony Fernandez, listeners call in with teams to compete against one another in a fantasy league. Fernandez plays the games on a computer and tells the scores the following week. Each week's winners are sent an award for their victory, and at the end of the season, the show will feature a "super bowl" champion. The winner will receive a year of free service from Big League Fantasy Inc., the sports fantasy league of which Hernandez is president. On Friday, *The Sports Final* airs a program on handicapping, co-hosted by Frank Mathews, owner and operator of the Sports Research Center. Listeners can also call a 900 number to find out Mathews's best picks of the week.

All three programs air between 3 a.m. and 5 a.m. On other nights, *The Sports Final* airs sports trivia programs.

Star Communications has put together a staff of broadcast veterans for *The Sports Final* that includes Scott Sandvos, former sports director of WSRO(AM) Marlboro, Mass. He served as co-host of the 1989 Hall of Fame induction ceremonies from Cooperstown, which *The Sports Final* carried. Bill Newell does play-by-play for Harvard University football and was sports director of WESX(AM) Salem, Mass. Bob Gamere, weekend host of *The Sports Final*, has broadcast for the New York Yankees and was sports director at WLVJ-TV Boston. *The Sports Final*'s weekend sports producer, Jason Wolfe, has been sports director at WAER(AM) Syracuse, N.Y.'s college station.

Reaction from stations picking up *The Sports Final* has been positive, according

to Wolfe. The first show, says Wolfe, received 17 calls (34 games), and Wolfe hopes for an average of 50 per week when the NFL season gets going.

Jeff Long, operations manager at KXOK(AM) St. Louis, says the show has fit in with the station's all-news format. Long describes the program as more than a talk show and ideal for the "sports junkie." The ratings have not come out yet, but Long says if call-in response is a measure, then the program has been a success.

John Van Sante, program director for KVSD(AM) Vista, Calif., which serves San Diego County, says he likes the show because it has the feel of a "local show." KVSD, says Van Sante, promotes it as a local show and has been getting good listener response.

Steve Brady, program director, WQAM(AM) Miami, one of the first stations to sign on with *The Sports Final*, airs 15 hours of programing weekdays and the whole show on weekends. He described the show as "great" and says it keeps people company. WQAM also carries New York Mets baseball and has two local sports talk programs.

Wolfe says the goal of Star Communications is to have 100 stations carrying *The Sports Final* by Oct. 1. Long-range goals for the show may include covering the newly established senior pro-baseball league. The league, composed of former major league players and based in Florida, starts in November. Star Communications, according to Wolfe, is trying to get the rights to broadcast some of the games. Star Communications would like to broadcast three games a week at times when it would not interfere with affiliate stations' own sports programing, says Wolfe.

The show's audience, according to Wolfe and several program directors that carry *The Sports Final*, is primarily made up of males age 25 to 50.

Advertisers for *The Sports Final* include *The Sporting News* and *Money* and *Tennis* magazines. Wolfe says they are looking into possible network advertising. Programing is offered on a barter basis. —JF

### HEALTH NEWSFEED

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- HEALTH CARE COSTS
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- BIRTH CONTROL
- and much more.

The service is free, fed weekly in bulk via SATCOM 1R and WESTAR IV. To find out more, call 301-955-2849.

## NAB, others protest FM request to originate programing

The National Association of Broadcasters was joined by several state broadcasting associations in protesting last week an attempt by an FM translator in Fort Lee,



# THE NEW CONTENDER



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The market is crowded. Too many stations are on the canvas. About 2,500 AM stations lost money last year. The profits of some FM stations are dwindling. Deregulation and short-term investment thinking have spawned a fragmented marketplace.

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*Without Risk*, hosts a weekly show to help people keep more of their money.

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N.J., to get a waiver of FCC rules and originate programming.

The NAB, responding to Gerard Turro's request for a waiver for his one-watt translator, charged that the request is "an abuse of the FCC processes" and is "ill-timed and unjustified in view of clear commission precedent and the FCC's ongoing review of FM translator policy."

The NAB said the Turro request is similar to one he filed and the FCC rejected three years ago on the ground that program origination by translators was more properly addressed in a rulemaking.

The trade association also challenged Turro's grounds for a waiver, principally that Bergen County, in which Fort Lee is located, is currently unserved by a commercial FM station.

The NAB acknowledged the lack of a commercial FM in the county, but said there was one commercial AM and three noncommercial FM's. In addition, it said, the county is not lacking for radio service of any variety. With the county well within the New York ADI, residents can receive as many as 88 "broadcast voices."

Submitting joint comments in opposition to Turro's request were the California Broadcasters Association, the Maryland-District of Columbia-Delaware Broadcasters Association, the Illinois Broadcasters Association, the Missouri Broadcasters Association, the New York State Broadcasters Association, the Pennsylvania Association of Broadcasters and the Wisconsin Broadcasters Association. □

# Riding Gain

## Hangin' out

Unistar Radio Networks will launch a weekly CHR program, *Hangin' with Hollywood*, on Oct. 7. The five-hour live, satellite-delivered program stars Hollywood Hamilton, nighttime air personality at K115-FM Los Angeles. The Saturday night program is targeted to young listeners and will be programmed by Steve Rivers, K115-FM VP and program director. *Hangin' with Hollywood* is first new feature introduced since Stargroup Communications and United Stations merged to form Unistar (BROADCASTING, Aug. 28).

## Ahoy, mates!

Westwood One Radio Networks' weekly radio series, *Pirate Radio USA*, makes its debut in October, according to Thom Ferro, executive vice president/general manager, Westwood One. The five-hour program will air live from Los Angeles every Saturday from 7 p.m. to midnight. The show is based on KOLZ-FM's *Pirate Radio*, programmed by Scott Shannon.

## Rolling on radio

ABC Radio Networks has acquired the exclusive U.S. radio broadcast rights for the Rolling Stones' *Steel Wheels* concert tour, which began Aug. 31 in Philadelphia. Industry sources placed a price tag of at least \$500,000 on the rights package, which is the first such major deal put together by the networks' Tour Marketing and Merchandising Division, formed last January. Tom Cuddy, vice president, entertainment programming, ABC Radio Networks, said elements of the tour package include a two-hour live interview call-in show in October and a three-hour concert in December. The latter will consist of either a Stones' pay-per-view show, to be held Dec. 19, or an earlier tour concert taped for later broadcast. ABC also has the right to repeat the concert sometime next year. An October call-in show is tentatively scheduled for the eve of the New York Shea Stadium concerts. Programming will also consist of the Rolling Stones anniversary special in November, marking the 25th anniversary of the band's first American tour. ABC Radio Networks' affiliates also will provide two-minute tour updates, Monday through Friday, beginning Sept. 25 and continuing through December, and promotions offering tickets for sold-out concerts.

## Format flurry

Bellevue, Wash.-based Braiker Radio Services Co. launched four new satellite-delivered radio formats at 6 p.m. ET Aug. 31, each carrying what the service describes as its "personality trademark." The new formats include adult contemporary, oldies, country and a new "adult format" called Mega and will be transmitted via Satcom FIR and Westar IV. According to Braiker, nearly 40 disk jockeys have moved to Bellevue from across the nation to staff the services.

As of last week, two of the company's five formats had been fully staffed. The six disk jockeys staffing Braiker Country in four-hour shifts from 6 a.m. to 6 a.m. ET, are Bill Bailey, Ralph Hasty, Ken Moultrie, Kirby Gallant, Kelly Marshall and Scott James. Their counterparts on Braiker AC are Kent Smith, Tony Florentino, Tom Church, John Rodhe, Connie Cole and Kevin Machado. Chosen from more than 2,000 applicants, said Braiker Vice President, programming, Rick Sklar. "These are some of the best talents in radio. The final selection was very tough. Our final starting lineup was chosen because of their unique qualities performing as on air personalities."

## FREE Health News Feed

- ▼ from the Children's Health News Network, a free, weekly radio news service concentrating on pediatric and adolescent health and medical topics.
- ▼ Feeds are available via satellite and long distance telephone. Produced and reported by Marge Kumaki, an 18 year veteran of radio broadcasting.
- ▼ This radio news feed service is offered by Children's National Medical Center in Washington, D.C., one of the nation's premier pediatric health care facilities.
- ▼ Upcoming topics include: Teen athletes and steroids, Nutritious school lunches, Computer therapy for learning disabled children

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





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## Local ad sales becoming big cable business

### MSO's are increasingly inserting ads in services other than the traditional powerhouses

The days of cable systems inserting local advertising only on the "big four" networks—ESPN, CNN, MTV and USA—is becoming a thing of the past. More and more cable services are pushing local ad sales, creating departments to assist cable operators in selling time on their services, including Discovery Channel and Arts & Entertainment within the past month. Some MSO's with advanced local ad operations are inserting on as many as eight to 10 networks, or more, and additional MSO's are expected to follow suit.

The reasons for the new push vary. For operators, adding more services is a way to bolster the burgeoning revenue stream from local advertising. Programmers see it as a way of enhancing their value in the eyes of operators. A strong local ad sales revenue stream makes an affiliate rate increase more palatable, especially if an operator does not have to raise basic rates because of the advertising stream. It also helps solidify carriage of cable services, and may even help improve the channel positioning of some to a lower dial position.

According to Bob Alter, president of the Cabletelevision Advertising Bureau, "You see systems and interconnects inserting on more channels every day," for a number of reasons. First, he said, "it increases the inventory the system has for local sales. Many systems are getting to a sold-out position on the limited number of networks on which they are inserting." Second, he said, "it increases the ability to package more effectively because you can put more demographics together, so there is a flexibility in packaging that makes it more attractive to advertisers." Third, "there is a movement toward more cross-channel promotion. Once a network has the insertion capability, a lot of that additional inventory can be used for cross-channel promotion," he said.

And long-term, said Alter, the greater insertion capabilities will help fuel the day when a national spot business develops for cable. "By having more inventory available across a greater number of networks," said Alter, "it allows us to package more efficiently for national advertisers."

Cable operators are also getting an assist from developments in technology. Bob Williams, president of National Cable Advertising, said that what makes this a historic moment is "the new generation of equipment that can go 10 networks deep. The technology has changed. A cable operator for the same capital investment he made five years ago for four networks can do as many networks as he wants."

The confluence of events hasn't been lost on the cable networks. Said Williams: "I can't think of a single network, BET and the Weather Channel included, that isn't realizing that this is a critical element to creating value for the system. They are all realizing that if they are not in the game, they are at a disadvantage."

### The new kids on the block

"A&E is striving to be a resource and sales support servicing arm for the local ad sales operation," said Mark Mersky, hired last month as director of local ad sales for A&E, who sees the service's efforts as enhancing the value of the network.

Initially, said Mersky, A&E "will use

ing, in total, is over 15% of the audience. Yet, said Mersky, if CPM's were held constant for the \$9 billion local television advertising marketplace, local cable should be receiving anywhere from \$1.3 billion to \$1.5 billion of the pie. Instead, it is getting less than half that total, he points out. Yet the same share loss that is causing cable to climb nationally is actually happening at the local level.

A&E, said Mersky, "is perfectly positioned to add an incremental revenue opportunity for the local operator" because of the upscale viewers it delivers. The "highly influential and affluent market" delivered by A&E, said Mersky, "will add a whole new dimension" for the local cable operator and advertiser. Mersky points out that households with incomes of \$40,000 and above include 36% of all adults, a figure that has doubled in six years. That group accounts for 80% of the population's discretionary income, he said. According to A&E, in prime time, 32% of its viewers have household incomes above \$50,000, the highest of any basic cable network, according to Nielsen research.

Likely categories of advertisers include real estate, travel services, banking, upscale department stores and boutiques, health care and personal care, said Mersky. And A&E's programming draws from across demographic categories. The documentaries tend to skew toward men, said Mersky, while comedies draw down the middle, and the drama and performing arts programing skews toward women.

That even mix will allow for "prime new opportunities to package," said Mersky, and A&E plans to provide operators with models of how A&E programing can be mixed with other cable fare in effective packages.

A&E will encourage operators to sell original and second runs of A&E's four-hour programing block each night, said Mersky, just as it does nationally. Combined, those eight hours typically deliver in the 1.1 to 1.2 range, he said. Mersky said that with the original programing and specials on the fall schedule, A&E expects its prime time numbers to improve.

Discovery's local ad sales dovetails with its maturity as a network, now that its affiliate marketing push is largely over. "We felt we had come far enough in the evolution of the network for us to start focusing on local ad sales," said Sandy McGovern, Discovery's senior vice president, affiliate sales and relations.

McGovern said Discovery budgeted for a small local ad sales staff in 1989, and Kevin Barry, senior manager, local ad sales, has been hired to oversee that effort. "We feel we have the kind of niche programing that appeals to certain local advertisers that

### The rough numbers

The figures below represent data provided by CableTrack®; copyright © 1987 National Cable Advertising Inc. They represent the latest information gathered by NCA, which roughly includes 90% of the insertion activity on cable systems, NCA said.

Service	Local ad sub count
ESPN	37,408,000
CNN	36,736,000
USA	31,775,000
MTV	29,531,000
Lifetime	14,812,000
Nashville	13,425,000
TNT	9,528,000
Headline News	8,320,000
FNN	4,886,000
A&E	4,699,000
Nickelodeon	4,554,000
Family Channel	4,307,000
VH-1	4,253,000
BET	3,142,000
Discovery	2,610,000
Weather Channel	1,561,000
CNBC	443,000

direct marketing tools to reach our affiliates who are selling time and those prospects who are looking to sell time on A&E." He said A&E will be involved with programs at the local and regional level, but has no plans, as yet, to conduct local ad seminars.

Mersky emphasizes a point on the broadcast network share erosion he feels is often overlooked. "The key point in the final analysis is that all media is local. While broadcast network erosion may be reported nationally, the drop is technically occurring in your own home town. There is an emphasis in the trade press and among the networks to refer to audience nationally. But in reality, to get to those national numbers, they are all occurring locally."

Local advertising projections for cable are about \$500 million this year, and \$600 million next, said Mersky, "but in reality it ought to be twice that." Basic cable view-



may not be attracted to cable otherwise," said McGovern.

Barry says that "our appeal is very similar to CNN," slightly male, upscale and in the 25-64 demographic. "We have a higher concentration of men in prime time than any network except ESPN," said Barry, which makes such categories as upscale cars (Jaguars, BMW's, Volvos), computers, computer stores, travel services and banks likely targets for operators.

For the remaining part of this year, Discovery will focus on assisting the ad sales directors at the top 30 MSO's as well as major interconnects, said Barry. Next year, he said, Discovery plans a minimum of six local ad seminars, and it hopes to eventually do one per month.

In addition to the seminars, Discovery is producing a quarterly media marketing kit for local ad sales managers, said Barry, which will provide packaging information. The service will also be producing sales videotapes, which will be edited from its national ad sales material and shown on Thursdays during Discovery's promotion feed, said Barry.

Discovery has also shifted its local avail minutes to roughly 15 and 45 minutes past the hour. Since many networks' avails are at 29 and 59 minutes past the hour, Discovery's shift will allow an operator to insert on the network using the same equipment it uses for insertion on another network at the top and bottom of the hour.

USA and MTV have been out in front in helping local cable operators sell advertising on their services. Diane Weingart, vice president of affiliate marketing for USA, said that network started its local sales seminars in 1985, and it "continues to enhance and refine that effort." It now does 15 to 20 per year, said Weingart. "We provide a lot of research information, sales strategies and techniques, and help operators sell time on USA as well as other networks," she said. Most of the attendees are repeat customers, said Weingart, and are there to keep track of new programming information, changes in the competitive marketplace and new research information. "People who attend these seminars find they are selling time on USA and other networks more effectively and are making more money," she said. With other networks pushing local advertising efforts, Weingart said, there has been some discussion of doing joint seminar efforts, but nothing, as yet, has developed. From her perspective, she said, "I think other networks should be doing it as well."

Steve Houck, director of affiliate market development for MTV, said the network has increased the number of its local seminars from 11 last year to 20 this year, and will likely do another 20 next year. "We're pushing more of a demographic sale these days," he said, for all the MTV networks.

As more networks are added to the local sales operation, said Houck, there are potential problems with one rep trying to sell eight or 10 networks. "They don't really know enough about the individual nets to really sell the benefits of each," he said, which is the purpose of the workshops: "to remind them of the value the individual services bring." Houck said MTV sees both first- and second-timers at its work-

shops. There are even systems with subscriber counts of 10,000 and below "that are starting to make that capital investment" in insertion equipment, he said.

#### **New competition or expansion of the total pie?**

Cable advertising executives don't see all that new inventory hurting the business. "Anything that expands the local ad sales marketplace is good for everybody," said USA's Weingart, "because it will expand the business in the local marketplace. With more efforts at the system level, we will certainly reap the benefits of that larger marketplace."

Houck said: "Having the selectability of several networks makes it a more desirable medium for advertisers," and overall "it will bring more dollars to the operator."

Lloyd Werner, senior vice president, sales and marketing, Group W Satellite, which sells national ad time on Nashville, said, "The more the merrier... The whole theory is to make the pie bigger. We'll get our share." Insertion on Nashville has increased two million homes this year alone, to 15.7 million homes, spurred in part by Group W's one-on-one sessions with cable operators about local insertion on the network that have been held since 1986. Nashville has a specific group of advertisers that have a relationship with the network's programming, said Werner, a tie-in they can't get anywhere else.

All that inventory may mean some adjustment in the pricing of spots. Williams predicts that there will likely be "new

prices that are more competitive in the national marketplace in order [for cable] to get an increased share," which will be the trade-off for the expanded inventory. Alter said the extra inventory allows for different pricing, but he did not see that as a problem locally, since business should expand to cover the expanded inventory. "Every network has its own target audience," said Alter, "which specific advertisers are interested in."

Local cable may also benefit from the lead of national cable, with operators creating local promotions to tie in to national campaigns. CAB's Alter said: "The same logic used nationally can be used at the local level." Group W, drawing on its broadcast experience, has been out in front on that with the Nashville Networks. "Every national advertiser on the network has some kind of cooperative plan," said Werner, whether it is Beatrice or Wesson or Goodyear. "By providing the cable system with not only a list of advertisers but also how their co-op plans work, it gives systems an opportunity to target specific advertisers to our programming," said Werner.

For Nashville, the stream of advertising is large. Of the 90% of national time sold on the networks, said Werner, "60% is sold to advertisers with some form of tie-in [to the programming], and that percentage is increasing yearly."

Nashville has even begun what is in effect a de facto local rep service for national advertisers. For those national Nashville advertisers who want to concentrate on certain markets, Group W will go to those

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markets and obtain the local avails for those advertisers to insert, typically, a national spot with a local tagline.

Weingart believes that the networks, moreso than cable operators, are driving local ad efforts. Local advertising "becomes an offset to that network's affiliate fees," said Weingart, to the extent "that you can directly attribute it to a network.... That's why those networks are driving it." Adds Houck, the new stream of revenue "will take pressure off basic rates. There is a lot of pressure for local GM's to come up with bigger cash flows somehow, and there are only so many times they can go back to subscription revenue."

Discovery's McGovern said local ad revenue will hopefully keep operators from taking another rate increase, although programming costs are not always the cause of rate increases. Another benefit McGovern cites is solidifying Discovery's value. "Many of our contracts expire in the next couple of years and we want to be as valuable to the cable operator as we possibly can be," McGovern said.

"In 1990," said Houck, "the four-network insertion will be the exception as opposed to the rule." Next year will also see the continuing shift to selling demographics, said Williams, as opposed to networks. But the network sell will play a role, say cable operators, as a two-tiered approach to advertising develops—demographic-only and network-only. For operators' reaction to this new push, see story at right. —MS

## Operators see value in selling more networks

**Inserting ads on additional channels increases efficiency and provides both targeted and cumulative reach**

Warner and Cox Cable have been among the leaders in concentrating on local cable advertising, with insertion on eight to 10 cable networks now the norm in most of their systems.

Larry Zipin, vice president of ad sales at Warner Cable, said Warner now inserts on 10 networks in Cincinnati, and up to 15 in Houston. "We're now at the point where even at our smallest in-house sales department, the standard is eight channels," said Zipin.

The MSO got heavily into the business several years ago, partially related to its Qube technology. "We recognized we had to go after regular TV advertisers, not just create special niches for non-TV advertisers," said Zipin. "We needed to add to the cumulative reach to see how close we could come to looking like the fourth network in town," he said.

The standard Warner lineup today includes ESPN, MTV, USA and CNN, the "original" four, although Zipin said that "enough has changed in the world of local ad sales where the first tier isn't the same

every place anymore. Not all four of the original networks can claim the distinction of being on the first tier."

Warner also inserts on Lifetime, Nashville, TNT, the Family Channel, VH-1 and Headline News, said Zipin. "Then you go to A&E, FNN, the Weather Channel, or depending on the market, we're looking very seriously now at BET or Hispanic services." He pointed to B-Q Cable, which is looking to add several ethnic programming channels, which will bring in targeted advertisers.

If there are regional sports services, they are added to the mix, said Zipin, or sometimes they displace other networks. In Medford, Mass., SportsChannel New England and New England Sports Network occupy two of the eight local insertion positions, said Zipin. Bakersfield, Calif., carries Prime Ticket, he said, and Warner's Ohio systems will likely insert on SportsChannel Ohio.

At Cox, the MSO is inserting on an average of 10 networks, said David Kantor, vice president of ad sales. In addition to the big four, Cox also typically inserts on Nashville, Lifetime and Headline News, and depending on the market, BET, Discovery, A&E, Nickelodeon, SportsChannel, VH-1, CNBC and TNT. Kantor said Cox added a lot of networks this year and "changed our philosophy on packaging, figuring ratings would eventually play an important role.... By adding more networks we're essentially increasing the number of spots per package. Therefore, in reality, I'm not lowering my rates...but I am lowering my rate per spot," making the operation more efficient. "We can charge a much lower price for an A&E or a Discovery or a BET or Nickelodeon and certainly make money," he said. On average, it costs \$10,000 to add a network, said Kantor, and "it gives me another 32,000 spots per year," giving advertisers greater efficiency. "I don't have to give a client 40 ESPN spots. I can give him 10 ESPN and 80 spots on other networks," he said.

From a pricing standpoint, said Kantor, "instead of selling a client 50 ESPN spots at, let's say, \$100 each for \$5,000, I can now give up 1,000 spots for \$5,000, which for him is perceived as a much better deal. I get a much nicer chunk of his buy and I haven't eaten up all my inventory on ESPN."

Zipin echoes Kantor's comments that the cost to add networks is not that great. "If you can't find \$10,000 of incremental revenue to put on a channel, you probably shouldn't be considering it in the first place," said Zipin. "What is difficult from an operational point of view" is trafficking and tape editing "when you start going beyond the basic four channels....That's why the commitment to go beyond four channels requires either a commitment to fairly sophisticated random access equipment or, in our case, we've gone the route



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of a very sophisticated tape assembly system, Pegasus."

The addition of second-tier networks allows operators to sell both cumulative and targeted reach. "The real beauty of local cable ad sales is we have the luxury of doing it both ways depending on the advertiser," said Zipin. The agency approach, typical in large markets and interconnects, is usually a demographic sell.

And certain networks bring forth a unique category of advertiser, said Zipin. "Certain programs, like sports, have their own little conceptual niche," said Zipin, such as record stores for music channels, or a western outfitter for Nashville.

What's the limit on the number of network insertions? Zipin said, "You reach a point, maybe after 10, where you start seeing the diminishing returns. The fractions of ratings points are not enough households to really make a difference.... We'll find the strength we need in the 10 channels that we've got, by and large."

Kantor said Cox may add one or two services next year, and is "looking very closely now at the Family Channel because they get extremely good ratings." But typically, services won't be added "until I have inventory pressure again," he said. "The largest difficulty is to educate the sales force to educate the client base," he said, especially now that reps have 10 networks to deal with. "We have to absorb what we're doing," he said.

Kantor said there has been some effect on existing services as more channels are added. He said Lifetime and Nashville are not growing as fast as they did in the past few years. "It moves [the money] around," Kantor acknowledges, but "my feeling is if I'm getting the money, what do I care from which network as long as the incremental revenue covers the expense?"

Not all cable companies are as advanced as Warner or Cox, especially those companies that are decentralized. At United Artists the company is concentrating on merging three different corporate philosophies on local advertising into one, said George Barnard, vice president of ad sales, and "getting a real handle on the information is the first step.

"We're certainly encouraging folks to look past the original four," said Barnard, but the ultimate decision remains with the field. UA's role is to provide staff support, and to that end, Barnard said, "we're looking to make a six-figure investment in developing an ad sales database."

The average number of insertions in a UA system is six, Barnard estimated, although in Denver, Hartford, Conn., and Tulsa, Okla., it is inserting on eight or more. The typical additions include Lifetime, Nashville, TNT and Discovery, said Barnard, along with A&E, Headline News and the Family Channel. TNT, in fact, "may be in the top four now for many operations," said Barnard, bumping MTV off in some cases.

Those cable operators who have blazed the trail see a lot of upside to the local ad business. Zipin said Warner has seen revenue growth of between 40% and 50% in the past two years. "That," he said, has become "our business-as-usual growth." □

## Operators reassess use of time lock campaigns

**MSO's would like greater flexibility in pricing, packaging of pay services**

There is growing sentiment among cable operators that the time lock marketing campaigns of the pay services need alterations if growth in the category is going to continue. Operators feel that the growing number of campaigns, their concurrent placement and liberal pricing discounts are contributing to constant brand shifting that is not resulting in sustained growth in the pay category.

Programers say time locked campaigns developed because there was a vacuum in the marketplace, and they don't see that marketplace having changed all that much, although they welcome operators taking a greater marketing role.

Operators want greater flexibility, especially in pricing and packaging. What next year's time lock campaigns will look like will likely depend on this year's discussions between programers and operators.

"The monster we've created is what I call offer fatigue," said Bob Block, vice president, marketing, Rifkin & Associates. "We're burning the market down.... The baseline issue," said Block, "is we've got to promote our product line."

Adds Jerry Maglio, senior vice president, marketing and programing, United Artists: "It's very clear that time lock campaigns by themselves are not going to hold the business we have, let alone grow it."

"By being locked into a promotion period, the operator loses total flexibility when they deal with that promotion window in their marketplace," said Block. "What might be appropriate in Florida might not be appropriate in Michigan." Additionally, said Block, "each supplier has a vested interest in promoting 'their' product."

What happens, said Block, is that the cable operators, participating in the HBO-Cinemax January campaign, tell their subscribers that those services "are absolutely the best pay TV products available. Then two months later...we go back to the consumer and say the same thing" about another pay service, said Block.

Operators and programers have different agendas. Net gains for Showtime at the expense of HBO may be good for Showtime, but not necessarily for the operator, system marketing executives say. "The operator is bearing the transactional cost of disloyal customers who are switching," said Maglio.

One solution, said Block, is to "promote the unique features and consumer benefit of each [service] in such a way that the consumer has an opportunity to make a critical decision and choose the one product that best suits his or her needs," as opposed to

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presenting the consumer "with a glut of options throughout the year." Block also believes operators could use more fully integrated tactics, such as telemarketing and direct mail. Maglio agrees that the series of time lock campaigns, and the associated discount offers, have devalued pay services. He believes operators need greater flexibility in packaging and pricing. "What you need is a more integrated approach to the marketing of premium services," he said. "My call to suppliers is to recognize the need for offering attractive packages of multiple premium services at prices that are within the consumer's perception of value," said Maglio.

Ironically, pay programming is getting better, but the pay to basic ratio has plateaued and in some cases receded, operators say. Some of that paradox stems from better programming on basic, which affects the subscriber's perception of the value of pay, said Maglio. Packaging premium services together, Maglio feels, will also help retention, encouraging subscribers to stay with the services longer.

Showtime and Disney are working on a joint promotion for January. Maglio said that is a "step in the right direction, but it's a small step." HBO will also be in the market at that time. And that promotion also involves a discount, a strategy operators are pulling away from. Block said the programming on HBO, Showtime and Disney is "all outstanding...The dramatic monthly rate discount has only served to devalue the product...I think the product should be able

to stand on its own at full price." But, said Block, that full price, according to the customer, "is somewhere in the \$6 to \$7 range. We need to take a good hard look at our retail pricing and also what our packaging structures are."

Warner Cable has had some success in altering some of the requirements of time lock campaigns. Kevin Leddy, vice president of marketing for Warner, said, "The direction we're going is to get some relaxation on the constraints of the time locks so that we can do multipay during the time lock period." This fall, Warner will be promoting Disney along with HBO in the HBO time lock campaign, and will do the same with Showtime and Disney during a holiday campaign. "We can't keep promoting one service at a time," he said, because it is confusing to the market and cable operation, and it doesn't serve the services that well, because they lose the gains in the next campaign.

Warner has also initiated discussions to promote multipay during next April's National Cable Month. "We should be presenting all five or seven pay services during NCM," he said, since NCM is designed to promote all cable services, said Leddy.

The MSO is also negotiating for pricing flexibility within the campaigns. "That is also something we're trying to change because the same offer isn't effective in all systems," said Leddy. "We think the services need to get more flexible in a range of offers usable for these time lock campaigns, especially if the offering is a very deep

discount," he said. Warner is negotiating with Showtime and Disney about that issue, he said.

"We can't turn our back on that kind of funding," said Leddy, referring to the cop dollars programming services provide operators during campaigns. But, he said, "the services are becoming more flexible in the ways they'll allow us to use their money."

MSO's may also have to bear a greater portion of the marketing support. "I think operators can take on a greater share of the [marketing] burden," said Maglio, "but more importantly, they have to." Operators have to avoid the trap of being "administrative marketers, meaning that we will have chosen the path of least resistance and simply signed up for a succession of cooperative time lock campaigns both because it's easier and because it's less expensive."

It was exactly that lack of marketing that spurred cable programmers to launch time lock campaigns years ago. As the pay share dwindled, marketing efforts were expanded, to the point where campaigns by more networks were added.

"Our idea was let's go after the consumer effectively in their home," said Dan Levinson, vice president, advertising and promotion for HBO. "That's how time lock got started," he said, and "that part of the business is not going to change."

Nora Ryan, senior vice president, consumer marketing, Showtime Networks Inc., said, "The reason that the time lock campaigns have grown as big as they've grown is because they have filled a vacuum. There wasn't marketing going on. The only reason we're doing it is because we have to. I'd be delighted if the operator would do an equal or better job," but, she said, that is not reality. "For those MSO's or those special markets that do get organized and put together a year-round marketing plan that provides Showtime very consistent support over a 12-month period we could see a great return on that effort," she said. But otherwise, said Ryan, "if we canceled [time lock campaigns], there would be a very small percentage of cable systems that would step in and fill the void."

"We may see a new generation of integrated marketing," said Levinson, that may come from different sources. But "there is not a new way of buying cable," he said. "You can't walk away from a retail selling environment."

But Levinson said there may be rethinking "a little bit about what our offer strategy is, what our pay strategy is, whether we need to put on so many discounted subs." Discounts could be made more "synergistic" with an operator's agenda, such as wiring second or third sets for free," he said.

"I share [operators'] concerns [on discounting]," said Ryan. "It doesn't do any of us any good when we turn pay into a cut-rate kind of product." The caveat, she said, is "unless you are rather aggressively knocking on doors, we wouldn't anticipate seeing the kind of net growth we've enjoyed" over last few years, she said. "We do need to change things around," said Ryan, "but part of that change has to do

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with an integrated [marketing] plan."

Increased promotion is an example. HBO will launch next month a \$38 million broadcast network advertising campaign to promote "the value of our programming," said Levinson. Unlike other consumer categories, cable has not done much promotion of its offerings.

Half of HBO homes aren't heavy users, and thus don't see HBO's own on-channel promotion messages, he said, and there are another 55 million homes that have pay television available, but chose not to sub-

scribe. "There are a lot of homes there and we need to talk to those people and let them know that there is great programming they are missing," said Levinson.

Levinson said HBO tested the campaign in several markets and found its overall growth was 12%. In other controlled markets without the promotion, HBO's growth was only 4%, he said. "People are not getting the message that what they are signing up for, for 99 cents or half off, is of true value.... We're losing that battle because we're not fighting it," said Levinson.

"They sign up for the deal, but they don't feel any sense of commitment because no one has told them what's good about what they are signing up for."

Ryan said Showtime is testing different offers, but is pushing its two-for-one offers, which will include a Showtime-Disney option in January. The revenue may be the same, but paying full price for one service and sampling the other "changes the focus of how the consumer thinks about it," said Ryan. And, she said, "he's better qualified because he's been asked to pay full rate."—MS

## Changing Hands

**Wutv(TV) Buffalo, N.Y.** □ Sold by Citadel Communications Co. Ltd. to Act III Broadcasting Inc. for \$46 million. ("In Brief," Sept. 4). Price includes covenant not to compete worth \$10 million to \$12 million. **Seller** is group owner headed by Phillip J. Lombardo. It also owns KCAU-TV Sioux City, Iowa; KCAN(TV) Albion, Neb.; WMGC-TV Binghamton, N.Y., and wvny(TV) Burlington, Vt. **Buyer** is group owner headed by Bert Ellis. It also owns wuhf(TV) Rochester, N.Y.; wztv(TV) Nashville; wnrw(TV) Winston-Salem, N.C.; wvah-TV Charleston, W.Va.; wrlh-TV Richmond, Va.; wtat-TV Charleston, S.C., and wrgt-TV Dayton, Ohio. Wutv is Fox affiliate on channel 29 with 1050 kw-visual, 105 kw-aural and antenna 920 feet above average terrain. **Brokers:** Frank Boyle & Co. and Sandler Media Group.

**WYLL(FM) Des Plaines, Ill. (Chicago)** □ Sold by New Age Broadcasting Inc. to Salem Communications Corp. for \$9.25 million. **Seller** is headed by Vernon Merritt and has no other broadcast interests. **Buyer** is headed by Stuart Epperson and Edward Atsinger III. Salem is licensee of following: KGER(AM) Long Beach, KDAR(FM) Oxnard, KAVC(FM) Rosamond, KLFE(AM) San Bernardino and KPRZ(AM) San Marcos, all California; KHAA(FM) Port Sulphur, La.; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, Ohio; KCFO(AM) Tulsa, Okla.; KPQQ-AM-FM Portland, Ore., and KGNW(AM) Burien-Seattle, Wash. WYLL is on 106.7 mhz with 50 kw and antenna 340 feet above average terrain. **Broker:** Blackburn & Co.

**WLMX-AM-FM Rossville, Ga. (Chattanooga)** □ Sold by Chattanooga Radio LP to Baum Broadcast Group Inc. for \$6.8 million. **Sellers** are made up of Zitelman Group, headed by Rick Zitelman. Major limited partners are Paul Fink, who is also general manager of stations, and investment partnership managed by Media Capital Inc., whose principals are Tom Buono, Michael Hesser and Zitelman. Media Capital has interests in wwqm-AM-FM Madison, Wis.; wlsy-AM-FM Louisville, Ky.; wjyq(FM) Charleston, S.C.; waks(AM)-wnnd(FM) Raleigh, N.C., and kkcb(AM)-ksly(FM) San Luis Obispo, Calif. **Buyer** is headed by Theodore Baum, who also owns womb-AM-FM Wheeling, W.Va. WLMX(AM) is on 980 khz with 900 w-D. WLMX-FM is on 105.5 mhz with 3 kw and antenna 270 feet above average terrain. **Broker:** Blackburn & Co.

**WAIM(AM)-WCKN(FM) Anderson (Greenville-Spartanburg), S.C.** □ Sold by Carolina Broadcasting Inc. to ABS Greenville Partners for \$6 million. **Seller** is headed by John C. Ellenberg and Blake Shewmaker, who have no other

broadcast interests. **Buyer** is headed by Kenneth A. Brown and Jon Sinton. ABS also owns WKHK(FM) Richmond, Va., and WRQN(FM) Toledo, Ohio. WAIM(AM) is on 1230 khz with 1 kw-U. WCKN(FM) is on 101.1 mhz with 100 kw and antenna 994 feet above average terrain. **Broker:** Blackburn & Co.

**KFAN(FM) Fredericksburg (San Antonio), Tex.** □ Sold by Gillespie Broadcasting to Waldron Broadcasting Inc. for \$6 million. **Seller** is headed by Norbert Fritz, who also owns KNAF(AM) Fredericksburg, Tex. **Buyer** is headed by H. Patrick Swygert and is also purchasing KVKI-AM-FM Shreveport, La., and KBFM(FM) Edinberg, Tex. KFAN(FM) is on 101.1 mhz with 1 kw and antenna 1,370 feet above average terrain. **Broker:** Sail-

ors & Associates.

**WSOM(AM)-WQXK(FM) Salem (Youngstown and Canton), Ohio** □ Sold by The Lincoln Group Ltd. to Legend Communications of Ohio for \$5.5 million. **Seller** is headed by Albert Wertheimer, and also owns WHAM(AM)-WVOR(FM) Rochester and wbuf(FM) Buffalo, all New York. **Buyer** is headed by W. Lawrence Patrick and also owns wbov(FM) Boyertown, Ohio. WSOM(AM) is on 600 khz with 1 kw-D and 45 w-N. WQXK(FM) is on 105.1 mhz with 88 kw and antenna 400 feet above average terrain. **Broker:** Americom Radio Brokers.

**WNYB(TV) Buffalo, N.Y.** □ Sold by Niagara Frontier Broadcasting Partners to Tri-State Christian TV for \$2.5 million. **Seller** is headed by Sey-

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mour Knox and has no other broadcast interests. **Buyer** is headed by Garth Coonce. Tri-State Christian TV Inc. is licensee of WTCT(TV) Marion, Ill., and WAQP(TV) Saginaw, Mich. WNYE is independent on ch. 49 with 4,932 kw-visual, 414 kw-aural and antenna 1,021 feet above average terrain.

**WBNJ(FM) Cape May Court House, N.J.** □ Sold by Canruss Inc. to Gateway Cablevision Corp. for \$2.2 million. **Seller** is headed by Candida Diaz de McBride, who has no other broadcast interests. **Buyer** is headed by Joseph Isabel, and also owns WCFB(AM) Amsterdam, N.Y. WBNJ is on 105.5 mhz with 3 kw and antenna 294 feet above average terrain. *Broker: Chapman Associates.*

**KBSG(AM) Auburn, Wash.** □ Sold by Auburn Broadcaster's Inc. to KBSG Inc. for \$1.5 million. **Seller** is headed by Edward Garre. He has no other broadcast interests. **Buyer** is Viacom International Inc., parent corporation of Viacom Broadcasting Inc. Viacom's radio division is headed by Bill Figenshu. Viacom is licensee of WVT(TV) New Britain, Conn.; WMZQ-FM Washington; WLIT-FM Chicago; KSLA-TV Shreveport, La.; WLTI(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, WLTW(FM) Rochester, and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; and KBSG(FM) Tacoma, Wash. KBSG(AM) is on 1210 khz with 10 kw-D and 1 kw-N.

**KPGA-FM Pismo Beach, Calif.** □ Sold by U.S. Media Co. to James H. Elison for \$1,050,000. **Seller** is headed by Nick Mileti, who also owns KVEC(AM) San Luis Obispo, Calif. **Buyer** is Bakersfield, Calif., businessman, who has no other broadcast interests. KPGA-FM is on 95.3 mhz with 1.75 kw and antenna 390 feet above average terrain. *Broker: Blackburn & Co.*

**WLTH(AM) Gary, Ind.** □ Sold by Inter-Urban Broadcasting Co. to Lorenza P. Butler for \$900,000. **Seller** is headed by Thomas P. Lewis and also owns WIZA(AM) Savannah, Ga.; KATZ-FM Alton, Ill.; WIZF(FM) Erlanger, Ky.; WYLD-AM-FM New Orleans, and KATZ(AM) St. Louis. **Buyer** is secretary, director and 24% voting shareholder of Central Liv Broadcasting of Alabama Inc., proposed assignee of WQIM(FM) Prattville, Ala. WLTH is on 1370 khz with 1 kw-D and 500 w-N.

**KATK-AM-FM Carlsbad, N.M.** □ Sold by Radio Carlsbad Inc. to Frank A. Nymeyer for \$550,000. **Seller** is headed by Darrel and Robert Swayze (father and son). They have no other broadcast interests. **Buyer** is station manager of KATK-AM-FM and has no other broadcast interests. KATK is on 740 khz with 1 kw-D and 500 w-N. KATK-FM is on 92.1 mhz with 3 kw

and antenna 285 feet above average terrain.

**KYRS(FM) Atwater, Minn.** □ Sold by Crow River Broadcasting Inc. to KYRS Inc. for \$282,000. **Seller** is headed by Norman Jones and Chris Benz, who have no other broadcast interests. **Buyer** is headed by Dennis G. Carpenter. Proposed assignee is wholly owned by Starcom Inc. Starcom Inc. owns 100% of stock of St. James FM Inc., applicant for new FM station to serve St. James, Minn. Starcom Inc. owns 100% of stock of Twin Ports Broadcasting Inc., permittee of WRSR(FM) Two Harbors, Minn. Starcom Inc. also owns 100% of stock of Sartell FM Inc., licensee of KKSR Sartell, Minn. Starcom Inc. is 75% voting stockholder in Thief to the Forks Broadcasting Inc., permittee of KVLV-FM Thief River Falls, Minn. Starcom Inc. owns 100% of stock of KSTQ Inc., which is licensee of KSTQ(FM) Alexandria, Minn. KYRS is on 94.1 mhz with 3 kw and antenna 82 feet above average terrain.

**Systems serving Richlands, Pulaski, Galax and Marion, Va.** □ Sold by Bachow and Elkin Communications Inc. to Adelphia Communications Corp. **Seller** is MSO headed by Paul Bachow. It is also selling systems in Louisiana and Mississippi. **Buyer** is MSO headed by John J. Rigas and has systems in nine states serving about 635,000 subscribers. System serves 30,000 subscribers and passes 37,600 homes. *Broker: Communications Equity Associates.*

**Systems serving Saratoga Springs and Glensville, N.Y.** □ Sold by Jones Intercable Inc., general partner of Cable TV Fund 10-C Ltd. to Cablevision Industries Corp. **Seller** is MSO headed by Glenn Jones. It has systems in 20 states serving about 1.2 million subscribers. **Buyer** is MSO headed by Alan Gerry. It has systems in 17 states serving about 959,628 subscribers. Systems serve about 22,000 subscribers and pass 33,000 homes. *Broker: The Jones Group.*



## MTM going live, first-run

### Recent Television South acquisition moves into first-run syndication

MTM Enterprises Inc. is entering the first-run syndication with a live, hour-long program being developed for the 1990-91 season, according to MTM President and CEO Arthur Price. The new offering represents a change in direction for MTM since its acquisition by Television South (TVS) of Britain (BROADCASTING, July 11, 1988).

The \$320 million buyout of MTM provided the Los Angeles-based production company worldwide markets for such series as *Hill Street Blues*, *St. Elsewhere*, *Newhart* and *Remington Steele*; now TVS is providing additional muscle to help MTM enter the first-run syndication market. Although Price and Wes Harris, vice president, program development and acquisition, would not elaborate on the

show's content, Harris said a pilot will be shot in time for presentation at next January's NATPE convention in New Orleans.

"The idea of the show had come from some of the station groups we've been in contact with," Price said. "Right now, we're up to our knees in a one-hour project [of live programming]."

Harris added little detail, only saying: "There has been a long-time interest in being a total product supplier—both in off-network and first-run. The leadership has been provided by Arthur Price. He wants us to have a presence in the first-run market. If we can come up with a clear-cut alternative to other first-run programming, MTM will find its niche."

### Fox rocks

The Who's final American performance of its rock opera, *Tommy*, presented as a live pay-per-view event Aug. 24, will be broadcast as a two-hour special Sept. 13 by the Fox Broadcasting Co., as previously reported ("Closed Circuit," BROADCASTING, Aug. 14). *Fox Presents Tommy Performed by the Who* will include the uncut performance, featuring guest appearances from Elton John, Phil Collins, Steve Winwood, Patti LaBelle and Billy Idol. Hosted by Howard Hesseman, the special will also include behind-the-scenes and rehearsal footage, and an encore set from the band featuring its greatest hits. Bill Curbishley, Robert Meyerowitz and David Saltz are executive producers of the special, which is produced by the Rock 'n' Roll Hall of Fame.

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It is not apparent yet if TVS will market the live program to the international market through its newly created London-based MTM International sales arm. With the appointment of Greg Phillips as director of sales, and the sales unit's designated launch for October's MIPCOM convention (Oct. 12-16, 1989, Cannes,

France), TVS's foreign clout represents new openings for MTM in what is normally a restrictive European Economic Community environment toward U.S.-exported programming.

This season's prime time network slate for MTM is considerably smaller than past seasons, with *Newhart* the only half-

hour returning (on CBS) for a full 1989-90 run. Cancellations of *Nick & Hillary* (canceled previously as *Tattlingers*) and Mary Tyler Moore's *Annie McGuire* during the 1988-89 season, coupled with only one network show this season, may have forced MTM to look into first-run syndication as a new income source. —MF

## Five old and new faces for fall

### 'Masterpiece Theatre,' Moyers and Dickens among highlights of new public television season

It may be some time before PBS matches its output of 11 new series in the fall of 1988, when a writers' strike left open an unusual window of opportunity to draw audiences away from the commercial broadcast networks' autumn prime time audience. This September through December, some of the most notable programming on noncommercial television will appear within established series—including a new production of Charles Dickens' *A Tale of Two Cities*, to be showcased within WGBH-TV Boston's *Masterpiece Theatre*.

Nevertheless, the PBS fall 1989 schedule, particularly Monday and Tuesday evenings, is set to include six all-new high-profile series on the United States' role in 20th-century world affairs, historical interpretations of the U.S. Constitution, art history, contemporary world travel and poetry.

Beginning Sept. 15, former network correspondent Bill Moyers will continue to build on his role as PBS's most identifiable prime time face with *Moyers: The Power of the Word*, a six-part series of 60-minute explorations of poetry and poets.

A new Monday night schedule will debut at 8 p.m. ET Oct. 2 with the 12-part *Travels*. Host and executive producer John Hemmings uses such diverse figures as Peruvian novelist Mario Vargas Llosa and financier Jim Rogers as guides to destinations including an isolated British island colony in the south Atlantic, the Soviet Union, China, India and the Amazon jungle. At 9 p.m., following *Travels*, author Michael Wood hosts *Art of the Western World*, a nine-part voyage to 140 locations in 10 nations to "examine representative masterworks" in architecture, painting and sculpture, and the cultures that bore them over the past 2,000 years.

On Tuesday nights, beginning Oct. 3 at 8 p.m. ET, NBC White House correspondent Andrea Mitchell hosts *Visions of the Constitution*, a three-part overview of how the central document of U.S. jurisprudence has guided, or perhaps failed to guide, landmark Supreme Court decisions. Premiering the day the Supreme Court enters a new session, three one-hour segments will feature court decisions focusing on the rights of women and minorities, the role of court justices and the rights of the accused.

On Oct. 24 in the 10-11 p.m. ET slot, historian Lewis Lapham hosts *America's Century*, tracing United States foreign policy from just before 1900 to the present. Featuring interviews with former Senator George McGovern, former U.N. Ambassa-



dor Jeane Kirkpatrick, newsman Eric Sevareid, economist Milton Friedman, a North Vietnamese army general and others, the series is broken into chronological segments that culminate with a Nov. 28 segment, *The Next Century*, a look, said PBS, "at how the United States has finally begun to face the limits of its economic and political power."

Thursday nights on PBS will include a block led at 8:30 p.m. ET by six new half-hour contemporary comedies under the umbrella of *Trying Times*' second season. The series that debuted to positive reviews in October 1987 returns with actors including Geena Davis, Griffin Dunne, Judge Reinhold and Jean Stapleton, and directors including Alan Arkin and Buck Henry. And at 9 p.m. Diana Rigg takes Vincent Price's place as host of *Mystery!*, which will this season offer six new episodes of *Rumpole of the Bailey* and a new eight-part series based on novelist Margery Allingham's 1930's detective Campion.

Highlights of other weeknights include

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the 17th season of *Nova*, starting at 8 p.m. ET Tuesday, Oct. 3, with an exploration of New York City's underground. The documentary series *The American Experience* follows at 9 p.m. Tuesdays, beginning with a recounting of the first around-the-world air race. Host historian David McCullough narrates the series through Jan. 16, 1990, with films on subjects including the last battle of World War I, the rise and fall of the late New York Congressman Adam Clayton Powell, and the Ford Motor Co.'s role in Prohibition. *American Masters* kicks off Wednesday prime time at 8 p.m. ET, starting Nov. 15, and this season will profile comedian Harold Lloyd, filmmaker Milos Forman and others. On that premiere night, *American Masters* will be followed at 10 p.m. with a 90-minute special from the summertime PBS documentary series *P.O.V.* (point of view), *Girltalk*, a look at the lives of three neglected and abused young women through their eyes. In its 9 p.m. ET Friday slot, *Great Performances* will debut Oct. 27 with what PBS called the first stage version of the musical "Show Boat" produced for TV.

*Masterpiece Theatre*, at 9 p.m. ET, will be the centerpiece of the Sunday night schedule, following *Nature*, the last entering its eighth season. The fourth of seven plays in the *Masterpiece Theatre* schedule this season, the four-part *A Tale of Two Cities* starring James Wilby, Xavier DeLuc and Sir John Mills, debuts Nov. 19.—PDL

## CNBC reports on ripoffs

CNBC will launch a new nightly, half-hour show Oct. 2 that will focus on scams and ripoffs confronted by consumers. The show is intended to "alert us, teach us, and entertain us," according to Tom Rogers, president, NBC Cable and Business Development. Speaking at a New York Television Academy luncheon last week, Rogers said the show, presently untitled, will also include straight consumer news.

A year after pitching the CNBC concept to operators at CTAM, Rogers said, the channel has built up a subscriber base of 13 million, and will expand to 20 million over the next two to three years. CNBC now has about 150 advertisers, said Rogers, 275 employees, and produces original programming 17 hours a day, including seven different half-hour shows nightly, "within budget."

Before GE acquired NBC, said Rogers, the network was "hopelessly outdated" in terms of its attitude toward cable television. The launch of CNBC and other activities has changed that, he said, and NBC is aggressively pursuing opportunities on a number of different cable fronts. The network views cable as complementary to, not competitive with, its basic broadcast business, Rogers said.

The network now manages 12 regional cable services, and is seeking to expand its regional news services, Rogers said, with some announcements expected by the end of the year. NBC also plans to expand its pay-per-view activities, "and we hope to

have a pay-per-view track record before the Olympics in 1992," Rogers said. (Approximately 150 hours of the Games are slated to appear on pay per view.) The network is also spending a lot of time on "deal flow" in the area of international programming, an area "we are not precluded from entering," Rogers said.

Cable is seen as anti-consumer by the public, delivering what people see as "high rates and shoddy service," said Rogers. CNBC can attack that problem by offering information specifically designed to help the consumer, information viewers are interested in "more than anything else," he said. □

## Bush's low media profile still flattering

Study finds that networks are paying less attention, but President's image is good

The three television networks are paying only half as much attention to President Bush as they did in the early days of his presidency. In fact, the President's dog, Millie, has had more mentions on the network news shows than several cabinet secretaries. Still, the bottom line is that Bush's media image is mainly positive, even if the majority of comments on his policies are negative.

Those are the findings of a new study by the Center for Media and Public Affairs. Center analysts examined 1,260 stories on the Bush administration that appeared on the ABC, CBS, and NBC evening news programs during the first six months of the Bush presidency, and concluded that:

Bush was featured in one of every four stories on the evening news in January and February, but only in one of every eight in June and July.

Millie has been mentioned in more stories (9) than the Secretaries of Energy, James Watkins (8), Education, Lauro Cavazos (4), Agriculture, Clayton Yeutter (2), and Veterans Affairs, Edward Derwinski (0).

When sources or reporters judge the President's performance, their ratings are 61% positive and only 30% negative. When they judge his policies, the ratings are reversed—40% positive and 60% negative.

Among the networks, CBS News is the most critical of the President and his policies, says the study. Sources in stories by CBS News White House correspondent Lesley Stahl have given Bush a 42% positive rating, compared to 53% positive in NBC News's John Cochran's pieces, and 68% positive in ABC News's Brit Hume's.

Summing up, Dr. S. Robert Lichter, co-director of CMPA and director of the study, said, "George Bush is getting less press but better press. As long as the economy grows and Communism crumbles, he doesn't need to dominate the airwaves to have a positive media image. But he hasn't yet been tested by a major crisis." □

## Syndication Marketplace

**Republic Pictures Domestic Television's** *The John Wayne Collection* package of 16 feature films including "Sands of Iwo Jima," "Fighting Seabees," "Flame of the Barbary Coast" and "Rio Grande" has cleared nine additional stations for 76% coverage of U.S., representing 47 of top 50 markets. New customers include KRIV(TV) Houston, KDNL-TV St. Louis, KOKH-TV Oklahoma City and KXIV(TV) Salt Lake City. Other Wayne features in package are "The Quiet Man," "Flying Tigers" and "Wake of the Red Witch." *The John Wayne Collection* is being offered on cash-only basis.

Jim Henson's *Muppet Babies*, distributed by **Claster Television Inc.**, has cleared 111 markets with 90% of country's stations airing Sept. 18 syndicated debut of children's live action-animated series. According to Claster President John Claster, four-time Emmy Award-winning *Muppet Babies* has ranked first or second

with kids 6 to 11 years old on CBS (through nine rating periods), and has cleared all 50 top markets in off-network syndication. In addition, Claster announced that new five-part *G.I. Joe* mini-series is set to air Sept. 11-15 on 91 client stations, representing 82% nationwide coverage. Produced by DIC Enterprises, mini-series marks first time in three years that new episodes of *G.I. Joe* will be available. Total of 24 newly produced episodes will also be available as strip series in September 1990.

Chip and Dale, animated stars of *Chip 'N' Dale's Rescue Rangers*, will appear in their own prime time, two-hour special, *To The Rescue!*, the weekend of Sept. 29 on 96% of the country's stations, announced distributor **Buena Vista Television**. Viewers will also get "inside look" at how *Rescue Rangers* was created by Walt Disney Television Animation.

## Law & Regulation

### Court rules against journalists in confidentiality case

**In newspaper case, court holds that breach of confidentiality is breach of contract**

To journalists generally, a promise to a source of confidentiality is a bond. Break it and lose that source and others. In Minnesota, at least, the judicial system is telling journalists there that losing sources is not the only penalty that might be involved. They might be liable for money damages as well.

A three-judge panel of that state's court of appeals last week, in a 2-1 decision, affirmed a \$200,000 judgment in compensatory damages that a lower court jury had issued against the *Minneapolis Star and Tribune* and the *St. Paul Pioneer Press Dispatch* for violating a promise of confidentiality in connection with a political story published in 1982. But the panel, in a unanimous ruling, overturned the verdict that the newspapers were liable for \$500,000 in punitive damages because of misrepresentations.

The panel majority affirmed the lower court in holding that the First Amendment was not involved in the case, as the newspapers had argued. Rather, the majority said, what was involved was the law of contracts. "News organizations cannot rely on the First Amendment to shield themselves from criminal or civil liability simply because the acts giving rise to such liability were taken while in pursuit of newsworthy information," said the majority opinion, written by Judge Marianne Short, who was joined by Judge Harold Schultz. It added that the newspapers would not claim immunity "to ordinary commercial contracts for goods and services." Yet, the opinion said, the newspapers claimed that an agreement with a news source is exempt from the law of contracts.

The suit grew out of stories in the newspapers during the 1982 gubernatorial campaign asserting that Marlene Johnson, a

Democratic-Farmer-Labor candidate for lieutenant governor, had once been arrested for shoplifting. Dan Cohen, then the director of public relations for an advertising agency handling the advertising for the campaign of the Independent Republican gubernatorial candidate, Wheelock Whit-

ney, supplied the information on the condition that he not be identified as the source. The reporters gave the assurance. But their editors ordered Cohen's name published, on the ground that the public was entitled to know that the information came from the Whitney campaign. Johnson went on to win

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## Ruling on mandatory drug testing

A three-member panel of the National Labor Relations Board, in a case involving a cable television company, has ruled that mandatory drug testing of job applicants is not a mandatory bargaining subject. The ruling reversed a decision of an administrative law judge that held that United Cable Television Corp. had violated the National Labor Relations Act by failing and refusing to bargain with the union concerning the establishment of a policy for testing job applicants for drug and alcohol use. Local 1109 of the Communications Workers of America had filed the complaint against the company.

The panel—composed of Chairman James M. Stephens, Mary Miller Cracecraft and John E. Higgins Jr.—said the ALJ had erred in failing to follow the labor board's ruling in the *Star Tribune* case. There, the board determined that preemployment drug and alcohol testing of job applicants is not a mandatory subject of bargaining. The board cited two reasons: Applicants are not "employees" within the meaning of the act's collective bargaining obligations, and the testing does not "vitality" affect the terms and conditions of employment and the working environment of bargaining unit employees.

The board noted that it had concluded in *Star Tribune* that the employer had not violated the act by refusing to bargain with the union on the testing issue. And, it added: "Nothing in the record indicates a different result is required here." It said that "accordingly, we shall dismiss the complaint" against United Cable.

the election.

Cohen sued, asserting that the publicity cost him his advertising agency job.

The majority, in rejecting the First Amendment argument, said no state action that would trigger First Amendment scrutiny was involved. The state action on the part of the lower court, the majority said, was in enforcing an agreement between private parties who bargained for the content of published information. It also held that any First Amendment rights the newspapers enjoyed to publish Cohen's name were waived when the reporters promised confidentiality. The majority agreed that the public had the right to the information provided by Cohen, but said that did not mean the newspapers were required to publish his name.

The majority rejected any suggestion its decision would restrict the public's access to information. On the contrary, it said, "Were we not to enforce the newspapers' promises of confidentiality, confidential sources would have no legal recourse against unscrupulous reporters or editors. Ultimately, news sources would dry up, resulting in less newsworthy information to publish. Our decision enhances the legislatively expressed interest in protecting confidential news sources in order to promote

the free flow of information to the media and, ultimately, to the public."

In a partial dissent, Judge Gary Crippen said the entire award should be overturned. He said the First Amendment was at issue. "What has happened here involves the exercise of the coercive power of the state to punish the choice of the private press to publish," Crippen said. What makes the problem "still more critical," he added, is that "this sanction occurs for printing a true story on the purely political behavior of a public figure, and on the effort of [Cohen] to cover the occurrence of that conduct." Cohen, Crippen said, "seeks a judicial decree that the choice to publish information is unlawful and subject to the sanction of a money judgment."

But the courts, Crippen said, have business in such matters. "When the state determines through civil lawsuits what constitutes a contract, when a breach occurs, and which special circumstances permit disregard of the promise, it usurps editorial decisionmaking and chills exercise of press freedom," Crippen said. "In addition, this regulation inevitably shapes the decision about when the promise is appropriately used. It is for editors, not the courts, to decide when promises on content should be

made and to decide when publication is important." And it was for editors, not judges, Crippen said, "to determine whether identification of [Cohen] was necessary for an accurate report on the political event."

The misrepresentation charge—which had led the lower court jury to award punitive damages to Cohen—was based in part on the inference that the editors did not intend to honor the reporters' promise. Cohen also claimed that the reporters withheld the fact they did not have the authority to bind the newspapers to their promise. In rejecting the claim for punitive damages, the court said Cohen could not legally infer that the editors did not intend to keep the promise; it noted that no witness could recall another instance when a reporter's promise of confidentiality was overruled by an editor at either newspaper. And, the opinion said, because of the newspapers' practice of honoring reporters' promises of confidentiality, "the reporters did not by omission misrepresent their authority."

Representatives of the two newspapers expressed qualified pleasure with the decision. Joel R. Kramer, the *Star and Tribune's* executive editor, and Paul Hanna, attorney for the *Pioneer Press and Dispatch*, were happy about the unanimous rejection of the misrepresentation claim. "It takes a half-million from the judgment," Hanna said. And they were pleased that one of the three judges agreed with their argument that the First Amendment was involved in the case. Both said decisions on whether to continue the litigation with an appeal to the State Supreme Court had not yet been made. —LZ

## Witness list

Among those testifying at the Senate Communications Subcommittee's Friday (Sept. 15) hearing on minority ownership: John Payton, Wilmer, Cutler & Pickering; Bill Kennard, Verner, Liipfert, Bernhard, McPherson & Hand; Jim Winston, National Association of Black Owned Broadcasters; Roy Huhndorf, Cook Inlet Communications; Alan Shurberg, the man who challenged Astroline's purchase of WHCT-TV Hartford, Conn., under FCC's distress sale policy; Richard Ramirez, Astroline Communications; Rod Porter, FCC Mass Media Bureau; Marilyn Fife, Temple University; Lois Wright, Innerscity Broadcasting; and Patricia Niekamp, American Women in Radio and Television.

The subcommittee also plans a hearing on high-definition television for Sept. 27 on legislation (S. 952) offered by Senator John Kerry (D-Mass.) that would remove antitrust barriers to allow for joint production ventures.

In the House on Sept. 15, the Congressional Black Caucus is hosting a day-long "Communications Brain-trust" on minority ownership issues.



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**New leadership.** Courtland Newton Jr., author of "The Satellite Dish Owner's Bill of Rights," presented to Congress last June by the American Home Satellite Association, was named executive director of that organization. He replaces AHSAs president and founder Hans Giner, who resigned.

□

## Report says media faring better in libel suits

Media companies are doing better in court in defending themselves against libel suits. The Libel Defense Resource Center, in another of its reports on the subject, said that in the two years ending on Dec. 31, 1988, the companies won 40% of the libel cases tried to a conclusion. That compares to a 24% win rate in 1985 and 1986, according to the nonprofit information clearinghouse organized by media groups. It is also the highest win rate—if by a slight margin (40% to 38%)—achieved by the media since LDRC began compiling the data in 1980.

The LDRC also found that during the most recent two-year period, the number of large media libel awards was down significantly. There were no awards in excess of \$10 million. There had been one or two eight-figure awards in each of the prior periods. And the number of awards in excess of \$1 million was down by almost half from the prior period—14% of the awards in 1987 and 1988 were in seven figures, whereas in the prior period, more than 27% of the awards were in that range. In the six years before 1987, the overall incidence of million-dollar awards had been 25%. And the lower incidence of large awards is reflected in the amount of the average trial awards—from \$1.167 million in 1985 and 1986 to \$431,730 in the most recent two-year period.

Henry R. Kaufman, the center's general counsel, said that "after years of reporting on gloomy trends in the media libel field...it is certainly a pleasure to be able to announce relatively favorable results [from the media's point of view]." But he cautioned against overstating the importance of the new findings. "Despite the recent slight improvement in trial success," he said, "the media's overall trial win rate during the eight years since 1980 remains at only 28%, or barely in excess of one win out of every four libel trials—still an unacceptably poor showing. And although lower in relative terms, an average damage award approaching a half-million dollars, in cases that rarely involve significant out-of-pocket loss, remains in absolute terms an unacceptably high tariff on free expression."

Kaufman also said that it is "not possible to predict whether fewer huge awards is an aberration or whether it will become a long-term trend." □

In Sync

### School service

Philips Consumer Electronics Co., Knoxville, Tenn., a subsidiary of North American Philips, has signed a \$150 million contract with Whittle Communications, also of Knoxville, to provide the hardware for Whittle's in-school programming service. It is, according to Philips, the largest single order in the history of the consumer company. Philips will design and install the equipment for a satellite educational network to be provided as a service to schools across the country (BROADCASTING, Jan. 23). The order includes about 300,000 color TV sets, 15,000 videocassette recorders and 8,000 satellite dishes.

### Made in the U.S.A.

For the first time, color TV cathode ray tubes of 30 and 32 inches diagonally are being manufactured in the United States. Toshiba Display Devices Inc., Horseheads, N.Y., a subsidiary of Japan's Toshiba Corp., announced last week that it has begun building the larger CRT's in this country. Toshiba displays built in the U.S. have been 20 and 21 inches in the past. Toshiba said the expansion will require an investment of \$100 million in the Horseheads plant and will result in 450 new jobs.

### Sounds like...

Dorsey Productions Inc., Anaheim, Calif., is introducing "Sonic Boon," a new digital sound effects package for broadcast and post-production studios. The first collection in the library is "Dynamic Range," which will feature more than 650 gun shot sound effects. It is being released in both digital audio tape and on optical disks compatible with the Synclavier audio work station, manufactured by New England Digital. Compact disk

releases are also planned. In addition to the off-the-shelf Sonic Boon library, Dorsey also creates custom sound effects.

### High gear

Captain of America, a high-definition television production company formed by David Niles, who also owns 1,125 Productions, New York, has begun operations with a 48-foot-long mobile production vehicle. The company claims that it is the largest mobile HDTV vehicle now in operation. The vehicle, dubbed "Mobile Unit Ten," is available for on-location, multi-camera productions throughout North America. It is configured with six high-definition cameras, four digital high-definition videotape recorders and switching, editing, special effects and frame store equipment. It can also be used to produce and transmit simulcasts of HDTV and NTSC signals and to encode signals for direct broadcast satellite transmission. The first use of the vehicle was for a June concert at New York's Lincoln Center, which was transmitted via satellite to Tokyo and aired during one of NHK's daily one-hour high-definition DBS transmissions.

In the meantime, Captain of America will be using "Mobile Unit Eight," a smaller production vehicle which 1,125 Productions has been using for three years, on Aug. 24 when production resumes for *Moscow Melodies*. Niles and two producers from the USSR's Gosteleradio, Andrei Stolyarov and Dmitri Dibrov, won "Astrolabium" medals at the Electronic Cinema Festival in Montreux, Switzerland, earlier this year for the 30-minute HDTV production (BROADCASTING, July 10). The original production is the story of a Russian girl with a Walkman who experiences a number of imaginary adventures on the streets of Moscow. The show will be expanded to one hour.

## Congratulations...

... to the **Fairmont Communications Corporation** for completing its acquisition of **KMJR-FM, Lake Oswego/Portland OR** and **KVAN-AM, Vancouver WA** on August 22, 1989.

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## ESPN veteran surveys global sports arena

When ESPN launched in September 1979, a key architect of the new channel was Chester (Chet) Simmons.

Simmons, an ABC Sports veteran and one-time president of NBC Sports, was ESPN's president and chief executive officer from before its launch until 1982, when he left for a stint with the United States Football League.

Most recently, Simmons has turned his attention to the international sports arena, acting as a consultant to Britain's Sports Channel, one of a package of new direct broadcast services to be launched next year by British Satellite Broadcasting (BSB). The executive has also advised regional sports cable service Madison Square Garden Network and taught at the University of South Carolina.

Below, Simmons provides a glimpse of where international TV sports opportunities may lie, as well as a brief look at where ESPN has been and where the U.S. cable industry is going.

□

### What are the lessons from ESPN's experience in the U.S. that can be applied in the UK?

The main thing is the level of programming. Without programming to drive these services you're either going to be just another service or you're not going to be a success at all. That is recognized by all the services that have started or are starting in England or dealing in pan-European TV.

Another thing is to take the programming and produce it in a highly creative manner, as did ESPN. At ESPN we produced everything as if it was NBC, CBS or ABC. If you're going to be a network, be a network. Don't take second fiddle.

If you don't have the events, which takes time, take what you have and produce it like it's the best thing there is on television, because if the public is going to look at you, they're going to want to look at something that's highly professional.

Let me go to another level—the regional sports networks in the United States, particularly the Madison Square Garden Net-

work, where I have some interests because I've done some work there. Three or four years ago you would never recognize what it is today. It is a full-fledged, highly professional regional network that looks like a network, with a full-blown sports news operation, with three very important series with the New York Knicks, New York Rangers and New York Yankees, live boxing, and a very good schedule of sports programming, down to high school sports.

That's something that the management of the network looked at when they changed management three years ago. And it tracks pretty much what ESPN had to do when they started and tracks what BSB has to do to get started on a regional level.

I don't care if you're talking to one person or 500 million people, you still have to produce your network and you still have to look good and you still have to have the programming to drive it. In MSG's instance, they had two very good program services, the Knicks and the Rangers, but they didn't have anything in the summer. They went to the limit to get the Yankees and I'm sure you're well aware of the war that went on. But they knew they had to have that programming to fill their schedule.

[Also] they knew they had to have a sports news operation to maintain a live, now feeling about the network, which they did and very successfully, [with] coverage on a reportage basis to get them involved in the sports of New York City.

Now take BSB, they're going to have to do the same things, from a service that services 50 million, to an MSG that services 3 million to a BSB that has the potential they have of the UK. BSB has a greater opportunity, having seen what happened in the United States with something like ESPN and the MSG Network, to be able to study what's been done successfully in the United States and put a lot of that into practice in England.

### What do you think of ESPN's international approach, with its minority stake in European satellite service Screen-sport and participation in the development of various national sports services in Europe?

It's good because, where else is ESPN going to go? [In the U.S.] they are building their network as fast as cable systems are being developed, and new subscribers are coming aboard.

The question is, where do you find new business? This is their new business opportunity, to take the model they developed here, try and do it in other countries and take on relationships with existing entities as the outlet for their programming. And I guess part of this will be program ex-



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changes.

**Is there potential for more shifting of international programing here to the U.S.?**

Sure, the potential exists. Probably right now there's more potential for shifting from the U.S. to BSB's Sports Channel in London events they may need. [But] as BSB develops the programing, the expertise and look of their programing, certainly that will be of interest to networks here in the United States.

**Some in the U.S. compare the European cable of today with what was happening in the States in the 1970's, particularly in terms of system development. Do you think the same is true of cable programing, especially specialized programing services?**

No. Particularly BSB and its Sports Channel are way ahead of what cable was scheduling and what cable was doing in the 70's in the United States.

**Doesn't that bring a risk too, in that you're spending a good deal on top-notch sports programing although you go to a relatively small audience?**

That is correct, but there's no question in the history of United States cable, particularly on the sports side, that programing has got to drive the growth of the industry.

When we started ESPN in 1979, there was no programing. Ten years later here they are the biggest fish in that cable ocean. And the thing that really drove it was the addition of the programing that they have today.

Now it will be driven further by the addition of baseball that starts next year, and they probably hope for another contract with the National Football League.

And I think in many ways, the Sports Channel in London has a schedule far advanced from where ESPN was at the same time of development. It may even be coming close to where ESPN's schedule is 10 years after development. That's going to drive it. If you've got good programing, people want to see it. They're going to buy dishes and they're going to subscribe.

**Is the equation in terms of cost and audience a good one at this point then?**

Obviously it's tipped way out of line now. But the only way that you're going to be selling and leasing these dishes and getting subscribers on is if you're going to give the public something to see. You can't give them a vague promise, say, "Go ahead and spend your hundreds of pounds to get involved in this thing and we may give you some programing." They're going to have to come up with blockbuster events.

They have a totally different audience than what the United States faced 10 or 15 years ago when the cable industry started here. I think they [the British] are a greater show-me kind of an audience. They're going to want to see what they can get different on BSB than what they get on [Rupert Murdoch's UK-based] Sky Channel or through their normal stations, the BBC, et cetera.

You're going to have to give them major

events, major movies and major general programing through direct satellite before they're going to go ahead and subscribe and spend that money.

The English have been very satisfied for a long time with what they've been given. Sometimes when you don't know what else is out there, you're going to be satisfied with what you've got.

[But] they are passionately interested in several of their sports and have been getting driblets and drabs of soccer for a lot of years. For the longest time, they had one soccer match given them on a delayed and edited basis at the end of the week while soccer flew 'round them all over the place.

I think that the advent of things like BSB and of Sky Channel and the money that's



Simmons

become available because of these entities is going to drive more of their national sports to television and be the driving force behind the success of sports channels like BSB. The public is going to be able to see their national passions.

Rugby and other events that are of such importance to the English viewing audience and sporting public are going to be more available, and I think that's going to change the attitude of the English public, who have had to be satisfied with I believe a very, very low and unsophisticated level of sports programing for a lot of years.

**What about the example of Great Britain's Channel Four, which has made popular viewing of sports like American football? Is that a model for BSB?**

I think there'll be a very good smattering, perhaps even a greater smattering, of American sports on BSB. The English sporting fan has been treated to bits and pieces of American sport, particularly the National Football League. There's no question that American sport in England is going to have an impact. And some of the impact is going to be through BSB. We also talked about other international sports like the NBA and the National Hockey League and, although indigenous to the U.S. because that's where they are, they're still international sports.

For the first time the English are going to see something that is very different because there's going to be 16 hours at the start of an all-sports channel, particularly with the passionate sports that they want to see, with

a very, very good smattering of sports news from England and abroad, presented in a highly professional, creative, exciting manner.

**Is the channel going to focus on live events?**

Yes. The prime time events are all planned to be live. There will be a very generous dose of delayed and taped and edited programs, and a very good schedule of live sports programs, like [ESPN's] Sports Center, talk and discussion programs to some degree. And they're going to take advantage of other things of interest, such as betting, which is a very big and very legal process in England.

**What disadvantages does a national service, like BSB in the UK or elsewhere in Europe, have in relation to pan-European services like the Murdoch-European Broadcasting Union joint venture, Eurosport?**

What they [BSB] can do that Sky Channel and Eurosport can't do is they can personalize it because they're dealing in one language. That's the biggest difference in the competitive battle that could go on with the other DBS operations right now...[which have] a voice that you hear and you never see the person.

[But] it's really going to come down to the kind of rights you can compete for and get. If there's something that I really want to see on whatever channel it is, I couldn't care less if I see the commentator and if it's classily done, it's still what I want to see.

When you get down to it, it still gets down to who gets the best rights and who wins out and who selects the best program schedule. It's like the movie channels we have here in the U.S. I can look at them every night, and what am I going to watch? I'm going to watch the channel that has the best movie.

But in England, there are existing laws that say that things cannot be exclusive, so you might have an event on more than one channel and then it will come down to how it is presented. That's very important to BSB's plan, how these things are produced, what they look like, the use of graphics, the use of camera positions and how a show is cut. There is going to be a very good mix of English and American creative process in producing and directing and presenting televised sports.

**One of the questions in the development of services like BSB Sports Channel is how that will affect the existing sports TV rights situation, with the European Broadcasting Union having been so powerful for so long in purchasing regional rights.**

Well, recently, for the first time in many years, [EBU's program service] Eurovision was outbid by an independent for Wimbledon. Now you're going to have independents like BSB, Sky Channel and Bertelsmann in West Germany and some of the French networks that are starting, and they are going to come in and bid on events that traditionally as a layup went to Eurovision. The face of it is changing dramatically.



## Presumably, established broadcasters are not just going to lay down.

No. I don't think they will. That's where the competition comes in. But I think there is an opportunity for more than one entity to have parts of events. There is a nonexclusivity law that exists, but BSB has gotten involved with the Football Association [British soccer]. That doesn't mean the BBC won't carry it.

A lot comes down to exclusivity at this point. If BSB could get exclusivity to soccer, the entire country, except for a very, very small percentage at the beginning, would be without it. It would be the same way if the National Football League decided they were going to put all of their football, including the Super Bowl and playoffs, on cable. I think you'd have a hell of a problem in Washington with that.

## If you were an established broadcaster or advising one, what would you suggest it do in the face of services like BSB?

I would be damned concerned if I were the established broadcaster. I would think I would have to maintain what I've got, improve it and improve how I do it. I would not for five minutes sit back on my laurels because they [the new channels] are hiring very good people. The people who are running these organizations are highly qualified, very professional in what they're doing and I would have to be ahead of that game, not just up with it.

## Is this happening throughout Europe?

It's going to happen throughout Europe. For years and years, the national channel in each country controlled television. Now, the number of channels and stations being

built across Europe is going to double in number. Sport throughout Europe is going to have a totally different face.

[Team owners] will start controlling the rights that they have in sports teams and start controlling the broadcast outlets that their teams will play on. The only way they'll be able to do that is through the development of new channels and new stations. With competition, the promoter is going to sit back and he is going to have a field day and there is going to be...more opportunity for people to see more sport.

## Do you think that the pan-European sports services are going to be beaten in the long run by various national sports services?

I would think that they will be. I'm more interested in an opportunity to deal within your own country. Obviously you're going to bring sports in from around the world. It's the opportunity to do what ESPN did here, recognizing it's so different because the United States is so big, there's so much more opportunity for events and there's a very deep level of college level sports in the United States that doesn't exist anywhere else in the world like it does here.

## You mentioned college-level sports. In the UK and other countries, how do you deal with filling a 16- to 18-hour schedule without that depth?

They're going to have a lot more difficulty in scheduling a 24-hour service of original programming. But there are things that they have interest in, like the sports of snooker and darts, which are very big sports in the United Kingdom.

[Also, they can use] sports news and discussion programming. ESPN, with all the

opportunity they have, still has a lot of very good discussion programs and recap and preview programs. That's something I don't think existed in England before.

## What do you think about the state of sports programming in U.S. TV today, such as the battle between cable and broadcast?

I don't think there's a battle. The broadcast networks still control sport in the United States, because ESPN only has 50% [of TV homes]. It's a question of how much cable can chip away.

So far, cable has only gotten what the two big sports [professional football and baseball] in the United States have given them. Even with the NBA, the real interest is in the championships, and CBS has that. The NBA has plenty of games and has a six-month season, and TNT will have a couple of games of the week. But the networks will not yet program a regular season NBA game in prime time, so the perfect place is cable.

When you really think about it, there's one big player and that's ESPN. Now Sportschannel America is trying to become a player. Unfortunately, they don't have the strength of subscribers yet to be able to do that. They certainly have a couple of parents with very, very deep resources between [Chuck] Dolan and NBC. The question is, can they build themselves up fast enough to be able to become a player?

## How about the major events? How far will the shift go? Will the Super Bowl eventually be pay per view?

You can't ever say no, but it'll be a tough go before they do pay per view because of the Washington [regulatory] issue. As a pay-per-view event, it would be extraordinary. But I don't think we'll see that in our lifetime.

I don't think we'll see [baseball's] World Series or the playoffs in our lifetime on pay per view or on cable. Regular season games, terrific; the all-star game, maybe; that may be the first one that will go to cable.

Can I get a piece of the Olympics? CBS might make a deal with us now. NBC's already said they're going to put part of the Olympics on Sports Channel, but on a pay basis, whatever all that means.

## Is the limitation the penetration level?

ESPN will go as high as cable penetration affords them to go. The growth obviously now is a lot slower. The urban markets are the things that will open up for them as soon as New York City and urban Chicago gets even more and more cabled.

## How important has the competition between the national and regional cable services become?

I think it's become reasonably important because of the extent to which the major sports—basketball, football and hockey—are going to these regional networks. The law that opened up the college football program also helped the growth of these regional networks, opening up the opportunity for these regional networks to grow even faster.

## Distant Signals

**Sky TV**, Rupert Murdoch's UK satellite TV program service has launched a promotion aimed at spreading the use of satellite dishes among British TV viewers. The promotion offers a subscription package priced at approximately \$7 (4.49 pounds) per week that includes the service's four channels, plus installation and maintenance of receive equipment.

Sky had already begun a number of promotions to speed the take-up of dishes, which had been below expectations following the service's February launch. Sky plans, for instance, a \$16 million advertising promotion campaign aimed at this year's Christmas buying season, along with another \$18 million slated in promotions for the first half of 1990. Also, Sky Movies will be offered free for six months after it switches to a pay service next February, and a decoder will be supplied free for those viewers who buy dishes before the end of September.

Pat Mastandrea, the former Fox Broadcasting ad executive who is now Sky TV's joint managing director and chief operating officer, said recent research conduct-

ed on Sky's behalf showed that approximately 700,000 TV households said they will definitely get a dish in the next six months, while nearly a quarter of Britain's 20 million TV households will probably or eventually get satellite TV. Of current satellite viewers, 60% said they use satellite TV to complement their viewing of terrestrial channels, while 40% use it as a replacement for other channels.

**Chase Manhattan Bank** became the first to use **Cable News Network's** global reach to advertise its financial wares in a 60-second spot last Wednesday, Sept. 6. The commercial, developed as part of a campaign connected to Chase Manhattan's sponsorship of the U.S. Open Tennis tournament and targeted to senior business executives, was seen on CNN in 79 countries.

In related news, CNN named Kay Delaney, a former vice president and national sales manager, to vice president of **CNN International**, overseeing all advertising sales for the worldwide news and information feed.

## Cable crossover

HBO said initial response from preview programing appearing on Fox stations was positive, although it will be weeks before leads generated from promotion can be tabulated. An HBO spokesman said programing appears to do well on stronger Fox stations, validating the concept, and HBO hopes viewer interest will translate into new subscribers.

## Growing broadcast push

CNN Television is expanding its Newsource service for broadcast stations, which will include a *Newsource Live Edition*. Bob Schuessler, vice president of Turner Program Services and head of CNN Television, said Newsource will provide "live generic and personalized reports by its own Newsource reporters from the scenes of major breaking stories and news events" for affiliates. Newsource has already established a Washington unit to uplink reports for affiliates.

CNN said its satellite trucks will be retrofitted with dual uplink capacity to accommodate reporters and crews from both CNN and Newsource, and additional SNG trucks and flyaway units will be phased in. CNN Television said it has 220 affiliates.

Turner also said CNN is now carried in Mexico City on the Multivision Stereo system beginning Sept. 1. Parts of *Headline News* along with *Noticiero-CNN*, CNN's Spanish-language newscasts, will appear on one of MVS's eight pay channels in the city. Turner has also licensed a number of films from the MGM and Weintraub libraries to MVS's nonnews channels.

## Movietime escape

Movietime is joining with Los Angeles area cable systems and the media to create an "Escape to the Movies" promotion. Movietime is buying \$150,000 worth of print and broadcast ads to promote the sweepstakes, with prizes including tickets to a special lineup of escapist films that will play at the Cineplex Odeon Theater in Universal City Sept. 23 and 24. The spots also include an explanation of how Movietime can be obtained, as well as an 800 number that links callers with local cable systems. Continental, United, Cablevision, Choice TV, Sammons, Comcast, Falcon, American, Avenue and Ventura County are among operators participating, along with KZLA-FM Los Angeles and *The Daily News*. The theater will give away 12,000 tickets for showings of "Casablanca," "Close Encounters of the Third Kind" and "2001: A Space Odyssey."

## Aces showing

A record 1,405 entries have been received in the cable industry's Ace Awards competition. The final deadline for the competition, which drew 1,088 entries last year, was Sept. 8. Awards will be presented the weekend of Jan. 12-14, 1990, in Los Angeles.

## Making a point

Showtime is teaming up with A&P and Waldenbooks in two separate promotions involving point-of-purchase displays in stores, sweepstakes competition and promotion of Showtime original programing. A&P stores will promote

Showtime's two-part mini-series, *Neon Empire*, while the Waldenbook promotion revolves around *Storybook Classics*.

## VJN growth

Video Jukebox Network will launch in New York on ATC's Queens system (60,000 subscribers) as well as U.S. Cable's Paterson, N.J., (20,000 subscribers) system. VJN also said that due to increased demand in Wade Cablevision's Philadelphia system, Barden's Detroit system and Gateway Cable in Newark, N.J., combined (132,000 subscribers) service will ship more VJN units to those areas to prevent viewer request backlogs. VJN also said it has purchased option agreements to buy LPTV stations in Louisville, Ky.; Durham, N.C.; Savannah, Ga., and Columbia, S.C. VJN now has 36 cable and LPTV outlets in 14 states.

## Magazine for Lifetime

New version of *This Evening*, Group W Productions's half-hour, weekday news magazine, will be added to Lifetime Television's evening lineup beginning Oct. 2 at 7 p.m. ET, PT, with repeats Monday-Friday at midnight. Nancy Glass, who last year co-hosted Lifetime's *Attitudes*, returns to network as host of *Evening*, which, in a new incarnation, will focus on stories more specifically tailored to a female audience. The program will be produced at KYW-TV Philadelphia, Group W-owned station.

## Hockey in the first half

SportsChannel America has announced its NHL schedule for the first half of the season, running from Oct. 5 through Dec. 31, which will include 72 games and 12 doubleheaders. Opening night begins Oct. 5 with either New Jersey at Philadelphia, or Montreal at Hartford. Defending champion Calgary Flames will make 10 appearances, and the Los Angeles Kings and Wayne Gretzky will make 14, including the second half of four doubleheaders that make up the first five telecasts of the season. The second half of the schedule will be announced in November.

## Lifetime's 'Tot Shots'

Lifetime said 114 cable systems representing more than seven million subscribers participated in its "Tot Shots" promotion that offered affiliates local ad sales opportunity. Point of purchase displays at local retail stores encouraged parents to send photographs of their

## New look

FNN last week unveiled new "symbiotic" set designs for its New York and Los Angeles studios, meant to give the network a more cohesive on-air look. FNN President Michael Wheeler outlined the changes last week at the Eastern Cable Show. The two standard set designs have the FNN anchors in front of the international stock information on screens behind them. A separate area for interviews is to the left of the anchor desk, although the sets can be moved to directly in front of the anchor desk, if the producers desire. The sets are primarily used for FNN's evening interview programs, and provide flexibility in giving different shows a different look. Wheeler said the set changes cost approximately \$500,000.

FNN also announced that it was expanding from two to five times daily the street market news reports delivered by Bob Metz. Wheeler said too much breaking news was occurring for Metz's normal 4 and 5 p.m. reports, so FNN added three 90-second segments earlier in the day.

On other fronts, Wheeler said FNN's pay-per-view programing has been delayed until the first quarter of next year, stemming from prior commitments of the host. FNN has managed to replace the revenue it received from infomercials, which it dropped earlier this year, said Wheeler, and in total, ad revenues will be up "marginally" in 1989. Wheeler said in the second quarter the number of national advertisers is 72, up significantly from the 15 of last year's second quarter. Avals in prime time and weekend programing have helped drive that increase, he said.

children to Lifetime, which will pick 12 for inclusion in its 1990 calendar. Each child chosen also receives a \$10,000 savings bond.

### Boosler on Showtime

Showtime will carry a live comedy special by Elayne Boosler on Saturday, Oct. 7, from 9 p.m. to 10 p.m. *Elayne Boosler: Top Tomata* will be seen live from Omaha civic auditorium.

### Stock analyst to CNBC

Stock market analyst Roy Blumberg has joined CNBC as its Wall Street correspondent. Blumberg will provide two reports each hour during CNBC's daytime "Money Wheel."

### Mizlou's first

Cablevision Systems is first major MSO to sign for Mizlou's Sports News Network, 24-hour sports news service scheduled for November launch.

### Back to basics

Michael Palin will star in an episodic comedy beginning next January on the Arts & Entertainment Network. *Around the World in 80 Days* finds Palin tracing the journey described in the book, using only transportation that was in existence 100

years ago. Palin's experiences have been edited into eight one-hour episodes.

### Literacy drive

Philadelphia Mayor Wilson Goode declared last Friday International Literacy Day as well as September GED on TV Awareness month, a joint promotion of city, Learning Channel and area cable operators Comcast, Wade Cablevision and Greater Media. Promotion includes GED inserts in cable bills, free distribution of 100 GED workbooks, GED cross-promotion spots and ads in local newspaper and radio. Programing to help prepare adults for GED test appears weekdays at 5:30 p.m. on Learning Channel.

### More for Metrocable

Metrobase Cable Advertising has added four small Pennsylvania cable systems—Franklin, Clearfield, Pottsville and Oil City—to its ad sales lineup. MCA will insert on ESPN, MTV, CNN and USA. Combined, the systems serve 30,000 subscribers. MCA has also opened offices in Pottsville, and Cortland and Gloversville, both New York.

### HTS adds 15 events

Washington-based regional cable sports channel Home Team Sports has signed a multiyear rights deal with the Atlantic

Coast Conference to televise and distribute 15 events, including women's basketball and men's baseball, lacrosse and soccer. The package will include four championship events from ACC's "nonrevenue sports," said HTS. The conference, including Duke, North Carolina and Clemson universities, continues to distribute its men's basketball and football through broadcast syndicators and national networks.

### Earlier start

SportsChannel Florida has moved up the start time of its service on weekends, from 1 p.m. to 10 a.m. On Saturday, the service will carry Friday's SCA national high school football game. Sunday morning programing will begin with the previous day's Notre Dame football game.

### Got 'em all

C-SPAN adds 50th state capital next week, when Whitney Communications launches the service in Augusta, Me. C-SPAN will interview governor and other state officials as part of special programing that day.

### 'Wind' week

Turner Broadcasting is organizing a week-long celebration in Atlanta for the 50th anniversary of the premiere of "Gone With the Wind," Dec. 10 through 15. The festivities include parties, tours of historical homes, a Scarlett and Rhett lookalike contest and an antebellum ball, culminating in the screening of the movie on Friday, Dec. 15, exactly 50 years after it opened in Atlanta.

### Good news for Goodwill

Turner Broadcasting said nine MSO's have increased their commitment to the Goodwill Games to 100% of their system base. Those MSO's include Prime Cable, Post-Newsweek, Metrovision, Harron, U.S. Cable, Susquehanna, Omega, James Cable and Midcontinental Cable.

### Fiber finished

Cablevision Industries said it has completed a 14-mile AM fiber link in its East San Fernando Valley franchise, which serves 75,000 subscribers. CI used Scientific Atlanta's AM analog laser transmitters and detectors.

### He's back

FNN has signed Jimmy (The Greek) Snyder to serve as analyst on *Who Beat the Spread*, live, call-in football program on FNN: Sports Saturday and Sunday at midnight.

### New lineup

Michael Kinsley, editor of *New Republic*, has taken the liberal seat on CNN's *Crossfire*, playing opposite Pat Buchanan. Kinsley replaces Tom Braden on the program, seen weeknights at 7:30 p.m.

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# For the Record

As compiled by BROADCASTING from Aug. 31 through Sep. 5 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## Ownership Changes

### Applications

- KPGA-FM Pismo Beach, CA (BALH890817HV; 95.3 mhz; 1.75 kw; ant. 390 ft.)—Seeks assignment of license from U.S. Media Co. to James H. Elison for \$1,050,000. Seller is headed by Nick Mileti, who also owns KVEC-(AM) San Luis Obispo, CA. Buyer has no other broadcast interests. Filed Aug. 17.
- WAXE(AM) Vero Beach, FL (BAL890816EB; 1370 khz; 1 kw-D)—Seeks assignment of license from Palm Coast Communications Inc. to Media VI, Florida general partnership, for no financial consideration. Seller is headed by James Pagano, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 16.
- WJTX(AM) Urbana, IL (BAL890818EB; 1580 khz; 250 kw-D)—Seeks assignment of license from Classic Radio Inc. to WBCP Inc. for \$135,000. Seller is owned by Richard Glover, who has no other broadcast interests. Buyer is headed by Vernon L. Barkstall, Lonnie E. Clark and J.W. Pirtle, and has no other broadcast interests. Filed Aug. 18.
- WPTA(TV) Fort Wayne, IN (BALCT890818KE; ch. 21; 562 kw-V; ant. 760 ft.)—Seeks assignment of license from Pulitzer Broadcasting Co. to Granite Broadcasting Corp. for \$25,150,000 ("Changing Hands," Aug. 21). Seller is headed by Joseph Pulitzer and also owns KTAR(AM)-KKL(TV) Phoenix, AZ; WLKY-TV Louisville, KY; KETV(TV) Omaha; KOAT-TV Albuquerque, NM; WXII(TV) Winston-Salem, NC; WGAL-TV Lancaster, PA, and WYFF-TV Greenville, SC. Buyer is headed by W. Don Cornwell and also owns WEEK-TV Peoria, IL, and KBJR-TV Superior, WI. Filed Aug. 18.
- WLTH(AM) Gary, IN (BAL890816EC; 1370 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Inter-Urban Broadcasting Co. Inc. to Lorenza P. Butler for \$900,000. Seller is headed by Thomas P. Lewis, and also owns WIZA(AM) Savannah, GA; KATZ-FM Alton, IL; WIZF(FM) Erlanger, KY; WYLD-AM-FM New Orleans, and KATZ(AM) St. Louis. Buyer is secretary, director and 24% voting shareholder of Central Liv Broadcasting of Alabama Inc., proposed assignee of WQIM(FM) Prattville, AL. Filed Aug. 16.
- KMJJ-FM Shreveport, LA (BALH890811HH; 100 mhz; 3 kw; ant. 91 ft.), and KKYS-FM Bryan, TX (BALH890811HI; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Radio U.S.A. Ltd. to Sungroup Inc. for \$2,191,387 ("Changing Hands," Aug. 21). Seller is headed by James A. Reeder and has no other broadcast interests. Buyer is headed by Frank Woods and also owns WERC(AM)-WKXX(FM) Birmingham, AL; KESY-AM-FM Omaha; KKSS(FM) Santa Fe, NM, and KEAN-AM-FM Abilene, KYKX(FM) Longview and KKQV(FM) Wichita Falls, all Texas. It is also purchasing WOWW(FM) Pensacola, FL ("Changing Hands," July 17). Filed Aug. 11.
- KYRS-FM Atwater, MN (BALH890816HM; 94.1 mhz;

3 kw; ant. 82 ft.)—Seeks assignment of license from Crow River Broadcasting Inc. to KYRS Inc. for \$282,000. Seller is headed by Norman Jones and Chris Lenz, who have no other broadcast interests. Buyer is headed by Dennis G. Carpenter. Proposed assignee is wholly owned by Starcom Inc. Starcom Inc. owns 100% of stock of St. James FM Inc., applicant for new FM station to serve St. James, MN. Starcom Inc. owns 100% of stock of Twin Ports Broadcasting Inc., permittee of WRSR(FM) at Two Harbors, MN. Starcom Inc. also owns 100% of stock of Sartell FM Inc., licensee of KKS(FM) Sartell, MN. Starcom Inc. is 75% voting stockholder in Thief to the Forks Broadcasting Inc., permittee of KVV-FM Thief River Falls, MN. Starcom Inc. owns 100% of stock of KSTQ Inc., which is licensee of KSTQ(FM) Alexandria, MN. Filed Aug. 16.

■ KNIS(FM) Carson City, NV (BALH890816HQ; 94.7 mhz; 86.6 kw; ant. 2,072 ft.)—Seeks assignment of license from Western Inspirational Broadcasters Inc. to Sapphire Broadcasting Inc. for \$1,500,000. Seller is headed by Norman Kaupp and is nonprofit corporation moving to noncommercial frequency of 91.3 mhz. Buyer is headed by Thomas P. Gammon, chairman of Americom radio brokers. He is officer, director and sole shareholder of following companies: ONYX Broadcasting Inc., licensee of KTRR(FM) Loveland, CO; Ruby Broadcasting Inc., licensee of KZKY-AM-FM Apple Valley, CA; Diamond Broadcasting of California Inc., licensee of KKIS-AM-FM Pittsburg/Walnut Creek, CA; Royal Broadcasting of Louisiana Inc., proposed assignee of KJIN(AM)-KCIL(FM) Houma, LA. Gammon is also individual limited partner of Oakdale LP, licensee of KICR-AM-FM Oakdale, LA. Filed Aug. 16.

■ KATK-AM-FM Carlsbad, NM (BAL890814EB; 740 khz; 1 kw-D, 500 w-N; FM: BALH890814EC; 92.1 mhz; 3 kw; ant. 285 ft.)—Seeks assignment of license from Radio Carlsbad Inc. to Frank A. Nymeyer for \$550,000. Seller is headed by Darel and Robert Swayze (father and son). Buyer has no other broadcast interests. Filed Aug. 14.

■ WUTV(TV) Buffalo, NY (TEMP890829; ch. 29; 1050 kw-V; ant. 920 ft.)—Seeks assignment of license from Citadel Communications Co Ltd. to Act III Broadcasting Inc. for \$34,150,000, plus covenant not to compete valued at \$10 million to \$12 million, bringing total purchase price to about \$46 million. ("In Brief," Sept. 4). Seller is group owner headed by Phillip J. Lombardo. It also owns KCAU-TV Sioux City, IA; KCANTV1 Albion, NE; WMGC-TV Binghamton, NY; and WVNY(TV) Burlington, VT. Buyer is group owner headed by Bert Ellis. It also owns WUHF(TV) Rochester, NY; WZTV(TV) Nashville; WNRW(TV) Winston-Salem, NC; WVAH-TV Charleston, WV; WRLH-TV Richmond, VA; WTAT-TV Charleston, SC, and WRGT-TV Dayton, Ohio. Filed Aug. 29.

■ WNYB(TV) Buffalo, NY (TEMP890829; ch. 49; 4,932 kw-V; ant. 1,021 ft.)—Seeks assignment of license from Niagara Frontier Broadcasting Partners to Tri-State Christian TV for \$2.5 million. Seller is headed by Seymour Knox and has no other broadcast interests. Buyer is headed by Garth Coonce. Tri-State Christian TV Inc. is licensee of WTCT(TV) Marion, IL, and WAQPTV) Saginaw, MI.

Filed Aug. 29.

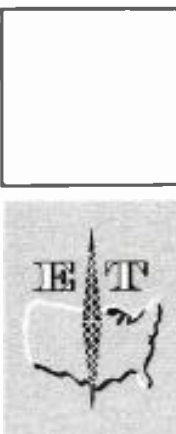
■ WRNQ(FM) Poughkeepsie, NY (BTCH890814HF; 92.1 mhz; 1.45 kw; ant. 134 ft.)—Seeks assignment of license from Dutchess Communications Corp. to Richard D. Novik for \$49,000. Seller is headed by Irwin Katz, who has no other broadcast interests. Buyer is headed by Richard D. Novik, president, treasurer, director and 100% owner of stock of WKIP Broadcasting Corp., licensee of WKLP(AM) Poughkeepsie. Filed Aug. 14.

■ WWNC(AM)-WKS(FM) Asheville, NC (AM: BAL890817HK; 570 khz; 5 kw-U; FM: BALH890817HL; 99.9 mhz; 53 kw; ant. 2,672 ft.)—Seeks assignment of license from Pine Trails Broadcasting Co Inc. to Radio Ventures LP for \$25,500,000 ("Changing Hands," Aug. 21). Seller is headed by James T. Cullen and also owns WAA(AM)-WQEN(FM) Gadsden, AL; KRKK(AM)-KQSW(FM) Rock Springs, WY. Buyer is headed by Jerry Lyman, former RKO General radio group president. He is also purchasing WMXB(FM) Richmond, VA. Filed Aug. 17.

■ WRAW(AM)-WRFY(FM) Reading, PA (AM: BAL890815GP; 1340 khz; 1 kw-D, 250 w-N; FM: BALH890815GQ; 102.5 mhz; 27 kw; ant. 810 ft.)—Seeks assignment of license from City Broadcasting Co. to Eight Chiefs Inc. for \$18,250,000 ("Changing Hands," Aug. 14). Seller is headed by Frank Franco and also owns WMMB(AM)-WMMY(FM). Buyer is headed by Ragan Henry. Henry is sole general partner of Ragan Henry Communications Group (RHCG), Ragan Henry National Radio LP (National Radio) and Communications Management National (CMN). RHCG is licensee of WMXB(FM) Richmond, VA, and WDA(AM)-WRHK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, MI. CMN is licensee of WWIN-AM-FM Baltimore. Henry also has interest in KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; WXLE(FM) Columbus, OH, and WQOK(FM) Raleigh, NC. Henry is also purchasing WCOS-AM-FM Columbia, SC, and KCCV(AM) Independence, MO ("Changing Hands," July 31). Henry also has applications pending for three AM's and two FM's. Filed Aug. 15.

■ WCOS-AM-FM Columbia, SC (AM: BAL890815EA; 1400 khz; 1 kw-U; FM: BALH890815EB; 97.9 mhz; 100 kw; ant. 985 ft.)—Seeks assignment of license from WCOS Inc. to Bancora Broadcasting Corp. for \$12,500,000 ("Changing Hands," July 31). Seller is headed by George Buck, who owns GHB Broadcasting, licensee for WMGY(AM) Montgomery, AL; WYZE(AM) Atlanta and WEAM(AM) Columbus, both Georgia; WTOO(AM) Asheville, WHVN(AM) Charlotte and WDRV(AM) Statesville, all North Carolina; WNAP(AM) Norristown, PA, and WOLS(AM) Florence, SC. Buyer is headed by Ragan Henry, who is also buying WRAW(AM)-WRFY(FM) Reading, PA (see above). Filed Aug. 15.

■ WHAL(AM)-WYQC-FM Shelbyville, TN (BAL890814GR; 1400 khz; 1 kw-U; FM: BALH890814GS; 102.9 mhz; 100 kw; ant. 510 ft.)—Seeks assignment of license from Tenncom Ltd. to Lenk Broadcasting Co. for \$2,500,000 ("Changing Hands," Aug.



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21). Seller is headed by Jerry Oakley. Stockholders in seller also have interest in WLHQ-AM-FM Enterprise, AL and WIRC(AM)-WXRC(FM) Hickory, NC. Buyer is owned by Bayard Walters, who also owns WVEL(AM)-WGLO(FM) Pekin; WSHY-AM-FM Shelbyville and WMCI(FM) Mattoon, all Illinois; WKCM(AM) Hawesville, KY, and WCTZ(AM) Clarkesville, TN. Filed Aug. 14.

■ KPAC(FM) San Antonio, TX (BALED890824HJ): 90.9 mhz; 3 kw; ant. 300 ft.—Seeks assignment of license from Classic Broadcasting Society of San Antonio to Texas Public Radio for no financial consideration. Seller is headed by Wilford Stapp, who has no other broadcast interests. Buyer is nonprofit organization and has no other broadcast interests. Filed Aug. 24.

■ KSTX(FM) San Antonio, TX (BAPLED890824HW): 89.1 mhz; 100 kw; ant. 724 ft.—Seeks assignment of license from San Antonio Community Radio Corp. to Texas Public Radio for no financial consideration. Seller is headed by Henry Munoz and has no other broadcast interests. Buyer is also proposed assignee of licensee of

KPAC(FM) San Antonio, TX. Applicant seeking to assign license of KPAC(FM) from Classical Broadcasting Society of San Antonio to Texas Public Radio is being filed concurrently with instant application. Filed Aug. 24.

■ KJQN(AM) Ogden, UT (BAL890816EA): 1490 khz; 1 kw-U)—Seeks assignment of license from Sherman G. Sanchez Broadcasting of Utah to Abacus Broadcasting Corp. for \$700,000. Seller is headed by Sanchez and has no other broadcast interests. Buyer is headed by Garrett Haston. Haston is secretary, director and 20% shareholder of AM-FM Communications Inc., licensee of KZIA-AM-FM Albuquerque, NM. Garrett Haston and Michelle Haston jointly own 31.5% of stock of Sherman Greenleigh Sanchez Broadcasting of Utah Inc., licensee of KJQN-AM-KJQN-FM Ogden, UT. Filed Aug. 16.

■ KBSG(AM) Auburn, WA (BAPL890811EC): 1210 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from Auburn Broadcaster's Inc. to KBSG Inc. for \$1,500,000. Seller is headed by Edward Garre. He has no other broadcast interests. Buyer is Viacom International Inc., Parent corporation of Viacom Broadcasting Inc. Viacom's radio

broadcast division is headed by Bill Figenshu. Viacom is licensee of following: WVIT(TV) New Britain, CT; WMZQ-FM Washington; WLIT-FM Chicago; KSLA-TV Shreveport, LA; WLTI(FM) Detroit; KMOV(TV) St. Louis, MO; WNYT(TV) Albany. WLTW(FM) Rochester and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; and KBSG(FM) Tacoma, WA. Filed Aug. 11.

■ WMJB(FM) Evansville, WI (BTCH890811HG): 105.9 mhz; 3 kw; ant. 100 ft.—Seeks assignment of license from Tommie R. Love and Scott M. Davis to Capital Radio Services Inc. for \$77,000. Seller is headed by Tommie R. Love, who has interest in KAFX-AM-FM Diboll, TX; WIGL(FM) Orangeburg, SC; WMGU(FM) Stevens Point, WI. Love is also applicant for new FM at Bismarck, ND. Buyer is headed by Carl W. Hurlbaas and Eugene J. Mark Jr. Hurlbaas is president, secretary and treasurer, sole director and 89% stockholder of Telemedia Broadcasting Inc., licensee of WGRQ(FM) Colonial Beach, VA. Hurlbaas is also 100% general partner of Radio Virginia LP, licensee of WJMA(AM)-WVJZ-FM Orange, VA. In addition, he is 100% general partner of Radio Carolina LP, licensee of WDAR(AM)-WMWG-FM Darlington, SC. Hurlbaas is also president, director and 90% stockholder of Capital Radio Services Inc., which is 49% stockholder of Eagle Broadcasting of Southern Wisconsin Inc., holder of CP for new FM station at Evanville, WI; WHOH Inc., holder of CP for new commercial FM station at Crestline, OH; and Florida Radioner LP, holder of CP for new commercial FM station at Port St. Joe, FL. Filed Aug. 11.

### Actions

■ WWIC(AM) Scottsboro, AL (BTC890703EA): 1050 khz; 1 kw-D)—Granted app. of assignment of license from Scottsboro Broadcasting Co. to Kenneth and Deborah Thomson and Joe Dawson. WWIC(AM) is owned at time of filing by following: Kenneth L. Thompson (25 shares), Deborah Thompson (25 shares) and Joe M. Dawson (50 shares) making total of 100 shares in said station. Kenneth L. Thompson and Deborah Thompson have expressed their desire to purchase from Joe M. Dawson part of his interest in said station or such part thereof that enables them to acquire 70% of stock of said corporation and that another party, Ronald H. Dykes, would come into said corporation by purchasing remaining 30% of said stock from Joe M. Dawson. Consideration by which said above individuals will acquire said stock from Joe M. Dawson would be to pay to Joe M. Dawson his investment in original acquisition of stock in said corporation plus interest that he has paid since time of acquisition in 1985. Kenneth L. Thompson and Deborah Thompson will continue to be in charge of operation station since their acquisition in February 1985. Also, in this same application Deborah Thompson will be transferring her shares in said station or such part thereof that would enable Kenneth L. Thompson to have 51% of stock in said corporation, which would leave her 19% interest in said station and Kenneth Thompson 51% interest, while Ronald H. Dykes would have 30% interest. Action Aug. 22.

■ KISI(FM) Malvern, AR (BAPH890613GW): 101.5 mhz; 3 kw; ant. 97 ft.—Granted for no financial consideration. Agreement to assign CP held by Harbour Enterprises to Donald C. Harbour is oral agreement due to family relationship between parties. Terms of agreement are as follows: assignment of CP from Harbour Enterprises to Donald C. Harbour is not for compensation. All partners in Harbour Enterprises are related to Donald C. Harbour. Alene O. Harbour and William C. Harbour are parents of Donald C. Harbour. Michael H. Harbour and Julie H. Williams are brother and sister of Donald C. Harbour. All parties, except Donald C. Harbour, have recently decided not to pursue construction of station and to assign their interest in CP to Donald C. Harbour for no consideration. Action Aug. 21.

■ KXEW(AM) South Tucson and KXMG-FM Marana, both Arizona (AM: BTC890714EA; 1600 khz; 1 kw-U; FM: BTCH890714EB; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Jerrold M. Lyons to Jessica Lazarus. Licensee, Cactus Broadcasting Ltd., is LP with two general partners, Jerrold M. Lyons and Frank I. Lazarus, each of whom has equal vote. Jerrold M. Lyons is withdrawing from partnership and will be replaced by Jessica Lazarus, wife of Frank I. Lazarus, who will be general partner. Action Aug. 29.

■ WKSS(FM) Hartford-Meriden, CT (BTCH890707HM): 95.7 mhz; 16.5 kw; ant. 880 ft.—Granted app. of assignment of license from Precision Media Corp. to Precision Media Corp. for no financial consideration. Seller is headed by Donald Law. Buyer is owned by Donald Law, Frank Barsalona and Timothy Montgomery. Precision Media LP ("PM Limited Partnership") is licensee of WKSS(FM) Hartford-Meriden, CT. Two general partners of PM Limited Partnership are Precision Media Corp. ("PM Corporation") and Brattle Entertainment Inc. ("Brattle Entertain-



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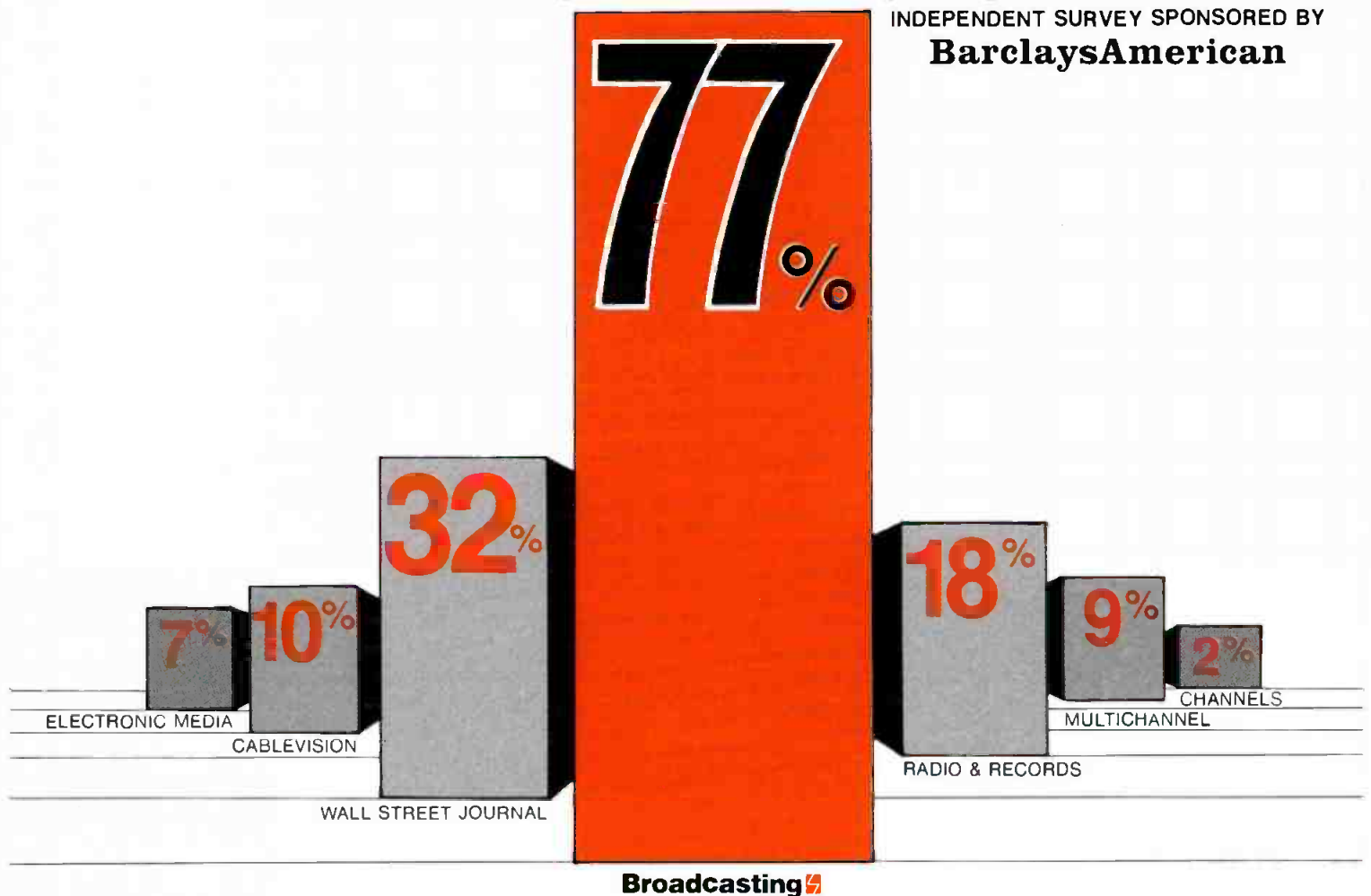
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ment"). PM Corporation is class A general partner with voting control of licensee, and Brattle Entertainment is class B general partner with no voting control of licensee. Action Aug. 22.

■ **WJIS-FM Bradenton, FL** (BALED890707HB; 88.1 mhz; 100 kw; ant. 480 ft.)—Granted app. of assignment of license from Evangel Christian School Inc. to Radio Training Network Inc. for \$1,100,000. Seller is headed by Karl Strader, who also heads WCIE(AM) Spring Lake, NC. Buyer is headed by Bill Watkins, James L. Campbell and George Ready. Bill Watkins, George Ready and George Watkins serve as board members of Provident Broadcasting Co., which owns and operates WFDR(AM)-WVFX-FM Manchester, GA. Purchase price includes WLFJ-FM Greenville, SC. Action Aug. 17.

■ **WZOR(AM) Immokalee, FL** (BAL890530EK; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Ritchey Communications Systems Inc. to HAB Communications Systems Inc. for \$210,000. Seller is owned by Milo Ritchey, who has no other broadcast interests. Buyer is owned by Heinz Bauer, who also owns WMIB(AM) Marco Island, FL. Action Aug. 21.

■ **KHAI(TV) Honolulu, HI** (BALCT890710KG; ch. 20; 537 kw-V; ant. -150t)—Granted app. of assignment of license from Honolulu Family Television Ltd. to KHAI Inc. for \$1,500,000. Seller is subsidiary of Media Central Inc., Chattanooga, TN, which filed for bankruptcy in 1987; sale was approved by Federal Bankruptcy Court of Eastern District of Tennessee. Media Central still has six TV stations. Buyer is headed by Ray Beindorf, who heads KSAI(TV) San Bernardino, CA, and television translator station K48AL, Poway, CA. Action Aug. 24.

■ **KBGN(AM) Caldwell, ID** (BAL890710EE; 1060 khz; 10 kw-D)—Granted app. of assignment of license from Christian Broadcasting Co. to Nelson M. Wilson and his wife, Karen E. Wilson, for \$188,000. Seller is owned by Richard and Edwin Shaw, brothers. They also own KBXL(FM) Caldwell, ID. Buyer has no other broadcast interests. Action Aug. 25.

■ **WOC(AM)-KUUL-FM Davenport, IA** (AM: BAL890630HH; 1420 khz; 5 kw-U; FM: BALH890630HI; 103.7 mhz; 100 kw-V; ant. 363 ft.)—Granted app. of assignment of license from Signal Hill Communications LP to Signal Hill Communications Inc. for no financial consideration. Seller is headed by Wayne Blic. Buyer is headed by Vickie A. Palmer, who has no other broadcast interests. Action Aug. 24.

■ **KCVW(FM) Leavenworth, KS** (BALH890607GO; 98.8 mhz; 100 kw; ant. 990 ft.)—Granted app. of assignment of license from Wodlinger Broadcasting Co. to WTMJ Inc. for \$6,000,000. Seller is owned by Mark and Constance Woodlanger, who have no other broadcast interests. Buyer is headed by Steve Smith. WTMJ Inc. is licensee of WTMJ-AM-TV and WKTJ(FM), all Milwaukee; WSYM(TV) Lansing, MI, and KTNV-TV Las Vegas. WTMJ Inc. is parent and sole owner of Midwest Media Inc., licensee of WSAU(AM)-WIFC(FM) Wausau, WI. Action Aug. 22.

■ **KSGI(AM) Wichita, KS** (BTC890705ED; 900 khz; 0.25 kw-D)—Granted app. of assignment of license from Edward R. Toles to Agape Communications Inc. Board of directors of Agape Communications Inc. shall authorize repurchase of outstanding common stock presently owned by Edward R. Toles and Donna V. Toles in amount of 2,782.86 shares. Soto Agape Communications Inc. shall execute its note in favor of Edward R. Toles and Donna V. Toles in amount of \$532,714. Note shall bear interest at rate of 10% per annum. Action Aug. 22.

■ **WTBL(AM) Central City, KY** (BAL890710EA; 1380 khz; 500 w-D)—Granted app. of assignment of license from Thomas Broadcasting Engineering to Central City Communications Inc. for \$65,000. Seller is owned by Edward Thomas, who has no other broadcast interests. Buyer is owned by Bryan K. Smeathers, who has no other broadcast interests. Action Aug. 29.

■ **WOMI(AM)-WBKR(FM) Owensboro, KY** (AM: BTC890623HY; 1490 khz; 1 kw-D; 250 w-N; FM: BTCH890623HZ; 92.5 mhz; 77 kw; 380 ft.)—Granted app. of 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 has other broadcast interests. Action Aug. 22.

■ **KJIN(AM)-KCIL(FM) Houma, LA** (AM: BAL890711EC; 1490 khz; 1 kw-U; FM: BAPLH890711ED; 107.5 mhz; 100 kw; ant. 700 ft.)—Granted app. of assignment of license from Guaranty Broadcasting Corp. to Royal Broadcasting of LA for no financial consideration. Guaranty Broadcasting Corp. is licensee of WGGZ(FM) Baton Rouge and is wholly owned subsidiary of Guaranty Corp. Guaranty Income Life Insurance Corp., which is also wholly owned subsidiary of Guaranty Corp., is life insurance

company in state of Louisiana. Royal Broadcasting of Louisiana is general partnership between Royal Broadcasting of Louisiana Inc. and Guaranty Broadcasting Corp. Thomas P. Gammon, chairman of Americom radio brokers and sole officer, director and shareholder of Royal Broadcasting of Louisiana, is also officer, director and sole shareholder of following companies: ONYX Broadcasting Inc., licensee of KTRR(FM) Loveland, CO; Ruby Broadcasting Inc., licensee of KZKY-AM-FM Apple Valley, CA, and Diamond Broadcasting of California Inc., licensee of KKIS-AM-FM Pittsburg/Walnut Creek, CA. Gammon is also individual limited partner of Oakdale LP, licensee of KICR-AM-FM Oakdale, LA.

■ **WAAQ(FM) Big Rapids, MI** (BALH890630GR; 102.3 mhz; 1.8 kw; ant. 400 ft.)—Granted app. of assignment of license from James J. McCluskey to West Michigan Radio Inc. for \$425,000. Seller also owns WHBT(AM) Jackson and CP for WWTG(AM) Stanwood, both Michigan. Buyer is headed by Russell C. Balch, who is officer, director and holder of 100% of voting stock of Michigan Radio Group Inc., licensee of WOAP(AM)-WMZX-FM Owosso, MI. Action Aug. 22.

■ **WPLB-AM-FM Greenville, MI** (AM: BAL890518GG; 1380 khz; 1 kw-D, 500 w-N; FM: BALH890518GH; 107.3 mhz; 50 kw; ant. 360 ft.)—Granted app. of assignment of license from Flat River Broadcasting Co. to Goodrich Theatres Inc. for \$2,300,000. Seller is owned by Robert G. Lewis, who has no other broadcast interests. Buyer is owned by Robert E. Goodrich. Goodrich Theatres Inc. is licensee of WVIC-AM-FM East Lansing, MI; WSNX-AM-FM Muskegon, MI; WXL-FM Moline, IL, and KSTT(AM) Davenport, IA. Action Aug. 21.

■ **WDMJ(AM) Marquette, MI** (BAL890425EB; 1320 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from CJL Broadcasting Inc. to Goetz Communications Corp. for \$90,000. Seller is owned by Leon R. Felch and James R. Callow, who also own WCJL-AM-FM Marinette, WI. Buyer is owned by John H. Hackman, 10%; Scott M. Trentadue, 10%; and Goetz Broadcasting Corp., 80%. Goetz Broadcasting Corp. also controls WDLB(AM)-WLJY(FM) Marshallfield, WFAW(AM)-WSJY(FM) Fort Atkinson, WQJY(FM) West Salem and WRDB(AM)-WNFM Reedsburg, all Wisconsin, and WIXN-AM-FM Dixon, IL. Action Aug. 29.

■ **WTEN(TV) Albany, NY** (BALCT890331KV; ch. 10; 200 kw-V; ant. 1,000 ft.) and **WCDC(TV) Adams, MA** (BALCT890331KS; ch. 19; 538 kw; ant. 3,688 ft.)—Granted app. of assignment of license from Knight-Ridder Broadcasting Inc. to Young Broadcasting Inc. for \$32,000,000. Seller is Miami-based group, headed by Daniel Gold, that put its nine TV stations on block last year (BROADCASTING, Oct. 10, 1988). Buyer is owned by Adam Young, 66%; Vincent Young, 33%, and Ronald Kwansick, 1%. Young Broadcasting Inc. also owns WTVO-TV Rockford, IL; WLNS-TV Lansing, MI; WKB(TV) La Crosse, WI, and KLFY-TV Lafayette, LA. Action Aug. 24.

■ **NEW-TV Corning, NY** (BAPCT890503KG; ch. 48; 250 kw-V; ant. 129 ft.)—Granted app. of assignment of license from Rural New York Broadcasting to Dr. Robert Walker for \$13,000. Seller is owned by David Rinehart, and has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 23.

■ **WICY(AM) Malone, NY** (BAL890705EB; 1490 khz; 1 kw-U)—Granted app. of assignment of license from North Country Broadcasting Inc. to L.C.C. Media Inc. for \$150,000. Seller is owned by Mitchell Tackley, who has no other broadcast interests. Buyer is headed by James M. Coughlin, who has no other broadcast interests. Action Aug. 22.

■ **WHDL(AM)-WOLN(FM) Olean, NY** (AM: BAL890706HE; 1450 khz; 1 kw-U; FM: BALH890706HF; 95.7 mhz; 43 kw; ant. 740 ft.)—Granted app. of assignment of license from WHDL Inc. to Arrow Communications Inc. for \$1,000,000. Seller is owned by Frank Penny and Dean Aubol, who also own WEBO(AM) Oswego and WQXT(FM) Binghamton, both New York. Buyer is owned by Paul Rothfuss, who also has interest in KHUM-FM Topeka, KS; WFFX(AM)-WRLX(FM) Tuscaloosa, AL; WZOQ(FM) Lima, OH; KZBB-FM Fort Smith, AR; KILO-FM Davenport, IA; WFRG-AM-AM Rome, NY, and WZNY-FM Augusta, GA. Action Aug. 21.

■ **WKAJ(AM)-WQQY(FM) Saratoga Springs, NY** (AM: BAL890630GS; 900 khz; 250 w-D; FM: BALH890630GT; 102.3 mhz; 3 kw; ant. 74 ft.)—Granted app. of assignment of license from Saratoga Broadcasting Co. to Saratoga Radio Corp. for \$1,991,000 ("Changing Hands," July 17). Seller is owned by Howard Ginsberg and John and David Kimmel, brothers. John and David Kimmel own WWSR(AM)-WLFE(FM) Burlington and WSNQ(AM)-WORK-FM Barre, both Vermont. Buyer is owned by Robert N. Putnam and Paul C. Raeder. Putnam is former vice president and general manager of WGNA-AM-FM Albany, NY. Raeder is president of Communications Capital Group

Inc., New York City broadcast investment banking firm. They have no other broadcast interests. Action Aug. 22.

■ **WSIC(AM)-WFMX(FM) Statesville, NC** (AM: BAL890629GX; 1400 khz; 1 kw-U; FM: BALH890629GY; 105.7 mhz; 100 kw; ant. 1,517 ft.)—Granted app. of assignment of license from High Country Communications Inc. to Adventure Communications Inc. for \$2,500,000. Seller is headed by Warren Penney, Charles Frischman, partner of seller, has interest in WBBB(AM)-WPCM(FM) Burlington, SC, and KZBB-AM-FM Beaumont, TX. Buyer is headed by Mike Shott. Adventure Four Inc., proposed assignee of WSIC(AM)-WFMX(FM) ("Adventure") is wholly owned subsidiary of Adventure Communications Inc. ("ACI") is licensee of WHIS(AM)-WHAJ-FM Bluefield, WV, Adventure Two Inc. ("ATI"), also wholly owned subsidiary of ACI, is licensee of WKEE-AM-FM Huntington, WV. ACI also has 49% ownership interest in Adventure Three Inc., holder of CP for WBJY-FM in Shadyside, OH. WBJY-FM has application on file to move its transmitter location. Action Aug. 18.

■ **KGCT(TV) Tulsa, OK** (BALCT890710KF; ch. 41; 1350 kw-V; ant. 1,510 ft.)—Granted app. of assignment of license from Green Country Associates Ltd. to Tulsa TV #1 Corp. for \$500,000. Seller is headed by Leonard Anderson, who has no other broadcast interests. Buyer is owned by Dennis Lisack, who has no other broadcast interests. Action Aug. 23.

■ **WCBG(AM) Chambersburg, PA** (BAL890705EC; 1590 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Valley Marketing Systems Inc., care of Haley, Bader & Potts, to Miklarpet Broadcasting Inc. for \$350,000. Seller is owned by Richard and Lois Smith, who have no other broadcast interests. Buyer is owned by Michael H. Bader, Larry D. Summerville and Peter V. Low, all partners of Haley, Bader & Potts. Applicants are also principals of Pennsylvania Radio Road Co., licensee of WGLL(FM) Mercersburg, PA, and Western Maryland Radioway Corp., licensee of WTHU(AM) Thurmont, MD. Action Aug. 22.

■ **WCMB(AM)-WIMX-FM Harrisburg, PA** (AM: BAL890710EC; 1460 khz; 5 kw-U; FM: BAPLH890710ED; 99.30 mhz; 3 kw; ant. 72 ft.)—Granted app. of assignment of license from Hudson Group Ltd. Partnership to Gemini Broadcasting Corp. for \$4.9 million ("In Brief," July 17). Seller is owned by James McKenna, who has no other broadcast interests. Buyer is owned by Brian Danz and Christine E. Hillard, who have no other broadcast interests. Action Aug. 22.

■ **WARD(AM) Pitston, PA** (BTC890522EA; 1550 khz; 10 kw-D, 500 w-N)—Granted app. of assignment of license from James F. Ward to his wife, Dorothy Ward. James F. Ward, president of Ward Broadcasting Corp., agrees to transfer 50% or 25,000 shares of 50,000 shares of Ward Broadcasting Corp. to Dorothy J. Ward, who will share in control over all necessary physical property and its use and also in supervision over programs to be broadcast. There will be consideration to be paid or promised. Action Aug. 24.

■ **WSTN(AM) Somerville, TN** (BAL890606EA; 1410 khz; 500 w-U)—Granted app. of assignment of license from Fayette County Broadcasting Service to C.I.T.A. Broadcasters Inc. for \$138,000. Seller is owned by Alfred Roberson, who has no other broadcast interests. Buyer is headed by Lee S. Sterling. Action Aug. 24.

■ **KCRM-FM Cameron, TX** (BALH890705HR; 103.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from KCRM Broadcasting to Radio Cameron Inc. for \$372,000. Seller is owned by William James, who also has interest in KBWD(AM)-AM-KOXE(FM) Brownwood and KSNY-AM-FM Snyder, both Texas. Buyer is owned by William R. Vance, who has interest in KEEE(AM)-KJCS(FM) Nacogdoches, TX. Action Aug. 22.

■ **KQRO-AM-FM Cuero, TX** (AM: BTC890404ED; 1600 khz; 500 kw-D; FM: BTCH890404EE; 97.7 mhz; 3 kw; ant. 296.6 ft.)—Dismissed app. of assignment of license from Cuero Broadcasting Inc. to Rudy Perez for \$289,000. Seller is owned by Paul Dudeck, 49%, and Mary Dudeck, 51%. They have no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 24.

■ **KAVU(TV) Victoria, TX** (BALCT890317KF; ch. 25; 933 kw-V; ant. 1,020 ft.)—Granted app. of assignment of license from Community Broadcasting of Coastal Bend Inc. to 1st Victoria National Bank for no financial consideration. Seller is headed by John Scott, and has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 29.

■ **WJLT-AM-FM Crozet, VA** (BAL890627GI; 810 khz; 0.50 kw-D; FM: BALH890627GJ; 102.3 mhz; 3 kw; ant. 360 ft.)—Granted app. of assignment of license from Elting Enterprises Inc. to High Communications Partnership for \$1,100,000. Seller is owned by John Elting, who has no other broadcast interests. Buyer is headed by Terry C. Kile and Thomas C. Kile. Action Aug. 18.

## New Stations

### Applications

#### FM's

■ Bakersfield, CA (BPED890815MC)—Family Stations Inc. seeks 90.9 mhz; 50 kw; 459 ft. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonprofit corporation and is licensee of following stations: WBFR(FM) Birmingham, AL; KPHF(FM) Phoenix, AZ; KPJO(FM) Avalon, KHAP(FM) Chico, KECR(FM) El Cajon, KFNO(FM) Fresno, KEFR(FM) Le Grand, KFRN(AM) Long Beach, KEBR(AM) Rocklin, KEAR(FM) San Francisco, KCRN(FM) Santa Rosa, KFTL(TV) Stockton and KPRA(FM) Ukiah, all California; KPFR(FM) Pueblo, CO; WCT(FM) Vernon, CT; WJFR(FM) Jacksonville, WWFR(FM)WYFR (shortwave) Okechoboc and WFTL-FM St. Petersburg, all Florida; WFRC(FM) Columbus, GA; WJCH(FM) Joliet, IL; KDFR(FM) Des Moines and KYFR(AM) Shenandoah, both Iowa; KFRK(FM) Hutchinson, KS; WFSI(FM) Annapolis, MD; WBMA(AM) Dedham, MA; WBYF(FM) Bay City and WGRF(FM) Rockford, both Michigan; WKDN-FM Camden and WFME(FM) Newark, both New Jersey; WFBF(FM) Buffalo, WFRS(FM) Smithtown, WFNY(FM) Syracuse and WFRW(FM) Webster, all New York; WCUE(AM) Cuyahoga Falls, WOTL(FM) Toledo and WYTN(FM) Youngstown, all Ohio; KCOO(FM) Coos Bay and KQFE(FM) Springfield, both Oregon; WEFR(FM) Erie and WFRJ(FM) Johnstown, both Pennsylvania; WFCH(FM) Charleston, SC; WKNL(AM) Knoxville, TN; KTXB(FM) Beaumont and New FM Bridgeport, both Texas; KUFR(FM) Salt Lake City; New AM Buckley, KARR(AM) Kirkland and KJVH(FM) Longview, all Washington; and MWK(FM) Milwaukee, WI. Filed Aug. 15.

■ Watertown, NY (BPED890731MN)—The St. Lawrence University seeks 88.5 mhz; .20 kw; 452 ft. Address: Rodmoda Drive, Canton, NY 13617. Principal is headed by Ellen Rocco and has no other broadcast interests. Filed July 31.

#### TV

■ Oneonta, NY (BPED890825)—WSKG Public Telecommunications Council seeks ch. 42, 661 kw; 685 ft. Address: 1168 Conklin Rd., Conklin, NY 13748. WSKG Public Telecommunications Council is licensee of noncommercial educational stations WSKG-FM-TV Binghamton and WSQG-FM Ithaca, both New York. Filed Aug. 25.

### Actions

#### AM

■ Santa Fe, NM (BP870820AG)—Granted app. of La Voz Broadcasting Inc. for 1550 khz. Address: P.O. Box 1154, Santa Fe, NM 87504. Principal is headed by Celina V. Gonzales and has no other broadcast interests. Action Aug. 17.

#### FM's

■ Cottonwood, AZ (BPH881206MC)—Granted app. of KVRD Inc. for 105.7 mhz; 3 kw; 672 ft. Address: P.O. Box 187, Cottonwood, AZ 86326. Principal is headed by Richard B. Dehnert and has no other broadcast interests. Action Aug. 21.

■ Williams, AZ (BPH890215MA)—Returned app. of Terry Cohen for 96.7 mhz; 26 kw; 1,095 ft. Address: P.O. Box 26668 Prescott Valley, AZ 86312. Principal has no other broadcast interests. Action May 3.

■ Madera, CA (BPH870827NM)—Granted app. of Madera FM Association for 107.3 mhz; 3 kw; 328 ft. Address: 25965 Ellis St., Madera, CA 93638. Principal is headed by Manuel Jimenez and has no other broadcast interests. Action Aug. 22.

■ Pueblo, CO (BPED890309MA)—Returned app. of Joy Media Broadcasters Inc. for 89.7 mhz; 50 kw. Address: 16742 Gothard St., Huntington Beach, CA 92647. Principal has no other broadcast interests. Action Aug. 23.

■ Ellington, MO (BPH890214MB)—Returned app. of Jack G. Hunt for 103.9 mhz; 3 kw; 328 ft. Address: 204 Washington, Doniphan, MO 63935. Jack G. Hunt is licensee of following: KBMV-AM-FM Birch Tree, MO; KDFN(AM)-KOEAFM) Doniphan, MO. James M. Hunt, applicant's son, is permittee of KXOZ(FM) Mountain View, MO. Action Aug. 21.

■ New Paltz, NY (BPED861124ML)—Granted app. of State University Plaza for 88.7 mhz. Address: Albany, NY 12246. Principal is headed by Clifton R. Wharton and has no other broadcast interests. Action Aug. 17.

■ Spencer, NY (BPED870608MB)—Granted app. of Family Life Ministries Radio Inc. for 88.5 mhz; 7 kw H&V; 498 ft. Address: 7634 Campbell Rd., Bath, NY 14810.

Principal is headed by Richard M. Snavely and has no other broadcast interests. Action Aug. 21.

■ Warsaw, NY (BPED881012MJ)—Returned app. of Family Life Ministries Radio Inc. for 88.3 mhz; 7 kw H&V; 492 ft. Address: 7634 Campbell Rd., Bath, NY 14810. Principal is headed by Richard M. Snavely and has no other broadcast interests. Action Aug. 23.

■ Bethania Township, NC (BPED840918IH)—Dismissed app. of Family Stations Inc. for 89.7 mhz; 27 kw; 1272 ft. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonprofit corporation and is also applying for frequency in Bakersfield, CA (see above). Action Aug. 22.

■ John Day, OR (BPED880829MB)—Returned app. of Life Broadcasting, Inc. for 91.9 mhz; 1.5 kw; 249 ft. Address: 301 E. Main St., John Day, OR 97845. Principal is headed by Timothy Donn Willey and has no other broadcast interests. Action Aug. 23.

■ Peshigo, WI (BPH881024MB)—Granted app. of Good Neighbor Broadcasting Inc. for 96.1 mhz; 3 kw H&V. Address: 413 Tenth Ave., P.O. Box 375, Menominee, MI 49858. Principal is headed by Gary R. Johnson and Marshall Harris. Applicant is licensee of WAGN(AM) Menominee, MI. Action Aug. 22.

## Facilities Changes

### Applications

#### FM's

■ Birmingham, AL WENN-FM 107.7 mhz—Aug. 11 application for CP to change ant. 1,236 ft. H&V.

■ Payson, AZ KRMM(FM) 101.1 mhz—Aug. 11 application for Mod of CP (BPH860212MF) to change ERP: 88.3 kw H&V; 80.87 kw V; TL: 5 miles from Electronic Site, Hwy 87, 2.7 km NW of Strawberry, AZ; class: C1 (per Docket 88-118).

■ Eureka, CA KRED-FM 92.3 mhz—July 3 application for CP to change ERP: 25 kw H&V; change class: C1.

■ Chicago, IL WBBM-FM 96.3 mhz—Aug. 11 application for CP to change ERP: 4.2 kw H&V; ant. 1,554 ft. H&V; change TL: Sears Tower, 233 S. Wacker Dr., Chicago, IL.

■ Macomb, IL WIUM(FM) 91.3 mhz—Aug. 8 application for Mod of CP (BPED870608MA) to change ant. 462 ft. H&V; correct radiation center, ground elevation and tower height.

■ Detroit, MI WLTI(FM) 93.1 mhz—Aug. 11 application for Mod of CP (BPH880322IA) to change ERP: 8.5 kw H&V.

■ Thief River Falls, MN KSRQ(FM) 90.1 mhz—Aug. 18 application for Mod of CP (BPED880830MI) to change ERP: 24.0 kw H&V; ant. 334 ft. H&V; TL: intersection of county roads 3 and 12, 16 km SW of Thief River Falls, MN; class: C3 (per Docket 88-375).

■ South Padre Island, TX 92.7 mhz—Aug. 11 application for Mod of CP (BPH850712R1) to change TL: 2 miles W of S Padre Island, TX; 26 03 51N 97 13 02W.

■ Stephenville, TX 98.3 mhz—Aug. 10 application for Mod of CP (BPH850711PS) to change TL: 0.83 km N NW of Hwy 67, 2.6 km W of Stephenville, TX.

■ Charlottesville, VA WVTV(FM) 89.3 mhz—Aug. 18 application for Mod of CP (BPED870722MA) to change ERP: 0.197 kw H&V; ant. 1,695 ft. H&V; TL: State Hwy 622 at Appalachian Trail, 7 km E of Waynesboro, Albemarle, VA; change directional ant.

#### TV

■ Jacksonville, FL WJKS(TV) ch. 17—Aug. 14 application for CP to change TL: 9117 Hogan Rd., Jacksonville, FL; change ant. 997 ft., ERP: 4680 kw (vis); ant.: Harris Corp. TWS-30 Wavestar (DA)BT; 30 16 36N 81 33 47W.

### Actions

#### AM's

■ Arvada, CO KQXI(AM) 1550 khz—Aug. 17 application (BP880428AA) granted for CP to change hours of operation to unlimited by adding night service with 10 kw; change daytime TL to: corner of W. Ert Mar La & Platte Canyon Rd., 0.4 km SW of Columbine Valley, CO, and make changes in ant. system: 39 25 33N 105 02 34W.

■ Concord, MA WADN(FM) 1120 khz—Aug. 24 application (BMP890710AC) granted for Mod of CP (BP810410AD) to add augmentation to nighttime standard pattern.

■ Micanopy, FL 1200 khz—Aug. 23 application returned nunc pro tunc.

### FM's

■ Sheffield, AL WBTV-FM 106.3 mhz—Aug. 23 application (BPH8703271I) dismissed for CP to change TL: E. of Old Jackson Hwy & 1.4 miles S. of Milk Spring Rd., Tusculuma, AL; change ERP: .63 kw H&V; ant. 711 ft H&V; 34 39 09N 87 41 02W.

■ Augusta, AR KABK-FM 97.7 mhz—Aug. 22 application (BPH890106IA) returned for CP to change ERP: 12 kw H&V; change ant. 993 ft. H&V; TL: 2 miles W of Hwy 11, near Des Arc Bayou, 2 miles NW of Des Arc, AR; change class: C2 (per docket 87-564).

■ Quincy, FL WJQI(FM) 101.7 mhz—Aug. 24 application (BPH890627IA) granted for CP to change ant. 328 ft. H&V; TL: on Kittrell Rd. 0.7 miles E. of County Rd. 268, 4.5 miles SE of Quincy, FL. Granted with condition.

■ Honolulu, HI KIQQ(FM) 105.1 mhz—Aug. 21 application (BMPH881130IB) granted for Mod of CP (BPH841114ML) to change ERP: 100 kw H, 81 kw V; ant. 1,964 ft. H&V; other: incorporated DA pattern and site elevation into commission records.

■ Greensburg, IN WRZQ-FM 107.3 mhz—Aug. 15 application (BMPH890324IF) granted for Mod of CP (BPH881021IA) to correct coordinates: 39 14 13N 85 34 00W.

■ Grundy Center, IA KGCI(FM) 97.7 mhz—Aug. 21 application (BPH890522IB) granted for CP to change ant. 328 ft. H&V; TL: Intersection of County Rd. D-25 & unmarked county road, Section 23, Lincoln Township, 6.5 miles NE of Grundy Center, IA.

■ Monroe, LA KNLU(FM) 88.7 mhz—Aug. 18 application (BPED881005MJ) granted for Mod of CP to change ERP: 1.35 kw H&V; ant. 688 ft. kw H&V; TL: 4.5 km ENE of Fairbanks, LA.

■ Mount Pleasant, MI WCEN-FM 94.5 mhz—Aug. 23 application (BMPH890119IA) granted for CP to change TL: 2.47 miles SSE of Coleman, MI, reference site and make changes in directional ant.

■ Roscommon, MI WGRY-FM 101.1 mhz—Aug. 24 application (BMPH881214IA) granted for Mod of CP (BPH871008MI) to change ERP: 1.51 kw H&V; ant. 442 ft. H&V; TL: 1 mile E of Old US 27 & CR 76 intersection, Crawford County, MI.

■ St. Cloud, MN KVSC(FM) 88.1 mhz—Aug. 22 application (BPED861006SZ) granted for CP to change TL: Hwy 2, 2.2 miles N of St. Joseph, near St. Joseph, MN; change ERP: 6.49 kw H&V (circular); ant. 256 ft. H&V (circular) and make changes in ant. system: 45 35 59N 94 18 45W.

■ Kansas City, MO KMBR(FM) 99.7 mhz—Aug. 17 application (BMPH890426ID) granted for Mod of CP (BPH870327IF) to change ant. 308 ft. H.

■ Poplar Bluff, MO KLUH(FM) 90.5 mhz—Aug. 21 application (BMPED890227IB) granted for Mod of CP (BPED870511MA) to correct coordinates: 36 44 44N 90 24 24W.

■ Dover, NH WOKQ(FM) 97.5 mhz—Aug. 4 application (BPH890308IG) granted for CP to change ant.: 50 kw H&V; TL: top of Green Hill within Barrington Township, Strafford County, NH, midway between Old Green Hill Rd. and Tolend Road, 1,200 ft. N of Atwood Rd. and Old Green Hill Rd. Junction. Granted with condition.

■ Sioux Falls, SD KKRC-FM 93.5 mhz—Aug. 17 application (BPH890504ID) granted for CP to change freq: 103.7 mhz; ERP: 50 kw H&V; ant. 186 ft. H&V; class: C2; and change TL: 2.6 km E of junction of Interstate highways 29 and 229.

■ Knoxville, TN WEZK(FM) 97.5 mhz—Aug. 23 application (BPH890105IA) granted for CP to change ant. 1,295 ft. H&V.

■ Buffalo, WY KLGT(FM) 92.7 mhz—Aug. 24 application (BPH880907IJ) granted for CP to change ERP: 94.1 kw H&V; ant. 1,095 ft. H&V; freq: 92.9 mhz (per docket #87-292); class: C; change TL: N Ridge, 8.0 km W of Buffalo, WY; 44 20 28N 106 48 43W.

#### TV

■ Frederick, MD WFPT(TV) ch. 62—Aug. 21 application (BPET890110KE) granted for CP to change ERP: 2475 kw; ant. 503 ft; ant.: Andrew ATW30H2-ESC-62 (DA); TL: Approx. 2.0 mi SSE of Urbana, 0.3 mi W of Interstate 270; 39 17 53N 77 20 35W. Amended July 19, 1989, to change the HAAT: 452 ft/137.9 m.

## Actions


■ LIN Broadcasting Corp., New York: Consented to transfer of control of LIN Broadcasting to MM Holdings Inc., effective Sept. 5, 1989, at 4:30 p.m. (MO&O [DA 89-



# Services

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1059] adopted Aug. 31 by deputy chief, Common Carrier Bureau, and acting chief, Mass Media Bureau.)

■ Willard, MO. Designated for hearing applications of William W. Munch and MW Multicom Inc. for new FM station on channel 263A (100.5 mhz) at Willard. (MM docket 89-371 by Order [DA 89-996] adopted Aug. 17 by chief, Audio Services Division, Mass Media Bureau.)

■ Abilene and Amarillo, TX. Over objections of various Texas branches of NAACP and National Black Media Coalition, unconditionally renewed licenses of KTAB-TV Abilene, TX, and KAMR-TV subject to periodic reporting conditions, and renewed license of KVII-TV Amarillo, TX. (By MO&O [FCC 89-264] adopted Aug. 4 by commission.)

■ Elgin, TX. Designated for hearing applications of Longhorn Broadcasting Limited Partnership, Elgin Broadcasting, Dynamic Radio Broadcasting Corporation, Austin Broadcasting Company, and William Robert Lundgren for new FM station on channel 223A (92.5 mhz) at Elgin. (MM docket 89-380 by Order [DA 89-997] adopted Aug. 17 by chief, Audio Services Division.)

■ Whiting, WI. Denied Sheboygan County Broadcasting Inc.'s request for extension of time to file reply comments concerning proposal to substitute channel 244C2 (96.7 mhz) for 244A at Whiting and modifying license for WYTE(FM) accordingly. (MM docket 89-282 by Order [DA 89-1048] adopted Aug. 25 by chief, Allocations Branch, Mass Media Bureau.)

## Allocations

■ Allocation of 849-851/894-896 mhz bands. Extended until Oct. 9 time for filing reply comments to Goeken Group Corporation's comments in proceeding concerning proposal to amend rules relative to allocation of 849-851/ 894-896 mhz bands. (By Order [DA 89-992] adopted Aug. 16 by chief engineer.)

■ Atlantic, Audubon, Fairfield and Newton, IA. Proposed following amendments to FM table of allotments: at request of Wireless Communications Corp., proposed allotting channel 243C1 (96.5 mhz) to Atlantic as its second local FM service; at request of Christian Family Radio, proposed allotting channel 243C2 to Audubon as its first local FM service; at request of KCOB/KLVN, proposed substituting channel 241C2 (96.1 mhz) for channel 240A (95.9 mhz) at Newton and modifying license for KLVN-FM accordingly; and at request of Galesburg Broadcasting company, proposed substituting channel 240C2 for channel 240A at Fairfield and modifying license for KCMD accordingly. Comments are due Oct. 23, replies Nov. 1. (MM docket 89-379 by NPRM [DA 89-1007] adopted Aug. 18 by chief, Allocations Branch, Mass Media Bureau.)

■ Twin Lakes, IA. At request of Twin Lakes Broadcasting Inc., proposed substituting channel 290C3 (105.9 mhz) for 288A (105.5 mhz) at Twin Lakes and modifying license for KTLB accordingly. Comments are due Oct. 23, replies Nov. 1. (MM docket 89-369 by NPRM [DA 89-986] adopted Aug. 14 by chief, Allocations Branch.)

■ Leesville, LA. At request of Stannard Broadcasting Company Inc., proposed substituting channel 289C3 (105.7 mhz) for 288A (105.5 mhz) at Leesville and modifying license for KVV(FM) accordingly. Comments are due Oct. 23, replies Nov. 7. (MM docket 89-378 by NPRM [DA 89-1005] adopted Aug. 18 by chief, Allocations Branch, Mass Media Bureau.)

■ Leland, MI. At request of Pyramid Communications Ltd., proposed substituting channel 232C3 (94.3 mhz) for 232A at Leland and modifying its construction permit accordingly. Comments are due Oct. 23, replies Nov. 7. (MM docket 89-374 by NPRM [DA 89-1001] adopted Aug. 15 by chief, Allocations Branch.)






■ Aitkin, MN. At request of Upper Minnesota Broadcasting Corporation, proposed substituting channel 232C3 (94.3 mhz) for 232A at Aitkin and modifying license for KEZZ accordingly. Comments are due Oct. 23, replies Nov. 7. (MM docket 89-376 by NPRM [DA 89-1003] adopted Aug. 15 by chief, Allocations Branch.)

■ Clarksdale, MS. At request of WKDJ Radio, proposed substituting channel 243C (96.5 mhz) for 243A at Clarksdale and modifying construction permit accordingly. Comments are due Oct. 23, replies Nov. 7. (MM docket 89-372 by NPRM [DA 89-999] adopted Aug. 15 by chief, Allocations Branch.)

■ Greenwood, MS. At request of Team Broadcasting Inc., proposed substituting channel 282C3 (104.5 mhz) for 282A at Greenwood and modifying its construction permit accordingly. Comments are due Oct. 23, replies Nov. 11. (MM docket 89-368 by NPRM [DA 89-985] adopted Aug. 14 by chief, Allocations Branch.)



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## RADIO

### HELP WANTED MANAGEMENT

**Multi-station Northeast** group operator looking for GM's and SM's. If you are a leader and motivator with good promotion ideas and are bottom line oriented, send resume to: Personnel Director, PO Box 1703, Poughkeepsie, NY 12601. Affirmative action/EOE.

**GSM/SM** for California daytimer, who can sell, train sales staff, community involved, dynamite on/off air promotions, RAB/CRMC essentials. Commensurate compensation package. Resume to Box I-40. EOE.

**New York City Suburban AM/FM** in the Hudson Valley is seeking an experienced general manager or current sales manager who wants to be general manager. The ideal candidate will know how to sell and not be afraid to do so while promoting the pants off of these fine stations. She/he will also earn up to \$55K plus a generous percentage of realistic budgets and real earned equity in the licensee. Rush resume and success story today! Box J-1 EOE.

**General manager:** For Cincinnati's Country Giant WUBE-FM & WDJO-AM Dynamic group broadcaster looking for take-charge professional with proven track record in sales and programming. Tell us about your successes! Resumes to Linda Healy, American Media, PO Box 230, Patchogue, NY 11772. EOE.

**Sales manager:** We are a very stable broadcasting company, located on the Jersey Shore, looking for the right individual who is dynamic, motivated and completely versed in radio sales. Also, able to provide knowledge and creative leadership for a sales staff of approximately 12 selling AM/FM combinations. Send resume, references and salary history to Box J-10. EOE.

**White knight wanted.** Current owner/GM seeks new GM with cash to invest in 100Kw FM in Sunbelt. First-rate facility. Good ratings. Unchallenged format. Tremendous potential as yet unrealized. Can you make it happen in an over-radioed market of 100,000? Resume and financials in confidence to Box J-11. EOE.

**Prove you are a winner!** Newly modernized station near Shreveport is hitting the market big. Unlimited opportunities for strong, innovative sales manager. Resume to KDXI-AM/FM, PO Box 1306, Mansfield, LA 71052. EOE.

**Station manager for FM/AM** Combo in competitive small northern Michigan resort market. Motivate sales force, direct programming, promotion. Send resume to: Box J-19. EOE.

**Vail, Colorado.** New owner looking for broadcasting professional to be general manager of high-power AM/FM Combo serving Vail/Aspen paradise. Must be sales intensive. Previous GM experience not mandatory. Sales management a must, large market experience preferable. Opportunity to train under radio pro as mentor. Sweat equity available for right person. Send resume ASAP to: Charles Goldmark, c/o WHQT, 3200 Ponce de Leon, Miami, FL 33134 or call 305-445-5411. EOE.

**General manager** with entrepreneurial spirit needed immediately for new stand alone Class A FM start up in Logansport, Indiana. Over 60,000 persons are within the 1 Mv/m contour of WHZR, "Hoosier 103." The person we seek should have a strong sales background. His or her success will be rewarded with a piece of the station. If you are the star of your sales effort and have gone as far as you can in your present situation, send your resume in confidence to Karl Hess, The Bulmer Communications Group, c/o WZOO-FM, PO Box 102, Ashtabula, OH 44004. EOE. No phone calls, please.

**Co-op manager:** Top south Florida radio station. Experienced media sales person with vendor co-op background. Management experience preferred. Call General Sales Manager at 305-445-5411. EOE. M/F/H/V.

**Sales manager:** Professional radio sales veteran with management experience to direct, motivate, train and lead our sales executives. Please send resume and salary requirements to: Sales Manager, JOY 95, One Columbus Center, Suite 824, Virginia Beach, VA 23462. EOE.

### HELP WANTED SALES

**Big money:** Southwest Florida 100,000 watt Country station looking for an aggressive, experienced street salesperson. Must be able to move immediately for this fantastic opportunity to sell in Florida's fastest growth market. Send reply to Box J-5 with resume. All replies confidential. Equal opportunity employer.

**Account executive** who can also play by play sports. Resume to Darrell Sehorn, KGRO/KOMX, PO Box 1779, Pampa, TX 79065. EOE.

**Georgia Colonial Coast AC FM** has opening for radio account executive. History to GSM, WKBX, Box 2525, Kingsland, GA 31548. EOE.

**WOWW-107 Pensacola, Florida** is accepting applications for salespeople. WOWW-107 is a ratings & billing leader. Equal opportunity employer. Send resumes to PO Box 2788, Pensacola, FL 32503. EOE.

### HELP WANTED ANNOUNCERS

**Family Life Radio** seeks announcer to fill afternoon drive-time slot at its Detroit station. Applicants should have at least 3 years experience in Christian broadcasting. Send tape and resume by October 2, 1989 to Steve Wright, WUFL, Box 1030, Sterling Heights, MI 48311. EOE.

**Air work, production.** Virginia 100,000 watt FM. Experienced. Tape, resume to 800 Melody Lane, Crewe, VA 23930. EOE.

**Morning person** for Class B FM on Lake Erie in Ohio. Format is AC. Must have good radio voice and morning personality capability. Salary commensurate with experience. Send resume and tape to Box 356, Bellefontaine, OH 43311. EOE.

**Peach State Public Radio**, a young, growing, Classical statewide network has two immediate openings in Allanta, GA. **PRODUCER/ANNOUNCER--PRODUCTION COORDINATOR** Announces and programs Classical works and news items, produces features, coordinates pre and post production activities. Degree in related field or comparable experience. One year experience as radio operator/announcer. Classical music experience required, radio production experience preferred. \$19,548-22,920. **MUSIC DIRECTOR:** Coordinates selection and scheduling of local programming, supervises station music library, announces and hosts musical programs. Degree in related field or comparable experience. Two years experience in radio broadcasting required. Classical music programming required. \$21,144-\$24,870. Qualified applicants should forward resume, letter of interest, salary requirements and demo tape by September 30, 1989 to: Linda Jolly, Peach State Public Radio, 1540 Stewart Ave. SW, Atlanta, GA 30310. EOE/AA.

### HELP WANTED TECHNICAL

**Chief engineer**, maintenance oriented, for Oklahoma City Class C radio station. EOE. Send resume with salary history to Box J-2.

### HELP WANTED NEWS

**Reporter/anchor:** Growing small market radio news operation seeks energetic team player with local government reporting experience and on-air abilities who doesn't watch the clock and is ready to join a ratings leading operation. Immediate opening. Cassette and resume to Brian Ashley, News Director, WTNV AM-FM, 134 Mullin St., Watertown, NY 13601, 315-788-0790. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Wanted: Program director** for powerful start-up AM in top 50 Sunbelt market. Unique opportunity to program a new station. Experienced programming a music-intensive AM and belief in the potential of AM radio a must. Knowledge of 50's and 60's era music. College degree required. EOE. Reply to Box J-3.

**Program director:** A good, solid on-air talent with a CHR background. Needs computer and research experience. Salary negotiable. Send tape and resumes to Jim Leary, K-100 Radio, PO Box 631, Marysville, CA 95901. EOE.

**Program director, KHCC—FM/KHCD-FM.** Duties: Supervision of all on-air, operations and hosting daily Classical program. 3-5 years of public radio experience required. Starting salary \$23,000-\$29,000. Apply: Personnel Office, Hutchinson Community College, 1300 N. Plum, Hutchinson, KS 67501. EEO/AA.

**Program director** for Suburban, DC, Country, includes morning personality. Experience a must. Resume/tape: R. McKee, WPRW, Box 1460, Manassas, VA 22110. EOE.

**PD (California market),** who can do it all, excel on air, armed with successful promotions, class productions, and heavy in community involvement. Commensurate compensation package. Replies to Box J-24. EOE.

### SITUATIONS WANTED MANAGEMENT

**Top ratings = top dollars.** 10+ years radio management. Top sales/programming credentials. Bottom line, goal oriented street fighter. Bill James, 804-232-5197.

**Highly successful** general manager available. Substantial experience in medium to major markets. 10 years current company. Love turnarounds and rebuilds. Group experience. Excellent background and references. Relocate anywhere for quality opportunity. Deane Johnson, 503-472-1221.

**Group controller:** CPA with 18 years experience buying, operating and selling radio stations. Excellent track record. Responsible for all accounting and administrative duties including budgeting, cost control, preparation of financial statements and tax returns. For resume, Box J-29.

### SITUATIONS WANTED ANNOUNCERS

**A distinctive voice** begs for chance on Northeast coast. Talented. Experienced. Try me! Norman, 617-298-3437.

**Sports director/anchor:** TV/Radio 6 yrs. on air experience. Seeking new opportunities and challenges. Willing to relocate. Find out what I can do for you. Call J.M., 201-233-0964.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Proven Talkhost** ready to program and handle airshift. Will be profit center. Looking to raise kids in medium market. Have extensive experience in major leagues. Mel Young, 602-963-9144.

### MISCELLANEOUS

**Make money in voiceovers.** Marketing and technique for success in commercials and industrials. Seminars Chicago 9/9-10, NYC 9/23-24. Also available on cassettes. Call for free info Susan Berkley, 1-800-333-8108.

**Small market AM or FM ailing?** Need to add \$ to your billing? Call HDI Consultants at 502-358-9522 and ask for Herb. Anywhere in the continental US.

**Management friendly investors** seek satellite programmed radio stations. Minority positions considered. Send business plan, success story. Box G-21.

**Irwin Pollack** In-Station Sales Training seeks general sales managers for different client stations. Various market sizes and regions. Only driven, self-starters need apply. Want to climb to the top? This one's for you. Send letter stating strengths and winning track record to Irwin On Radio, Inc.: 1 Devonshire Place, #1914, Boston, MA 02109. EOE.

## TELEVISION

### HELP WANTED MANAGEMENT

**Group broadcaster** seeks national sales manager for its owned stations. Location NYC. TV rep sales or TV station national sales experience a must. Organized person with good motivational skills has great opportunity to grow with group. Box I-38. EOE.

**National sales manager:** Top affiliate in the country is seeking to add national sales manager to our top level team. Responsibilities will include working closely with Telerep offices and managing sports and specials sales. Extensive client contact in addition to agency contact and travel set this job apart. Minimum 4 years national rep or sales manager experience and demonstrated management and leadership capabilities are required. Management experience preferred. Send resumes to Jeffrey Block, GSM, KTVU-TV, PO Box 22222, Oakland, CA 94623. EOE.

**Business manager** for NE NBC affiliate. Degreed accountant with minimum 5 years experience in A/P, A/R payroll, G/L and financial statements. Individual must possess supervisory, data processing, credit and collection and fringe benefits experience. Good salary and benefit package. Send resume with history of earnings and salary requirements to Ron Puleria, GM, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

**General manager needed** to run well established Southeast medium market station. Individual must have strength in sales, programming and news. Group owner, opportunities possible for equity and advancement for right candidate. Send complete details in first letter. Equal opportunity employer. Box J-9.

**General manager** wanted for major market teleproduction operation. Facility is largest in region with production, post, audio, computer graphics and animation. Seeking individual to provide business and personnel management. Job requires minimum of five years production company experience, three years management. Excellent growth potential and benefits EOE. M/F Send salary requirements and resume to Box J-21

**General manager** to manage affiliate in below 160th Southwest market. Sales background and experience necessary. Send resume, including references, to Box J-25. EOE.

**Business manager.** Responsible for all accounting/administrative duties, including budgeting, financial statements, a/p and a/r. PC experience. Send resume, including references to Box J-27. EOE.

**General sales manager:** Strong Midwest network affiliate is seeking an experienced individual capable of rebuilding our sales department. This is a great opportunity if you have the proven ability to take control, organize and motivate. The compensation package is excellent. Previous sales management experience is preferred. Send resume and a cover letter detailing your abilities and accomplishments to Box J-35. EOE.

**Director, marketing and development:** Wisconsin Public Television. Design and implement all fundraising for state-wide service. BA + 5 years professional experience in public broadcasting fundraising in positions of increasing responsibility. 2 years management experience required. Demonstrated knowledge of public broadcasting fundraising including financial and budget management, computerized data system, and good communication skills are essential. MA + PTV experience desirable. \$43,000 minimum. Send resume, 5 references and salary requirements to ECB Personnel, 3319 W Bellline Hwy., Madison, WI 53713 by September 25, 1989. An equal opportunity employer.

**General sales manager** for large Hispanic market. A minimum of 5 years of sales management experience required. This extremely competitive market will test your creativity and sales management skills. Must be fluent in both Spanish and English. EOE. Reply Box J-37

**Station manager:** The flagship station of a developing Hispanic public television network in NYC seeks a station manager. Requires five years supervisory or management experience preferably in small markets. Must be familiar with or willing to work with interactive television systems and emerging telecommunications technology. Will manage daily station operations, supervise production staff, and oversee operational budget for this station that transmits via ITFS (wireless cable). Spanish language not necessary. Please send resume and salary history to Jose Luis Rodriguez, HITN, 449 Broadway, 3rd Floor, New York, NY 10013. Attn: Station Manager Search. EOE.

**Development director:** HITN, NYC's Hispanic television station seeks a full-time development director. Must have successful fundraising experience and proven grant and proposal writing ability, preferably for public television. Computer and direct marketing skills are desirable. Compensation will be based on salary plus commission. Spanish language not necessary. Please send a resume to Jose Luis Rodriguez, HITN, 449 Broadway, 3rd Floor, New York, NY 10013. Attn: Development Director Search. EOE.

**Traffic/operations manager** wanted for a Midwest Indy (top 25 markets). If you want to join a strong management team, have good people skills, are creative and strong knowledge of BIAS and what it can do for all aspects of the station, plus have at least two years experience in a similar position, please write Box J-38. EOE.

#### HELP WANTED SALES

**Local sales manager:** NBC affiliate in top 50 market seeking dynamic, creative sales person to manage nine person sales staff. Minimum 5 years experience in local, regional sales and new business development. We're a major group owner that offers great opportunity for growth. Send resume to General Sales Manager, WYRE-TV, 62 S Franklin St., Wilkes-Barre, PA 18773. EOE.

**Director of marketing** to organize and lead sales and marketing effort of major teleproduction company. Position requires minimum of three years experience in both selling and management with a teleproduction facility/company. Excellent benefits. EOE. M/F. Send resume and salary requirements to Box J-20.

**General sales manager** for affiliate in below 160th Southwest market. Will handle local and regional sales. General manager handles national sales. Send resume, including references, to Box J-26. EOE.

**Senior account executive** needed for aggressive VHF/FOX independent in 51st market. Charleston/Huntington. Strong regional and agency experience preferred. Independent sales and vendor background helpful. We seek a self-starter to take an established list and improve it. We are an Act III station, one of the fastest growing groups in the country. EOE. M/F. P. J. Ryal, LSM WVAH-TV, 11 Broadcast Plaza, Hurricane, WV 25526.

#### HELP WANTED TECHNICAL

**Chief engineer:** WLIQ-TV, Long Island, NY, seeks experienced chief engineer. Complete knowledge of UHF transmitter and studio equipment required for this hands-on position. Excellent salary and full benefits. Immediate opening. Call or write Marvin Chauvin, GM, WLIQ-TV, 300 Crossways Park Dr., Woodbury, NY 11797. 516-364-1500. EOE.

**Studio engineer:** Leading CBS affiliate in Southwest seeks motivated self-thinker with strong studio maintenance background. Knowledge of IBM computers highly desirable. Send resume with references and salary history to: Walter Ward, Chief Engineer, KDBC-TV, PO Box 1799, El Paso, TX 79999. Equal opportunity employer.

**Technician:** Two years broadcasting experience at a television station required. Must have strong technical background in camera, VTR, switcher and related studio equipment. Please send resume to: CBS, Placement Office, 7800 Beverly Blvd., Los Angeles, CA 90036. EEO.

**Television maintenance manager:** Accountable for technician services for university. Requires Bachelor's or equivalent video repair experience. \$24,800. Closes Oct. 15. Idaho is wonderful! Join us! Details on request. Media Center, University of Idaho, Moscow, ID 83843. 208-885-7755. AA/EOE.

**Chief engineer** for quality minded station in beautiful Idaho. We need a hands-on chief to give tender loving care to our well equipped transmitter, studio, microwave, ENG, and LPTV operation. Good pay, benefits. Call or write Harry Neuhardt, GM, KPVI-TV, 425 East Center, Pocatello, ID 83204. 208-233-6667. EOE.

**TV broadcast maintenance:** KOCE-TV Huntington Beach, CA needs experienced maintenance engineer to service broadcast production and transmission equipment at component level. Broadcast operations experience also required. Contact Coast Community College District, 1370 Adams Ave., Costa Mesa, CA 92626. 714-432-5007. District application form must be received before 5 PM 9/29/89. EOE.

**Project & maintenance supervisor:** Experienced technical supervisor with strong maintenance and construction background needed. Must have a minimum of 3 years supervisory experience with a strong background in technical maintenance, design, systems, building construction and experience with Autocad. Engineering degree preferred. Strong management skills a must. Send resumes to Linc Reed-Nickerson, Director of Engineering, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

**TV engineer II:** Position for PBS station. Responsibilities include, but are not limited to, operating, maintaining, and repairing audio and video transmitting equipment, maintain equipment according to FCC standards, logs of program transmittals, install audio and video patching systems. High school graduation or equivalent, two years of recent, full-time paid experience in television engineering. Preferred qualifications: Perform repairs and preventive maintenance on ITFS receive systems, in-house distribution systems and translators, and install cable. Valid FCC General Class Radiotelephone license. Starting salary \$12.33 per hour. Submit resume or an application by Tuesday, October 31, 1989, 5:00 PM to Support Staff Operations, Clark County School District, 2832 East Flamingo Rd., Las Vegas, NV 89121. An affirmative action/equal opportunity employer.

**Technical services manager (chief engineer)** WLIW-TV in #1 market seeks candidate to manage daily engineering/operations activities and development of total technical facility. Requires minimum four years maintenance experience, FCC General license, EE degree or equivalent three years supervisory experience and thorough knowledge of current broadcast equipment and production techniques. Salary commensurate with experience. Resume to Myra Pollack, WLIW-TV, PO Box 21, Plainview, NY 11803. EOE.

**Chief engineer:** Florida UHF TV station looking for hands-on type to manage small staff. UHF transmitter experience essential. Three-to-five years experience in general television maintenance, receiving systems, computers, control room and studio operations required. Please send resume and salary requirements to Box J-33. EOE.

**Assistant chief:** Network affiliate North Rocky Mountain West. Small market, great living. Send resume salary requirements to Box J-36. EOE. Confidential.

#### HELP WANTED NEWS

**Sports researcher:** WABC-TV Eyewitness News seeks a sports researcher. Candidate should be a sports enthusiast able to handle multiple tasks and to stay cool under deadline pressure. Send resume to Henry Florsheim, Assistant News Director, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

**Assignment editor.** Ours is one of the best in the business, and he's going to network. We are the number one news station in a tough, fast, hard-news market. If you can direct a seasoned, aggressive staff and enjoy it, write to Billy Gavitt, KWTV, PO Box 14159, Oklahoma City, OK 73113. EOE. M/F.

**Reporter:** Top 30 market, ABC affiliate, looking for intelligent, self-starter with strong writing abilities and good on-air appearance and presentation. Candidates must have two to five years professional, commercial experience and a strong journalism background. College degree preferred and extensive on-set and live experience for this full-time position is required. Please send resume to Box J-12. EOE.

**Anchor** for 6 & 10 PM sought by aggressive small market affiliate. Top writing/reporting skills plus plenty of charisma on-camera are needed. You'll be working with a fine news team for a station that wants to win. \$27 thousand to start in a wonderful Western vacation area. Send resume ASAP to Box J-15. EOE.

**6-11PM anchor:** Experienced news anchor for CBS station in Sunbelt. Broadcast degree desired. Resume and current tape to Roy Hardoe, News Director, WNCT-TV, PO Box 898, Greenville, NC 27834. EOE.

**Reporter:** Top-notch general assignment reporter needed to join a winning news team in a great city. Minimum of two years experience. Some investigative work helpful. Send resume to: Kirk Winkler, ND, KETV, 27th and Douglas, Omaha, NE 68131. No calls. EOE.

**Weekend weathercaster/reporter:** Tulsa's #1 news operation is seeking a weekend weathercaster who can also handle feature or environmental reporting 3 days a week. Meteorologist preferred. Send resume, tape and references to Mike Sullivan, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE. M/F. No phone calls, please.

**Health and medical anchor/reporter.** Top 15 Midwestern market is searching for the cure for the common cold. And we're looking for help. If you're interested, be prepared to demonstrate your ability to develop sources, break new ground and visualize. Must have at least 3 years experience in health and medical reporting. Anchoring is a prerequisite. Tapes and resumes to John Lansing, KARE TV, 8811 Olsen Memorial Hwy., Minneapolis, MN 55427. EOE.

**TV news reporter:** Creative, hard working TV reporter with excellent writing skills. Must be able to communicate to viewers in an understandable, personable, comfortable way. Live field experience essential. Must be creative writer and story teller, with minimum of three years TV news experience. Send tape and resume to Liz Grey Crane, Asst. News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE. No calls.

**Southeastern NBC affiliate** seeking general assignment reporter, self-starter with strong writing/editing skills. Must have one year experience as television news reporter. No phone calls. Send resume/tape/references to Deborah Tibbetts, WCIV-TV, 1558 Hwy 703, Mt. Pleasant, SC 29464. EOE.

**Southeastern NBC affiliate** seeking videotape editor with experience on 800 and 950 editors. Must have ability to enhance stories with pre-production. No phone calls. Send resume/tape/references to Deborah Tibbetts, WCIV-TV, 1558 Hwy. 703, Mt. Pleasant, SC 29464. EOE.

**Small independent** in Florida. Excellent opportunity for upcoming talent. Needed immediately. Reporters, photographers, anchors, weather, assignment editors, magazine co-host. Send resume/tape/salary requirements to: T.W., WFGX-TV 35, 105 Beach Dr., Fort Walton Beach, FL 32548. No phone calls. EOE.

**Assignment editor:** State-of-the-art CBS affiliate needs an aggressive, progressive, experienced leader to keep us number one. ENG/SNG knowledge helpful. Immediate opening. Rush resume to Mark Millage, News Director, KELO-TV, 501 S Phillips, Sioux Falls, SD 57102. EOE.

**Meteorologist:** WOWK-TV needs a weathercaster who can communicate information that affects our viewers. AMS seal and experience with Colorgraphics weather computer will be helpful. Send tape and resume to Brian Peterson, News Director, WOWK-TV, 555 5th Ave., Huntington, WV 25706. EOE.

**KCRA-TV is looking** for an aggressive, creative news photographer/editor who can help us achieve our goal of becoming NPAA Station of the Year. Applicants must have at least three years experience in commercial television. SNG and ENG experience a plus. Forward a resume and non-returnable tape to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE. M/F.

**Two opportunities** at one of Tennessee's best news operations. WDFW-TV is looking for an assistant news director and a producer. No beginners, please. If you've got what it takes to join the best, contact Tony Windsor, News Director, 3300 Broad St., Chattanooga, TN 37408. 615-267-3392, or at the Allis Plaza in Kansas City during RTNDA. EOE.



**KCRA-TV needs** an experienced helicopter pilot/reporter. Applicants must have a spotless flying record and at least two years experience in broadcasting. Send a resume and non-returnable tape to: Bob Jordan, News Director. KCRA-TV, 3 Television Cl., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Technical director:** For live Spanish language news broadcast. Experience with Grass Valley 1680 switcher with E-Men, Abekas A42 still store, NEC system 10 DVE and Chyron RGU-2. Bilingual (Spanish/English) preferred. Good benefits. Send resume and references to B. Gallagher. PO Box 25080, Glendale, CA 91221. EOE.

**Producer/director:** News, promotion, commercial and program production, live and recorded, 2 years news directing/switching experience preferred. Operation of ADO, Still Store, audio & Chyron. Resumes only to: Craig Cole, Production Manager. WISH-TV, PO Box 7088, Indianapolis, IN 46207. No phone calls. EOE, M/F

**Commercial production editor:** Multi-source, BVE-900, Beta, 1", 3/4" needed for south Florida Ind. Experienced computer/time-code editors only. Please send resume, salary requirements and resume tape to: Production Manager, WTVX-TV, PO Box 3434, Ft. Pierce, FL 34954. EOE.

**Public relations coordinator** to oversee publicity and community outreach efforts of #1 news station in top 40 market. Responsible for press releases, media relations, news collateral materials, community calendars and screening of public service announcements. Must be an excellent communicator with strong writing skills and organizational ability. Experience in writing for the media required. Television production experience preferred. Send resume, writing samples and references to: Human Resources, Capitol Broadcasting Company, Inc., 711 Hillsborough St., Raleigh, NC 27605 EOE.

**News promotion director** to oversee topical and image news promotion of #1 news station in top 40 market. Must have superior writing and people skills. Three years promotion or news experience required. Excellent opportunity for ambitious, creative television producer to gain recognition, knowledge and career advancement. Send resume, references and demo reel to: Human Resources, Capitol Broadcasting Company, Inc., 711 Hillsborough St., Raleigh, NC 27605. EOE.

**Westcott Communications**, the world's largest corporate satellite television network, has an opening for a Paint Box artist. Our state-of-the-art facility, located in the north Dallas area, offers a great working environment. Dubner GF-40 and Abekas A-62 experience helpful. Send resume and demo reel to Diane Hartman, Director of Human Resources, Westcott Communications, 1303 Marsh Ln., Carrollton, TX 75006. EOE.

**Video instructor/coordinator:** HITN, NYC's Hispanic public television station seeks a video instructor/coordinator to set up a production and training program in city junior high schools. Must have experience teaching video to teens as well as hands-on ability in every aspect of the production process. Requires studio and location experience and strong writing and organizational skills. Please send resume and salary history to: Jose Luis Rodriguez, HITN, 449 Broadway, 3rd Floor, New York, NY 10013. Attn: Video Instruction/Coordinator Search. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Broadcast CEO.** National-International level. Outstanding record of achievement in top leadership roles of administration, sales, finance, organization, strategic planning with results in difficult turn-around situations. Looking for a sick company to cure, languid company in growth atmosphere. Thoroughly professional, no fluffs. East Coast, mid 6 figures. Your response could mean millions. Write for details - be surprised! Box I-37.

**General manager-plus** during past 23 years! Outstanding record! Produces spectacular sales, profits, prestige, market-values! Recruits/trains superior achievers! Expertise: Management, sales, programming, news, promotion; turnarounds! Also available as group supervisor, outside board-director! Box J-18.

**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 SALES

**21 years experience.** Now available for management, sales, or as talk show host. Medium or large market preferred. Can meet you in New Orleans at NAB. 915-263-2510.

#### SITUATIONS WANTED TECHNICAL

**24 years broadcast engineering.** 13 years as hands-on television chief engineer & director of engineering. Start-up & upgrade construction both studios and transmitters. UHF-VHF. People management and departmental budgeting. Please reply Box J-23.

#### SITUATIONS WANTED NEWS

**Experienced, excellent sportscaster** with knowledge of news broadcasting as well, looking for an outstanding station in which to work 216-929-0131.

**Psychologist, network experienced,** excellent writing, production and interviewing skills. Contact Box 76477, Los Angeles, CA 90076 for tape.

**Roy Leep, executive weather director.** Tampa, FL. #10. AMS Seal of Approval. 32 years on-air, seeks to relocate. Personally developed and currently directing largest, most progressive, advanced, and award winning department in the nation. Desires compatible philosophy. Salary negotiable. MML, 3225 S. MacDill, PO Box 133-118, Tampa, FL 33629.

**Sports anchor/reporter:** Experienced nightly news sports anchor/reporter in Long Island/NYC market. Developed and produced local features. Have host and play-by-play experience. Call Mike, 718-943-1434. Messages 212-545-5661.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Audience research genius** with strong programing background at top cable network seeks creative opportunity in programing, 8 years experience. Box J-30.

#### MISCELLANEOUS

**Primo People:** Call Steve Porricelli or Fred Landau at 203-637-3653 Box 116, Old Greenwich, CT 06850-0116.

**Immediate openings nationwide!** From major-market to entry-level Management, news, sports, production, sales, promotion, engineering, public relations, Media Marketing/The Hot Sheet, PO Box 1476-PD, Palm Harbor, FL 34682-1476 813-786-3603.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Broadcast and Mass Communication:** Tenure track position in the area of sales/programming/management within the Communication Studies Department beginning September 1, 1990. Rank negotiable. PhD or ABD with completion date determined preferred. MA required; demonstrated evidence of scholarly ability; a commitment to undergraduate education; and sensitivity to the interdisciplinary nature of communication. The successful candidate will teach courses in broadcasting and mass media communication including sales/programming and/or management. Salary dependent on qualifications and experience. Women and minorities are encouraged to apply. Send letter, vita, transcripts and three letters of recommendation by November 22, 1989 to: Marcia Moore, Communication Studies Department, SUNYCO, Oswego, NY 13126. EOE.

**Video production:** Search reopened. Two tenure-track positions available in video production. A terminal degree or outstanding professional experience is required for both positions. An MFA is preferable for at least one of these positions. Appointments will be made at ranks/salaries commensurate with appointments could begin on either January 1, 1990 or September 1, 1990. Applicants must have professional video production experience, including studio production experience in at least one of the positions. Teaching experience is desirable, as is production in other media. The ability to teach non-production subjects in the Mass Communication field, including some graduate courses, is desirable for one of these positions. The person chosen for at least one of these positions must be qualified to teach and advise students in a proposed Video MFA program. Emerson College is the nation's only fully-accredited undergraduate and graduate institution devoted solely to the interdisciplinary study of communication and the performing arts. The College has a competitive salary scale and an outstanding fringe benefits package. Review of credentials will begin immediately, and will continue until both positions are filled. Letters of application, accompanied by a curriculum vita or resume and the names and addresses of at least three references, should be sent to Dr. Michael Selig, Chair, Search Committee, Division of Mass Communication, Emerson College, 100 Beacon St., Boston, MA 02116. Emerson College is an Equal Opportunity/Affirmative Action Employer. Women and minorities are especially encouraged to apply.

#### HELP WANTED MANAGEMENT

**Management opportunity:** one position available. Nation's most dynamic and fastest growing single-source consumer information company is looking for a media professional to fill our last open regional manager position. The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming those challenges. If you're looking to join a rapidly growing company, send your resume to Patrick McDonnell at Impact Resources, 125 Dilmont Drive, Columbus, OH 43235. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Experienced producer needed** for production company. News background helpful. Box J-6. EOE

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

#### EDUCATIONAL SERVICES

**On-camera coaching:** For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent, New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP)

#### 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, JS Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243

**Two 13 GHz Microwave Systems.** Please fax information to 209-523-0898.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available Transcom. 215-884-0888 FAX 215-884-0738.

**50KW AM Harris MW50A** (1980), like new 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.

**Broadcast equipment (used):** AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

**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.

**Great rental news!** Mobile production trucks, mobile uplinks, portable 2 GIG microwave links. Call Media Concepts, 919-977-3606.

## Help Wanted Management Continued

### NATIONAL SALES MANAGER

The **CBN Radio Network**, located in Virginia Beach, Virginia, has an immediate opening for a National Sales Manager. Candidates should have 1 to 3 years experience in broadcast sales dealing with national advertising agencies. We offer an excellent salary with a high commission. Be part of this energetic team and growing News/Talk radio network. Send your resume to:

**CBN Employment Office**  
**Box A9**  
**CBN Center**  
**Virginia Beach, VA 23463**



## Help Wanted Sales

### TELEMARKETERS

The National Association of Broadcasters, the industry's largest, most inclusive trade association, is seeking to hire experienced telemarketers for its newly created telemarketing group. The telemarketer will market NAB radio membership, as well as provide information, services and personal communication to radio broadcasters.

The ideal candidate will have a degree in marketing, communication or a business related field, or related experience, as well as two years of telemarketing and outside sales experience. Broadcast/media related sales experience a plus. Computer experience is desirable.

NAB provides an excellent salary, benefits and bonus package.

Please rush a resume, with salary history to:

Donna Leonard  
Vice President, Radio Membership  
NAB, 1771 N St., NW  
Washington, DC 20036-2891  
(202) 429-5400 • (202) 429-5343 (FAX)



An EOE employer M/F

## Help Wanted News

### Radio News and Public Affairs Coordinator

College of DuPage, a progressive community college, located just 25 miles west of Chicago, serves a student base of over 31,000 students. Our major market CPB-qualified public radio station, WDCB, seeks a self-motivated professional broadcast journalist for a Radio News and Public Affairs Coordinator position.

The successful candidate will be responsible for planning and developing news and public affairs programming. A degree in radio/television or related field and 2 years experience in radio news and public affairs is required.

We offer a complete benefits package. If interested and qualified please submit cover letter and resume, in confidence, to:

Office of Human Resources  
College of DuPage

Glen Ellyn, IL 60137  
aa/eoe



**Sony BVH-3100s**, Ampex VPR-6s. Sony BVW-40s, BVW-25, BVW-10, 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.

**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.

**Save on your videotape** stock. We have 3/4 & 1" evaluated Broadcast quality videotape. Available in all time lengths. Call IVC. 516-862-7156.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding, 214-422-5487.

**Harris 9000 automation** system. Complete with 5 Scullys, 2 Instacarts and controllers. Available now for best offer. 813-754-9191, Brent.

**RCA TTU 110C UHF** transmitter: Channel 23 in excellent condition. Out of service April 1988 due to channel change. Complete with efficiency options. 7 years old. Antenna also available. 5 Megawatt combination Call Chief Engineer at 304-757-0011.

## RADIO

### 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

## Help Wanted Management

### LOCAL SALES WDEL1150 MANAGER

TOP RATED MID-ATLANTIC AM/FM COMBO  
NEEDS STRONG LOCAL  
SALES MANAGER.

TWELVE PERSON DEPARTMENT;  
ALL THE RIGHT TOOLS AND BACKUP.  
GOOD COMPENSATION PACKAGE;  
FULL BENEFITS. WE NEED  
SOMEONE WHO UNDERSTANDS  
HOW TO SELL TWO STRONG STATIONS.  
RESUME AND LETTER TO:

GM & GSM, WDEL/WSTW  
2727 SHIPLEY RD, WILMINGTON, DE  
19803  
EOE

## AmericanMedia

### General Manager WUBE-FM/WDJO-AM

General Manager for Cincinnati's Country Giant WUBE-FM & Oldies WDJO-AM. Dynamic group broadcaster looking for take-charge professional with proven track record in sales and programming.

Tell us about your successes!  
Resumes to Linda Healy, American Media  
PO Box 230 Patchogue, New York 11772  
EOE

The leading news magazine in the field  
brings you the best books on the Fifth Estate

## BROADCASTING BOOK DIVISION

Write for a brochure:

Broadcasting Book Division 1705 DeSales Street, N.W. Washington, DC 20036

**Help Wanted Announcers**

**TALK PERSONALITIES**

**Are you...**

**Top rated 25-54 in your market?  
Now doing a daily talk  
program in a top 20 market?  
Willing to work a 6th day for  
30K?**

**Can be topical and entertaining  
WITHOUT guests?  
If you're ready for national  
exposure  
on our new satellite TALK  
Network,  
check with YOUR BOSS and call  
IMMEDIATELY:**

**MAJOR BROADCASTING  
305-424-7661  
EOE**

**Help Wanted Technical**

**MAJOR MARKET AM/FM COMBO**

**LOCATED IN NORTHEAST  
NEEDS A HANDS-ON CHIEF ENGINEER.  
MUST HAVE KNOWLEDGE OF RF  
SOLID STUDIO & AUDIO EXPERIENCE.  
SHOULD BE COMPUTER LITERATE.  
REPLY TO BOX J-39  
EOE**

**RADIO**

**ASST CHIEF ENGINEER  
OPERATIONS COORD  
WFUV FM Bronx, NY**

Position is located on the Fordham University campus and reports to the Chief Engineer. Responsibilities: Supervise & train student engineers in studio & broadcasting operations; maintenance & installation of equipment at radio station; handle remote broadcast.

Qualifications: HS diploma or equivalent, some college preferred. FCC First Class radio license + at least 3 years exp. in broadcast operations or engineering required.

Position is available immediately. Salary is commensurate with experience. Send resume to:

**Ralph Jennings, General Manager  
WFUV FM, Keating Hall  
Room 303, Bronx, NY 10458  
An equal opportunity employer, M/F/H/V**

**Situations Wanted Management**

\*\*\*\*\*  
**MAGICAL WORKAHOLIC MANAGER**  
**Turn-around King**  
 Presently employed GM in Top 20 market with extensive local and national management triumphs in three top ten markets including NY and LA seeks new level. Reduced station expenses 50%, quadrupled revenues, called a promotion/co-op genius. 17 years broadcast experience, nine years with one company, age 34.  
**Raise your bottom line!**  
**BOX I-44**  
 \*\*\*\*\*

**Situations Wanted Management  
Continued**

**TOP 75 MARKETS  
GENERAL MANAGER  
AVAILABLE**

Substantial experience as General Manager in medium to major markets. 10 years with current company. Love turn-arounds and rebuilds. Group experience. Excellent background and references. Unusual circumstance creates availability. Relocate anywhere for quality opportunity.

**Deane Johnson  
503-472-1221**

**VICE PRESIDENT/GENERAL MANAGER**

Top 50 market pro seeks new opportunity after nearly a decade of service with one company, from AE to VP/GM. Current corp. future does not include room for additional personal growth. Creative in marketing several formats. Revenue and ratings achievements are impressive. National recognition as GM. Have built career on turn-around and start-up situations. References will not be a "rubber stamp." Midwest, Atlantic Coast and Southeast are of prime interest. No "buy-ins" or "great potential" in small markets need reply. Can be available following 30 days notice to current employer.

**BOX J-8.**

**TELEVISION  
Help Wanted Management**

**VP & GENERAL MANAGER  
Top 50 Network Affiliate**

This is one of those rare opportunities to join a progressive broadcast company and manage a fine TV station.

Tell us in your first letter about your experience as a successful TV manager and why you would be the best person for this position. Include salary history and references. All replies will be held in strictest confidence.

**Reply to Box J-8  
Equal Opportunity Employer**

**RESEARCH MANAGER**

**KTTV Fox Television** in Los Angeles is currently seeking the right individual for an excellent growth opportunity. Two years of research experience is required; experience at a TV station, network or rep firm is preferred. Knowledge of ratings and estimates is required and familiarity with PC's and graphic software a plus. **EOE**

For immediate consideration please send fax resume to:



**KTTV-Fox Television  
5746 Sunset Blvd.  
Los Angeles, CA 90028  
ATTN: PERSONNEL  
FAX # 213-856-1981**

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THE BEST**



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TO THE  
BEST**

**DIRECTOR,  
AFFILIATE RESEARCH**

NBC now seeks a Director of Affiliate Research to define affiliate research needs and implement effective programs. Working closely with the Affiliate Relations Department, you will supervise and develop Research staff, design and conduct special analyses of station and market performance, and write and present reports on your findings.

To qualify, you will need a BA (Master's preferred) in Behavioral or Marketing Research or related field backed by knowledge of statistics and familiarity with mainframe and micro computers. A minimum of 2 years in a position with strong client contact and responsibility for design, analysis and presentation of research also required. You will need strong communication skills to work effectively with Network personnel, affiliates and outside consultants. Knowledge of TV industry and affiliate relations/station operations required. Familiarity with local TV rating systems necessary.

We offer an excellent salary and benefits package for this highly visible position. For immediate consideration, please send resume with salary history to: **Lori Marco, Administrator, Employee Relations, NBC, 30 Rockefeller Plaza, New York, NY 10012.**

We are an Equal Opportunity Employer.



**Help Wanted Management  
Continued**

**MANAGER/RESEARCH  
WTVJ/NBC, MIAMI**

Major market affiliate is currently seeking a highly motivated individual for its Marketing/Research Department. Will be responsible for implementing and overseeing all major research projects. Position includes interaction with news, promotion, programming and sales. A minimum of 3 years in marketing research a must. Enjoy excellent benefits plus working in South Florida. Send resume to:

Manager, Employee Relations  
WTVJ  
316 N. Miami Ave.  
Miami, FL 33128

An Equal Opportunity Employer  
M/F/H/V

**Help Wanted Programing  
Production & Others**

**PRODUCTION MANAGER  
19XIX CINCINNATI**

**Leading Independent  
seeks experienced  
production manager.**

Must have ability to manage busy facility, supervise creative staff and market facilities to clients and agencies. Experience in industrial, commercial, sports, promotion, remote and program production necessary.

Patrice Mohn, Station Manager,  
WXIX-TV

10490 Taconic Terrace  
Cincinnati, OH 45215  
WXIX-TV, a Malrite station,  
is an equal opportunity employer.

**CNN  
ON-AIR  
PROMOTIONS  
PRODUCER**

The nation's premiere news network is seeking a top-of-the-line promotions producer with fresh ideas! Strong background in film, tape and graphic production with solid writing skills a must. Two years experience in major market on-air promotions gets you consideration.

Resumes & 3/4" Tape to:

Randall Tatum  
Manager News Promotions  
One CNN Center  
7th Floor, North Tower  
Box 105366  
Atlanta, GA 30348-5366  
Equal Opportunity Employer

**Help Wanted Programing  
Production & Others Continued**

**TOP 10 INDEPENDENT STATION**

is looking for an experienced Program Director. You must have a minimum of 3 years of programming experience in a top 25 market. You must know your product cold and be very computer literate. This is an opportunity to work with a very progressive broadcast company. Send resume and salary requirements ASAP.

Equal Opportunity Employer.

Box J-32

EOE

**Help Wanted News**

**NEWS PRODUCER**

News powerhouse in a top 40 market network affiliate, looking for a strong hands on leader to produce a newscast noteworthy for people, pictures and pacing.

Will work closely

with other managers and reporters.

Person should have at least two years experience producing newscasts.

Send resume and

a brief outline of news philosophy to:

Box J-34

EOE

**VIDEO  
PUBLICIST**

Disneyland Broadcast Services, an adjunct of the famous Anaheim theme park's Publicity Department, is looking for a broadcast professional who would like to bring his/her reporting and producing skills to "The Happiest Place on Earth".

Responsibilities include covering, writing and producing news packages, News SOTs and News B-Roll on a variety of Disneyland events (i.e. new attraction openings, VIP visits, major celebrations, noteworthy happenings, etc.). Qualifications include at least three years of reporting experience in a television news or news magazine position. Radio experience is a plus.

Please submit a resume, a 3/4 inch or Betacam demo tape, plus salary requirement to the address below. Resumes without demo tape or salary requirement will not be considered.



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**Disneyland.**

Professional Staffing  
Dept. P-31-89  
1313 Harbor Blvd.  
P.O. Box 3232  
Anaheim, CA 92803

An Equal Opportunity Employer

**Help Wanted Sales**

**MARKETING GENIUS  
S.O.B. Optional**

Operating TV network serving LPTV and Cable looking for exceptional, talented and connected individual who can create and implement all aspects of marketing. Salary and major bonus and options opportunity for this senior member of our management team. Send resume and salary requirements in confidence to:

Attn: Chairman  
Channel America  
24 W. 57th St.  
New York, NY 10019  
EOE

**Situations Wanted Management**

**ATTENTION  
PUBLIC TV  
LICENSEES**

Do you have an ailing station in need of new leadership and direction? High energy, dedicated broadcast executive with impeccable credentials and references will manage your station on a full-time basis for one year. Salary requirements: \$1 (negotiable thereafter).

This is a serious offer.

All replies treated confidentially.  
Write Box I-13, by September 30th.

**Situations Wanted News**

**CRITICALLY ACCLAIMED  
NY'S BEST, NOT BIGGEST**

Totally unique, witty, warm, thoughtful, inoffensively controversial; irreverent but clean: "funniest morning-man in NY" seeks to regain lost sleep. Does music, talk, etc with class, not crass. Radio or TV.

Box J-14

**ALLIED FIELDS  
Employment Services**

**NEWSCAST  
PRODUCERS**

Great jobs are available...but do you know about them? The MediaLine daily telephone report puts you in touch with the best jobs. MediaLine has jobs for reporters, anchors, sportscasters, weathercasters, producers, assignment editors, promotion and production and programing people. For details call:

800-237-8073



THE BEST JOBS ARE ON THE LINE  
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California

**Broadcast Job Bank**

For application information call  
(916) 444-2237

California Broadcasters Association

**JOBPHONE**

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- Inside Job Listings
- No upfront membership fees
- Small Stations to Networks
- Continuously Updated

\$2 per minute

From any touch tone phone

## Help Wanted Management

### DIRECTOR OF NATIONAL AFFAIRS

The National Association of Public Television Stations (NAPTS) is seeking an experienced, creative and energetic senior professional to develop and implement national affairs, legislative and regulatory strategies. The goal of the strategy is to communicate public television's indispensability to Congress, federal and regulatory agencies and other sectors of society so that public television stations may benefit from increased financial support. Individual will oversee immediate staff of 4 plus consultants and coordinate with others. Will work with public television stations to develop and advocate positions on the Hill that respond to public television's interests and national needs. Will develop network of local supporters and work to achieve support among other interest groups. Government or community affairs experience needed; Congressional affairs, telecommunications, public television experience a plus. Excellent oral and written skills required. Competitive salary and benefits.

Interested candidates should send resume and salary requirements to:

Richard Grefe, NAPTS,  
1350 Connecticut Avenue, N.W.,  
Suite 200,  
Washington, D.C. 20036.

Deadline for applying:  
September 29, 1989

NAPTS is an equal opportunity employer.

## CABLE

Help Wanted Programing  
Production & Others

If you want opportunity,  
independence and action

### Connect With A Career In Cable

KBLCOM Incorporated has recently expanded through a major acquisition and now ranks among the nation's top 15 cable television companies. We have an exciting opportunity for a creative individual who has the initiative to exercise a high degree of independent judgment in a fast-paced environment.

**Director of Promotions**—Seeking a creative individual with at least eight years total experience in on-air promotion, with a minimum of four years as Creative Services Director or Promotional Manager for a broadcast or cable network. The successful candidate will run a department of three people responsible for creating tune-in packages for Paragon Cable systems, developing image/awareness spots, and creating corporate and on-air videos as needed. A B.A. degree is preferred. Extensive experience in the creation and execution of on-air, tune-in promotion is a must and applicants must submit a tape along with résumé and salary history.

**KBLCOM**  
INCORPORATED

A SUBSIDIARY OF HOUSTON INDUSTRIES INCORPORATED  
EQUAL OPPORTUNITY EMPLOYER M/F/H/V

KBLCOM offers excellent benefits.


Please submit résumé, demo tape and salary history to:

800 Gessner, Suite 700

Attn: Sandy Levassar

Houston, TX 77024

## Programing Service



**Lum and Abner  
Are Back**  
... piling up profits  
for sponsors and stations.  
15-minute programs from  
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DOUBLE ... LOCAL SALES  
Become 100% Switch Pitch Proof!  
With our NEW  
**"VALUE ADDED"**  
PROGRAM  
Call Ken Pletz At (800) 343-7172

## Wanted to Buy Stations

**FM Station Wanted to Buy**  
Investment Group seeks FM Station with \$1 million - \$5 million annual sales. Group is a fully qualified Cash Buyer desiring 100% asset sale.  
If you've considered selling, let's explore the best offering price *without fees or commissions*.  
Principals Only / No Brokers  
Reply in Strict Confidence to:  
MARK D. OLSON  
P.O. Box 12, Los Angeles, California 90053

## For Sale Stations

\* More than 90 radio & TV stations nationwide listed for sale.  
\* NAB IN NEW ORLEANS by appointment only.

 Broadcast Communications Division  
**BUSINESS BROKER ASSOCIATES**  
615-756-7635 — 24 Hours

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DEBT FINANCING**  
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Media Brokers • Consultants

RADIO '89 ADDRESS:

New Orleans Hilton

Suite 2006

(504) 561-0500



**BILL EXLINE ANDY McCLURE**

*William A. Exline, Inc.*

Media Brokers • Consultants

4340 Redwood Highway • Suite F 230 • San Rafael, California 94903

(415) 479-3484

FAX 415-479-1574



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Hilton.

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For Appointment.

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Media Broker



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## Hickman Associates

Let's meet at Westin Canal Place during NAB Radio 89 to discuss selling or buying Radio/TV stations. OVER \$6 1/2 MILLION DOLLARS OF RADIO SALES ALREADY SOLD IN 1989!!!

Ron Hickman, 29 Manor Drive, Newton, N.J. 07860. 201-579-5232  
38 Years of Ownership, Managerial & Broker experience

## R. E. Meador & Associates

MEDIA BROKERS

NAB RADIO 89  
NEW ORLEANS HILTON  
SUITE 2006

Ralph E. Meador  
P.O. Box 36  
Lexington, MO 64067  
816-259-2544

Kansas City, MO  
816-455-0001

How Suite it is:  
NEW ORLEANS

# HILTON 1743

at RADIO '89 NAB CONVENTION



## KOZACKO • HORTON COMPANY

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY

We're looking forward to meeting—and working—with you!  
PRE- AND POST-CONVENTION INFORMATION: **607-733-7138**

See Us At The NAB  
Hilton - Suite 543

Top 75 - VHF Indie  
Excellent Financing  
**JERRY PROCTOR**

Several FM CP's  
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**DAVE GARLAND**  
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**409-765-6086**  
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Galveston, Texas 77550

### STATIONS FOR SALE

\*Mid-south college town. Class A FM. \$290k.  
\*SE college town. Class A FM. \$1.8m 10x cash flow.  
\*Fulltime AM. Suburban Atlanta.  
Owner says make an offer.  
\*UHF-TV's. East coast \$1.5m.  
West coast \$2.5m.

CONTEMPORARY COMMUNICATIONS  
Phone 404/460-6159 or FAX 404/460-6129

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SOUTH CAROLINA.  
GEORGIA COASTAL  
MEDIUM MARKET  
FM CLASS "C"  
CONSTRUCTION PERMIT  
FOR SALE OR JOINT VENTURE  
BOX J-17

Protect Yourself.  
Call the Industry's Lawyer.

## BARRY SKIDELSKY

Attorney at Law

655 Third Avenue • Suite 1100  
New York, NY 10017  
(212) 818-0990

At NAB Radio '89. Contact via New Orleans Hilton or call ahead to schedule free and confidential consultation.

### NASHVILLE METRO FM

Class A with CP for C-2  
about to be granted C-1 status.  
\$2.5m cash or 3m with terms.

Financially qualified principals only, please.

Box J-16

\*\*\* CALIFORNIA \*\*\*\*\*  
\*\*\*\*\* OPPORTUNITY \*\*\*

HIGH POWER \*\*\* LOW FREQUENCY  
FULL TIME \*\*\* CLEAR CHANNEL  
1.75 Million  
BOX I-45

### EXCEPTIONAL OPPORTUNITY

CLASS-A FM / FULL TIME AM.  
FAST GROWING EAST COAST  
RECREATIONAL AREA.  
MINIMUM COMPETITION. LOW OVERHEAD.  
PRICED FOR QUICK SALE.  
OWNER WISHES TO DEVOTE  
TIME TO OTHER INTERESTS.  
BOX J-22

### NORTHERN CALIFORNIA CLASS C FM

Tremendous Upside Potential  
Full details to qualified buyers  
Write Box J-31

*Hogan - Feldmann, Inc*

MEDIA BROKERS • CONSULTANTS  
P O Box 146  
Encino, California 91426  
Area Code (818) 980-3201

## ACQUIRING A RADIO STATION

The  
**Deer  
River  
Group**

Acquisition and Financial  
Consultants to the  
Broadcast and  
Cable Industries

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President

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## QUESTIONS OF LAW?

Contact  
**BROADCAST MEDIA LEGAL SERVICES**<sup>SM</sup>

a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

**1-800-433-2636**

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHARGE



## For Sale Stations Continued

### MUST SELL NEXT 10 DAYS

AM Town of 41,000 FLORIDA Fulltime  
AM East Coast FLORIDA Fulltime  
\$300,000 Each - MAKE AN OFFER  
C-2 West Coast FLORIDA  
Class A Northern New England  
AM/FM Central FLORIDA  
50,000 WATT FM St. Thomas U.S.V.I.  
AM/FM Tennessee  
Need FM North of Naples-  
South of Tampa, FL  
Connelly Wheeler Company  
813-287-0906 603-626-0818  
Tampa, FL Manchester, NH

**PLEASE NOTE:**  
When answering  
a Blind Box ad,  
**DO NOT** send tapes.

### NOTICE OF PUBLIC AUCTION

WBMS, an AM Radio Station  
located in one of North Carolina's  
fastest growing markets.  
To be sold at Public Auction  
on September 29, 1989 at 12:00 Noon.  
All assets to be sold jointly  
with highest bid prevailing.  
Highest bidder must deposit 10%  
of bid up to  
\$1,000 plus 5% of excess over \$1,000.  
Sale is subject to approval of  
Federal Communications Commission.  
For information call  
W. Talmage Jones, 919-763-4565  
or write P.O. Drawer 2178,  
Wilmington, N.C. 28402

### 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.

Award-winning CBS-TV and radio broadcaster Donn Pearlman offers advice on how to find, keep and use that first job in television or radio. Sometimes humorous and always easy-to-follow, this book uses informative first-person case histories to chart proven paths to success.

*"Easy to read, with a clear message, and with realistic approaches to a variety of problems that face every would be broadcaster . . ."*

—John Kurtz, Chairman, Dept. of Telecommunications, Ball State University

*" . . . Pearlman . . . describes the more convenient and effective paths into the electronic media . . ."*

—ALA Booklist

Donn Pearlman co-hosts the mid-day show on all-news radio WBBM-AM and works as a reporter for WBBM-TV in Chicago (both CBS stations). He was named the "Best Reporter" by the Illinois Associated Press Broadcasters Association.

ISBN 0-933893-16-7  
224 pages  
\$13.95

**Broadcasting Book Division**  
1705 DeSales St., N.W.  
Washington, D.C. 20036.  
Or call 1-800-638-7827 to use  
VISA or MasterCard.

# Fates & Fortunes

## Media



Parsons

**Donald K. Parsons**, VP of marketing, owned and operated stations. Telemundo Group Inc., New York, named senior VP and general manager. Telemundo's WNJU(TV) Linden, N.J. (New York).

**Barry Barth**, VP and general manager, WFSB(TV) Hartford,

Conn., joins KREM-TV Spokane, Wash., in same capacity.

Executive changes at SouthWest Multimedia Corp., Houston-based group owner of four TV's: **Art Hook**, president and chief operating officer, resigns. He will now serve as consultant for firm; **Billy B. Goldberg**, chairman, adds duties of president; **Tom Matthews**, executive VP, named chief operating officer.

**Duane E. Tucker**, general manager, non-commercial WGBU-TV Bowling Green, Ohio, will retire at end of year. **Patrick T. Fitzgerald**, director of television learning services, WGBU-TV, succeeds Tucker.

**John Fignar**, general sales manager, WNAC-TV Providence, R.I., named general manager.

**Ed Ivey**, VP and general manager, KTVL(TV) Medford, Ore., joins WLNE(TV) New Bedford, Mass. (Providence, R.I.), in same capacity.

**Tom Long**, general sales manager, KTVL(TV) Medford, Ore., named VP and general manager, succeeding Ed Ivey (see item above).

**Roger Matney**, general sales manager, WSOC-AM-FM Charlotte, N.C., joins WPET (AM)-WKSI(FM) Greensboro, N.C., as general manager.

**Joe Taylor**, general manager, WOSE(FM) Port Clinton, Ohio (Sandusky), joins WINR(AM) Binghamton, N.Y., in same capacity.

**Robert J. Cummings**, operations manager, KORK(AM)-KYRK-FM Las Vegas, named general manager.

**Robert C. Hippler**, VP and general manager, WINW(AM)-WRQK(FM) Canton, Ohio, joins WKLM(FM) Millersburg, Ohio, as general manager.

**George Hart**, operations manager, KOZY(FM) Dallas, joins WNRJ-FM Pittsburgh as station manager.

**Ed Piette**, director of broadcast operations, KSDK(TV) St. Louis, named station manager.

**Margaret Brown**, systems manager, Star Cablevision, Monticello, Ind., joins Di-

mension Cable Services. Times Mirror Cablevision. Ashland, Ky., as customer service manager.

**Melissa W. Wohltman**, account manager, Marcon Marketing Services, New York, joins TKR Cable, Warren, N.J., as community relations manager.

**Richard A. Nunlist**, director of cash management, E.W. Scripps Co., Cincinnati, named assistant treasurer. **David P. Laskey**, director of bank relations, Scripps Howard, Cincinnati, named assistant treasurer. E.W. Scripps Co. is group owner of two AM's, three FM's, nine TV's and is parent company of Scripps Howard Cable Co., Cincinnati-based MSO.

## Marketing



Hokin



Carr

Appointments at Rainbow Advertising Sales Corp., New York: **John Hokin**, independent sales contractor, Chicago, to sales manager, SportsChannel Chicago; **Arthur Carr**, sales manager, Cable Networks Inc., Boston, to same capacity, SportsChannel New England there; **Jacqueline Sandherr**, group manager, National Cable Advertising, New York, to senior account executive, PRISM, Philadelphia.

Appointments at Turner Broadcasting System Inc., Atlanta: **Kay Delaney**, VP, national sales manager, CNN, to VP, CNN International; **Julia W. Sprunt**, senior VP, Turner

Cable Network Sales, to director of marketing, WTBS(TV); **Daniel J. Lobel**, consultant, Turner Program Services (TPS) and Turner Entertainment Company, to executive director of contract and sales administration and information services, TPS.

**Laurence W. Norjean**, senior VP, marketing and creative affairs, Videobox Networks, New York-based developer, manufacturer and marketer of laser video systems, joins Radio Advertising Bureau there as senior VP, sales and marketing.

**Mona Kay**, director, administration and traffic, Arts & Entertainment, New York, named senior director, advertising sales administration, planning and pricing.

**Debra Krayson**, VP, product marketing and sales development, AGB Television Research, New York, joins Independent Television Network there as VP, research and marketing development.

**Wendell L. Ensey**, senior VP, sales promotion, J.R. Robinson, Los Angeles-based department stores, joins Television Bureau of Advertising there as marketing manager.

**Dave Jevnikar**, general manager, Cablevision of Geauga County, Chardon, Ohio, joins SportsChannel Ohio, Cleveland, as director of sales and marketing.

**Craig Bachman**, general sales manager, KOKH-TV Oklahoma City, joins WNAC-TV Providence, R.I., in same capacity.

**La Vida Dowdell**, account supervisor, Ogilvy & Mather Advertising, New York, joins Showtime there as director, trade marketing.

**Marcia Davis**, sales manager, KFAC-FM Los Angeles, joins KKYY(FM) San Diego as national sales manager.

**Betty Bryan**, studio technician, WTKR-TV Norfolk, Va., to marketing writer-producer.

Appointments at DDB Needham: **Alan Alexander**, senior VP, Chicago, to group account director; **Fred Smith**, executive producer, and **Marcee Nelson**, creative director,

The Most Experienced  
Executive Search Firm In Broadcasting.

**Joe Sullivan & Associates, Inc.**  
Executive Search and Recruitment  
44210 North Road  
Southold, New York 11971  
(516) 765-5050

*The person you describe is the person we'll deliver.*



Chicago, to VP's; **Stephen Fish**, broadcast coordinator, Chicago, to national broadcast supervisor; **Mark Rogers**, account executive, Washington, to senior account executive; **Kate Dawson** and **John Folger**, assistant account executives, Washington, to account executives.

Appointments at Katz Communications: **Dan Borchert**, senior research analyst, Vitt Media, New York, to senior marketing analyst; **Santiago Perez**, account executive, WXIA-TV Atlanta, to sales executive; **Catherine Hargis**, account executive, Seltel, Houston, to sales executive there; **Mike Muirhead**, national sales manager, KFDX-TV Wichita Falls, Tex., to sales executive, Dallas; **Carol MacFarlane**, account executive, Nielsen Media Research, Los Angeles, to sales executive there; **Hilary White**, recent graduate, Syracuse University, New York, to market research specialist, New York; **John Parish**, account executive, KRXQ(FM) Roseville, Calif. (Sacramento), to same capacity, Katz's Banner Radio, Los Angeles; **Jared Blass**, recent graduate, University of North Carolina, Chapel Hill, to account executive, Katz's Christal Radio, New York; **Nancy Kahn**, media buyer, McCabe, Slove, New York, to marketing/research specialist, Christal Radio there.

Appointments at DMB&B: **Renee Milliaresis**, assistant media director, New York, to VP and associate media director; **Lisa Muzik**, associate producer, Chicago, to VP, senior producer; **Steven T. Kempf**, management supervisor, St. Louis, to VP, account supervisor; **Bryce McTavish**, account executive, St. Louis, to account supervisor; **Ronald D. Wilcox**, art director, Gardner Advertising, St. Louis, to same capacity there; **Susan Phegley**, account executive, Kerlick, Switzer, Johnson Advertising, St. Louis, to same capacity there.

Appointments at Durpetti & Associates: **Adele Eglin**, sales assistant, Philadelphia, to account executive/sales coordinator; **Will Schutte**, regional manager, McGavren Guild Radio, San Francisco, to same capacity, Los Angeles; **Catherine Meharg**, account executive, McGavren Guild Radio, San Francisco, to same capacity there; **Suzanne Banks-Russell**, account executive, CBS Radio Networks, New York, to same capacity there.

Appointments at W.B. Doner & Company: **Kathy Hoy**, VP, account supervisor, HDM Advertising, New York, to VP, management supervisor, Baltimore; **Nancy Hill Knox**, senior account executive, Baltimore, to account supervisor; **Cathy Wollman**, account executive, Ogilvy & Mather, New York, to account supervisor, Baltimore; **Tamara Smith**, market research analyst, Detroit, to senior market research analyst; **Denny Hebson**, copywriter, Grant/Jacoby, Chicago, to same capacity, Detroit; **David Vawter**, senior copywriter, Doe-Anderson, Louisville, Ky., to senior copywriter, Detroit.

**Richard Stein**, assistant manager, Petry, New York, named group sales manager.

**Jeanne Hoberman**, VP, account services, Konjolka & Co., Boston-based broadcast

marketing and media services company, joins HNWH, rep firm there, as sales manager. **Patty Riegler**, regional manager, Durpetti & Associates, Los Angeles, joins HNWH, New York, as account executive.

**Pamela Baratta**, account executive, WTTG(TV) Washington, joins WUSA(TV) there in same capacity.

**Dan R. Koehler**, independent media consultant, Dunedin, Fla., joins Tampa Bay Interconnect, Tampa, Fla., as account executive.

## Programming



Cecil

Appointments in program sales division, CBS marketing, New York: **William C. CCELL**, VP, prime time and specials sales, to VP, program sales, CBS marketing; **Daniel J. Koby**, VP and director, prime time sales, to VP, prime time sales; **Jack O'Sullivan**, VP and director, daytime, children's and late night sales, to VP and director, prime time sales; **Martin B. Daly**, VP, sales proposals, to VP and director, daytime, children's and late night sales; **Michael J. Nowacki**, VP and director, sports sales, to VP, sports marketing; **Kenneth J. Wachtel**, director, central sales, Chicago, to VP and director, sports sales.

**Debbie Langford**, director of development, Hanna-Barbera Productions, Burbank, Calif., joins Warner Bros. Television there as director of current programming.

**Perrin Ireland**, program specialist in charge of grant funding, media department, National Endowment for the Arts, Washington, joins Corporation for Public Broadcasting there as associate director, drama and arts programming.

**Bill Craig**, VP, Midwest Communications Inc., Minneapolis, joins SportsChannel Ohio, Cleveland, as VP and general manager. **Joe Tanzarello**, program and production manager, Coaxial Communications Inc., Columbus, Ohio, joins SportsChannel Ohio, as director of programming and network operations.

**Greg Phillips**, managing director, CBS international operations, London, joins MTM International there as senior VP and director of sales.

**Debby Beece**, senior VP, programming, Nickelodeon/Nick at Nite, New York, named acting senior VP, programming, HA! The TV Comedy Network, MTV Networks' new comedy channel.

**Tina Peel**, research director, Children's Television Workshop, New York, to assistant VP of research.

**Jim Radford**, air personality, adult contemporary format, Drake-Chenault/Jones Satellite Services, Albuquerque, N.M., named operations manager.

**Robert Young**, supervisor of accounts payable and cash management, dick clark productions, Los Angeles, named office manager.

**Peter Kane**, senior attorney, motion picture group, Paramount Pictures Corp., Hollywood, named director, business affairs, domestic television division.

**Steve Rockabrand**, director, marketing, sales and pay per view, New York Times Cable Television, New York, joins Paramount Pictures Video Division, Hollywood, Calif., as executive director, pay television, ancillary markets.

**Mimi Lopez**, VP of marketing research and programing development, NUAUD Programming, New York-based independent programing supplier and consulting firm, joins Sheridan Broadcasting Networks there as director of research/sales development. **Lucy Tauss**, administrative assistant, Sheridan Broadcasting Networks, New York, named coordinating writer-producer, *Top 30 USA*.

**Ellen McCloskey**, director of communications, Diocese of Arlington, Arlington, Va., joins Catholic Communications Campaign, Washington, as manager, productions.

Appointments at WTKR-TV Norfolk, Va.: **Jack Welsby**, business manager, adds duties of program director; **Philip Armstrong**, production manager, to production-marketing director; **Jamie Raynor**, artist, to art director; **Stefan Beth Rosenberg**, research specialist, to director of special projects.

**Byron King**, program and promotions director, WRSP-TV Springfield, Ill., joins WVTV(TV) Milwaukee as program director.

**Cary Pall**, program director, WFBC-FM Greenville, S.C., joins WMYI(FM) there as operations manager. **Robb Stewart**, co-anchor, morning newscasts, WMYI, adds duties of program director.

**Trey Matthews**, air personality, KHYI(FM) Arlington, Tex. (Dallas), joins WAPI-FM Birmingham, Ala., in same capacity.

**Judy Matthews**, managing director, WPRI-TV Providence, R.I., named production manager.

**Karen Stanwick Wands**, manager, special projects-communications, WBBM-TV Chicago, joins Eclipse Entertainment, Chicago-based television production, distribution and syndication company, as director of creative services.

**Peggy Polito**, studio manager, MTV Networks, New York, joins Media General Cable of Fairfax, Merrifield, Va., as production manager.

**Diane Walsh**, independent producer, Los Angeles, joins Gross-Weston Productions, Hollywood, as VP of development.

**Kristen Yamamoto**, associate producer, unit manager, *PM Magazine, This Evening*, Group W Productions, San Francisco, joins KSBW(TV) Salinas, Calif., as production manager.

**Jane Oakley**, executive producer of programing, WTAE-TV Pittsburgh, joins Lifetime, New York, as executive producer.

**Debbi Casini**, producer, *Pittsburgh's Talk-*



ing, WTAE-TV Pittsburgh, succeeds Jane Oakley as executive producer of programming (see item above).

**Michael Hayes**, air personality, KBEQ-FM Kansas City, Mo., joins WXGT(FM) Columbus, Ohio, in same capacity.

## News and Public Affairs

**Robert Duncan**, bureau chief, NBC News, New York, named managing editor, affiliate news. **Karolyn K. Lord**, desk editor, NBC News, New York, succeeds Duncan.



Totenberg

**Nina Totenberg**, legal affairs correspondent, National Public Radio, Washington, adds duties of legal correspondent, *MacNeill/Lehrer News-Hour* there.

**Neil Cavuto**, co-anchor, *World Business*, CNBC, Fort Lee, N.J., named anchor, hourly credit

market and commodity/futures reports. **Mark Haines**, recent graduate, University of Pennsylvania Law School, and former anchor-reporter, KYW-TV, both Philadelphia, succeeds Cavuto.

**Howie Rose**, sportscaster, WFAN(AM) New York, adds duties of substitute play-by-play announcer, New York Rangers, Madison Square Garden Radio there.

**David Haines**, news director, WAVA(FM) Arlington, Va. (Washington), joins WPLJ(FM) New York in same capacity.

**John Miller**, assistant news director, WFAA-TV Dallas, named news director. **Ilene Engel**, news producer, *USA Today*, *The Television Program*, Rosslyn, Va. (Washington), succeeds Miller.

**Dave Nixon**, news director, KPAX-TV Missoula, Mont., joins KEYC-TV Mankato, Minn., in same capacity.

**Joe Holstead**, news director, WBAP(AM) Fort Worth, Tex., named farm director. **Dan Potter**, managing editor, WBAP, succeeds Holstead.

**Judi Moore Latta**, executive producer of special programs, National Public Radio, Washington, joins WUSA(TV) there as producer-reporter, *Capital Edition*.

**Tandaleya Wilder**, news director and morning anchor, WAYV(FM) Atlantic City, joins noncommercial WHYY-FM Philadelphia as education reporter and producer, *Morning Edition*.

**Mark Siegrist**, reporter, WISN-TV Milwaukee, named host, *Milwaukee's Talking*, local talk show.

**Vince Gibbens**, anchor, WBAL-TV Baltimore, joins WITI-TV Milwaukee as co-anchor.

**Lauren Thierry**, anchor-reporter, WKRN-TV Nashville, joins WBZ-TV Boston as 6:30 a.m. co-anchor.

**Diane Roberts**, weekend anchor and medical reporter, WIS-TV Columbia, S.C., joins

WTOG(TV) St. Petersburg, Fla., as co-anchor.

**Phil Rozen**, weekend anchor-reporter, WVTM-TV Birmingham, Ala., named 6 p.m. anchor.

Appointments in news department, WAND(TV) Decatur, Ill.: **Mike Browning**, anchor-political reporter, KTHV(TV) Little Rock, Ark., to weekday co-anchor; **Glen Horn**, reporter, to weekend co-anchor; **Lisa Klava**, reporter-anchor, KOMU-TV Columbia, Mo., to weekend co-anchor.

**Kevin Doran**, general assignment reporter and morning anchor, KTTC(TV) Rochester, Minn., named weekend anchor.

**Alan Hemberger**, anchor, KMOL-TV San Antonio, Tex., joins KTRK-TV Houston as weekend co-anchor.

**Bryan Jenkins**, general assignment reporter, WTVT(TV) Tampa, Fla., named weekend co-anchor. **Kathy Chin**, sports reporter, KUSA-TV Denver, joins WTVT in same capacity.

**Curt Fonger**, anchor, WTVX(TV) Fort Pierce, Fla., joins WPEC(TV) West Palm Beach, Fla., as weekday correspondent and weekend co-anchor.

**Kyle J. Kraska**, weekend sports anchor, WWSB(TV) Carthage, N.Y. (Watertown), joins WWSB(TV) Sarasota, Fla., as sports reporter and weekend anchor.

**Byron Pitts**, anchor and reporter, WFLA-TV Tampa, Fla., joins WCVB-TV Boston as reporter.

**Tom Stanwood**, announcer, WAVV-FM Naples, Fla., joins WNOG(AM) there as an-

nouncer-news anchor. **Dave Bristow**, afternoon announcer, WNOG, to reporter.

**Shaun Boyd**, general assignment reporter and assistant to news producer, WNDU-TV South Bend, Ind., joins KGAN(TV) Cedar Rapids, Iowa, as general assignment reporter.

**Charlie Geter**, chief of New Jersey division of travel and tourism, Trenton, and weekend air personality, WBUD(AM) there, named public affairs director, WBUD-WKXW(FM).

**Mike Hernandez**, staff meteorologist, KCEN-TV Temple, Tex., joins KMOL-TV San Antonio, Tex., as staff meteorologist and 6:30 a.m. weathercaster.

## Technology

**Bill Kelty**, director of engineering, WHIO-TV Dayton, Ohio, named chief engineer.

**Howard Zaremba**, director, network operations, Arts & Entertainment, Stamford, Conn., named senior director, network operations and engineering.

**Francois Giorgio**, assistant VP, mobile products, Hughes Network Systems, Germantown, Md., joins American Mobile Satellite Corp., Washington, as VP, engineering.

**Scott E. Hamilton**, senior consultant, GE Information Services, Rockville, Md., joins Advanced Television Test Center, Alexandria, Va., as manager, computer systems engineering.

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## Promotion and PR

Appointments in Public Relations department, Turner Broadcasting System, Atlanta: **Pat K. Weaver**, account executive, Mark Pucci Associates, Atlanta, to public relations manager, Turner Network Television; **Robin L. Yates**, associate promotion manager, WKKX(FM) Jerseyville, Ill. (St. Louis), to public relations manager, WTBS(TV) Atlanta; **Matthew T. Mead**, investigator/legal assistant, Roger J. Dodd, P.C., and Associates, Valdosta, Ga.-based law firm, to administrative assistant.

**Karen Strickholm**, director, corporate entertainment division, Rogers & Cowan Inc., Los Angeles-based public relations company, named VP.

**Linda Alexander**, director, program publicity, Nickelodeon/Nick at Nite, Los Angeles, named director, corporate communications, West Coast.

**John Schipp**, manager, on-air promotion and advertising, NBC, New York, joins Arts & Entertainment there as director of on-air promotion.

**Robert K. Bethencourt**, senior creative associate, Television Bureau of Advertising, New York, named manager, creative services.

**Cindy Schneider**, account supervisor, Lip-pin Group, New York, joins Multimedia Entertainment there as director of publicity, *Sally Jessy Raphael*.

**Michael Dolan**, department manager and assistant buyer, The May Company, Cleveland-based retail company, joins Sports-Channel Ohio there as manager of marketing and public relations.

**Jack Edwards**, air personality, WFBR(AM) Baltimore, named promotion director, WFBR(AM)-WLIF(FM) there.

**Becky Dan**, marketing writer-producer, WTKR-TV Norfolk, Va., to promotion manager.

**Anne Clausen**, director of creative services, WITI-TV Milwaukee, named director of research. **Jeffrey Gray**, consultant and freelance promotion producer, New York, succeeds Clausen.

**Joy Sullivan**, air personality, KORK(AM) Las Vegas, named promotion director.

**Maria Pettengill**, receptionist, KKYY(FM) San Diego, to promotion/programming assistant.

## Allied Fields

Executive changes at Knight-Ridder, Miami: **Alvah H. Chapman Jr.**, chairman, steps down. He will remain as chairman of executive committee, board member and consultant; **James K. Batten**, president and CEO, succeeds Chapman as chairman and will continue as CEO; **P. Anthony Ridder**, president, Knight-Ridder newspaper division, succeeds Batten as president and will continue in his current position; **Richard G. Capen Jr.**, publisher, *The Miami Herald*, named vice chairman.

Appointments at Associated Press: **Larry Gerber**, chief of Nordic services, Stockholm, to assistant chief of bureau, Los Angeles; **Andy Torchia**, chief of bureau, Johannesburg, South Africa, succeeds Gerber; **Barry Renfrew**, chief of bureau, Seoul, South Korea, succeeds Torchia; **Kelly Smith Tunney**, news correspondent, Seoul, succeeds Renfrew.

**Xavier Roy**, joint managing director, Midem Organisation, Paris-based organizer of in-



Roy (l) and Bingham

ternational trade exhibitions, including MIP-TV and MIPCOM, named president-director-general (chief executive). **Bob Bingham**, joint managing director, Midem, named managing director, Button Group,

London-based exhibition services and design company. Reed International, London, purchased both companies this summer.

**F. David Harris**, head, electrical engineering technology department, Purdue University, Calumet, Hammond, Ind., joins National Association of Broadcasters, Washington, as director of special projects, science and technology department.

Appointments at Arbitron: **Robert Davis**, president and general manager, KMTR-TV Eugene, Ore., elected chairman, Arbitron Television Advisory Council; **William Harper**, general manager, WSMH(TV) Flint, Mich., elected vice-chairman; **Lisa Segall**, account executive, radio station services, Atlanta, to Southern division manager; **David Bright**, account executive, New York, to Northwest regional manager, television station services, San Francisco.

**T. Mark Maybell**, associate director, Bear Stearns, New York-based investment bank, joins Merrill Lynch Capital Markets there as VP, media and industrial banking group.

**Alice J. Schneider**, associate analyst, Paul Kagan Associates, Carmel, Calif., joins Barclays Business Credit, special finance division, East Hartford, Conn., as senior credit analyst, communications group.

Appointments at Broadcast Investment Analysts/Frazier, Gross & Kadlec, Washington, D.C.: **Frank J. Higney**, VP, valuations, to chief operating officer; **William Redpath**, manager, tax appraisals, to VP, financial analysis; **Peter P. Bowman**, financial analyst, to senior financial analyst.

**Debra M. Vaughn-Carrington**, attorney, J. Lincoln Woodard, Washington, joins Cade and Reid there as associate counsel, heading new communications law division.

**Lawrence J. Movshin**, partner, Heron, Bur-chette, Ruckert and Rothwell, Washington, joins Thelen, Marrin, Johnson & Bridges, Washington, in same capacity, practicing communications law.

## Deaths

**Michael Rice**, 47, former general manager, noncommercial WGBH-TV Boston, died Sept. 6 of complications related to AIDS at his home in Truro, Mass. Rice was Rhodes Scholar from 1963 to 1965. He began his broadcasting career in 1965 when he joined noncommercial WGBH(FM) as radio manager. Two years later he was named program manager, position he held until 1973. He was named VP and television manager in 1973 and remained in this position until 1975 when he was named VP and general manager. During his time at station he was instrumental in making WGBH producer of programming for PBS, producing such programs as *Masterpiece Theatre*, *Evening at Pops*, *Crockett's Victory Garden* and *Zoom*. He left station in 1978 to join Aspen Institute, New York, as director for Program on Communications and Society, where he was responsible for studies, conferences, books and other projects addressing uses and effects of communications, information and mass media systems. He remained in that position until early this year. He is survived by his parents.

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## David Bartlett: Man in the news

David C. Bartlett, more than two months into his job as president of the Radio-Television News Directors Association, talks about his experience in the post thus far, and his plans and hopes for the future, in a tone somewhat past enthusiasm but somewhere short of hyper. The job is fun, different, full of potential and opportunities. There is work to be done, problems to be solved. But, he indicates, he wouldn't want it any other way.

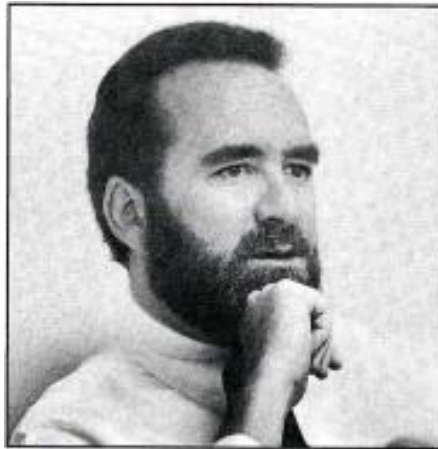
Bartlett, 43, has been in journalism for about 20 years, most of them in broadcasting, and has been active in RTNDA affairs since 1979, when he was named president of the Washington chapter (which no longer exists). He sees his presidency—as Theodore Roosevelt viewed *his* presidency—as a bully pulpit for expounding ideas. Of course, Bartlett has been hired to advance RTNDA's ideas, but his and the association's are hardly inconsistent.

What are the major issues on Bartlett's agenda? "Achieving full First Amendment rights for radio and television journalists." (His approach is simple: "A journalist is a journalist, regardless of the means of transmitting the story.") He will press for access for broadcast journalists to courtrooms and anywhere else print journalists are admitted. He will oppose restoration of the fairness doctrine. And he will fight government efforts to restrict the flow of information to the public.

In that connection, Bartlett, in one of his first public acts as RTNDA president, last month wrote to Attorney General Richard L. Thornburgh to protest the attorney general's statements that RTNDA feels appear to threaten the confidentiality of journalists' government sources. Bartlett called it "shamefully self-serving" for government officials who see nothing wrong in leaking information when it serves their purposes to threaten punishment for the authors of leaks that cause the officials "embarrassment or political inconvenience."

There will be more of that kind of thing. Bartlett has never been shy about expressing opinions. As vice president for news and programing for the NBC networks, his last job before joining RTNDA, he says, "You can make a noise." But "as RTNDA president," he adds, "you get heard and published. You can have influence. To be a player in dealing with significant national issues is worthwhile, in and of itself, and very enjoyable."

Bartlett, who will lobby on Capitol Hill on RTNDA issues, knows it is not enough simply to have ideas, no matter how sound, or the skill to present them. As he—and others—have said, "All politics is local." He believes that, to be effective, the RTNDA has to engage its members in efforts to influence Congress—by getting to the members of their



DAVID CONANT BARTLETT—president, Radio-Television News Directors Association; b. March 3, 1946; BA, Trinity College, Hartford, Conn., 1969; graduate work, University of Edinburgh, 1970; reporter, *Hartford Courant*, 1969; reporter, *The* (Montgomery County, Md.) *Sentinel*, 1970-72; director of information, Montgomery County government, 1972-73; editor, WTOP-AM Washington, 1973-76; editor, managing editor, and news director, WRC-AM Washington, 1976-81; managing editor, Independent Television News Association, Washington, 1981-83; director of news and English language broadcasts, Voice of America, Washington, 1984-85; program director, NBC Talknet, New York, 1986-87; program director, NBC radio networks and Talknet, New York, 1987-88; vice president, news and programing, NBC radio networks, New York, 1988-89; present position since July 1; m. Joan Benedelli, Dec. 27, 1975.

congressional delegations—as well as the FCC and the executive branch. And that leads to another major item on Bartlett's agenda—increasing the membership, to heighten the organization's visibility and strengthen its influence. The membership has been hovering at or below 3,200 for a couple of years. Bartlett sees independents and cable television systems—as well as journalists below the level of news director—as offering potential for new growth.

Bartlett assumed the presidency of RTNDA after having gained experience in television as well as radio, print as well as broadcasting, and, in addition, in high-level administrative posts. And in selecting him, the committee searching for a successor to Ernie Schultz felt that that experience was impressive. Bob Priddy, of MissouriNet, who as chairman of RTNDA was head of the search committee, also said the committee was impressed by Bartlett's "intelligence," "freshness" and "energy." Bartlett, Priddy said, "offered a total package that appealed to us."

Part of that package was Bartlett's

knowledge of the organization, for Bartlett is part of the broadcast news establishment. He has long maintained ties with those active in the organization, and has served on various committees, including the Freedom of Information Committee. His service was recognized in 1983, when he was awarded the Rob Downey Citation for Service to the RTNDA Board. So, Bartlett may have had an advantage over other candidates for the presidency in having an insider's knowledge of the organization, its politics and the issues confronting it.

For all of that, Bartlett's selection as president of RTNDA, at a salary of \$100,000, may not have been foreordained. But his career in journalism seems to have been. He grew up in Washington, where his father was head of the J. Walter Thompson office. So he always knew media people. And when he was seven or eight years old, his father took him to what was then the Sheraton Park Hotel (now the Sheraton Washington), where NBC had its Washington headquarters, to sit in the NBC control room and watch *Meet the Press* being televised. The program was sponsored by one of his father's clients. "So from an early age," Bartlett notes, "I was exposed to broadcasting and broadcast journalism."

During summers off from college—he attended Trinity, in Hartford, Conn.—Bartlett took advantage of a WTOP-TV (now WUSA-TV) Washington training program for those aspiring to a career in television. While a senior at Trinity, he worked as a reporter for the *Hartford Courant*. Later, he put in time at *U.S. News & World Report*, then at *The Sentinel*, a weekly serving a Washington suburb, before getting into broadcasting, with WTOP-AM Washington, as an editor. WRC-AM Washington, the Independent Television News Association, and the Voice of America were other stops on his way to his job of running the NBC radio networks.

Bartlett sees that background as an advantage in his new job. In an interview with him that was published in the RTNDA magazine, *Communicator*, Bartlett said, "It helps in a diverse industry such as ours if you have been in as many places as possible." Of course, he is not unique in the variety of his background; the broadcasting business is notorious for the mobility of its practitioners. That, Bartlett feels, invests RTNDA with special importance: "In a volatile industry at a volatile time," it is a rock of continuity.

So how does Bartlett like the job so far? "It's an interesting job. I'm not bored." But he can do better than that. "It's a refreshing change, because it is so different. It's related to a lot of people I've known a long time and with whom I've worked. But it's different now, working as an association president and not as a volunteer. It's most gratifying. It's great fun. It offers the opportunity to speak out and be heard on issues."

Sounds good.



**Delaware Chancery court ruled** last Thursday **against Warner Communications' shareholder Chris-Craft Industries**, saying it did not have right of approval over Warner's merger with Time Inc. Decision allows Time to complete second step of its acquisition of Warner.

FCC review board member **Norman Blumenthal**, during oral arguments last Friday in comparative renewal proceeding involving **WHYI(FM)** Fort Lauderdale, Fla., **criticized FCC Mass Media Bureau's handling of investigation of payola and drug charges at Metroplex Communications station.** In initial decision, now-retired ALJ Thomas Fitzpatrick found that former WHYI program director Robert Walker's acceptance of drugs from record promoters constituted payola. Despite payola, Fitzpatrick granted station's renewal and rejected competing application of Southeast Florida Broadcasting Ltd. In decision, Fitzpatrick said he was satisfied that Metroplex was "reasonably diligent in its effort to safeguard against this pernicious form of payola." Among Blumenthal's criticisms was that bureau failed to subpoena record executives. Blumenthal said he did not believe WHYI episode was "isolated incident," and expressed hope that bureau would investigate future cases more thoroughly.

**Multimedia board of directors** last week **announced adoption of stock rights plan**, which would "encourage anyone seeking to acquire the company to negotiate with the board prior to attempting a takeover." Rights, to be distributed Sept. 20, would become exercisable if anyone acquires 15% or more of stock or if anyone announces tender offer. John Kornreich of Sandler Associates, which owns roughly 10% of Multimedia stock, said: "We are not at all distressed by that development."

**U.S. District Court Judge Charles Richey in Washington has issued decision in libel case** that is said to have advanced cause of journalists in District of Columbia circuit. In **granting United Press International summary dismissal of suit filed against it in 1977**, Richey expanded doctrine of neutral reportage to provide "absolute protection" for news reports of serious charges against public figure in matters of "great public interest." Case involved two stories UPI reporter in Hawaii filed in 1977 based on report in Honolulu biweekly newspaper linking member of state's Board of Land and Natural Resources with underworld activity in Hawaii. Richey held UPI's reports were accurate and neutral and therefore protected, regardless of accuracy of underlying charges. And in expanding on neutral reportage doctrine enunciated in 1977, in U.S. Court of Appeals for Second Circuit, Richey said he would not limit protection to cases where "defamers" were "responsible" or "prominent." Nor would Richey deny journalist protection simply because report did not contain both sides of story. Essential requirement, he said, is reporter "not espouse or concur in the matter reported." One of UPI's attorneys in case, Bruce Sanford, said "expansion of neutral reportage doctrine in Washington—where accusations are routinely leveled against public officials—is obviously important to the news media." Duane D. Morse, counsel for plaintiff, Larry Mehau, said no decision had been made on whether to appeal.

**House Telecommunications Subcommittee has scheduled** next in on-going series of **HDTV hearings for this Wednesday** (Sept. 13) at 9:30 a.m. (room not yet announced). Hearing will focus on details of forming HDTV research and development consortia. Witnesses scheduled include: Robert Noyce, chairman of SEMATECH government-supported

semiconductor consortia; Solomon Buchsbaum, executive vice president, customer systems, AT&T Bell Labs. Subcommittee has **also scheduled oversight hearing on FCC's authorization** for FY 1990 and 1991. All current FCC commissioners, except for out-going Patricia Diaz Dennis, are on witness list.

According to **Emmis Broadcasting** President Jeff Smulyan, company is **"likely to sell" its KXXX-FM San Francisco and WJIB(FM) Boston.** Asking price is reported to be \$65 million (\$35 for Boston; \$30 for San Francisco). However, some brokers feel price is too high and that \$40 million to \$45 million is more realistic. Morgan Stanley is handling sale for Emmis and would not comment on possible price reduction. Some brokers have speculated that Emmis's **KSHE(FM) Crestwood, (St. Louis) Mo.,** may also go on block, but Smulyan said that is not case. Emmis recently purchased Seattle Mariners for about \$75 million ("In Brief," Sept. 28).

**Planned press conference** last Thursday (Sept. 7) to **announce** new game show **Trump Card** from **Warner Bros.**, which is to originate from Trump-owned casino in Atlantic City, N.J., was **abruptly canceled.** According to spokesman, couple of "contractual points" could not be resolved in time. But spokesman stressed deal is still on track. "We hope to announce a go on the project in the very near future," he said. It is expected that veteran game show host Richard Dawson will host *Trump Card*.

**Presidents of five different associations** representing broadcasting, cable, consumer electronics and telephone industries, are often at odds on details of HDTV implementation in U.S., but **joined last week to praise FCC's advisory committee on advanced television service.** In letter to new FCC Chairman, Alfred Sikes, association presidents urged commission to continue on present course and to set new television transmission standard at end of advisory committee testing process. "We believe timely selection of the appropriate terrestrial standard is of paramount importance for full U.S. participation in the world HDTV marketplace," they said. Those signing letter were: Eddie Fritts, NAB; Margita White, Association of Maximum Service Telecasters; James Mooney, National Cable Television Association; Peter McCloskey, Electronic Industries Association, and Allen Frischkorn, Telecommunications Industry Association (group of companies, such as AT&T, that build consumer telephone equipment).

**Sage Broadcasting Corp. announced late last week sale of one AM and two AM-FM combos.** Sage sold, pending FCC ap-

## ITC signs multi-picture deal with Miramax

*ITC Domestic Television has acquired U.S. and Canada broadcast rights to this year's Cannes Film Festival winner "sex, lies and videotape" as part of multi-picture deal with Miramax Films. Ritch Colbert, senior executive vice president, ITC Domestic Television, says film will probably be part of new Volume 9 motion picture package to be offered at INTV convention next January in Los Angeles. Colbert said ITC has signed long-term "output deal" with Miramax for eight films, including already produced "sex, lies" and "I've Heard the Mermaids Singing," and yet-to-be theatrical releases "Rage in Harlem," "Present Laughter," "Big Man," "Light Years," "Hardware" and "A Girl on a Swing."*

proval, 60% of WLVH(AM) Hartford, Conn., to Elio Broadcasting Corp. for \$925,000; WTAX(AM)-WDBR(FM) Springfield to Lakeshore Communications for \$4 million, and has entered preliminary agreement to sell KMNS(AM)-KSEZ(FM) Sioux City, Iowa, to Legend Communications for \$3.25 million. Broker for Springfield, Ill., sale was Blackburn & Co. Within last two months Sage has announced sales of WLVH(FM) Hartford, Conn. ("Changing Hands," July 17) and WKOL-AM-FM Amsterdam, N.Y. ("Changing Hands," Aug. 28). Sage is also purchasing WFOY(AM)-WUVU-FM St. Augustine, Fla. In announcing sales, Sage said, "It should be kept in mind that Sage Broadcasting Corp. is a very young company. The company has been in existence for only four years, and it has been a publicly held company for only two years." Sage says it will continue to seek undervalued radio station opportunities.

Approximately **75 to 100 demonstrators** protested outside noncommercial **WNET(TV)** New York Sept. 6 as it aired 90-minute documentary *Days of Rage* within two-and-a-half hour *Intifada: The Palestinians and Israel* nationally over PBS. WNET acted as presenting station in face of protest voiced by groups including Anti-Defamation League of B'nai B'rith, which had asked PBS and station to "reassess" broadcast due to allegations that Arab sources had financed production of documentary. Ten-minute segment preceding *Rage* sought to provide additional Israeli point of view and hour-plus discussion wrap gave forum to critics and supporters of film's alleged pro-Palestinian "advocacy journalism." Station received 135 calls "pro" and 111 calls "con" over two days following broadcast.

**Capital Cities/ABC Video Enterprises** announced **joint venture with Signal Research Inc.**, to produce videocassettes for players of Nintendo games. Phil Boyer, Capital Cities/ABC senior vice president, international and program development, said eight tapes would be produced and would be available in stores within next few weeks.

**Democrats had no complaints about treatment networks accorded Senator Joseph Biden Jr. (D-Del.) on Tuesday (Sept. 5) and his Democratic response to President Bush's speech on his plan for combating drugs.** CBS, CNN, C-SPAN and special *MacNeil/Lehrer NewsHour* carried almost 11-minute statement live, following President's 30-minute Oval Office address, which began at 9 p.m. ET. NBC used response, in full, in 30-minute special as part of network's *Drug Watch* series, at 12-12:30. ABC did not carry response, but Biden participated in roundtable discussion on issue that was used on network's *World News Tonight* on Tuesday. Senator was also guest on *Nightline* that night. "So we're not unhappy," said Biden spokesman.

**KOGO(AM)-KBBY(FM) Oxnard/Ventura, Calif., was sold by Ventura Broadcast Associates to George M. Duncan for \$6.7 million.** Seller is New York-based limited partnership headed by William Silverman. It has no other broadcast interests. Buyer is also president of Encore Communications Associates. Encore is licensee of KVKI(FM) Shreveport, La., KBFM(FM) McAllen-Brownsville, KHFI(FM) Austin, both Texas, and KZOU-AM-FM Little Rock, Ark. KOGO is fulltimer on 1590 khz with 5 kw. KBBY is on 95.1 mhz with 28 kw and antenna 315 feet above average terrain. Broker: Media Venture Partners.

**MTM Entertainment Inc. and D.L. Taffner Limited will team to produce pilot** for Fox Broadcasting Co. based on BBC comedy series *The Young Ones*. Half-hour show, written, execu-

tive-produced and directed by David Mirkin, will tape in late October for possible mid-season airing. *Young Ones* debuted on BBC in 1982 and was later seen on MTV in U.S. Mirkin served as co-executive producer of MTM's *Newhart*.

**VCR and pay cable penetration both have slowed, according to July statistics released by A.C. Nielsen.** Company said pay penetration remained at 29.4%, same as May figure—first time since February-May 1988 period that penetration stayed flat. VCR penetration rose slightly, from 65.5% in May to 65.8% in July, its slowest rise since May-July 1983 period, when penetration was only 7.3% and 7.6%, respectively.

**Blair Television announced addition of three television stations to lineup.** Signing up with New York-based rep firm are KTVI(TV) St. Louis, formerly represented by Harrington Righter & Parsons; WXXA(TV) Albany, N.Y., formerly represented by Petry, and WJTC(TV) Mobile, Ala.-Pensacola, Fla., previously represented by Independent Television Sales.

**Cable Television Administration and Marketing Society has established six operating committees for its PPV division.** Jerry Maglio, United Artists, and CTAM's PPV head Bob Westerfield will chair conference committee; Evelyn Sias, Group W-Request, membership and elections; Andrew Kaza, Comcast, industry communications; Hilda Chazanovitz, *Viewer's Choice*, case studies/industry education; Vito Brugliera, Zenith Cable Products, technology, and Tom Neville, Showtime Event TV, research. New CTAM steering committee on PPV has added five positions, yet to be filled. They are slotted for executives from MSO, studio, PPV event programmer, PPV network programmer and miscellaneous (technical, MIS) categories.

**Bill Clark, president of Shamrock Broadcasting, Burbank, Calif., and former National Association of Broadcasters board member, has been named chairman of Radio '90 steering committee.**



Shoblom

NAB reported to its board of directors last week that **Denise Shoblom, vice president and co-owner of KFWJ(AM)-KBCF(FM) Lake Havasu City, Ariz.,** and a member of NAB's radio board, is on the mend following an automobile accident last month ("In Brief," Aug. 21). In a letter to the directors, NAB reported that Shoblom's doctors "now believe there is a **90% chance for her to walk again.**" It was originally feared that she would be paralyzed permanently from the neck down after the truck Shoblom was driving blew a tire and went off a cliff. "At the rate she is improving, she might possibly even make it to the January Board meeting in Palm Springs," NAB said. NAB will have a giant get-well card to Shoblom on display at this week's Radio '89 convention in New Orleans and will be asking all attendees to sign it. Board members were also invited to send cards and letters to Shoblom at the Barrows Institute, St. Joseph's hospital, P.O. Box 2071, Phoenix 85001, or through KFWJ-KBCF's FAX number, (602) 855-5394.



# Editorials

## The missing link

This issue's reading on license renewal carries two messages for broadcasters. (1) That the FCC's attack on abuse of process appears to have been successful, with a sharp drop in contested cases once the sweeteners are taken away. (2) There remains nevertheless a clear and present danger that any licensee can be subjected to attack from any quarter at any time, with the same heavy burden in defense costs and the ultimate, if slim, possibility of license loss.

There is, in short, no reason to let up on the effort to secure long-lasting license renewal relief, for radio if not for TV. Two bills are now before the Congress, one from Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) for radio and television (H.R. 2682) and another from Matthew Rinaldo (R-N.J.) for radio only (H.R. 1136). The National Association of Broadcasters, concerned about the price that might be extracted in return for television renewal relief, favors the Rinaldo approach.

For years it was otherwise. Television wanted radio at its side as it bargained for protection in the renewal process. That NAB is willing to see radio advance on its own is in itself a measure of that medium's emancipation.

The fact that neither bill seems to be going anywhere is symptomatic, at least partially, of the hostage status to which broadcast legislation is assigned these days. (It is also a victim of priorities, with fairness, children's television and must carry at the head of the line.)

Nevertheless, license stability should go with the territory for the responsible broadcaster. It's tough enough in this radically changing media world just to keep up with the pace and the competition, without having to worry about being shot down from behind. The two-step renewal process—requiring that the FCC make an affirmative finding that a licensee has failed his trust before putting the license itself up for grabs—makes all the sense in the world. It protects both the broadcaster and the public interest. It should be the law of the land.

## The spirit of '89

This year has marked the 20th anniversaries of two events that captured, in strikingly different ways, the spirit of their times: the concert at Woodstock and the moon landing, the first a symbol of collective nonconformity and the restlessness of the 60's, the second of the increasing power of technology in service of a dream. The combination of nonconformity and a technological dream machine might as easily be a description of the radio industry of the day.

A lot has changed since then. For one thing, the Woodstock generation has grown up. What was once underground is now alternative, recognized as an option among options rather than a deviation from the norm. Not surprisingly, radio has done some growing up, too. While the "gut" is still a programing force to be reckoned with, that gut is being increasingly fed a hefty diet of research. And in the deregulatory era of high station price tags and accompanying debt loads, the successful radio executive must be as attuned to the bottom line as to the top 10. As one station executive put it: "It isn't who is the hot guy on the block this week?" but "Where can I find the consummate manager who has great people skills, creative juice [and] understands the bottom line?"

But radio is still a dream machine. If there is a common thread among the station executives and on-air personalities visited by BROADCASTING on its five-market, 20-station tour of the industry (see story, page 75), it is their shared excitement

and enthusiasm about what they are doing, and what they may do next.

The aural medium's challenge to improve its competitive position in an increasingly fragmented marketplace is a tall order, but if the enthusiasm on the road to the NAB radio convention is any measure, the spirit of Radio '89 is a force to be reckoned with.

## Tortoises do get there

The progress toward high-definition television is torturously slow, as was demonstrated again at last week's conference on that subject assembled by the Association of Maximum Service Telecasters. Nevertheless, there is progress.

For example, the simulcast systems seem to be gaining an edge over the augmentation systems. (Both require an additional transmission channel, which the simulcast systems use independently and the augmentation systems pair together.) And the Faroudja proponents seem to be losing ground, in face of a growing consensus that they're just not good enough, in the long run, to carry the day. (Faroudja relies on a line-doubling scheme to simulate HDTV within the present NTSC context.)

All eyes are on the Wiley commission's meetings later this month, at which proponents must come up with dates certain for testing of their systems. That readiness will determine which systems are go, and then the games will begin in earnest.

At best the answer remains several years away. It is inconceivable, however, that the result won't be a leap ahead for U.S. television technology. Whether it will be a quantum leap is something else again.

## Bears in the newsroom

If radio seems to be tooting its horns these days, broadcast journalism seems to be pulling its horns in. Economic tough times have come back to the newsroom; indeed, it's in many ways like the old times, before news was found to have a Midas touch in generating revenues. Well, it can still be golden, but it's harder to bring income to the bottom line.

And it will likely get even harder. Profit margins are down all over in broadcast television these days, and competition is ever increasing. News departments are being asked to stretch their bucks and their staffs ever farther, and at the same time to pull back on their ambitions of driving the national/network news services out of business. It's not the best time to finish J-school.

But neither is it the worst. Broadcast journalism continues to advance in its reach and impact with the public and journalists themselves continue to advance the mastery of their craft. The state of the art in 1989: not bad.



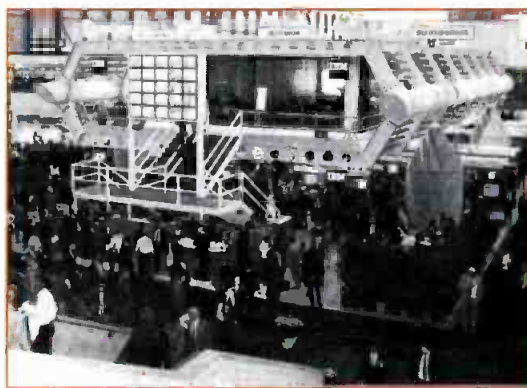
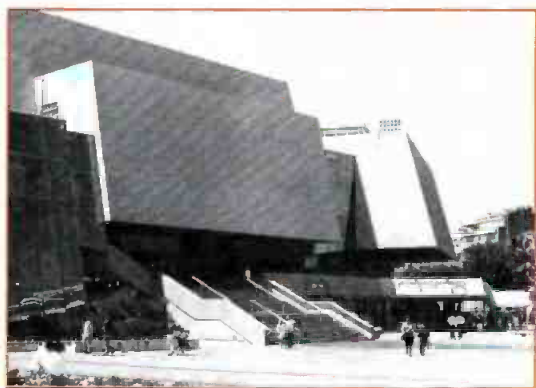
Drawn for BROADCASTING by Jack Schmidt

*"The tape machine was on the blink. We'll have to recreate the recreation."*



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**William J. Steding** is Americom's Top-25 market specialist. Bill's eight years of major market management experience with Bonneville International Corporation and his degree in marketing and financing from The University of Washington School of Business provide a unique understanding of the operating realities of Top-25 market properties; their relative values; and a sophisticated awareness of the financial structures which support those values. Since joining Americom in 1987, Bill has brokered in excess of \$475,000,000 in radio station transactions.



**Daniel T. Gammon** founded Americom with his brother, Tom, in 1984 and, in addition to providing his management expertise to the company, has established himself as the number one broker in the Northeast and Central United States with over 25 transactions including three tax deferred, like-kind exchanges. Dan is considered an expert in station valuation and financing and has shared his knowledge through several NAB, Kagan and State Convention seminars.



**David C. Burrill** specializes in the Western United States. Dave is a native of California, a graduate of San Diego State and, prior to joining Americom in early 1988, was Western Division Manager of the Arbitron Ratings Company. His comprehensive knowledge of the radio stations and markets in the West, combined with his attention to detail and his ability to uncover valuable upside in a station's audience profile, give him a unique ability to serve the radio operators in the West.



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