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FULL HOUSE

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DOMESTIC TELEVISION
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59th Year 1990
INTV
 Upbeat, feisty...
 and imperiled

We didn't just top the compo

And that's no small accomplishment, either. In metered markets for November where it aired in access, ENTERTAINMENT TONIGHT improved its performance over last year. We even set the pace for WABC in New York and KNBC in Los Angeles, pro-

MARKET

NEW YORK*

LOS ANGELES

PHILADELPHIA*

SAN FRANCISCO*

DETROIT*

HOUSTON*

MIAMI

ST. LOUIS

PHOENIX

HARTFORD

STATION

TIME

WABC 7:30P

KNBC 7:00P

KYW 7:00P

KGO 7:30P

WXYZ 7:30P

KPRC 6:30P

WTVJ 7:30P

KTVI 6:30P

KTVK 6:30P

WFSB 7:30P

etition. We topped ourselves.

elling both stations to #1. Meanwhile, in markets where we were put back into access, we generated significant gains—reassuring stations that they had made a smart decision. After 9 years, nobody can duplicate our success...except maybe us.

NOV. '88 PROGRAM

ENTERTAINMENT TONIGHT
ENTERTAINMENT TONIGHT
ENTERTAINMENT TONIGHT
ENTERTAINMENT TONIGHT
ENTERTAINMENT TONIGHT
USA TODAY
WIN, LOSE OR DRAW
GERALDO
WIN, LOSE OR DRAW
PM MAGAZINE

% INCREASE IN HH SHARE

+ 18%
+ 23%
+ 14%
+ 13%
+ 5%
+ 42%
+143%
+ 12%
+100%
+ 33%

THE ACCESS
FRANCHISE
FOR THE 90's...
AND BEYOND.

ENTERTAINMENT
T O N I G H T



A Paramount Communications Company

LOOK

WHO'S JOINED

Stations throughout the country are feeling the same need that led NBC and Group W to create an alternative talk show.

So they're RSVPing for "House Party with Steve Doocy."

A daily hour of useful information entertainingly presented.

A perfect environment for daytime viewers—and advertisers.

Best of all, the fun begins right away.

You're invited to join the party today.

*We started
with...*

KPIX
SAN FRANCISCO

WNBC
NEW YORK CITY

WBZ
BOSTON

KNBC
LOS ANGELES

WRC
WASHINGTON



PREMIERES JANUARY 22

WKYC
CLEVELAND

WTVJ
MIAMI

KDKA
PITTSBURGH

WMAQ
CHICAGO

KCNC
DENVER

KYW
PHILADELPHIA

WJZ
BALTIMORE

THE PARTY!

We've added...

WJBK
DETROIT

WGHP
GREENSBORO
HIGH POINT

KXAS
DALLAS
FORT WORTH

WRGB
ALBANY
SCHENECTADY

KFMB
SAN DIEGO

KTAL
SHREVEPORT

WTHR
INDIANAPOLIS

WBAY
GREEN BAY

WOTV
GRAND RAPIDS

WROC
ROCHESTER

WAVY
NORFOLK

KGMB
HONOLULU

WGAL
HARRISBURG
LANCASTER

KVOA
TUCSON

WVTM
BIRMINGHAM

KMST
MONTEREY

And more...



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Love, men, relationships – and other funny subjects

No one covers the issues vital to women with more comedy, candor and charm than KELLY & GAIL!

KELLY is Kelly Lange, the anchor of Los Angeles' top-rated evening newscast. She's spent years tracking trends, charting lifestyles, and interviewing the famous and the infamous.

GAIL is Gail Parent, a Hollywood screenwriter who's written classic scripts for some of television's funniest women, including Carol Burnett, "Rhoda," "Mary Hartman, Mary Hartman," and "The Golden Girls."

Now they've pooled their experience and expertise for a daily one-hour show that's designed as a survival guide for women – and a chance for men to find out what the other side is *really* thinking.

Together with different guest experts daily, they cover the full range of women's everyday concerns, from the basics ("How to Nail Him" and "How to Dress Your Man So You're Not Embarrassed to Be Seen with Him") to the bizarre ("How to Get from the Lounge Chair to the Pool Without Ever Letting Him See Your Body"). Their approach is direct and disarming, always irreverent but never irrelevant.

KELLY & GAIL. It's part-talk, part-comedy, and all-indispensible for the woman – and the man – of the '90s!

Produced in association with
Lange/Parent, Inc. Available Fall 1990.



kelly
&
gail

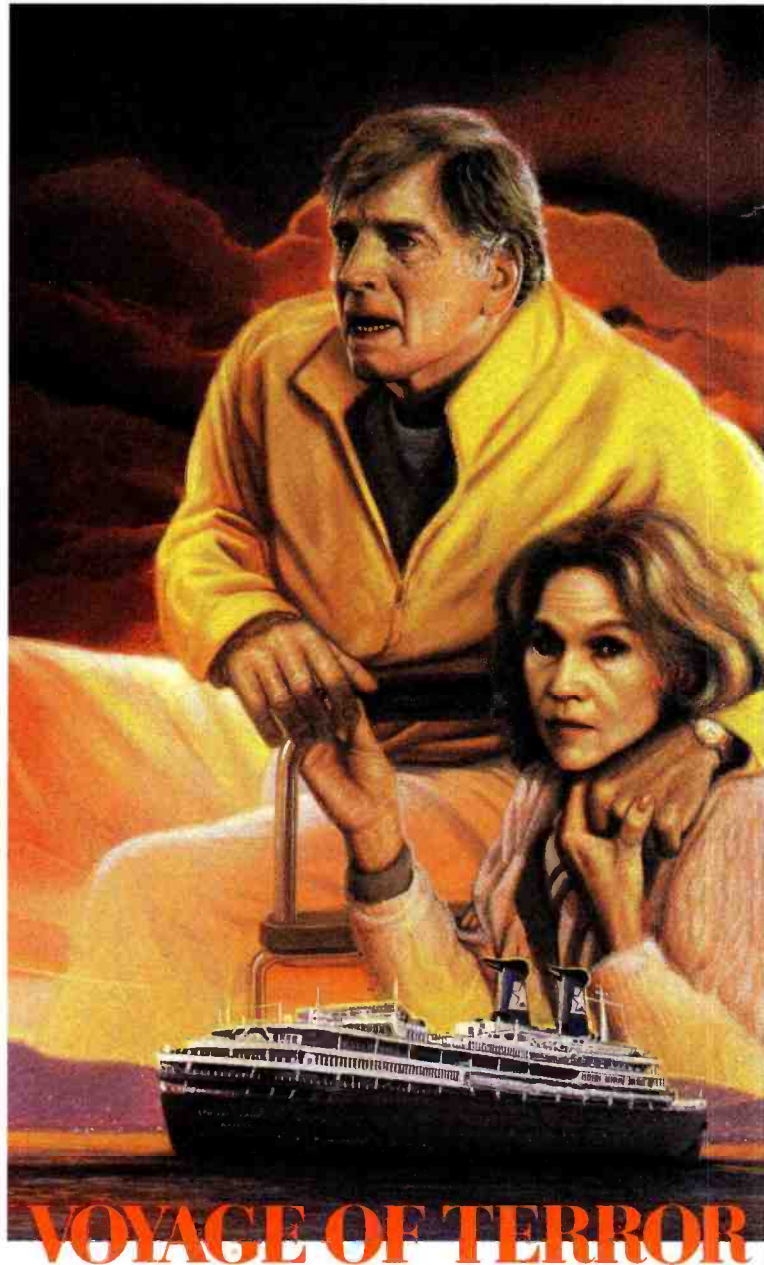
kelly
&
gail

World-class stars. World-premiere

Tribune Premiere Network presents an ongoing collection of *all-new* mini-series. We'll bring you two major premieres each year, filling the screen with intense drama, high intrigue and stark emotion. Add spectacular production values and top stars, and these powerful world premieres make a world of sense for your station.

**TRIBUNE
PREMIERE
NETWORK**

T **TRIBUNE ENTERTAINMENT** Company



VOYAGE OF TERROR
The Achille Lauro Affair

Based on the event that jolted the civilized world—the hijacking of the cruise ship *Achille Lauro*! Screen legends Burt Lancaster and Eva Marie Saint star as the heroic victims Leon and Marilyn Klinghoffer. Produced in association with Raidue, TF1, TaurusFilm, and Filmalpha s.r.l. 2 parts, 4 hours. Available May 1990.

World-wide locations. mini-series.



NIGHT OF THE **FOX**

Explosive World War II action, as Allied spies George Peppard and Deborah Raffin go undercover behind Nazi lines—with the outcome of D-Day at stake! Michael York and David Birney co-star. Produced in association with ITC Entertainment. 2 parts, 4 hours. Available November 1990.



TO CATCH A KILLER

The true story of the relentless young Chicago cop whose harrowing, ten-day investigation cornered clown-turned-killer John Wayne Gacy. Based on the astonishing case that the FBI now uses as the prototype for tracking serial killers. Casting under way. Produced in association with the Nelvana Company. 2 parts, 4 hours. Available May 1991.

"Mayday, Mayday, we're out of control..."

Jerry Schemmel was on Flight 232 as it cartwheeled into a cornfield in Iowa and exploded...he escaped not only with his life, but saved one year-old Sabrina Michaelson.

Real life heroes don't leap over tall buildings or fly through the air. They face danger, disaster, even death itself and do more than survive... they triumph!

WITNESS TO SURVIVAL

is a new half-hour weekly series featuring ordinary people overcoming extraordinary circumstances. Through the use of actual footage and reenactment, viewers will travel along on their heart-breaking journeys and share in their heart-warming survival.

You'll see fear as they saw it. Meet danger as they met it. And discover triumph as they lived it. Hosted by Paul Hecht and Rosalyn Landor.

WITNESS TO SURVIVAL

26 half hours that will make your ratings more than survive. It will make them soar.

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INTV's last hurrah?...

Independent TV broadcasters revel in good year, but many attending group's annual meeting in Los Angeles say organization's future is in doubt if Fox becomes full-fledged network. Some syndicators say they'd rather attend only one program convention next year—NATPE. **PAGE 51.**



Fall formats...

Just released fall 1989 Arbitron radio ratings show news and information formats making strong gains in top five markets. **PAGE 58.**

NATPE 90...

Next week programming executives will travel to New Orleans for NATPE International's annual gathering. So far, pre-registration—both domestic and foreign—is at its highest level ever. **PAGES 62, 66.** Many cable programming executives are predicting that this year's event will be among their busiest ever. **PAGE 68.** Daily agenda of convention events and list of exhibitors appears on **PAGES 70-96.**

52/ CALL FOR ACTION
INTV President Jim Hedlund says independent stations need "fair access" to programming, viewers and ads.

54/ TOGETHERNESS
INTV Chairman John Serrao calls for cooperation within industry.

54/ CRYING FOUL
Syndicators complain to INTV that two major distributors took hundreds of convention attendees away from programming suites by having presentations away from conference.

56/ CROSSING BORDERS
Rochester cable channel takes steps to compete beyond its franchise area.

58/ PASSING THE BUCK
Country singer Buck Owens's attempt to buy his sister's bankrupt TV station in Bakersfield, Calif., is seen as part of conspiracy by rival TV broadcasters there.

100/ GETTING EVEN
FCC will examine disparity between per-subscriber rates paid by cable operators and by home dish owners.

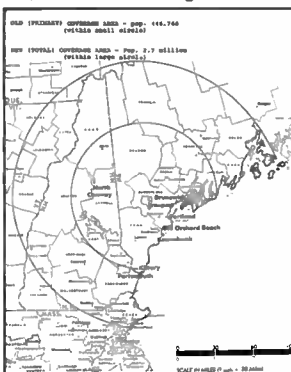
101/ COMMERCIAL STIRRINGS

Westerners watch with interest as commercial broadcasting strives for foothold in Eastern Europe.

104/ INNER CITY EMPIRE

New York-based Inner City Broadcasting is making headlines because of its wide-ranging holdings and its connection to NYC's new mayor.

105/ DOUBLE THE POWER
FM in Portland, Me., expands its coverage area after



four-party, three-station exchange.

109/ TUBE TEST
Construction of Advanced Television Test Center is



Site of new ATTC lab, Alexandria, Va.

progressing, although key parts of testing plan remain to be developed.

112/ 'POWER' OFF
Lack of station participation prompts Television Bureau of Advertising to end its "Turn on the Power" promotion campaign before it starts.

135/ HIGH ON LOW POWER
John Kompas, president of Community Broadcasting Association, is convinced that low-power TV can prosper by tapping into small-market ad dollars now going into radio and television.

DEPARTMENTS

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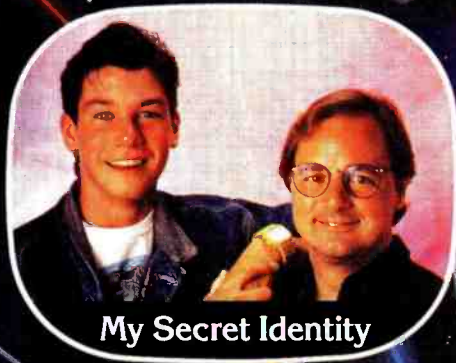
Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, 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* \$9.95. 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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The Munsters Today



My Secret Identity



Charles In Charge



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Inside Report





Studio 33, Hollywood



My Talk Show



What a Dummy



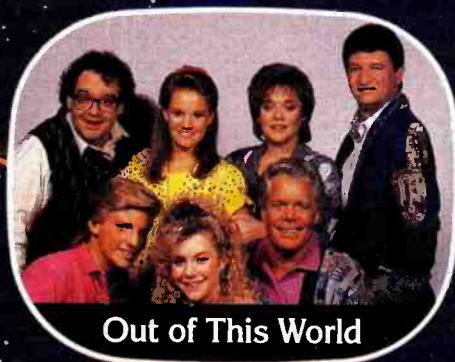
Amen



The New Adam-12



The New Dragnet



Out of This World



The New Lassie

MCA TV

First in first run.

Advertising Sales By  **PREMIER**
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A Paramount/ABC Company

WASHINGTON

different tack

Representative Don Ritter (R-Pa.) is contemplating introducing his own cable competition bill with telco entry as key element. (Currently, Ritter is co-sponsor of cable-telco bill pending in House Telcomsubcom, but finds many of its provisions to be "cable bashing.") Ritter told BROADCASTING he wants to avoid such "bashing" and says his measure would create incentives for both telcos and cable to bring fiber into home. He feels that "all parties will be winners."

LOS ANGELES

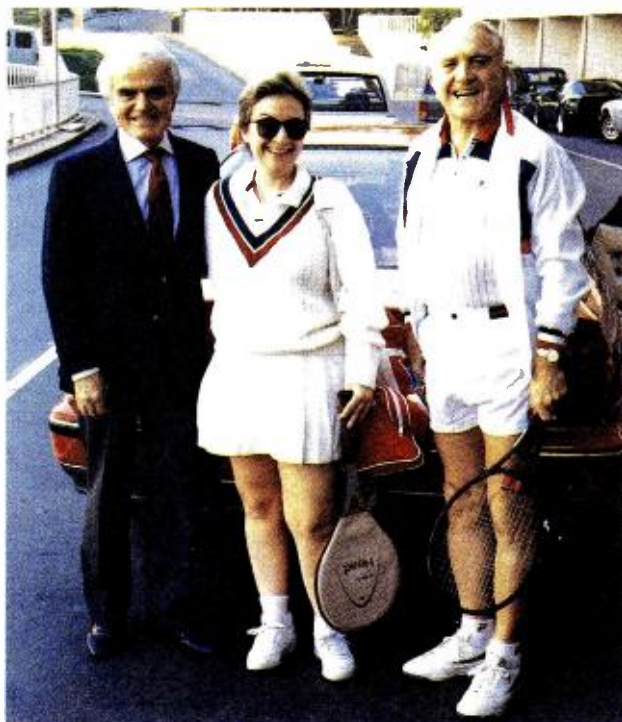
Cable primer

For second year in row, National Cable Television Association will use occasion of ACE Awards ceremony in Los Angeles this weekend (Jan. 13-14) to spend some time and money on entertaining and educating members of Congress. Some two dozen members have reportedly accepted NCTA invitations to attend ACE ceremony on Sunday and day-long seminar on Saturday comprising series of panels on industry issues and, according to aide to one representative, "communications trends in the 90's." Program includes sports panel with Bryan Burns, director of broadcasting for Major League Baseball. NCTA is paying members substantial honoraria and picking up their tab for travel and stay at Four Seasons hotel in Beverly Hills.

NCTA officials have been keeping tight lid on who is going and what they have planned. BROADCASTING'S canvass of House Telecommunications Subcommittee turned up five members who will be there: Ralph Hall (D-Tex.), Bill Richardson (D-N.M.), John Bryant (D-Tex.), Michael Oxley (R-Ohio) and Al Swift (D-Wash.).

Bat in the wings?

With phenomenal success



On the move. The FCC was at INTV in full force last week. Commissioners Sherry Marshall (center) and James Quello (r) were picked up at the Century Plaza by Jack Valenti (l), president of the Motion Picture Association of America, for an afternoon of tennis at the home of Dinah Shore (their fourth: Jerry Leider of the Caucus for Producers, Writers and Directors). At the same time, Commissioner Andrew Barrett was taking a tour of the Fox lot, conducted by Chairman Barry Diller.

Chairman Alfred Sikes was still airborne; he later toured the Disney facility.

of Warner Bros.' "Batman" theatrical last summer (\$250 million in box office receipts), can new television series be far behind? Smart money has it that Warner is developing series for domestic syndication. Warner Domestic



Batman and Robertson

syndication president Dick Robertson did nothing to dispel rumors last week. Robertson could be spotted in the halls of INTV in Los Angeles last week sporting baseball cap with Batman logo

on it. Asked if series was in works, Robertson, smiling, said, "No comment."

Initial outing

Word has it that Fox Broadcasting Company is readying first project with actor/producer Keenan Ivory Wayans, who recently signed long-term production deal with FBC. FBC spokesman confirmed that program service has seven-episode commitment for *In Living Color*, half-hour variety/comedy pilot produced by and starring Wayans, for possible midseason replacement or summer entry. *Color* commitment joins already ordered 13 episodes of Francis Ford Coppola's hour drama series, *The Outsiders*, and seven-episode nod to half-hour comedy, *Malloy*, as midseason entries. Spokesman also confirmed

seven-episode order for hour drama series, *The Kids Are Alright*.

Wayans made name for himself in Hollywood in last couple of years in co-starring role in theatrical comedy, "The Hollywood Shuffle," and most recently with starring/producing credits for theatrical comedy, "I'm Gonna Git You, Sucka."

Renovating 'House'

Look for changes next season in Warner Bros.'s live action children's show, *Fun House*. Producer Scott Stone said last week company will add five-minute cartoon segment starring animated version of live action host J. D. Roth and other characters. Changes are result of research showing children want as much animation as they can get. This season, Viacom has had success with combined live action animated show *Super Mario Brothers' Super Show*. Scott Carlin, senior VP, first-run distribution, for Warner, said *Fun House* has been renewed by 23 stations so far, covering more than 35% of country for next season. Number of stations, however, are bumping *Fun House* from afternoon to morning time periods to make room for new animation programs debuting next fall. This season, Carlin said, about 60% of stations clearing show air it in afternoon and 40% clear it in morning. Next season, he said, that ratio will probably be reversed.

This new house

Group W Productions has just picked up distribution rights to *Home Again with Bob Vila*, new weekly half-hour home repair show being offered for next fall. Show is being produced by Vila, former host of PBS's *This Old House*, in association with Sears, Roebuck and Sears's agency Ogilvy & Mather. Show is being offered for barter, with Sears keeping two minutes in each show for its own spots. Group W will sell additional 30-second spot, with stations getting four minutes to sell locally.

Group W will also bring to NATPE new weekly reality show, *On Scene: Emergency*

SITCOM CHALLENGE!

“You think you
know sitcoms?”

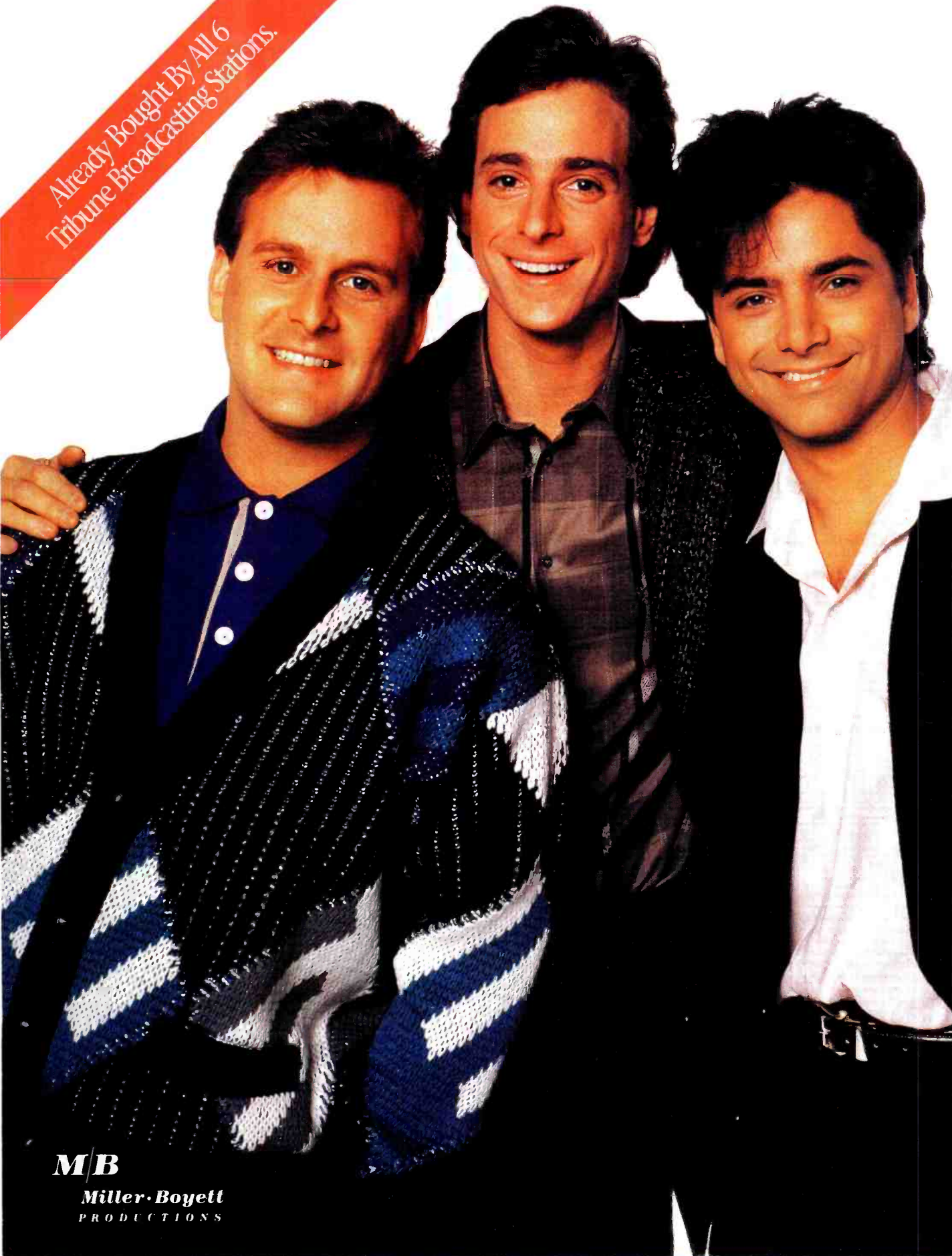
We've got a sitcom quiz that'll
really test your TV savvy!!!

See how much you really know
about sitcoms & win a chance
to place your daughter or son
on “21 JUMPSTREET”!

Come see us at NATPE Booth #581

 TELEVENTURES

Already Bought By All 6
Tribune Broadcasting Stations.



M/B

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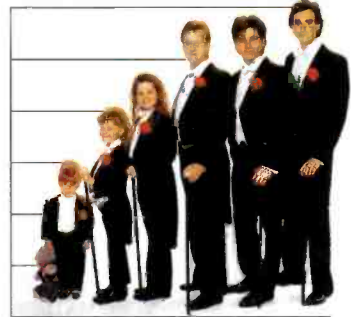
These Guys Get Twice As Many Women As Their Closest Competitor On Friday Nights.

"Full House" is irresistible to Women 18-49. With an unprecedented 35 share of Women 18-49 on Friday night. Compared to NBC's 17 share and CBS's 13 share.

But then, "Full House" has always been attractive to women. Whatever the night. Whatever the time period. Whether it's Friday or Tuesday. At 8:00PM or 8:30PM. With or without a strong network lead-in.

"Full House" captured the #1 share in households, above all other Friday prime time shows. Finished the night as the #1 performer with Men 18-49. And captured almost *half* of all viewers 2 to 17.

Want to be more successful with men? And women? And kids? Ask your Warner Bros. sales rep about "Full House." They'll get more growing for you in Fall '91-'92.



Full House

100 Half-Hours For Fall '91-'92.

Funny Shows. Serious Business.



WARNER BROS.
DOMESTIC TELEVISION DISTRIBUTION

Response, being positioned as companion piece to *Missing: Reward*, which debuted in fall 1989. Pilot for new show, produced by Dave Foreman and offered for straight barter, is being shot this week.

DENVER

Holding pattern

Tele-Communications Inc. is letting it be known that adding services or expanding channel capacity is being put on hold until "further clarification" comes from Washington on course of any cable regulation. Leading cable MSO is expressing frustration over what it sees as little credit cable is receiving for having expanded from 12 channels to 36. Washington chill "effectively depresses our willingness to be supportive of new programming," said one TCI executive—disturbing comment for budding programmers who look to TCI first for carriage since it is largest MSO. Company also said it was holding up further plant expansion until it appears financially prudent to proceed.

At the gate

Eight major cable operators led by Tele-Communications Inc. and Time Warner's American Television & Communications expect to announce long-awaited plans for Ku-band satellite broadcasting service within next few weeks. As previously reported, 10-channel service would be beamed via GE Americom's Satcom K-1 and comprise two pay-per-view channels and eight broadcast signals. According to sources, it will call for investment from operators of between \$60 million and \$100 million over several years. It would cost more, except that GE has agreed to discount Satcom K-1 transponders in exchange for equity position.

With business questions settled, it now becomes question of whether cable operators can sell idea in Washington of their becoming dominant force in medium that was at one time supposed to compete with

them. If hue and cry from cable's critics is too shrill, K-1 service will be, as one source put it, "stillborn." TCI's Bob Thomson and other service planners have already begun process of briefing Washington policymakers on plans in hopes of mitigating political impact. Thomson told BROADCASTING last week K-1 service is "basically" research-and-development effort. "If we ever start giving up R and D because of politics, our industry is going to be in a lot of trouble," he said.

NEW YORK

Scramble survey

Preliminary results of survey conducted by ABC affiliate board to determine affiliate views on scrambling indicate that most affiliates are in favor and that many have information showing loss of viewership because network feed is not currently scrambled. What remains to be seen, assuming that preliminary indications hold up in final results, is whether affiliates are willing to help pay for scrambling. ABC itself is in process of reviewing possible signal degradation and cost of decoders and other equipment and may indicate its preference at upcoming regional affiliate meeting in mid-February. CBS is only

network scrambling feed, but since NBC is on Ku-band, few backyard dishes can actually receive signal.

CHICAGO

Calming the troops

Holiday greetings from *Geraldo*. That's what stations who carry show got in videotape sent out by Tribune Entertainment last month. Message contained more than just holiday salutations, however. Seeking to reassure stations that controversy that has followed show in past will not resurface in 1990, Rivera talked about measures taken to clean up show and his image. "In reviewing the recent past, especially November sweeps, maybe we were guilty of providing too much punch," he said. He said show would go back to doing "types of shows which made us strong." Other measures taken to change show include commissioning three-part national survey done by Frank Magid Associates. Also, he said, an "internationally renowned public relations firm," was hired because "my p.r. has been one of the worst." He said show gets bad feedback despite doing "same shows that others do." Lastly, Geraldo asked for station feedback and suggestions. "I'll always take a

call from a *Geraldo* station," he said.

ATLANTA

Now hear this

Next major technical issue likely to affect radio broadcasters could well be digital audio broadcasting. Eureka, consortium of European manufacturers and governments, has accepted invitation of National Association of Broadcasters to demonstrate its digital audio system in U.S. Eureka project 147, co-venture with European Broadcasting Union, has already been shown twice in Europe and will be demonstrated in closed-circuit form at NAB convention in Atlanta, March 31-April 3. John Abel, NAB executive vice president, and Michael Rau, vice president, science and technology, are scheduled to give update of digital audio broadcasting process and description of Eureka/EBU system during NAB board meeting in Palm Springs, Calif., Jan. 14-17.

Eureka and EBU have spent some \$43 million over four years on system, which is still in development. Radios built to receive it will be able to pick up signals from local broadcast transmitters and satellite broadcasts. Signals will be incompatible with current radios, and spectrum from outside AM and FM bands would have to be found to deliver system in U.S. When complete, it is expected that system will transmit 12-16 channels of digital stereo in broadcast channel of between 4 mhz and 6 mhz.

Atlanta premiere

Although details remain sketchy, there is word that Sony Corp. is planning to introduce satellite uplink and receive equipment during National Association of Broadcasters Convention in Atlanta this spring. Introductions will represent second straight year that Sony will have entered major product area for first time. At NAB 1989, Sony introduced new line of video graphics systems, switchers and other video post-production gear.

On the agenda

When National Association of Broadcasters convenes its joint board of directors meeting Jan. 14-17 in Palm Springs, Calif., one of key items for consideration is what NAB calls its "if carry, shall pay" proposal. Idea is to obtain retransmission fee from cable operators who deliver broadcaster signals. Concept also suggests that if cable system decides to carry one station signal it must carry others. It appears that now there is talk of incorporating this idea into broader cable manifesto that would outline how NAB is to proceed on number of fronts. Guidelines would address variety of issues including cable reregulation in general, retransmission fees, how NAB should proceed at FCC on cable inquiry and telephone provision of cable services.

NAB board meeting will also include discussion of telephone company entry into video distribution services. Reportedly, major part of program will be videotape provided by telephone equipment manufacturer, Northern Telecom Inc., describing what it calls "breakthrough" fiber optic switcher. Northern Telecom claims new device will make switched broadband video distribution by fiber cost effective by mid-1990's (BROADCASTING, Oct. 16, 1989).



NEXT.



Person
PERSON

FALL

Qualities
QUALITIES

1990



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BY THE NUMBERS 1

Week 15 wasn't very good for CBS. For the first time this season the network lost Sunday night when NBC averaged a 12.5/24.8 for the night. CBS averaged an 11.3/22.9. NBC's average was bolstered by the runover of the NFL playoff game between Pittsburgh and Houston, which averaged a 23.9/44 at 7-8. This left CBS with no nightly wins for the week. (Last season, CBS lost Sunday night five times out of 30, all to NBC.) On Monday night, Christmas, CBS's *Teddy Z*, pictured, ranked 59th for the week



with an 8.7/17. ABC's *MacGyver* ranked 54th with a 9.2/18. NBC ran a repeat broadcast of "The Sound of Music" for the entire night and averaged an 11/20.

For the week, NBC won the prime time race with a 13.4/24. ABC was second with an 11.4/20.4 while CBS had a 10.3/18.4. Together, the big three delivered 32.3 million households. Household ratings should begin to pick up this week and peak around Week 20 or Week 22.

"By the Numbers" continues on page 26

RATINGS ROUNDUP

Rank/rating □ Network □ Show

- 1 ▲ 19.4/39 A *Monday Night Football*
- 2 ▲ 19.3/32 N *Cosby Show*
- 3 ▼ 18.6/30 N *Cheers*
- 3 ▲ 18.6/32 N *Golden Girls*
- 5 ▲ 18.3/31 N *Unsolved Mysteries*
- 6 ▼ 17.6/29 A *Roseanne*
- 7 ▲ 17.3/31 N *Empty Nest*
- 8 ▼ 17.1/28 N *Different World*
- 9 ▼ 16.2/27 N *Dear John*
- 10 ▲ 15.8/26 N *Matlock*
- 11 ▼ 15.7/26 N *In the Heat of the Night*
- 12 ▼ 15.4/27 N *L.A. Law*
- 13 ▲ 15.0/25 A *Wonder Years*
- 14 ▲ 14.9/26 A *Full House*
- 15 ▲ 14.8/25 A *Who's the Boss?*
- 16 ▲ 14.3/26 A *20/20*
- 17 ▲ 14.0/23 N *Night Court*
- 18 ▲ 13.9/24 A *Just the Ten of Us*
- 19 ▲ 13.8/24 A *Perfect Strangers*
- 20 ▲ 13.6/23 A *Growing Pains*
- 21 13.5/25 C *60 Minutes of Entertainment*
- 21 ▲ 13.5/26 N *Hunter*
- 23 ▲ 13.3/23 A *Family Matters*
- 24 ▼ 13.2/22 A *Head of the Class*
- 24 ▲ 13.2/22 C *Jake and the Fatman*
- 26 ▲ 13.1/26 C *Murder, She Wrote*
- 26 13.1/24 N *NBC News Special: Eighties*
- 28 ▲ 13.0/23 N *Amen*
- 28 ▲ 13.0/22 C *CBS Tuesday Movie*

Rank/rating □ Network □ Show

- 28 ▲ 13.0/22 A *Doogie Howser, M.D.*
- 31 ▼ 12.7/21 A *Coach*
- 31 ▼ 12.7/23 N *Midnight Caller*
- 33 ▲ 12.6/21 N *My Two Dads, Wed.*
- 34 ▼ 11.5/20 C *Designing Women*
- 35 ▲ 11.2/19 C *Rescue: 911*
- 36 11.1/18 C *48 Hours*
- 36 11.1/20 A *Jennings Special*
- 38 ▲ 11.0/20 N *NBC Monday Movie*
- 39 ▼ 10.9/19 C *Murphy Brown*
- 40 ▲ 10.7/19 N *227*
- 41 10.6/17 A *Ice Capades*
- 42 10.4/19 C *Kennedy Center Honors*
- 43 ▲ 10.3/17 A *Anything but Love*
- 43 ▲ 10.3/19 C *Wiseguy*
- 45 ▼ 10.2/18 C *Newhart*
- 46 10.1/19 N *Orange Bowl Parade*
- 47 ▼ 9.9/20 C *Major Dad*
- 47 9.9/17 N *NBC Friday Movie*
- 49 9.8/17 C *Ringling Brothers Circus*
- 50 ▲ 9.5/20 A *ABC Sunday Movie*
- 50 ▲ 9.5/17 A *China Beach*
- 52 ▲ 9.4/17 A *PrimeTime Live*
- 53 9.3/16 C *Year with Andy Rooney*

Week 15 □ Dec. 25–Dec. 31

- 54 ▲ 9.2/20 C *CBS Sunday Movie*
- 54 ▼ 9.2/18 A *MacGyver*
- 56 ▼ 9.1/17 N *Mancuso, FBI*
- 57 ▼ 8.9/15 C *Beauty and the Beast*
- 58 ▼ 8.8/16 C *Doctor, Doctor*
- 59 8.7/17 C *Famous Teddy Z*
- 60 ▼ 8.6/14 C *Island Son*
- 61 8.3/17 N *Ann Jillian*
- 62 8.1/15 A *ABC Mystery Movie*
- 62 8.1/18 N *NBC Sunday Movie*
- 64 ▼ 7.9/14 C *Paradise*
- 65 ▲ 7.8/16 F *Married...With Children*
- 66 ▲ 7.7/15 C *Sat. Night with Connie Chung*
- 67 ▲ 7.4/13 F *Cops*
- 68 7.1/14 F *America's Most Wanted*
- 69 6.8/12 A *Mr. Belvedere*
- 70 ▲ 6.7/13 A *Free Spirit*
- 71 6.5/11 F *Totally Hidden Video*
- 72 ▲ 6.4/13 F *Totally Hidden Video, Sun.*
- 73 ▼ 6.2/11 C *Tour of Duty*
- 74 5.9/10 A *Living Dolls*
- 75 ▲ 5.7/10 A *Life Goes On*
- 76 ▲ 5.0/11 F *Open House*
- 77 ▲ 4.6/8 F *Reporters*
- 78 ▲ 4.4/8 F *Alien Nation*
- 79 4.3/8 F *21 Jump Street*
- 80 ▲ 3.7/8 F *Tracey Ullman Show*
- 81 ▲ 3.5/6 F *Booker*
- 82 ▲ 2.5/6 F *Garry Shandling's Show*

Guide to symbols

▼ —Down from last week

▲ —Up from last week

Source: Nielsen and Broadcasting's own research.

■ —Premiere broadcast

FREEZE FRAMES: Current network standings as of Week 15, Dec. 25–Dec. 31

Network averages		Season to date ratings		Demographic ratings			
Prime time	Evening news	1989–90	1988–89	Viewers 2+	ABC	CBS	NBC
NBC: 13.4/24.0	ABC: 11.4/21	NBC: 14.7/25	NBC: 15.8/26		7.9	6.7	8.9
ABC: 11.4/20.4	NBC: 10.3/20	ABC: 13.0/22	ABC: 13.0/21	Women 18-49	7.9	6.1	8.7
CBS: 10.3/18.4	CBS: 10.2/20	CBS: 12.1/20	CBS: 12.0/20	Men 18-49	7.1	5.1	7.3

NUMBERS LIKE THESE ARE HARD TO COME BY.

<u>Market</u>	<u>Stn./Aff.</u>	<u>Time Period</u>	<u>Nov. 1988 Programming</u>	<u>% Increase vs. Nov. '88 HH Rtg.</u>	<u>HH Shr.</u>
New York	WCBS/C	7:00 PM	WIN LOSE DRAW	+ 25%	+ 25%
Los Angeles	KNBC/N	7:30 PM	FAMILY FEUD	+ 68%	+ 56%
San Francisco*	KTVU/I	7:30 PM	FAMILY FEUD	+ 35%	+ 30%
Boston	WNEV/C	4:30 PM	CAGNEY & LACEY	+ 21%	+ 20%
Washington, DC	WRC/N	4:30 PM	PEOPLE'S COURT	+ 63%	+ 44%
Dallas*	KDFW/C	6:30 PM	USA TODAY	+ 31%	+ 25%
Cleveland*	WKYC/N	7:00 PM	WIN LOSE DRAW	+ 44%	+ 30%
Phoenix	KTVK/A	11:00 PM	MAGNUM PI	+ 187%	+ 46%
Hartford	WVIT/N	7:30 PM	WIN LOSE DRAW	+ 61%	+ 80%
Indianapolis	WXIN/I	7:30 PM	NEWHART	+ 98%	+ 56%
Milwaukee	WISN/A	11:00 PM	LOVE CONNECTION	+ 172%	+ 64%



Unless of course, you have HARD COPY, the show that continues to gain momentum throughout the country. In Los Angeles while "A Current Affair" dropped from #1 to #3, HARD COPY propelled KNBC from #6 in its time period last year to #2 this year—in just one sweep. With stories like this, it's not hard to see why more and more stations are counting on HARD COPY.



PREMIER
ADVERTISER SALES
A Paramount/MCA Company



A Paramount Communications Company

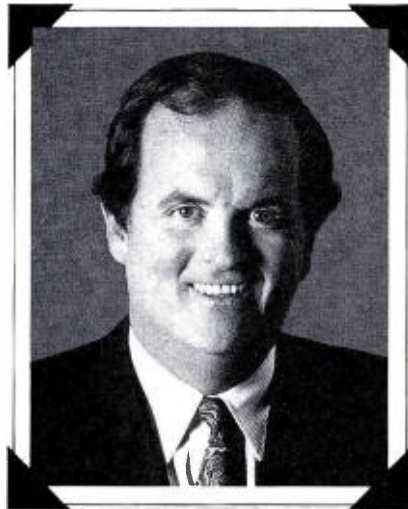
Some of America men still depend



Bill Frank
President and General Manager
KCOP-TV, Los Angeles

Monday-Friday 5:30PM

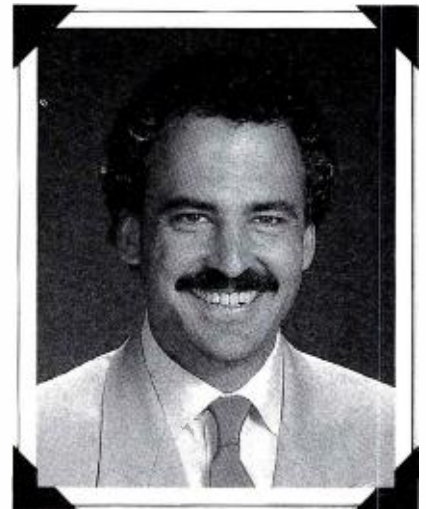
+33%
over May '89 programming



Kevin O'Brien
Vice President and General Manager
KTVU-TV, San Francisco

Monday-Friday 6:30PM*

+27%
over May '89 programming



Doug Johnson
President and General Manager
WXON-TV, Detroit

Monday-Friday 5:30PM

+44%
over May '89 programming

MAMA'S FAMILY

A Joe Hamilton Production

W18-49 Share: ARB Marketron 11/89:
*NSI HH SH 12/11-12/26/89 (Not Aired in 11/89)

's most successful on their Mama.



Michael Fisher
Vice President and General Manager
KTXL-TV, Sacramento

Monday-Friday 10:00-11:00AM
Double Strip

+146%
over May '89 programming



Fred Barber
Vice President and General Manager
WTTV-TV, Indianapolis

Monday-Friday 7:30PM

+130%
over May '89 programming



These smart programmers
know, it's not where a
sitcom strip comes from,
it's where it can take you.
And, Mama's taking
them all the way
to the bank!



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

BY THE NUMBERS 2

Summary of Broadcasting & Cable

"By the Numbers" continues from page 22

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

C A B L E †	
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. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Another disappointment for CBS is the loss of the evening news race for 1989—by 0.05 of a rating point, or something less than 46,000 viewers. ABC won its first year in evening news when the network averaged a 10.14/20 over CBS's 10.09/20. NBC had a 9.44/19 average for evening news in 1989.

For the book of days, NBC won five nights—Tuesday, Wednesday, Thursday, Saturday and Sunday. ABC won Monday and Friday.

MarketScope

The Standard & Poor's 400 picked up 12.24 points during the last seven-day trading period to close at 410.40 on Jan. 3, a gain of 3.07%. The 128 stocks covered by the Stock Index posted 93 advances, 19 declines and 16 unchanged, pushing the advance-decline ratio ahead of the previous week's 60-40 when 27 stocks remained unchanged. The week before that, Dec. 13-20, 1989, the advance-decline ratio, 20-90 with 18 unchanged, was virtually reversed from the current standing. Capacities/ABC picked up the most for the most recent trading period (Dec. 27, 1989-Jan. 3, 1990), 32 points or 5.95%, to close at 570. The *Washington Post's* 'B' stock gained 11¼ to close at 286¼. Disney closed out the week at 115¼, up from 109¼. Grey Advertising lost 3 to close at 164. Scripps Howard also lost 3 points when it closed at 64. Video Jukebox (symbol JUKE), dropped ¼ after having previously gained 1¼. JUKE closed at 8½ on Jan. 3. Westwood One (WONE) picked up another ½ to close at 9½. Previously, WONE had picked up 1½, or 20%.

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



STOCK INDEX 1

Market					Market						
Closing	Closing	Net	Percent	P/E	Capitali-	Closing	Closing	Net	Percent	P/E	Capitali-
Wed	Wed	Change	Change	Ratio	zation	Wed	Wed	Change	Change	Ratio	zation
Jan 3	Dec 27			(000,000)		Jan 3	Dec 27			(000,000)	

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities/ABC	570	538	32	05.94	23	10,259	N (BLC) A.H. Belo	38	38	37	1	3/8	03.71	51	761	
N (CBS) CBS	184	183	1	00.54	16	4,347	N (AFL) American Family	17	1/4	17	1/4		00.00	16	1,399	
A (CCU) Clear Channel	14	12	3/4	09.80	140	54	O (ACCMA) Assoc. Commun.	36	1/4	34	1/2	1	3/4	05.07	88	675
A (HTG) Heritage Media	3	3/4	3	25.00	-2	135	N (CCN) Chris-Craft	35	3/4	36	1/4	-	1/2	-01.37	52	851
Q (JCR) Jacor Commun.	5	3/4	5	00.00	4	57	O (DUCC) Durham Corp.	30	29	3/4	1/4		00.84	26	253	
O (LIN) LIN	120	1/8	120	00.31	67	6,166	N (GCI) Gannett Co.	44	41	1/2	2	1/2	06.02	18	7,099	
O (OBCC) Olympia Broadcast	3	3/8	13/32	-1.32	-07.69		Q (GACC) Great Amer. Comm.	9	1	9		1/8	01.39	-2	286	
O (OSBN) Osborn Commun.	12	1/2	11	11.11	8	84	N (JP) Jefferson-Pilot	43	1/2	41	5/8	1	7/8	04.50	14	1,635
U (OCOMA) Outlet Commun.	25	24	1/4	03.09	30	163	N (KRI) Knight-Ridder	56	1/4	55	5/8	5/8	01.12	13	2,894	
A (PR) Price Commun.	5	7/8	5	09.30	-12	54	N (LEE) Lee Enterprises	30	7/8	30	3/4	1/8	00.40	18	753	
O (SAGB) Sage Broadcasting	2	3/4	2	00.00	-2	10	N (LC) Liberty	43	3/4	41	1/2	2	1/4	05.42	25	369
O (SCRIP) Scripps Howard	64	67	-3	-04.47	33	660	N (MHP) McGraw-Hill	57	5/8	56	3/8	1	1/4	02.21	14	2,802
O (SUNNC) SunGroup Inc.	1	3/4	1	-06.66	-2	4	A (MEGA) Media General	31	5/8	31	3/4	-	1/8	-00.39	790	814
O (TLMD) Telemundo	6	1/4	5	08.69	-2	142	N (MDDP) Meredith Corp.	34	1/2	34	1/4	1/4	00.72	19	643	
O (TVXGC) TVX Broadcast	4	3	3/4	06.66	29		O (MMEDC) Multimedia	93	1/2	93		1/2	00.53	35	1,056	
O (UTVI) United Television	34	3/4	34	01.45	49	379	A (NYTA) New York Times	25	3/4	26	1/4	-	1/2	-01.00	13	2,022

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The Famous Teddy Z



WEDNESDAY*
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Kevin Costner
Robert DeNiro
Farrah Fawcett
Sally Field
Morgan Freeman
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John Ritter
Patrick Swayze
John Voight

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sex, lies,
and
videotape

STEPFATHER
II

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**Turner Program Services
Ushers In A New Decade.**

"Gone With The Wind" Plus 23 Other Very Moving Pictures.



TURNER PICTURES I

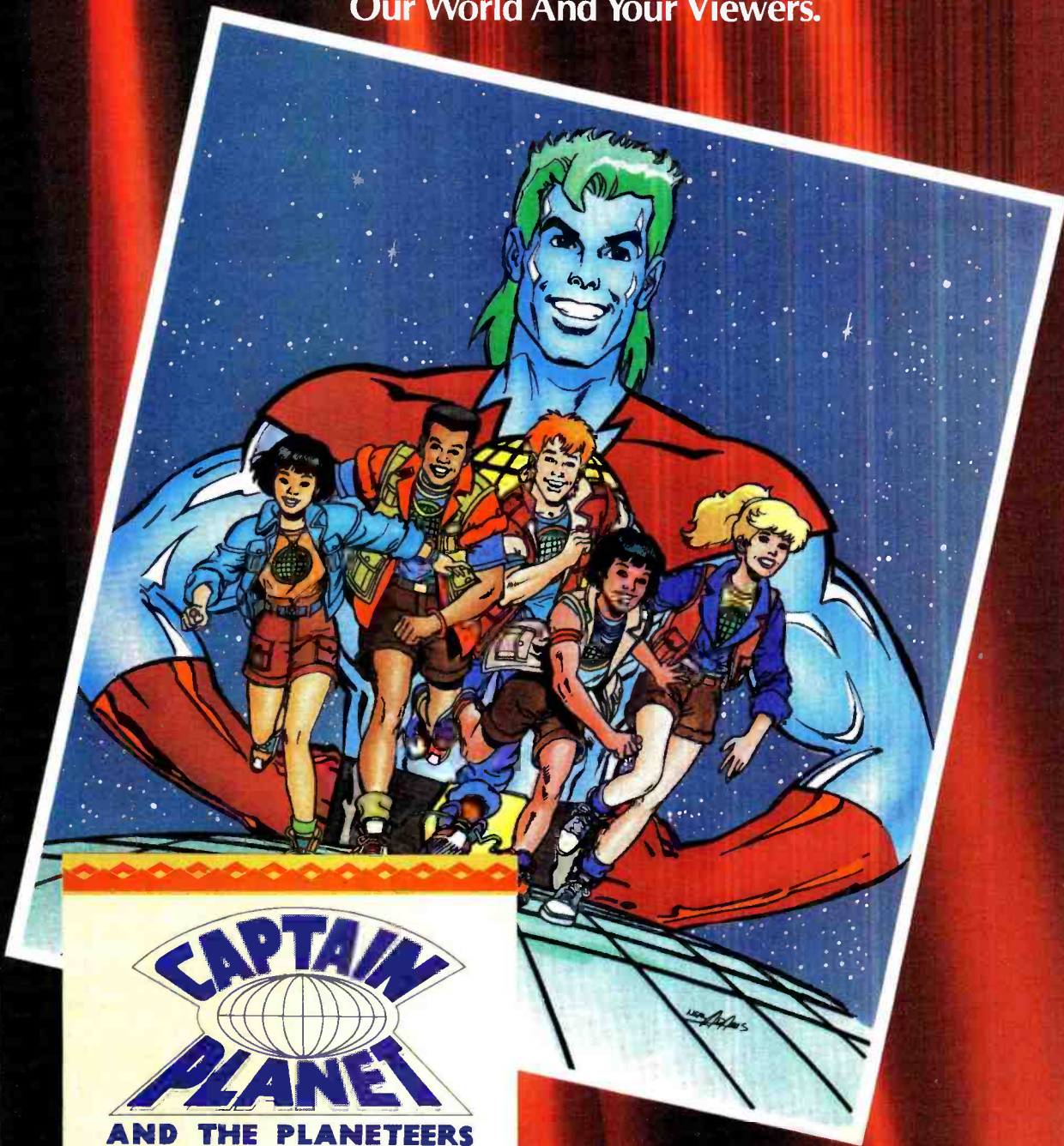
The Legends

Turner Program Services announces *Turner Pictures I—The Legends*. An extraordinary collection of first-run theatrical-quality films, available exclusively for syndication.

The cornerstone of the 24-film package is the jewel of the Turner Film Library—*Gone With The Wind*, the Academy Award-winning classic considered around the world to be the greatest film of all time—is now available for the first time in broadcast syndication.

And just like *Gone With The Wind*, every Turner Picture is filled with elements that will make it a legend...Hollywood's brightest stars, incredible production quality and powerful storylines.

The Power Is Yours To Create An Ideal Environment For
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AND THE PLANETEERS

It's a powerful action-adventure series unlike any other ever created. 26 half-hours that entertain as they inform today's children (and their parents) of the urgent need for environmental change. Produced by Turner Broadcasting System and DIC Enterprises, one of the foremost producers of children's programming, "Captain Planet and the Planeteers" are the superheros of the 1990s and beyond. With endless marketing and public relations opportunities, "Captain Planet and the Planeteers" promises to be the superseries whose time has come.



One Of TV's Most Popular Features Enjoys Its Second Childhood.

What's a hormone?

"It's a thing that boys get when they go through poverty, then they get crazy for girls!"



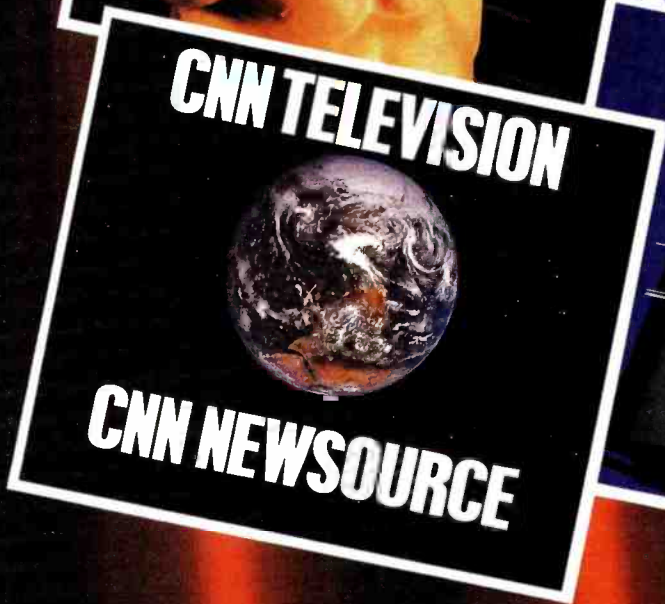
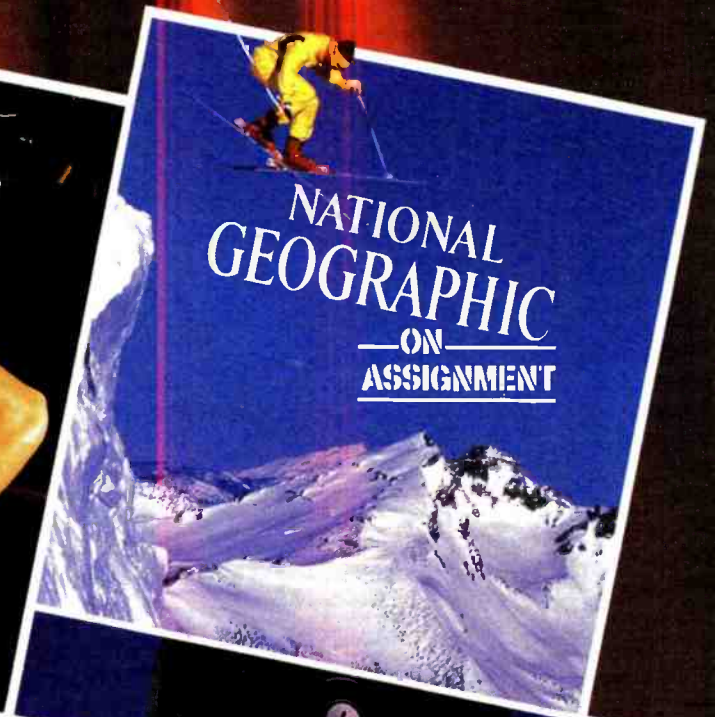
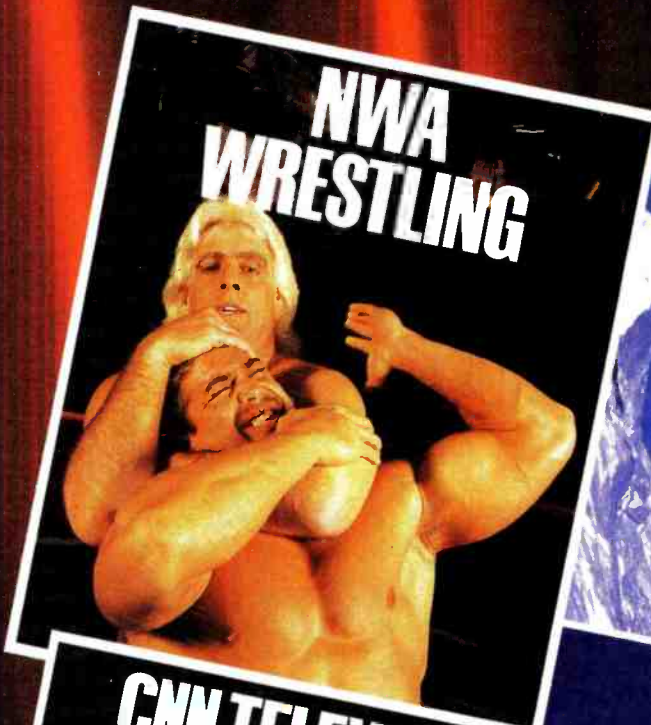
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■ indicates new listing or changed item.

This week

Jan. 7-12—*Annenberg Washington Program* faculty workshop in communications policy. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Jan. 8—*International Radio & Television Society* newsmaker luncheon. Topic: "Where is Radio Heading?" Panel: Ralph Guild, Interep; Richard Harris, Group W Radio; Tom Snyder, host of ABC Radio show *The Tom Snyder Show*, and Nancy Widmann, president, CBS Radio Division. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 8—*Academy of Television Arts and Sciences* forum luncheon. Speaker: ABC's Barbara Walters. Beverly Hilton, Los Angeles. Information: Murray Weissman, (818) 763-2975.

Jan. 8—Deadline for receipt of entries in 38th annual news competition of *AP Television-Radio Association of California-Nevada* and *APTRA-Clete Roberts Memorial Journalism Scholarship* awards for students with a broadcast career objective. Information: Rachel Ambrose, (213) 746-1200.

Jan. 9—*Ohio Association of Broadcasters* Columbus managers meeting. Pickett Suite hotel, Columbus, Ohio. Information: (614) 228-4052.

Jan. 10—Deadline for entries in Green Eyeshade Award competition sponsored by *Atlanta Professional Chapter of the Society of Professional Journalists*. Competition is open to journalists and freelancers in Kentucky, Tennessee, Arkansas, West Virginia, Louisiana, Florida, Mississippi, Georgia, North and South Carolina and Alabama. Information: (404) 875-6923.

Jan. 10—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Michael Wheeler, president, Financial News Network, Copacabana, New York.

Jan. 10—*International Radio & Television Society* Q&A seminar, "Women in News." Panel: Marlene Sanders (moderator), former ABC and CBS correspondent; Jane Hanson, WNBC-TV New York; Rasa Kaye, WLTW-FM New York; Susan Zirinsky, CBS, and Paula Zahn, ABC. Halloran House hotel, New York. Information: (212) 867-6650.

Jan. 10—Copywriters' workshop, sponsored by *Ohio Association of Broadcasters*. Embassy Suites, North Columbus, Ohio. Information: (614) 228-4052.

Jan. 10-12—TV programming festival of International Film & TV Festival of New York. Sheraton Center, New York. Information: (914) 238-4481.

Jan. 10-12—"Fundamentals of Cable Accounting and Budgeting," sponsored by *Women in Cable and Denver University*. Denver. Information: (312) 661-1700.

Jan. 10-14—"Chicago on Television/Television on Chicago," screenings at *Museum of Broadcast Communications*, Chicago. Information: (312) 987-1500.

Jan. 11—*Federal Communications Bar Association* luncheon. Speaker: Janice Obuchowski, assistant secretary of Commerce for Communications and Information. Washington Marriott, Washington.

Jan. 11—Deadline for entries in 22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Jan. 11—*Caucus for Producers, Writers and Di-*

rectors general membership meeting. Speaker: Sumner Redstone, chairman, National Amusements, and chairman, Viacom International. Chasen's, Los Angeles. Information: (213) 652-0222.

Jan. 11—*Mississippi Association of Broadcasters* business-to-business seminar and legislative media day. Radisson Walthall hotel and State Capitol, Jackson, Miss. Information: (601) 957-9121.

Jan. 11—*Southern California Cable Association* dinner meeting and program, featuring Senator John Breaux (D-La.) on federal re-regulation. Downtown Los Angeles Biltmore hotel, Los Angeles. Information: (213) 684-7024.

■ **Jan. 11**—Inaugural guest lecture of International Communications Studies Program of *Center for Strategic and International Studies*. Speaker: Pekka Tarjanne, newly elected secretary general of International Telecommunications Union. Cosmos Club, Washington. Information: (202) 775-3102.

Also in January

Jan. 15—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association* for "outstanding radio and television broadcasting relating to reading education, literacy and the promotion of the lifetime reading habit." Information: (302) 731-1600.

Jan. 16-19—*NATPE International* 27th annual convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

Jan. 16—"Texas Hispanic Media: Impact and Influence," seminar sponsored by *Media Institute*. Hyatt Regency, San Antonio, Tex. Information: (202) 298-7512.

Major Meetings

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

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

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

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

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

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

Feb. 28-March 3—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

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

April 1-3—*Cabletelevision Advertising Bureau*

ninth annual conference. Marriott Marquis, New York.

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

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

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

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Convention Center, Atlanta.

June 3-6—*NBC-TV* annual affiliates meeting. Washington.

June 10-13—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

June 11-14—*ABC-TV* annual affiliates meeting. Los Angeles.

June 19-22—*National Association of Broadcasters* summer board meeting. NAB, Washington.

July 15-18—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego.

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Boston. Future meeting: Sept. 11-14 (tentative), 1991, San

Francisco.

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

Sept. 21-25—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (1) 240-1871.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif.

Oct. 2-4—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 4-7—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-225-8183.

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Oct. 3-7, 1992, Jacob Javits Convention Center, New York.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz-Carlton, Naples, Fla.

■ **Jan. 7-10, 1991**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

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Jan. 16—"High-Definition Television: Is America's Future on the Line?" symposium and live satellite broadcast sponsored by *National Technological University*. University of Maryland, College Park, Md. Information: (303) 484-6050.

Jan. 17—*Society of Broadcast Engineers, Chapter 15*, meeting on "Transmitters: From the Old to the New." WQXR auditorium, New York Times Building, New York. Information: David Bialek, (212) 752-3322.

Jan. 17—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Norm Fein, news director, Rainbow News 12. Copacabana, New York.

■ **Jan. 17-21**—"Animation on Television," sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

Jan. 18-21—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 19—Deadline for entries in National Awards for Education Reporting, sponsored by *National Education Writers Association*. Information: (202) 429-9680.

Jan. 19—Deadline for entries in second annual public affairs awards competition sponsored by *The Cable Television Public Affairs Association*. Event or campaign must have occurred during calendar 1989. Information: Nancy Larkin, (617) 742-9500, or Andy Holdgate, (617) 792-7407.

Jan. 19-20—Colorado Broadcasters Association winter meeting and awards banquet. The Clarion hotel, Colorado Springs.

Jan. 19-21—"Economics of the Illegal Drug Trade," conference for journalists sponsored by *Foundation for American Communications*. Miami Airport Hilton, (213) 851-7372.

Jan. 21—Showtime Dealer College, workshop sponsored by *Showtime Satellite Networks*, during SBCA convention. Bally's Grand hotel, Las

Errata

December 18 story on MTM Distribution Group's syndication of half-hour strip featuring Graham Kerr **incorrectly identified program as *Galloping Gourmet*. Show is entitled *Graham Kerr***. Rights to *Galloping Gourmet* title are owned by that program's syndicator, Fremantle Corp., which has no connection with current Kerr project.

Vegas. Information: Harvey Bolgia, (212) 807-1400.

■ **Jan. 21**—"Rocky and Bullwinkle Marathon," sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

Jan. 22-24—*Satellite Broadcasting and Communications Association* satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

■ **Jan. 23**—*Ohio Association of Broadcasters* Toledo managers' meeting. Toledo Marriott, Toledo, Ohio. Information: (614) 228-4052.

Jan. 23-25—*Georgia Association of Broadcasters* 45th Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

Jan. 24—"Congress 1990," seminar sponsored by *Federal Communications Bar Association*. Grand Hyatt, Washington. Information: Robert Lewis Thompson, (202) 296-0600.

Jan. 25—Airing on PBS of presentation of 48th Alfred I. DuPont-Columbia University Awards in broadcast journalism. Low Memorial Library, Columbia University, New York. Information: (212) 560-3021.

Jan. 25—Presentation of eighth annual WIC Awards, sponsored by *Women in Cable, Chicago chapter*. Park West, Chicago. Information: (708) 990-8999.

Jan. 25-26—"Broadcast Journalism and the Public Interest," Alfred I. DuPont forum sponsored by *Alfred I. DuPont Center for Broadcast Journalism, Graduate School of Journalism, Columbia University*, featuring Alfred Sikes, FCC chairman; Ed Markey, chairman, House Subcommittee on Telecommunications; Joel Chaseman, chairman, Post-Newsweek Stations; Jeff Greenfield, ABC News, and Linda Wertheimer, National Public Radio. Columbia University, New York. Information: (212) 854-5047.

Jan. 25-27—"Regulating the Cable Industry," cable management program sponsored by *Women in Cable and Denver University*, Denver. Information: Nancy Ring, (312) 661-1700.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

Jan. 26-27—*Minnesota Association of Cable Television Administrators* seventh annual conference, "Entering a New Decade of Cable Challenges." Scanticon Conference Center and hotel, Plymouth, Minn. Information: Linda Magee, (612) 788-9221.

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

Jan. 30—Roundtable on televised violence, sponsored by *Annenberg Washington Program of Northwestern University*. Speakers include Andrew Barrett, FCC commissioner; Senator Paul Simon; Alan Gerson, NBC VP-programming standards and marketing policy, and Peter Kohler, TV editorialist and VP of Gannett Broadcasting. Willard office building, Washington. Information: (202) 393-7100.

■ **Jan. 30**—*Ohio Association of Broadcasters* Dayton managers' meeting. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

Jan. 30-Feb. 1—*South Carolina Broadcasters Association* 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

Jan. 31—"Building Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising* in conjunction with *Retail Advertising Conference*. Marriott Downtown, Chicago. Information: (212) 486-1111.

Jan. 31—Deadline for entries in *National Association of Broadcasters* "Best of the Best" radio promotion contest. Information: NAB Radio Office, (202) 429-5420.

Jan. 31—Deadline for entries in Fourth Estate Award of the *American Legion*, awarded annually for excellence in journalism to individual, publication or broadcaster. Information: Lee Harris, (317) 635-8411; American Legion, P.O. Box 1055, Indianapolis, 46206.

Jan. 31—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speakers: Bruce L. Christensen, president and chief executive officer, PBS, and Jennifer Lawson, executive VP for national programming and promotion services, PBS. Copacabana, New York.

February

Feb. 1—HDTV conference, examining political and technological questions surrounding introduction of HDTV to U.S. market, sponsored by *International Communications Industries Association*. Information: (703) 273-7200.

Feb. 1—Deadline for entries for *Action for Children's Television's* 1989-90 Achievement in Children's Television Awards. Information: Sue Edelman, (617) 876-6620.

Feb. 1—Deadline for entries in National Media Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and TV programs for and about aging or aged people and to encourage excellence in media productions on issues related to aging." Information: (312) 427-5446.

Feb. 6—"Avoiding EEO Decertification: A Hands-on Workshop," sponsored by *Community Antenna Television Association, Cable Television Association of Maryland, Delaware and the District of Columbia and Pennsylvania Cable Television Association*. Warwick hotel, Philadelphia. Information: James Blitz, (202) 371-5700.

Feb. 6-7—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix.

Feb. 7—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Reese Schonfeld, president, Opt in America, and executive producer, *People Magazine on TV*. Topic: "Video on Demand—Fiber Optics." Copacabana, New York.

Feb. 8-10—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 9-11—*Oklahoma Association of Broadcasters* winter meeting. Waterford hotel, Oklahoma City. Information: (405) 528-2475.

Feb. 11-12—*National Association of Broadcasters* radio group-head "fly-in." Embassy Suites hotel at O'Hare, Chicago. Information: (202) 429-5420.

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

Feb. 12—Deadline for entries in The Livingston Awards for Young Journalists, sponsored by *Mollie Parris Livingston Foundation* of University of Michigan for "best 1989 print or broadcast coverage of local, national and international news by journalists aged 34 and younger in any U.S. medium." Information: (313) 764-2424.

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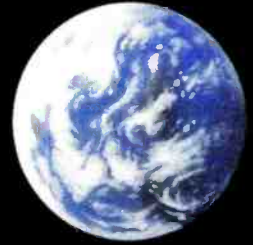
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Feb. 12-13—*National Academy of Television Arts and Sciences* trustees meeting. Marriott-Marquis hotel, New York.

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, CapCities/ABC; Laurence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS News. New York Hilton, New York. Information: (202) 785-1525.

Feb. 13-14—*Broadcast Credit Association* 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Maltz, (312) 827-9330.

Feb. 14—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Michael B. Alexander, executive VP-general manager, WWOR-TV New York. Copacabana, New York.

Feb. 21—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Friedman, president, Entertainment Group, Playboy Enterprises. Copacabana, New York.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 23-25—"The U.S. and Latin America" conference for journalists sponsored by *Foundation for American Communications*. Westin Paso del Norte, El Paso, Tex. Information: (213) 851-7372.

Feb. 24—*National Association of Broadcasters* Small/Medium Market Managers Roundtable meeting. Sheraton Music City Hotel, Nashville. Registration deadline is Feb. 14. Information: NAB Radio Office, (202) 429-5420.

Feb. 27-28—*North Carolina CATV Association* winter meeting. Washington Duke Inn and Country Club, Durham, N.C. Information: (919) 821-4711.

Feb. 28—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Stephen Palley, chief operating officer, King World. Copacabana, New York.

Feb. 29-March 2—*Cable Television Public Affairs Association* Forum '90, "annual skills and strategies seminar that provides cable system operators and cable network programmers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

Feb. 28-March 3—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March

March 1—*International Radio & Television Society* Gold Medal banquet, honoring Thomas Murphy, chairman and chief executive officer, Capital Cities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 1—*Broadcast Capital Fund* minority ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of Broadcasters. Mayflower hotel, Washington.

March 1—Deadline for entries in seventh annual *Cable Television Administration and Marketing Society/Cable Marketing Awards for Excellence in Cable Marketing and Advertising*. Information: (703) 549-4200.

March 2—*Southern California Broadcasters Association* Sunny Creative Radio Awards luncheon. Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 2-4—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New

York. Information: Jeff Tellis, (914) 565-6710.

March 6—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

■ **March 7**—*Ohio Association of Broadcasters* Ohio congressional salute, Washington Court hotel, Washington. Information: (614) 228-4052.

March 9—Deadline for entries in *Broadcast Promotion & Marketing Executives* 29th annual Gold Medallion Awards. Information: (213) 465-3777.

March 9-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington.

March 11-12—*West Virginia Broadcasters Association* spring meeting. Radisson hotel, Huntington, W.Va.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 15—Deadline for entries in Wilbur Awards, sponsored by *Religious Public Relations Council*, for "excellence in the communication of religious values through a variety of media." Information: (215) 642-8895.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 15-16—*Texas Association of Broadcasters* TV Day. Westin hotel, El Paso, Tex. Information: (512) 322-9944.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*, honoring James Burke, former chairman-CEO, Johnson & Johnson; Raymond Mithun, founder, Campbell-Mithun Advertising, and Jean Wadernindlaub, formerly with BBDO. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 22—*Mississippi Association of Broadcasters* broadcaster/agency swap. Holiday Inn-Downtown, Jackson, Miss. Information: (601) 957-9121.

March 25-26—"Making the Promise of Local Cable Programming a Reality," local programming seminar sponsored by *National Academy of Cable Programming*. Key Bridge Marriott, Arlington, Va. Information: Steven Schupak, (202) 775-3611.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 29—46th annual dinner of *Radio and Television Correspondents Association*. Washington Hilton, Washington. Information: (202) 828-7016.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center. Atlanta. Information: (202) 429-5355.

March 31-April 3—*National Association of Broadcasters* 68th annual convention. Atlanta Convention Center, Atlanta. Information: (202) 429-5300.

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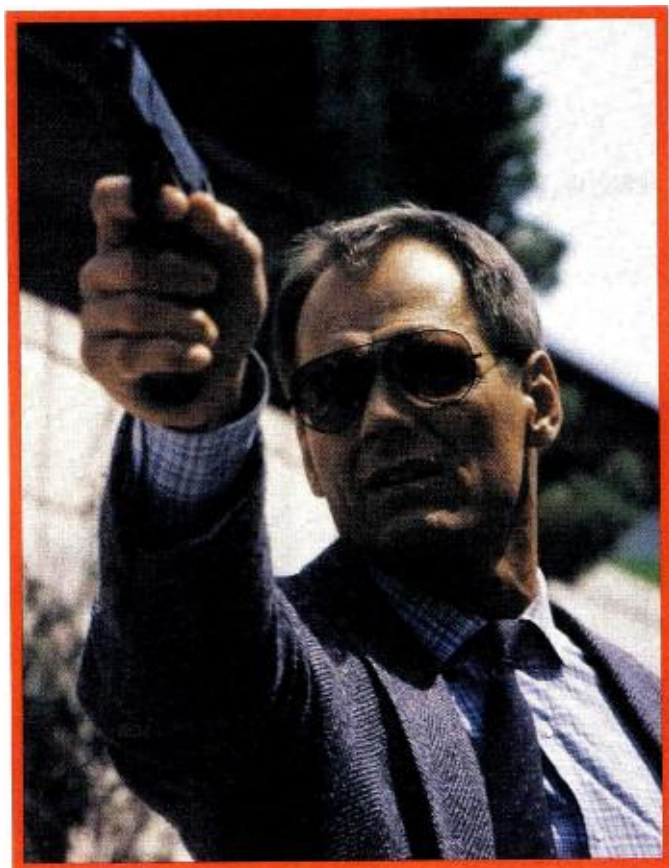
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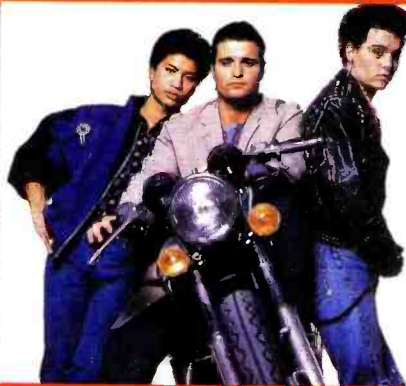
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HUNTER'S

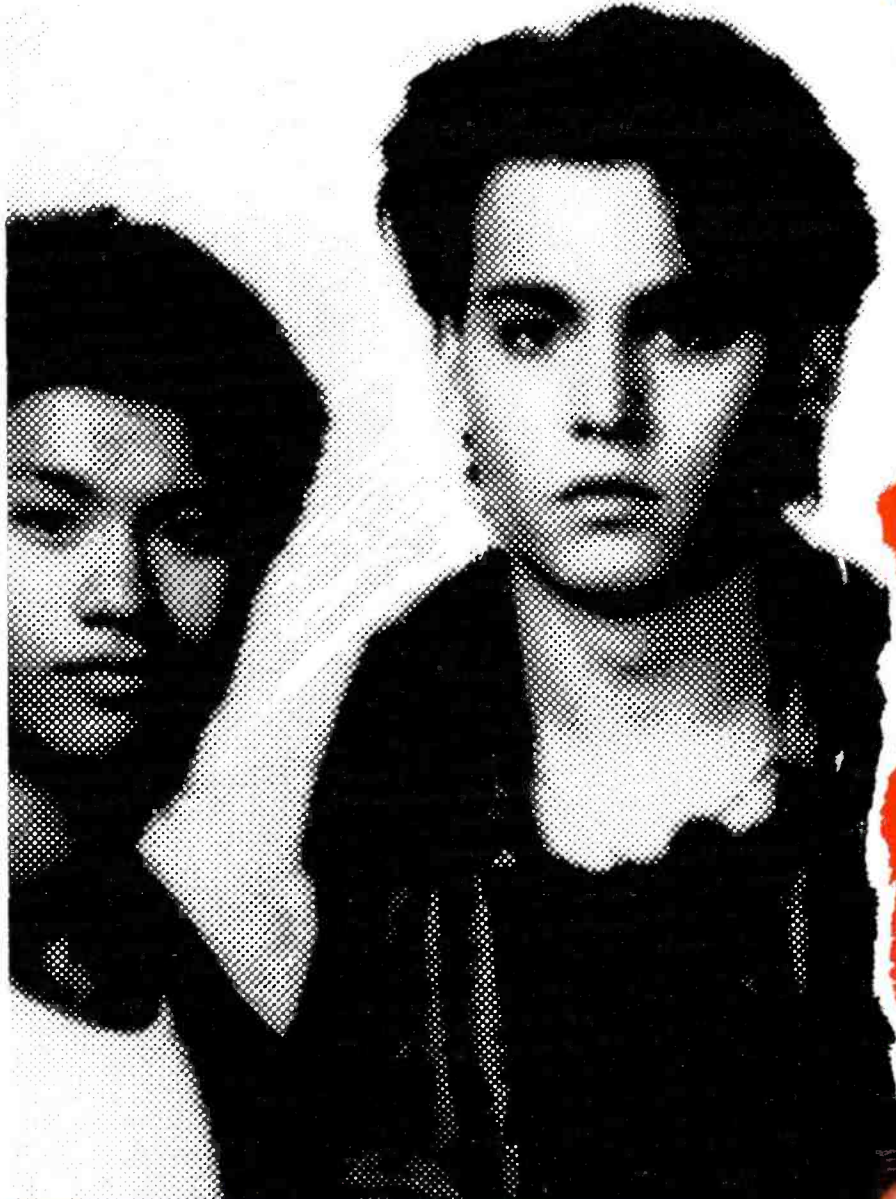


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TELEVENTURES

Monday Memo

A television journalism commentary by Kevin R. Stoner (left) and Hugh Carter Donahue (right), assistant professors, Ohio State University School of Journalism, Columbus

The producers of Connie Chung's controversial infotainment show are challenging widespread conceits about journalism by allowing the use of actors to portray real people in dramatizations of news events. She contends that these theatrical techniques enable her to replicate reality as validly as standard news reports.

Universal condemnation from traditional journalists of Chung's reenactments go a good part of the way toward explaining CBS News equivocation on *Saturday Night with Connie Chung*. Last November, a CBS insider leaked a story to the *Los Angeles Times* that CBS News management had ordered Chung's producers not to produce reenactments for episodes on Ernest Hemingway, a child prodigy and Caryl Chessman. Later in the month, CBS spokesman Tom Goodman told us Chung's producers will continue reenactments, but may do fewer than planned initially. Because the show is a ratings loser, debate over Chung's techniques might soon be moot. No doubt, some of the high-minded talk coming from network news executives about stopping the technique because focus group results show viewer confusion is a prelude to dumping an unsuccessful show. Nonetheless, the formidable questions raised by the controversial technique remain.

The reenactments raise important issues going to the very heart of the nature of news. For news to work, journalists and public must share a conceit or fiction that news is reality. News producers and consumers both accept the syllogism: (A) reality is discoverable and replicable, (B) journalists, as trained adversaries to everyone, rigorously ferret out reality and report it with minimal distortion or embellishment, so (C) the public reads, sees or hears accurate reports of reality. Depending on news consumers' knowledge and life experience, people perceive news as fragments of reality or reality itself.

Most people willingly suspend disbelief in a report's partiality and incompleteness and trust journalists to act with good will; that is, to report without deception or embellishment. Journalists adhere to the "good will" standard, for if they do not, news loses credibility and the shared conceit of journalists and public falls apart. Journalists and public tend to forget that reporters do not experience, absorb or regurgitate reality, but react to oftentimes small components of larger events and, in so doing, construct a reality mediated by many factors.

Chung's portrayals infuriate colleagues because she exposes the profession to withering criticisms that the media could act with ill will to manipulate and intentionally deceive the public. If CBS's Connie Chung



“ Journalistic reality is, and always has been, a reconstruction—a recasting of events in a way that makes sense to a reporter bound by cultural and vocational standards. ”

makes up her stories, traditional journalists worry, the public will have no reason to believe that she or other news organizations present anything other than reconstructions.

But journalistic reality is, and has always been, a reconstruction—a recasting of events in a way that makes sense to a reporter bound by cultural and vocational standards. One might argue she is just more honest about the process.

Chung's show exposes the professional sleight of hand essential to daily news operations. From news event to broadcast report, journalists reconstruct reality through writing and editing. At some point, journalists must trust someone or something to meet deadline. Journalists perform demanding cognitive tasks of acquiring, processing, sorting, accepting or rejecting information in a very short period of time. Reporters ignore myriad other events for institutional, social and personal reasons. After reaching a plausible interpretation, reporters and editors tend to gather supporting information and downplay counter-information. Reportorial truth becomes media reality.

Many journalists call for Chung and other infotainers to attach caveats to their shows saying, "Viewer beware—this is not reality." Well, then, let's provide such caveats for traditional broadcast news reports as "The reporter does not really understand this issue but was told to produce something anyway." "The reporter does not

speak the language and depended upon Western-educated interpreters to elicit information from local sources." "The reporter had to produce many other stories today so contacted a dependable source who always returns telephone calls for an explanation of the events." "The reporter did not attend the event, and so had to rely on presumably reliable sources for a reconstruction." "The reporter did not know of many events that could have influenced the event he/she is now writing about, so does not have the perspective that might provide a better-rounded view of the event." Ad nauseum. Each of these social and institutional constraints impinges upon the presentation of reality, and no more or no less than Chung's reconstructions.

The noisy charge against Connie Chung is that her portrayals are more deceptive than routine broadcast news reports. Detractors question Chung's techniques to assail her good will. However, if Connie Chung and her producers are not attempting to deceive their viewers, their depiction of reality takes a different expression, but is no more incomplete nor less partial than traditional news reports.

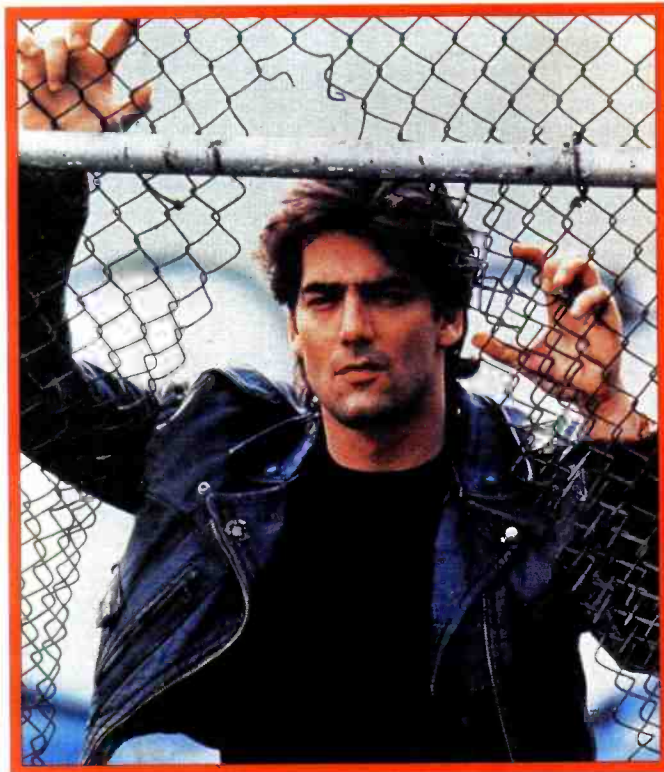
Critics' complaints that actor James Earl Jones's portrayal of civil rights advocate Rev. Vernon Johns on Chung's premier or actor Scott Wentworth's depiction of hostage Terry Anderson in an October broadcast distort reality hold water only if Chung deliberately embellishes to deceive her viewers. As guests in panel discussions on *Saturday Night with Connie Chung*, both Reverend Johns's daughter and former hostage David Jacobson, who was imprisoned with Anderson, assert just the opposite, and say Chung's portrayals exhibit fidelity to actual events.

Chung's critics cannot support that Chung's reconstructions are any more incomplete or less partial than seeing Rev. Johns or Terry Anderson portrayed through the eyes of journalists who watched them.

It is unlikely Connie Chung's show will jeopardize broadcasters' fragile First Amendment rights. The Supreme Court gave discretion to editors in *CBS v. DNC* many years ago. In a celebrated libel case earlier in 1989 involving *New Yorker* writer Janet Malcolm, the United States Ninth Circuit Court of Appeals in California upheld Malcolm's right to fabricate quotations as long as they were "rational interpretations" of a subject's remarks, especially when the subject is a public figure.

The concern over Chung's show should not be that it debases journalism. So long as there is no conscious attempt to deceive, it doesn't. Rather, journalists and the public should ponder whether Chung is doing a great service by showing us how much journalists and public alike invest in reconstructions of reality. ■

MORE HEAT TO COME!



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Vol. 118 No. 2

TOP OF THE WEEK



L.A.'s Century Plaza (above), site of the Association of Independent Television Stations 17th annual convention. Running the show: INTV's new president, Jim Hedlund (r), and right-hand man, David Donovan, VP for legal and legislative affairs.

INTV '90: Upbeat but uneasy

While independent stations celebrate revenue gains and lower program costs, question of future network status for Fox affiliates looms on association's horizon

Coming off a good year, independent broadcasters were reveling in their current success when they assembled last week in Los Angeles for the Association of Independent Television Stations annual convention.

The mood was upbeat among the broadcast executives whose independent television stations say they have been "outpacing" network affiliates in both local and national spot sales, and who claim a 25% share of all television viewing. Moreover, program prices have leveled off considerably and stations are no longer at the mercy of distributors.

But business aside, there was turbulence at the meeting. In the view of many, the association's future is threatened by the mounting concern of some members who question whether the 126 Fox affiliates still have a legitimate place in INTV.

The whole issue of Fox and whether it will become a full-fledged network raises many sticky questions for the association. More than half of INTV's stations (its total membership is 190) are Fox affiliates and any pullout would likely cripple the organization.

"The potential of Fox to destroy this organization is clearly on

a lot of people's minds," said INTV President Jim Hedlund. And he admitted there is a certain amount of "animosity" toward Fox. He attributed some of the grouching over Fox to the common practice by advertisers of paying affiliates more per point during prime than independent stations.

But the new president is convinced it is more an issue of semantics and that a "change" in the definition of an independent station is probably all that is needed. Nor does he feel the industry is likely to "run out of independents."

Furthermore, Hedlund believes the Fox affiliates are committed to his association. He pointed out that Malrite Communications' Milton Maltz, INTV's vice chairman, has Fox-affiliated stations. Maltz becomes INTV's new chairman in October, and Hedlund said Maltz has no intentions of abandoning INTV.

Moreover, the former INTV president, Preston Padden, now Fox Television's senior vice president, affiliates, did his best to dispel the impression that Fox has created a rift within the industry which could have a detrimental impact on the association.

"It's pure and utter nonsense," Padden told BROADCASTING. He said Fox is "committed" to INTV and that "nothing Fox is going to do will be adverse to the interests of independent stations."

He also noted that, historically, there has always been a rivalry among leading companies in the independent television business.

Among those station groups that see the Fox network question as

Hail and farewell

They said goodbye with a standing ovation. Last week Preston Padden officially stepped down from the presidency of the Association of Independent Television Stations. He had held that post since 1985, when he joined the association from WTTQ-TV, Washington. Described by INTV Chairman John Serrao as one of the "greatest defenders free TV has ever had," Padden took the podium for a brief moment at the convention. He gave a special thanks to the INTV staff. "As Jim Mooney [National Cable Tele-



vision Association president] will tell you, I am not always the easiest person to work with. I have been fortunate to work with a great team."

Padden then extended his thanks to the INTV membership at large, telling his audience: "I thank all of you for the opportunity and support you've given me."

Before Padden, who is now senior vice president, affiliates, for Fox Television, left the session, the association presented him with a Rolex watch.

a potential problem for INTV is Tribune Broadcasting. "We want to belong to an independent television association," said Shaun Sheehan, Tribune's Washington vice president. He said Tribune has adopted a "wait and see" attitude on the issue.

It is believed Fox will seek a waiver from the FCC's network rules that keeps ABC, CBS and NBC from having a financial interest in programming and the syndication business. But Robert Kreek, president of Fox Television Stations, told his fellow INTV board members that Fox has not determined how it will deal with the matter. He asked the board to delay taking a stand on financial interest at this point, according to Hedlund.

Larry Digney of Larry Harmon Pictures thinks the Fox problem "is something for INTV to worry about in the next three or four years. I think INTV will evolve out of necessity. Either INTV will have to merge with NATPE or change the internal structure of the organization."

But the Fox situation was not the only source of unrest at the convention. Syndicators appeared disenchanted with INTV, and a majority contacted last week indicated their desire to have one program convention in January, that being NATPE, which attracts many different constituencies. They griped about the inconvenience and costs associated with the INTV show.

Overall traffic in the Century Plaza suites was sparse on Thursday. "It was so quiet you could fire a cannon and not hit anybody," said one syndicator. "I think melding the conventions together five years ago would have been a smart move," said another.

Lon Lee, chairman of NATPE International, said the idea of folding INTV into NATPE is a "scenario that is not unthinkable." As upset as syndicators appear to be, he said, it could "spell trouble for them if syndicators have long enough memories to remember this next year."

Lee was specifically referring to the flap among distributors over Paramount Pictures' invitation to station executives to an *Arsenio Hall Show* taping during the peak exhibition hours (see page 54). Likewise,

Buena Vista Television (Disney) did not endear itself to exhibitors by drawing broadcasters away from the suites. It sponsored a screening of its Disney Afternoon package of animated cartoons outside the Century Plaza.

This was Hedlund's first convention as INTV's new president, but the turmoil did not dampen his enthusiasm for INTV's future nor dissuade him from calling the meeting a success. He feels he has "gotten off to a good start. I've gotten a lot of compliments on my speech." He firmly believes INTV will reconcile its differences with the distributors.

Given the independents' advances in the marketplace, Hedlund and the INTV leadership have laid out an even more aggressive agenda to keep chipping away at the networks and to achieve what they feel is a more level playing field with cable (see story, below).

INTV's feistiness was also evidenced by its new pugnacious advertising campaign (see page 57). -KM

Hedlund announces Access Action Plan

New INTV head says independents must make their goal "fair access" to programming, viewers and ads

INTV's new president, Jim Hedlund, hit the ground running last week. In a speech at the convention's opening session, he outlined an ambitious and aggressive agenda, with the networks and cable as the primary targets.

The agenda provides INTV with the "forceful and dynamic leadership to which you, the members, have justly become accustomed," said Hedlund.

"As I see it, I have the best job in the industry. It is my good fortune to represent the only segment of the television industry

that is both on the ascent and on the side of angels," he said.

Hedlund was ebullient about the gains independent television has made in capturing a larger share of the viewing audience. "In May 1989, independent television—a collection of stations roughly equal in number to the affiliates of any one of the big three networks—garnered a 25% share of all television viewing; not one of the big three networks could exceed a 19 share, and 196 basic cable services combined could produce only 15 share points," he stated. But, he added, the independents must communicate to the advertising community the "unadorned Gospel according to Nielsen, that the network audience has moved to independent television."

INTV, he noted, is launching a year-long advertising campaign to get that message across (see page 57). But INTV will not stop there. Rather, Hedlund introduced his "Access Action Plan."

To succeed in 1990, independents will need "fair access to advertisers, fair access to programming and fair access to viewers." He said INTV will continue to "battle" the rating services over "their gross distortions of independent viewing in diary-only markets. We will not stand aside and let pedometers underreport our kids audience or let Bozo-brainstorms like Scan America rob us of our legitimate share of the advertising dollar."

He said the "ludicrous" practice of paying independents only a fraction of the cost per point paid network affiliates during prime time has to come to an end. And "fair access means that if independents must achieve minimum ratings, then those same minimums should apply to cable as well."

As for fair access to programming, Hedlund said: "Our bottom line is that to assure free access to off-network programming, rules are needed to prevent network warehousing of product and favoritism toward their O&O's and affiliated stations. In short, we need to be guaranteed open access, in a timely manner, from disinterested third-party syndicators to all off-network programs. The maintenance of the prime time access rule is likewise essential."

Moreover, the INTV president said he would pursue elimination of the "enormous differential in residual payments to the Hollywood guilds when a program is sold in broadcast syndication as compared to a cable network." If walking the picket line with the Directors Guild is needed to end this "blatant subsidy to cable, then that's where I'll be this summer," promised Hedlund.

He went on to promise that he will not stand idly by and watch independents lose major sporting events and other programming to cable because of the compulsory license. "Given the universal practice whereby cable operators pay cable programmers for their service, there is simply no alternative but for this practice to be extended to broadcasters as well."

Hedlund said he hoped to avoid a "holy war" over this issue. "However, I would note that the telephone industry, which is anxious to enter the video delivery business

and is seeking our support, has made it clear that revenue sharing with broadcasters makes infinite sense to them."

As for the rest of INTV's cable agenda, he said the association would continue its quest to see some form of mandated cable carriage rules enacted as well as provisions protecting independent signals from being repositioned. Those rules would apply to the telephone companies if they are someday permitted to offer video services, said Hedlund. "I have close ties to my counterparts at the telephone industry trade association, and plan to use this relationship to further the interests of independent television."

Hedlund called on his members to become active participants in industry affairs. "I need your goodwill. Goodwill not just toward INTV, the institution, but to your fellow members." With your support, said Hedlund, "there are no dragons too large or too ferocious for us to slay, and INTV will be viewed 10 years from now the way it is today: pound for pound, the best damned trade association in the business." —KM

Serrao warns independents against splitting their ranks

INTV President Jim Hedlund was not the only INTV official calling for cooperation within the industry. INTV Chairman John Serrao of WATL-TV Atlanta, in his opening remarks, also stressed the importance of maintaining a united front.

"As the 1990's roll in and the lines between network stations and independent stations begin to blur, there will be an increasing commonality of interest among licensed, free, over-the-air TV broadcasters. Throughout this evolution, our goal must be to maintain a unified, lean and aggressive INTV as a leading representative of TV licensees. In the end, for us a license is all that counts," said Serrao.

He noted that throughout INTV's history, "we have steadfastly resisted the siren song of narrow self-interest and factionalism."

Said Serrao: "The growing success of Fox, the power and creativity of Tribune, Chris-Craft and Gaylord have whetted the appetite of major Hollywood studios for a fling at the fifth or sixth network. There is no question that this industry is on a collision course of programing and station clearance."

But he is undaunted by that prediction. Rather, the INTV chairman believes it is a "healthy" development. And it is one reason independent station licenses will be "so much more valuable when most of us meet here again in January of the year 2000."

He urged the INTV audience to focus on common interests and warned that if "we lapse into fractionist factions, we will permit others to determine our fate. Given how far we have come together, that would be unthinkable." □

Hill skeptical of chances of must carry/must pay

A broadcast industry proposal that would require cable operators to pay for retransmitting broadcast signals may prove a hard sell on Capitol Hill. That was the impression left by Senator Slade Gorton (R-Wash.) and Congressman Don Ritter (R-Pa.) during an INTV session last week.

Asked by moderator Maury Povich, host of *A Current Affair*, about the prospects for the pay-for-carriage idea, they both expressed some skepticism. "In order to persuade members of Congress on this idea, you are going to have to persuade them to take the heat when cable passes the costs on to consumers," said Gorton. He felt making the case for a change that "radical" would prove impossible.

"It is a radical departure from the old must carry debate," said Ritter. He felt it would be difficult for any member to come down on either side of the issue. On a political basis, he said, he did not think the issue would "get through."

On the other hand, Senator Conrad Burns (R-Mont.) said the idea deserves "looking at." He thinks it is an "interesting new approach." He said it is an issue that will come into focus once the FCC completes its study on cable. Burns feels the Senate should delay any action until the FCC releases its report, said a staffer.

Gorton and Ritter addressed a variety of issues and fielded questions from the audience. The hot topic was sports programing and its migration from over-the-air television to cable. Gorton told the audience that there is a great deal of concern about the issue. Still, he told them he did not expect the Senate's consideration of cable legislation would include the sports issue. Gorton said he did not even think a cable bill would "get all the way through" this year. The issues, he said, "are very complicated."

All three members appear supportive of the idea of letting the telephone industry compete with cable. However they may not see eye-to-eye on how that would be accomplished. "In my opinion, we can deal with most of the cable questions by creating a system that is truly competitive," said Gorton. But at the same time, he noted, "the telcos are clearly the 800-pound gorilla here." —KM

Maltz blasts cable, pushes 'Free TV' campaign

As in the past, cable continues to be the independent television community's chief nemesis. Last week during the opening session, INTV Vice Chairman Milton Maltz of Malrite Communications blasted the cable industry. "Smells like a cartel, guess that's what cable is—one hell of a cable cartel," said Maltz, whose remarks were part of a promotion for the "Free TV" campaign

created by INTV and the National Association of Broadcasters to help promote the differences between over-the-air television and cable. January has been designated Free TV Month, and Maltz urged his colleagues to air the Free TV spots prepared by INTV and NAB.

Maltz said it is time to "tell our story. Our stations have been used for decades and now we're being abused.

"We're not demanding better positioning, we're saying 'leave us be right where you put us when you needed us.'" Cable, he said, has the "whole enchilada." Maltz said cable has free copyright, vertical and horizontal integration, channel positioning, carriage at their discretion, no price controls and no significant competition.

He was especially critical of Tele-Communication Inc.'s John Malone. He said that TCI was fined \$25 million in a Jefferson City, Mo., antitrust suit. "Now, before the Senate Committee, Mr. Malone professes that he too lost sleep over this indiscretion—along with the \$25 million. He also advised the committee that cable investment in the last 20 years has returned only a little more than an equivalent investment in U.S. Treasury bonds."

He said he understood why Malone and others are willing to accept a "diluted and mild form of reregulation, because if they don't, waiting for them just around the corner is 'Jaws'—otherwise known as your friendly fiber-spinning telephone company. A weak dose of reregulation will stave off the dreaded telco."

Maltz also urged the independents to continue to provide public service along with entertainment. "Serve our communities and do not be afraid to admit that this mandate implies responsible and responsive action on our part—be it in children's programing or our acceptance of the fairness doctrine.

"This is our ticket for a ride on any new distribution system that technology provides—and what a pleasant, rewarding and fulfilling way to participate, by just being a solid broadcast citizen," said Maltz. —KM

Election results

Fox Broadcasting affiliates re-elected affiliate board officers last Thursday. Michael Fisher, vice president and general manager, KTXL Sacramento, Calif., was re-elected board chairman. In addition, Bob Warrington, VP-general manager, KSHB-TV Kansas City, Mo., was re-elected vice chairman; Joe Young, VP-general manager, WXIN Indianapolis, to secretary; and Bill Jenkins, VP-general manager, WXIX Cincinnati, to treasurer. Also, the board formed a Fox Kids Network steering committee with Kevin O'Brien, VP-general manager, KTVJ Oakland, Calif., as chairman. Other committee members: Bill Jenkins, William Schreck, WMSN-TV Madison, Wis., and Larry Blum, WUPW Toledo, Ohio.

Sikes says market may need fine tuning

FCC chairman tells INTV audience that "fair and open" competition, not simply "unfettered," should be goal of marketplace policies

The government's "market-based, consumer-driven policies" fueled the "tremendous communications revolution" of the 1980's, FCC Chairman Alfred Sikes told his independent broadcaster audience last week, but those policies may need to be fine-tuned to ensure "open and fair" competition.

"In addition to trying to keep unnecessary government barriers to competition low," Sikes said, "we need to focus on improving the competitive environments in

fields that have been largely deregulated."

Although his audience comprised mostly broadcasters, Sikes's message seemed aimed at cable operators and programmers. In testimony before the Senate Communications Subcommittee last November, Sikes said, "I noted that two recurring complaints involve access to popular cable programming on the part of would-be cable competitors, like a wireless cable provider, and that evidently the best way to get cable system access for a new cable network is to sell part of the business to one of the big multiple system operators.

"Pro-entry policies, although important, will not solve these problems of them-

selves," Sikes said. "Competition requires competitors," he said. "And, if entrenched incumbents are allowed without any constraints to deny would-be competitors access to either the programming or audiences needed for success, competitive opportunities will be few.

"American economic tradition is not just based on notions of unfettered, unconstrained competition," he said. "It is also grounded on principles of fair competition and ensuring that success—or failure—in the marketplace is the result of individual endeavor and not the inexorable working of entrenched monopoly power."

In assessing the 1980's in communications, Sikes pointed out that "everyone got a VCR" and the independent television business "came into its own" with the



Century Plaza's suite menu

Syndicators angered by extracurricular activities

Other programmers complain to INTV that Thursday presentations by Buena Vista, Paramount during suite hours emptied halls of Century Plaza

Newly installed INTV President Jim Hedlund felt the wrath of many of the convention's sponsoring syndicators last week. The syndicators were disturbed that two major distributors—Buena Vista Television and Paramount Domestic Television Distribution—herded hundreds of convention attendees to presentations away from the INTV conference on Thursday afternoon (Jan. 4).

Those hours, 2-6 p.m., were supposed to be reserved for visiting syndicator suites at the Century Plaza Hotel. No written rule reserves those hours specifically for that purpose, but Hedlund noted a general understanding—what he termed a "gentleman's agreement"—exists to that effect.

Last week's brouhaha served to underscore continuing dissatisfaction on the part of syndicators with the scheduling of two

programming conventions back to back in January—INTV and NATPE.

Without question, NATPE is the key convention for distributors. Distributors and station executives agreed last week that NATPE has a far broader base of attendees that includes not just the entire broadcast station community, but also cable executives, advertising agencies and a growing number of international buyers and sellers.

The Disney presentation drew a crowd of about 200 station executives, according to BVTV President Robert Jacquemin. The presentation highlighted upcoming promotional and marketing plans for The Disney Afternoon children's program package, which is expanding to two hours in the fall of 1990.

Disney officials described the campaign as the largest single campaign developed for a syndicated package of programs. Major elements include national promotions with McDonald's and Kellogg, "watch and win" contests, merchandising and tie-ins to Disney theme parks.

Buena Vista estimates that \$100 million will be spent on the campaign, which includes the money that McDonald's, Kellogg and a third national tie-in sponsor will spend.

In addition, the company is launching a new comic magazine promoting the afternoon program block, that program affiliates may tie into. Disney is also producing two new theatrical films next summer that Disney Afternoon affiliates may cross-promote—"Dick Tracy" and "DuckTales: The Movie"—and is rereleasing "The Jungle Book."

The company is also planning three "Disney Day Off" promotions, where afternoon affiliates will be offered a full day of Disney product in exchange for barter time.

Paramount's field trip was a bus ride to Hollywood to see a taping of the *Arsenio Hall Show*. The two events left traffic at the suites last Thursday drastically reduced, and other syndicators were crying foul.

Dick Robertson, president, Warner Brothers Domestic Distribution, said the two events reflected behavior that was "extremely greedy and very insensitive to the needs of the INTV. What it says is those companies don't give a hoot about INTV. It's indicative of the way they do business generally."

Robertson said that Warner could have staged a major event that conflicted with suite hours, but held a press conference (to screen clips from its new fall 1990 *Tiny Toon Adventures* being produced in association with Steven Spielberg's Amblin Entertainment) on Tuesday, the day before INTV suite activity got under way. Warner is launching a second animated show next fall as well, *Merrie Melodies*, designed as a companion piece to *Toon* and as competition to Disney's afternoon children's block.

A third new children's block has also been announced for next year—Fox's Kid's Network. Fox announced the appointment last week of Margaret Loesch to head that new service as president. Loesch comes from Marvel Productions, the Los Angeles-based animation shop.

Other distributors also took INTV to task. "I expect a full refund from INTV," said Dick Cignarelli, executive vice president, MGM-UA Telecommunications.

number of independent stations tripling. But, he said, the "decade's seminal mass communications development...[was] the commercial ascendancy of cable TV."

Sikes also made another pitch for broadcasters' adopting a programming code. Through letters to their elected officials and the FCC, the public makes known its dislikes about programming, he said. "Congressional initiatives regarding children's TV, violence and indecency, therefore, should come as no surprise," he said. "It remains my hope that the industry will make a values statement through a code," he said. "Such an initiative would both serve the public and dampen significantly the appetite of elected officials to intervene further in program content." —SM

John Serrao, vice president and general manager, WATL-TV Atlanta, and INTV chairman, and association President Hedlund spent several hours in the suites on Thursday "taking our beating," Serrao said.

One irate distributor charged Hedlund and the INTV board with "negligence for allowing Disney and Paramount to lure away attendees during prime exhibitor hours. This will be the demise of INTV" as a distributor-supported show, he added.

While INTV officials tried to downplay the impact on traffic, activity in the suites was at an all-time low, by most syndicator accounts. "This is the first time I've seen anything like this," said Multimedia Vice President Jim Dauphinee, referring to the lack of people in the suites.

But others noted that INTV has always been more of a "schmooze-in" than a deal-driven show, like NATPE. "The fact that so many people had nothing better to do than go to an off-site presentation gives you the sense they aren't buying here," said Republic Pictures President Chuck Larsen.

Rich Frank, president, Walt Disney Studios, defended BTVTV's decision to hold its off-site presentation. "We pay our dues. When they need speakers for events we never turn them down," said Rich. "We asked for some cooperation on this, where we needed a half-hour to make a presentation, and they just didn't listen."

Serrao countered that the times set aside

Phone opposition

The INTV board voted last week to oppose a waiver request of the FCC by Pactel to purchase a Chicago cable system, outside the BOC's telephone service area. INTV, according to its president, Jim Hedlund, felt that allowing BOC's to buy cable systems outside their service area would not stimulate competition and that rather than dealing with "John Malone, we would be dealing with one of the largest corporations in the world." (The Pactel waiver is also being opposed by NCTA.) The INTV board also endorsed the concept of making cable operators pay for carriage of broadcast signals.

INTV panel addresses key industry issues

Spenser Kaitz, president, California Cable Television Association, said last week at the INTV conference in Los Angeles that the cable industry "doesn't see must carry as a major problem."

Kaitz said he believed cable's record of carrying over-the-air signals on cable systems "has been a good one," largely due to public demand for those signals.

As to channel positioning, Kaitz said, "ultimately, broadcasters should be on their FCC designated channel." Public surveys indicate that viewers want that as well, said Kaitz.

Kaitz's remarks were made at an INTV panel session where FCC members questioned industry executives on key regulatory issues.

Milton Maltz, chairman of Malrite Communications and an INTV board member, reasserted INTV's request to be included in negotiations concerning financial interest and syndication. "There is room for some compromise, some place out there," he told FCC commissioner Sherrie Marshall.

However, Maltz said there was "absolutely no room for compromise" on the issue of repealing the prime time access rule. "I think I speak for most broadcasters," in saying that, said Maltz.

"We all know the state of the distribution business," said Al Rush, chairman of MCA Television, referring to the fragmentation that has taken place by the addition of many new program signals.

Rush said producers are questioning whether they can afford to produce one-hour shows, when they can only get 65% of the cost of producing them back from network license fees, with no demand in the syndication marketplace.

GTE Telephone Operation President Kent Foster, after some probing from FCC commissioner Andrew Barrett, acknowledged that the company wants to be in the cable business.

Maltz asserted that letting the telephone industry into the television business would be substituting one monopoly for another. "This country has to make a decision socially," said Maltz, "whether or not it wants to continue free broadcasting. If that's the case, we have to follow through with regulation that permits us to breathe and to live."

for suite activity is "sacrosanct." He attributed the whole affair to "the extremely competitive times we find ourselves in." Serrao said the board would meet to codify informal rules barring outside activity during suite hours.

In other program activity at the show:

■ *World Events Productions* may not have had a completed pilot to show, but the St. Louis-based distributor says that interest has been high for its proposed half-hour weekly *The \$1 Million Video Challenge*. Ted Koplar, president of parent company Koplar Communications, explained that the *Video Challenge* is designed to exploit the growing use of video cameras in America's 10 million camcorder households.

Targeted for weekend early fringe or access, the show will award cash prizes (based on verdicts from celebrity judges) on a quarterly basis for home videos ranging from music videos to natural disasters. On the final week of the 39-week first-cycle run, a live hour special will feature a "grand prize" competition, according to Co-Executive Producer John Teichman.

Koplar did not say if the program had any clearances yet, although it's assumed the barter offering (3 minutes national, 3½ local) will clear Koplar-owned KPLR-TV St. Louis and KRBB-TV Sacramento, Calif. Susan Cho, vice president/director of sales, World Events, emphasized that a pilot (to be shot next week in Los Angeles) will be ready for presentation at NATPE, with a "name celebrity" as host.

■ *Genesis Entertainment* Vice President Phil Oldham said the distributor "wants to have a late night strip" ready for fall 1990 or beyond, possibly referring to an expanded weekday version of *The Byron Allen Show*. Allen himself suggested with a slight grin, "*The Byron Allen* strip may or may not be a question mark for fall 1990." The weekend hour-long barter offering is currently cleared in 166 markets, averaging a weekly season-to-date national Nielsen 2.4 rating (as of Dec. 10, 1989). Oldham acknowledged that *Allen* has faced stiffer competition than was anticipated from NBC's *Saturday Night Live*. He said a weekday version of the show would not have to face Paramount's successful first-run *Arsenio Hall Show* head-on in all markets, and might complement it in late fringe markets.

■ *Viacom Enterprises* president, domestic syndication, Joe Zaleski, said that plans are afoot for a late night half-hour strip, *Not For Men Only* (tentative title), to be hosted by Ross Schaefer. A pilot will be shot this week in Los Angeles for the half-hour strip, which Zaleski said will be targeted as a late fringe barter offering for fall 1990. Zaleski says no presales have been attempted, preferring first to look at the pilot "before rushing into the market" without a finished talk format. *Not For Men Only* has been talked about as a "battle of the sexes," but the syndicator is likely to tinker with the format to gain "broad demo appeal," he said, including the key 18-34 female age group.

Independents get line on slippage of syndicated fare to cable

No reverse seen in process whereby programing bypasses broadcast window

Leonard Hill, the Los Angeles-based producer and distributor, asserted last week that local stations will continue to lose access to top syndicated programing, including series and movie packages, because of existing union agreements with writers, directors and other key production groups.

In addition, said Hill, there is little incentive among many major producers, with interests in cable distribution outlets, to change the situation.

Speaking last week at an INTV panel session addressing changing patterns in program distribution, Hill said that residuals, or royalty payments owed to above-the-line talent (actors, writers and directors), may amount to two-thirds of the license fee of a program sold to a broadcaster.

The same deal, done with a cable exhibitor, said Hill, triggers residuals of one-tenth the amount generated by a broadcast sale.

"It's reflective of the paleolithic residual structure that the [Hollywood] guilds have been unable or unwilling to change," said Hill. "And it has seriously prejudiced the ability of independent stations to acquire programing," he said.

Hill also charged that major producers such as Paramount, MCA and Time Warner have little incentive to make residual payments more balanced in broadcast and cable rights deals, given their interests in cable networks and desire to supply those networks with programs. Barry Thurston, president, syndication, Columbia Pictures Television, questioned the significance of the residual issue. "Where that comes in is with the marginal show," he said.

But Rick Feldman, vice president and station manager, KCOP(TV) Los Angeles, countered that "most shows are marginal. Stations can't fill their schedules with hits." In the last several years, basic cable networks, such as USA Network and the Family Channel, have aggressively bought product from syndicators, who previously sold product exclusively to over-the-air broadcasters. USA and others have had some success programing themselves like independent broadcast stations.

"A program sale to cable used to be referred to as an ancillary sale," said Thurston. "You don't hear that term used much anymore."

Feldman said it remains to be seen whether cable's aggressive entry into the syndication market will pay off. And, said Feldman, "Kay can't buy everything," a reference to USA Network president Kay Koplovitz, who was also on the panel.

Koplovitz responded that "we can't buy everything and we don't intend to." USA intends to buy the best product it can get for its money, she said, just like any other program buyer. "But the fact is we spend more producing original programs than we

do acquiring existing product."

The residual question aside, Thurston said "the marketplace today is changed greatly over what it was several years ago. And probably the most significant factors in the change of the marketplace have been Fox Broadcasting, and to a certain extent Tribune," the latter which has superstations in two of the top three markets in the country, WPIX-TV New York and WGN-TV Chicago.

Syndicators have to "evaluate the interest level" of different outlets, such as stations across the country and basic networks, before deciding who to sell programs to, said Thurston.

"It was just a year ago that Televentures sold a film package to USA," said Thurston. "And I was hearing at both INTV and NATPE that [stations will] never allow this to happen again. This is wrong, this should never happen and, lo and behold, there have been three [more] major motion picture packages [from Buena Vista, Orion and 20th Century Fox] that have completely bypassed the syndication window and gone to basic cable."

Also on the panel was Bryan Burns, senior vice president, Major League Baseball. Burns took issue with reports about the siphoning of games from over-the-air to cable.

"Our games have not moved in the aggregate from free TV to cable," said Burns. And if that does happen, said Burns, it will be because of a lack of interested parties on the broadcast station side of the bidding.

Burns said of the 19 MLB clubs with a combination of over-the-air and cable exhibition, "Only two clubs are getting more for their games from cable, and in most cases it's three, four or five times as much" for broadcast rights.

Burns said that "our clubs have the desire to stay the same or increase the number of games they have on free television."

Burns also addressed the vertical integration issue, suggesting that "changes in your [the broadcasting] business and where you get your programing will give you less and less incentive to get your programing from us."

Also on the panel was John Orr, general manager, WGRC-TV Rochester, the local cable station programed like an independent on Time Warner-owned Greater Rochester Cablevision.

The station has gathered national press attention in recent months because of its willingness to pony up market-competitive dollars for rights to fresh syndication programing.

Orr said the station will continue to acquire programs at prices "the market will bear."

Outlets similar to WGRC-TV are being developed on other cable systems as well. Blade Communications has launched such a channel on its cable system in Toledo,

Ohio.

Reacting to last week's panel, Blade Vice Chairman Allan Block stressed that not all such efforts have the same goals. "We aren't trying to compete" with local broadcasters, said Block. "We are like a dog under the table hoping for scraps."

Block noted the Toledo channel is filled with old off-network fare such as *The Beverly Hillbillies* and *Andy Griffith*. "What we are trying to do is provide value to subscribers." Block suggested that some broadcasters seem to take the attitude "if we don't clear it, it shouldn't be seen."

Orr said that WGRC-TV is also a public service, with an array of programing, including news and local children's programing. But Orr left no doubt of his intention to compete vigorously in the Rochester market. He believes the station can pull perhaps \$2 million out of the \$47 million Rochester market in the next year (see story, page 56). -SM

Rochester cable channel giving local TV a run for the money

Programed like independent station, WGRC has exceeded sales goals and is looking forward to same in first quarter; gains have been at expense of broadcast stations, not cable, says channel's general manager

WGRC(TV) Rochester, N.Y., the Time Warner-owned local cable channel programed like an independent television station, is taking steps to compete beyond the franchise area of Greater Rochester Cablevision, the system it is on.

According to John Orr, general manager. WGRC, the station will announce shortly the appointment of a rep firm to sell national spot time on the channel. Orr believes the station could generate \$1 million in spot dollars in 1990.

Orr also said last week he is negotiating with other cable systems in the Rochester area to pick up WGRC programing.

The station went on the air Sept. 21, 1989, and exceeded its local sales goal for the fourth quarter of 1989 by close to 40%, said Orr. He declined to state sales figures for the station in the fourth quarter, but said that in its first year on the air, WGRC may generate \$1 million "or more" in local business.

If those projections are met, WGRC may generate more than \$2 million in total advertising sales by the end of the year.

Those numbers should give competing broadcast stations something to think about, particularly at a time when the national spot

market is finishing several soft years.

Orr said last week the gains made by WGRC were coming at the expense of broadcast stations. "They aren't coming from local cable sales," he said. "We've been tracking those on an account by account basis and they are all up." Therefore, he said, "it has to be coming from the other side."

Whether those dollars have been si-

phoned from affiliates or independents or some combination thereof, Orr could not say.

In recent weeks, the station has continued to add new programs from the syndication marketplace. It picked up the rights to three MCA programs, including the off-network *Amen* and new versions of *Drag- net* and *Adam 12*, all debuting nationally next fall. Last summer, the station picked

up the rights to a number of Warner-distrib- uted shows, including *ALF*, *The Hogan Family* and *Perfect Strangers*, which debut in fall 1990.

"Our lineup will have a lot of first-run programming," said Orr. In addition to various acquisitions, the station is developing a local children's program. WGRC also has a news presence, which will expand beyond the current hourly inserts, Orr said. —SM

Cable a question mark on Hill

Staffers tell INTV that there may be action by Senate toward reregulation; House members are divided on issue

Independent broadcasters may not have heard everything they wanted from Hill staffers at last week's INTV session. It seems that while the Senate may be poised to move a cable reregulation bill this year, the House is not. Rather, House staffers indicated there is no consensus among their members on how to deal with cable. And it seems likely that House Telecommunications Subcommittee members will wait until the FCC issues its report on cable at the end of July before taking any legislative action on the industry. Moreover, the Congress has a tight schedule this year with the impending election, and time is short.

The House is interested in cable issues, said Larry Irving, senior counsel to the House Telecommunications Subcommittee. But, he added, they are a lot further from a consensus on what to do. He said it is clear the Senate Commerce Committee wants to "move something," but the House subcommittee remains divided into three camps, said Irving, those who favor reregulation, those who see competition as a solution and others who are "agnostic" and want more information. Irving also said there would be more hearings on cable and that some members want to wait and see what the FCC produces. "We want to have full information," said Irving.

On the subject of must carry, Irving said that the industry had moved from a straight must carry proposal to a must carry/channel positioning proposal and then to an if carry/shall pay proposal. "What really is your desire on must carry?" asked Irving.

Terry Haines, counsel for the Republicans on the House Telecommunications Subcommittee, was skeptical about the chances of action on a cable bill this year. Some of his members feel that all the "evidence is not in yet." The commission's action is important, said Haines. Moreover, he believes that if the FCC moves expeditiously in redefining effective competition, it would "take some of the steam out of the reregulatory balloon." Haines also noted that the House has different priorities than the Senate. The desire to free the Bell Operating Companies from restrictions in the modified final judgment is a high priority. He said the likelihood of legislative action

this year was less than 50-50 in the House.

On the matter of priorities, David Leach, aide to House Commerce Committee Chairman John Dingell (D-Mich.), said reenactment of the fairness doctrine and passage of legislation regulating children's television remain Dingell's key priorities.

Roy Stewart, chief of the FCC's Mass Media Bureau, urged the INTV audience to participate in the cable inquiry. "You can complain all you want about cable's alleged monopoly power to each other. But this cable inquiry gives you an opportunity to put your views on the record. If you don't avail yourself, you'll miss the boat," said Stewart. He is hopeful Congress will wait for the FCC's report before moving on the issue.

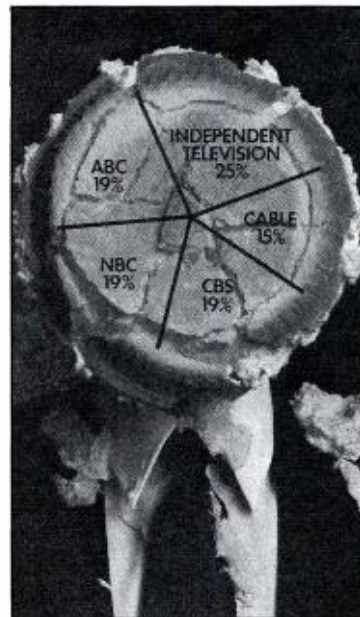
The session also gave independents an opportunity to express their concerns about the migration of sports programming from over-the-air television to cable. Several broadcasters stood up to describe the problems they've encountered competing with cable services for sports rights. In the smaller markets, said one broadcaster, sports franchises are our "lifeblood." ESPN's purchase of the Big 10 football games, which included exclusivity elements, was a severe blow for his station. He urged the Hill staffers to give the issue a high profile.

Marty Brantley's station, KPTV(TV) Portland, Ore., lost the University of Oregon games. He said that all cable was doing was "taking money and not really providing any diversity."

Ed Baxter, counsel for the Senate Copyright Subcommittee, urged the independents to let their congressmen know about these problems. "Don't let this issue become just a New York Yankees issue," said Baxter.

He was asked about the fate of cable's compulsory license and said he saw no move to eliminate the license. "We have not been approached with a sincere effort to end the compulsory license," he said. Moreover, since the creation in 1988 of a new compulsory license for the home satellite industry, it is less likely cable's compulsory license would be repealed, Baxter said.

Gina Keeney, Republican counsel for the Senate Communications Subcommittee, pointed out that the introduction of the Danforth cable reregulation bill was a response to a "continuing stream of complaints." —KM



Movable feast

INTV is going after the networks and cable with a renewed vengeance. Last week the association kicked off a new year-long campaign aimed at advertisers. The message they hope to convey: The network audience has moved to independent TV.

The project is the handiwork of Minneapolis advertising agency Fallon-McElligott and begins this week with a 32-page insert in *Advertising Age*.

The ads, which will run in other publications throughout the year, are aggressive and take a direct shot at the networks and cable. As INTV's vice president of marketing, Lana King, put it, this is a campaign that "exposes the truth about cable and the true size of its audiences; a campaign that forces advertisers to question their decisions to pay more for advertising on the big three networks, while getting smaller and smaller audiences each year, and a campaign that reveals that, on a total day basis, independent television stations garner the largest share of the viewing audience...younger, upscale viewers so intensely sought after by advertisers."

Fall radio winners: news and urban contemporary

Those formats turn in strong performances in top five markets in latest Arbitron book

News and information formats made strong gains in the top five radio markets during the fall 1989 Arbitron ratings period. Just-released numbers indicate that news broadcasters were relied upon by listeners in increasing numbers.

Urban contemporary outlets solidified the gains they made in the summer ratings books with strong and consistently upward-moving ratings points. Contemporary hit radio formats continued to falter in New York with the 1.4 drop in share for Malrite's WHTZ(FM) to a 4.3 from the summer book, but strengthened in the other markets.

On the talk and news front, Group W's WINS(AM) New York posted a 4.7 share and second overall, increasing from a 4.2 share in the summer book. Buckley Broadcasting's talk WOR(AM) increased its share by 0.3 from the summer book to post a 4.6 rating. In Los Angeles, Capital Cities/ABC Inc.'s talk KABC(AM) also increased its share by 0.3 to a 4.6 share. In the Windy City, Tribune Broadcasting's MOR/talk WGN(AM) Chicago jumped 1.4 points to post a 10.7 rating, keeping itself firmly entrenched at number one in the market. In Philadelphia, Group W's all news KYW(AM) got a 6.6 rating, down from the summer book's 7.0, but still firmly in second place. CBS's Chicago news outlet WBBM(AM) suffered a drop to 4.9 from the summer's 5.5 rating, but remained in the top five.

San Francisco news and talk outlets went head-to-head in the days following last fall's earthquake and both performed very well in the ratings book. All San Francisco-area stations strove to serve their community during the aftermath of the quake, but ABC's KGO(AM) and CBS's KCBS(AM) served as national news sources for their networks, providing them with their only news feeds from the area. KGO(AM) posted an 8.2 share, up from the summer's 7.6, and KCBS(AM) increased to a 6.1 from the summer book's 5.3.

New York urban contemporary outlets, Summit Broadcasting's WRKS(FM) and Inner City's WBLS(FM), increased their shares over the summer book to a 4.1 and 3.8, respectively. In Chicago, Gannett Broadcasting's urban-formatted WGCI-FM remained at number two with a 0.6 increase to a 7.3 rating, and urban WVAZ(FM) increased 0.2 to a 5.1 rating. In Philadelphia, TAK Communications' urban WUSL(FM) posted a 0.1 increase over the summer to a 5.8 share.

At the top of the number-one market is Park Communications' easy listening outlet, WPAT-FM New York, which dropped 0.5 from the summer book to a 5.0, but filled the vacuum left by WHTZ's tumble to third. Also dropping in share points by 1.0 was Viacom's soft contemporary WLTW(FM), which recorded a 4.7 share to tie WINS for second. Rounding out the top

five in New York was CBS's oldies outlet WCBS-FM with a 4.1 share, down 0.1 from the summer book.

Contemporary hit radio fared better in the Los Angeles market, with Emmis Broadcasting's KPWR(FM) inching back 0.1 of a point to 6.2 from the summer to regain the number-one spot vacated by soft contemporary KOST(FM). KOST(FM) dropped from its one-ratings-book tenure at the top to a 5.7 share versus its summer number of 6.8. ABC's AOR KLOS(FM) posted a 4.2 share, up 0.1 from the summer. Soft contemporary KBIG(FM) increased by a 0.4 share to a 4.0.

Rounding out the top five in Chicago, WLUP-FM, Evergreen Broadcasting's adult rock station, dropped to a 4.1 from the 4.4 share it held last summer, and CBS's CHR WBBM-FM jumped up 0.4 to a 4.0 rating.

In San Francisco, Century Broadcasting's contemporary hit KMEL(FM) recovered 0.1 to get a 4.9 share. Bonneville Interna-

tional's soft contemporary KOIT-AM-FM posted an increase of 0.8 to a 4.9 share. Shamrock Broadcasting's KABL-AM-FM easy listening simulcasters posted a 4.6 rating versus a summer 3.7. Adult contemporary rounded out the top five in the Bay Area, with KNBR(AM) dropping to a 3.7 from the summer's 5.0.

Group W's new Philadelphia AOR outlet, WMMR(FM), continues to dominate the city of brotherly love with a 7.5 share, down 0.6 from its summer book of 8.1. Easy listening WEAZ-FM dropped 0.7 to a 5.6, and Malrite's contemporary hit WEGX(FM) climbed 1.2 to a 5.5.

All results are based on the Arbitron fall 1989 radio local market report for Sept. 21-Dec. 13, 1989 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service. —LC

Bakersfield brouhaha

TV stations claim Buck Owens, sister conspired to allow singer to obtain KDOB-TV in spite of one-to-a-market rule

Former *Hee-Haw* star Buck Owens's attempt to buy his sister Dorothy Owens's bankrupt TV station is no laughing matter to rival broadcasters. They claim the siblings have conspired to put the station in bankruptcy so Buck Owens can eventually become owner of an AM-FM-TV combination in the same market.

Owens has filed an application to purchase bankrupt KDOB-TV Bakersfield, Calif., which is licensed to his sister, for \$4.5 million. Because Owens's company, Buck Owens Production Co., already owns KUZZ-AM-FM Bakersfield, he has requested a waiver of the FCC's one-to-a-market rule prohibiting common ownership of radio and TV stations in the same market. The waiver would fall under the commission's "failed station" policy under which the FCC is inclined to approve waivers of the rule when one of the stations involved is at risk of going dark.

In response, Burnham Broadcasting Co., licensee of KBAK(TV) Bakersfield; KGET-TV Inc., licensee of KGET-TV Bakersfield, and Pappas Telecasting Inc., licensee of KMPH(TV) Visalia, Calif., all have filed petitions to deny the transfer.

All of the petitions argue that the transfer, if granted, would result in less competition and give Owens's stations too much of an economic advantage. Owens's AM-FM combo, according to the latest Arbitron book for Bakersfield, accounts for 18.2% of the market's audience. All three also question whether KDOB-TV is really bankrupt or whether it was Dorothy Owens's intention all along to transfer ownership of the station to her brother. Owens filed for

bankruptcy on Oct. 24, 1988.

The third claim made by petitioners is that Dorothy Owens misled the commission into thinking that her brother would have no involvement with KDOB-TV. According to the KGET-TV Inc. filing, at the comparative hearing held after Owens filed for ch. 45, she submitted a pleading with deposition testimony from herself and declaration from Buck Owens that said he would have no involvement with his sister's application or station. KGET-TV says: "The facts which have been revealed in Dorothy Owens's bankruptcy proceeding demonstrate that Buck Owens secretly guaranteed a \$1.5 million bank loan for Dorothy Owens before the station went on the air."


By doing that, says KGET-TV Inc., Dorothy Owens "violates both the letter and the spirit of her certification," which stated that she had "divested herself of all interest in, and connection with, the licensee of KUZZ-AM-FM." The petition goes on to claim that Owens's "purported bankruptcy and subsequent rescue by Buck Owens appears to be a 'sham' trumped up by Dorothy and Buck Owens to allow Buck Owens to step out of the shadows and take official control of the station which he has financed from its inception."

Burnham Broadcasting's petition says that Owens deliberately financed her station so that it would "fail" shortly after becoming operational, allowing her to claim bankruptcy and take advantage of the "easy waiver" provision in the commission's radio-TV cross-interest ownership rule.

Neither Buck nor Dorothy Owens could be reached for comment. Dorothy Owens's Washington attorney, Nathaniel Emmons of Mullin, Rhyne, Emmons & Topel, said they will ask the FCC for additional time to prepare a response to the petitions. —JF

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NY/WNYW 4:30PM

- #1 in TP
- 14 rtg K6-11 beats **Chip & Dale** head to head. Tops **Duck Tales** and **Ninja Turtles**

LA/KTTV 8AM

- #1 in TP beating **Maxie's World**

CHI/WFLD 3PM

- #1 in TP
- 10 rtg K6-11 beats **Duck Tales** and **Ninja Turtles**

DC/WTTG 7:30AM

- #1 AM show in market
- 16 rtg K6-11 **triples** PM performance of **Duck Tales** and **Chip & Dale combined!** Doubles **Ninja Turtles** head to head.

MINN/KMSP 7:30AM

- #1 AM show in market
- 18 rtg K6-11 tops **Duck Tales** and **Super Mario**

SEA/KSTW 4:30PM

- #1 on station
- 14 rtg K6-11 tops **Duck Tales** and **Ninja Turtles**

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- Greater K6-11 concentration than **Chip & Dale**, **Duck Tales**, **Ninja Turtles**, **Alvin**, **Muppet Babies**, **Maxie's World**

NY/WPIX 3PM

- Growing! Oct '89 HH shr up 25% in Nov '89
- K6-11 rtg more than doubles Oct '88 TP

LA/KCOP 3:30PM

- 9 rtg K6-11 beats **Duck Tales**

DC/WDCA 3PM

- #1 PM show on station
- Beats **Duck Tales** in K2-11, K6-11 rtps

STL/KDNL 4:30PM

- 15 rtg K6-11 doubles **Super Mario**, ties **Ninja Turtles**

BALT/WNUV 4PM

- #1 on station
- Beats **Super Mario** and **Muppet Babies**

MIL/WVTV 4:30PM

- 11 rtg K6-11 beats **Duck Tales** and **Ninja Turtles**, ties **Chip & Dale**

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SOURCE: NSI OCT '89, OCT '88; NY OVERNIGHTS

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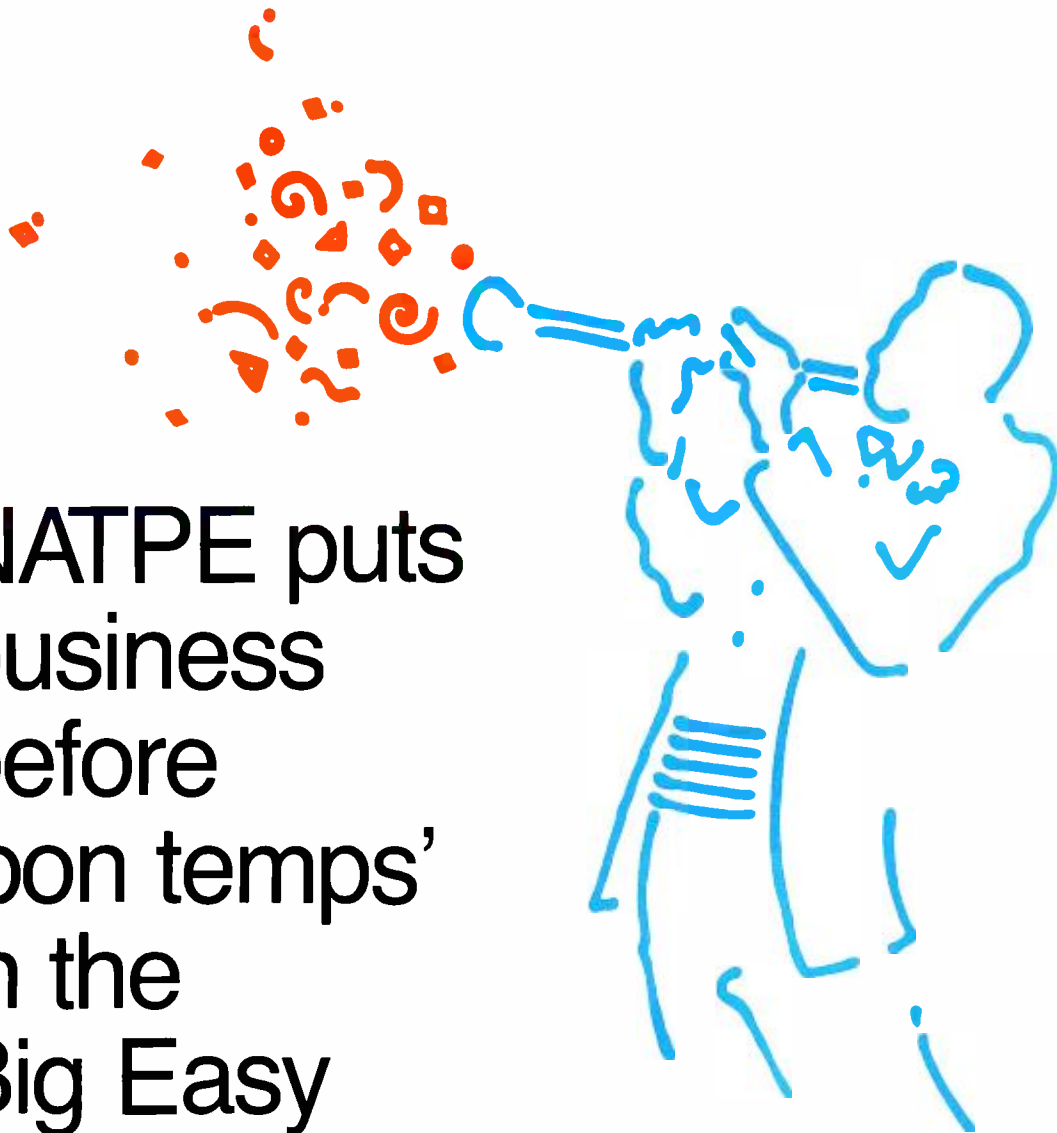
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NATPE puts business before 'bon temps' in the Big Easy

It's ironic that the year NATPE tones down the atmosphere of its annual meeting, the convention is held in one of the most festive and carnival-like cities in the country, New Orleans.

As a result of requests from NATPE members, the convention will wear a more businesslike face this year. No longer will there be tables of food at the booths, and program characters like Gumby, free to roam the aisles at previous conventions, will be restricted to the booths that sponsor them.

The new restrictions aside, attendance numbers are the strongest they have ever been, according to Phil Corvo, NATPE International's president. "We've got about 5,500 pre-registered attendees so far," he said. "That's the highest number of pre-registrations in this organization's history. They're still coming in, especially from overseas," he said.

Corvo said he expects the final tally to be somewhere between 8,000 and 9,000. That figure would be up from last year's total of

about 7,600.

Not only are the registration numbers increasing rapidly, but Corvo said the 225,000-228,000-square-foot convention floor is sold out. "The convention center floor in New Orleans is slightly smaller than the one in Houston [site of last year's convention]," he said, "and there's no room left."

As far as the restrictions go, Corvo doesn't believe the new measures will have an effect on the amount of business that is conducted at this year's meeting. In terms of future changes, he said much will depend on how the new restrictions work out this year. "What happens in 1991 will depend on how the convention goes this year," he said.

Other changes at this year's meeting include provisions to give international attendees more time on the convention floor. Last year, for the first time, specific hours were designated to give the international attendees exclusive time to view exhibits on the

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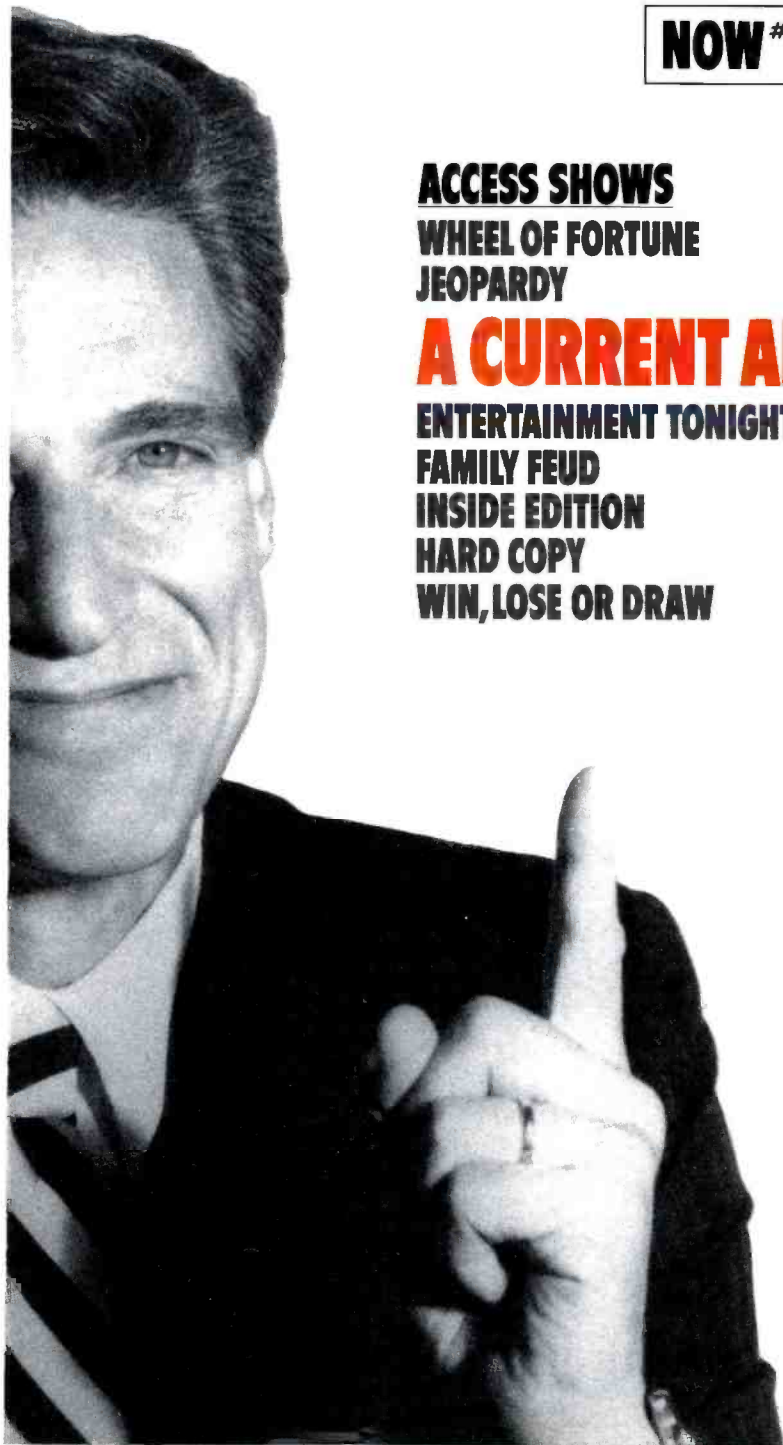
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SOURCE: NSS RANKING REPORT WEEK OF DEC. 11, 1989 (GAA RATING).

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convention floor. This year, the hours have been doubled. "Those hours are during the times that the domestic attendees are in the panel sessions," said Corvo. The international hours on the floor are from 9:30-11:30 a.m. on Wednesday, Jan. 17, and Thursday, Jan. 18.

"Business is conducted slightly differently overseas than it is here," he said. "They need more time to make their decisions. People here will look at a pilot, maybe a few episodes if they're available. The international attendees will look at everything available. If it is an off-net series and there are 26 episodes, they'll want to see all 26 episodes before making a decision,"

said Corvo.

One change that had been contemplated but won't be made is the use of photo identification badges. The purpose of the photo ID's was to keep curiosity seekers and souvenir hunters out of the convention hall. However, Corvo said the expense and time it would have taken to produce and distribute the badges made the plan unwieldy. "The cost of the picture ID's and the anticipated long lines at registration were the reasons we didn't do it. Until we find a company that can handle it, we'll stay with the old badges," he said.

The show's complete agenda follows.

World watching at NATPE

As TV executives from around the U.S. next week walk the crowded floor of the annual NATPE conference in New Orleans, they will be joined by one of the largest contingents of international attendees in the event's history, evidence of the continuing importance American TV holds for international media players.

Nevertheless, emerging in the last year has been a high-profile debate centering on the changing U.S. role on the world media stage, as the industry witnessed several notable sales (and attempted sales) of American media companies to non-U.S. entities.

Japanese Sony's recently completed acquisition of Columbia Pictures was the most prominent, although it came in the sizeable wake of Australian Qintex's collapsed bid for MGM/UA. Capturing industry attention also has been MTM's struggle for revitalization after changing hands to a new owner, British broadcaster Television South. Others now fret about whether the same fate awaits Reeves, to be purchased by Britain's Thames Television.

A few U.S. companies have vanished, at least in name (e.g., Barris Industries and Filmation), as they were absorbed by entities either completely or partly controlled from outside the U.S. UK broadcaster Central TV has dipped its toe in the U.S. market by funding Zodiac Entertainment and forming a joint venture with part-MCA-owned Imagine Entertainment.

Although short-term changes in structure, management and focus may be apparent in these and other deals, the long-term effects remain unknown. As entertainment analyst Harold Vogel, Merrill Lynch first vice president, noted: "It's too early to see an impact on the creative side. For the first few years, there is almost a honeymoon period, [with non-U.S. owners] giving free rein to American management."

But, cautioned Vogel, "when the business turns sour, that will be the ultimate test of how meddlesome foreign owners will be." If Sony interferes with Columbia management, he added, it would set a precedent for less Western-styled Japanese firms al-

ready more prone to hands-on involvement in potential American subsidiaries.

A more optimistic note was struck by Bill Moses, senior vice president of New York securities firm CL Global Partners. "Whenever you have crossownership, there's a certain amount of additional input in the creative process, given that Hollywood is an insular community. Creative is creative, period. I'm not sure you need to put national boundaries around it."

Added Moses: "Was Bernardo Bertolucci's 'The Last Emperor' any less creative than Spielberg's 'Empire of the Sun'? There are creative people in England, France, who are going to come to the fore with exposure."

Moses agreed that U.S.-Japanese creative concordance may be more difficult to foster. "Cultural differences are so huge, it's very difficult to think how that would work." Moses cited one incident that could portend a troublesome Japan-Hollywood relationship—Sony's aggressive pursuit of producers Peter Guber and Jon Peters, who were drawn from commitments to Warner Bros. following an expensive and bitter lawsuit. "You wouldn't move into a suburb of Tokyo and steal your neighbor's gardener," said Moses.

Whether other U.S. companies will find their way to foreign owners in the coming year is difficult to project. But among those often cited as potential foreign targets are MGM/UA, MCA, Spelling Enterprises and GTG Entertainment. Moses, however, felt there was a great deal of caution in the wake of TVS's MTM deal and a widespread concern that a Thames-owned Reeves will face similar difficulties. "People are looking more cautiously at production, but more aggressively at sales."

Some of the U.S.-based NATPE exhibitors that are non-U.S. owned:

- **Columbia:** Purchased by Sony last fall for total considerations worth \$4.8 billion, Columbia is the first of the major Hollywood studios to go to foreign ownership (with the exception of Australian-turned-American Rupert Murdoch's purchase of Fox). Sony, which in 1988 bought CBS Records for \$2 billion, said at the time of the acquisition it would leave Columbia's day-to-day operation in the hands of U.S. management. Hired to head the studio were Peter Guber and Jon Peters, following Sony's \$200 million buyout of their company, Guber-Peters Entertainment, and a billion-dollar lawsuit settlement to free the pair from commitments to Warner

Worldwide contingent

As NATPE prepares for what could be the highest overall attendance in its history—approaching 9,000—the presence of international media executives could well rise to between 900 and 1,000, far exceeding last year's 750 total, according to NATPE President Phil Corvo.

International preregistration is on a par with last year's gathering at about 625, but Corvo said there were indications that on-site registration, normally higher for non-U.S. attendees, may rise over last year's total. For the first time, he added, NATPE is expecting contingents from the People's Republic of China ("Closed Circuit," Oct. 16, 1989) and the Soviet Union.

The number of international exhibitors will also be up by a half-dozen to 56, out of the total 228 exhibitors. British and Canadian companies are the largest non-U.S. groups. Among the non-U.S. exhibitors are Britain's Central TV, Granada TV, London Weekend TV, Thames TV, Yorkshire TV, Anglia TV, Ulster TV and Zenith Productions. Canadian firms attending under the Telefilm umbrella include Alliance Entertainment, Cinar Films, Paragon International and Stornoway Productions.

European firms include West Germany's ZDF, WDR International, Bavaria Film and NDR International and Spain's RTVE. Japan's NHK will attend, along with the country's Nippon Animation and Toei Animation, as will Brazil's Globo TV, and, for the first time, Colombian TV executives will be among the exhibitors.

To accommodate international attendees, NATPE has doubled the international-only exhibit hours it began last year. This year's hours are 9:30-11:30 a.m. Wednesday and Thursday, Jan. 17 and 18, during which Corvo said U.S. attendees are offered a series of domestic panel discussions.

Also, for internationally minded executives, there are two seminars (see program, page 70). One, on Tuesday, Jan. 16, from 5 to 6:30 p.m., will be moderated by Warner Bros. International's Michael Solomon, while the second, on Wednesday, Jan. 17, 11:30 a.m.-12:30 p.m., is a program on "Television for the 90's: How to face it in Latin America."

An international reception, sponsored by Devillier-Donoga, is also set for Tuesday, 6:30-8 p.m.

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*Phil Donahue is under contract until 1992.

Bros. Guber-Peters TV will exhibit separately at the convention.

■ **MTM:** Purchased in summer 1988 for \$320 million by UK broadcaster Television South, MTM saw its library of successful network hour dramas hit an unreciprocative syndication market following the TVS purchase, while its network commitments dwindled to one show last year (see interview with Mel Blumenthal, below). TVS, a highly successful broadcast franchise holder, saw its stock prices fall after the buy and recently began moving the company in new program directions, with TVS head James Gatward taking over day-to-day operation of MTM from president and co-founder Arthur Price. The producer's fortunes have turned in recent months, with commitments for shows from each of the big three networks and Fox Broadcasting, as well as a first entry into the first-run syndication market. But the company is now looking for joint venture partners to help fund individual program production, or possibly take a minority stake in the company itself.

■ **Reeves:** Thames TV's \$89 million tender offer for Reeves Communications Corp. is expected to close this week. The Reeves management team, led by President Merrill Grant, is expected to stay on with the new company, and Grant told BROADCASTING following the deal that he expected no changes in the company's long-term program plans. While Reeves declared losses in the last fiscal year, it currently has network commitments from ABC and CBS and is launching a syndicated series, negotiating a cable kids show for Nickelodeon and shooting an HBO TV movie.

■ **Zodiac:** UK broadcaster Central TV earlier this year set up a joint programming venture with syndicated program producers Brian Lacey and Peter Keefe, formerly of World Events Television, where they helped launch children's animation shows *Voltron*, *Defender of the Universe* and *Denver, The Last Dinosaur*. Zodiac's first efforts are production of a teen soap, *Warp Riders*, for fall 1990, and an animated children's program. Central has also partnered with Hollywood independent Imagine Films Entertainment in the worldwide TV movie business, to produce between four and six TV movies and mini-series a year. The venture will not have a separate presence at NATPE. MCA, which owns 20% of Imagine, is representing the venture's TV product.

□

MTM's acquisition for \$320 million by British broadcaster Television South is often cited as a key example of overseas acquisition in the U.S. TV production industry. Below, Mel Blumenthal, MTM senior executive vice president and TVS board member and now MTM's top U.S. executive following the departure of president and co-founder Arthur Price, discussed with BROADCASTING the company's relationship with TVS and its future prospects.

In terms of orders for actual production of programming, we have more programming or-

dered than we've had in a long time. For the first time, we will have shows on all three networks at the same time.

When you are lucky enough to have the networks order all this product, the end result is that there are big deficits. The requirements of funding the deficits are putting the same pressures on us as on everybody else. So what we've explored are joint ventures on individual shows.

It occurred to us that perhaps with all this activity, there might be entities—broadcast station groups, other production entities or investors—that might want to put into the mix cash to cover some of these deficits in

“ [MTM and TVS] together are positioned to do some very important things in both the U.S. and the European marketplace. ”

—Mel Blumenthal

exchange for participating in the production of programming and the back-end results.

What we've indicated is that if there is a strategic partner that works for us, we would certainly consider a partnership up to 49%, if somebody wanted to become involved in the entire company. It would have to be a strategic partner, possibly a broadcaster that wants to get involved in production.

At this point, the only discussions that have taken place are on individual shows. We have not begun any discussions with anybody on becoming involved in the company on the whole.

How much of this is a result of TVS's ownership of the company?

The joint venturing in individual projects would be something we would be doing if

we had retained 100% ownership. Whether we would be considering having a strategic partner in the company itself would probably be no different, because that was what we were doing when we made the deal with TVS.

At the TVS level, there are some obvious economic concerns, because we're in the middle of doing everything we can to retain the [UK] broadcast franchise, and that's a heady problem. The territory it has [the southeast of England] will be one of the most sought after, so they have additional economic pressures on them to maintain the funds available to make the commitment for the franchise.

Bringing in a strategic partner can help with that franchise in terms of synergistic activity overseas, plus the resources of cash available to put into that bidding situation.

Do you think that, in retrospect, TVS's acquisition of MTM at the price it paid was a mistake?

My personal reaction, and I think that of the company itself, was that it was not a mistake. The values are there, the libraries are extensive. There had been, coincidentally, shortly after the acquisition, the slowdown in domestic syndication, particularly for hour shows, of which we had quite a number. That situation has bottomed out. We're starting to see the buying beginning again, and the basic cable programming services are beginning to fill a big gap.

Although it was a very bold move, TVS's history has been to take very bold steps. It was looking to additional marketplaces, to expand. We and they are positioned together to do some very important things in both the U.S. and the European marketplace, because [Europe] will be the largest growing area for the next few years.

What advice would you give Thames and Reeves on their recent deal, having gone through a similar set of experiences with a similar pair of companies?

There are differences and you've got to give it enough time to work them out. It's just a matter of taking time to be patient with each other and learning each other's businesses. —AAG

Cable: NATPE's up and coming component

At one time, NATPE was a program conference of, by and for the syndication community. In recent years, however, as cable companies have grown increasingly interested and active in adding syndicated product to their programming mix, NATPE's parameters have expanded accordingly. This year should be no exception, and many cable programming executives are predicting that this year's event will be among their busiest ever.

What's changed of late, according to Pat Fili, senior vice president, programming and production, Lifetime, is the "openness of syndicators toward cable. In the last couple of years it's been getting stronger," she

told BROADCASTING. "Now, syndicators will call us before NATPE to show us what they have, as they used to do exclusively with the local stations. It's not as if we have to wait to get there to see what they have," said Fili. "I think part of that is so it's not perceived as buying something that hasn't sold."

Fili will attend her second NATPE for Lifetime with five other programming people, two from acquisitions and three from original programming. "We go for two reasons," Fili explained. "One is to get a sense of the marketplace. It's a great place to see what everyone's wares are, what they're selling, what they think will be big,

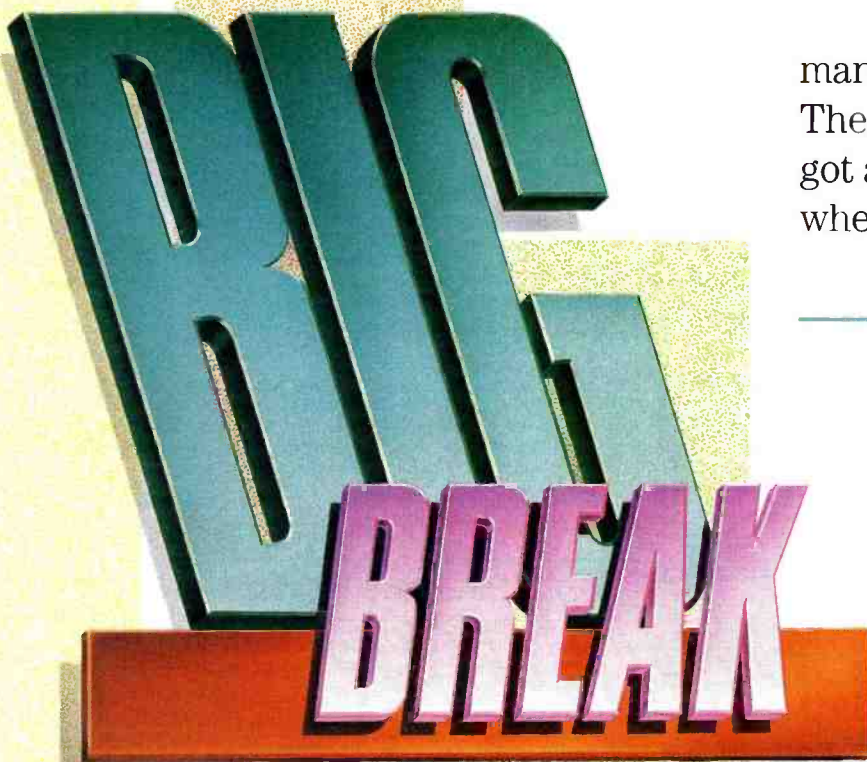
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and to look at new talent. The second reason, obviously, is to see if there's anything we might be interested in."

Lifetime has "a very large appetite for movies," Fili said, and has in the past bought them at NATPE. As for other types of programs, "one of the problems we face is that the shows that are brought there tend to be general audience-type shows. Since we are a niche programming service, we tend to have conversations in which we say, 'This is a good idea, but let's make it more Lifetime.' So I'm not sure we'd buy anything off the floor without making some adjustment to it."

The USA Network has been in attendance at NATPE since 1982, and it is a "key event for us," according to David Kenin, senior vice president, programming. Eight USA programming executives will travel to New Orleans, and "we'll be down there working very hard," Kenin said. "It's a major, major meeting for us."

USA will be looking for two general categories of programming at NATPE, said Kenin. First, "we're looking for what we would do with existing product that is available for sale; anything from series to movie packages, etc." Second, USA is "trying to determine if there is anything available for us in the first-run area," Kenin said.

The Discovery Channel will attend NATPE with a "full entourage," said Chuck Gingold, senior vice president, programming, although the conference is "primarily exploratory for us," he explained. "We have built our reputation primarily on proprietary programming," said Gingold. "Our schedule is 70% first run, and we want to keep to that level."

Discovery, which tested the NATPE waters with a small contingent last year, "has

to be aware of the fact that reality programming doesn't just exist on European shores," Gingold said. "We're growing, and expanding, and the idea is not to ignore any opportunity. We want to achieve a careful balance."

At last year's NATPE, the Family Channel did the "broad outlining" of the deal to co-produce *Zorro*—which premiered last week—said Paul Krimsier, vice president, programming. This year in New Orleans, "we hope to find another *Zorro*," he said.

The Family Channel will step up its production of original programming for the 1990-91 season, "but we'll always have a need for some attractive, off-broadcast network programming," Krimsier explained. "There's always going to be a certain amount of that here."

The Family Channel contingent, consisting of four programming staffers and President Tim Robertson, will be looking for kids shows and films as well. "We're going to continue to have an 8-10 p.m. movie at least six nights a week, for the next five years at least," said Krimsier, "so we need to continue to supply ourselves with movies from the syndication marketplace."

Krimsier said that the Family Channel also considers NATPE a "great opportunity" to meet with people from the international production and distribution communities, "to talk about co-production possibilities and financing projects together."

Krimsier also thinks that cable should start to be included in the IRIS awards, "because [the cable community] is producing some wonderful programming. If NATPE is a programming marketplace, that ought to be part of what they're looking at."

Superstation TBS will be at NATPE

looking for product in a variety of areas, according to Bob Levi, executive vice president. "Even though we've just purchased 1,000 movies from Columbia Pictures, we're still in the market for movies," Levi said. "TBS manages to run 175 different films a month on average, and has an unquenchable thirst for fresh features."

Levi will also be in the market for mini-series, he said. "We run a high-quality, high-profile mini-series each month, and we'll be looking for some to supplement our existing library." TBS will also be searching for situation comedies, said Levi, "for our early fringe block, to trigger in the early to mid-1990's. Unlike other basic cable services, we are also a broadcaster, which is what makes a superstation a unique vehicle. Consequently, we buy sitcoms on a nonexclusive basis, without syndex."

TBS sitcom shelves are actually full from now to 1995, Levi said, "but we're going to keep our eyes open for one or two more to carry us into the latter part of the decade." Levi is also looking for some "first-class, high-quality animation," he said.

NATPE is becoming "more and more of an open marketplace," Levi said, "and cable will be welcome this year to a degree not yet seen, because [cable companies] are going with open checkbooks. That's what a marketplace is for."

"I think you'll find all the cable companies sending representatives," said USA's Kenin, "as cable is a major buyer these days. I think this is a major marketplace for the sale of this kind of product, and I think you're going to find a ton of cable people there trying to buy things. I'd be surprised if there was a cable company that did not send a contingent." —RG

Day by day at NATPE

Monday, Jan. 15

8 a.m. □ Reps. Groups and Networks, various hotels.

9 a.m.-5 p.m. □ Registration, Convention Center Lobby.

5-6 p.m. □ "View from Washington," Hilton Ballroom AB; *Producer/Moderator*: Mickey Gardner, Akin, Gump, Strauss, Hauer & Feld, Washington, D.C.; *Panelists*: Andrew Barrett, FCC Commissioner; Sherrie Marshall, FCC Commissioner; James Quello, FCC Commissioner.

6-7:30 p.m. □ FCC Reception, Hilton Grand Salon CB; Remarks by Al Sikes, FCC Chairman.

Tuesday, Jan. 16

8:30 a.m. □ Orientation/Coffee Hour, Convention Center Ballroom.

9-10 a.m. □ Concurrent Workshops ■ "Syndication in 1995: Surprises, Changes or More of the Same?" Room 20; *Producer/Moderator*: Joe Tirinato, New York. *Panelists*: Russ Barry, Turner Program Services, Atlanta; Gary Gannaway, Genesis Entertainment, Los Angeles; Vicky Gregorian, WSVN(TV) Miami; James Lynagh, Multimedia Broadcasting, Cincinnati; Tony Malara, CBS, New York; David Salzman, Lorimar Television, Los Angeles; ■ "Servicing What You Sell," Room 26; *Producer*: Jim Paratore, Warner Bros., L.A.; *Moderator*: Al Jerome, NBC Station Group, New York; *Panelists*: Vince Manzi, Steve Sohmer Co., Los Angeles; Amy McCombs, KRON-TV San Francisco; Michael Mishler, CBS, Los Angeles; Jim Moloshok, Warner Bros., Los Angeles; Linda Nix, WDSU(TV) New Orleans and BPME; ■ "Advertising: Is Free TV Losing It?"; Room 10; *Producer/Moderator*: Ave Butensky, Fries Distribution,

Los Angeles; *Panelists*: Allen Banks, Saatchi & Saatchi, New York; Phil Guarascio, General Motors, Detroit; Bill Hadlock, Leo Burnett Company, Chicago; Robert Wehling, Procter & Gamble, Cincinnati.

10-11:30 a.m. □ General Session/Brunch; Convention Center Ballroom; *Host*: Lon C. Lee, KCNC(TV) Denver and NATPE chairman; *Keynoter*: Robert Wright, president, NBC, New York; *Producer*: Craig Smith, KING-TV Seattle. Chairman's Report, President's Report, New Orleans Pops Orchestra featuring Pete Fountain.

11:30 a.m.-6:30 p.m. □ Exhibition hours.

5-6:30 p.m. □ International Seminar, Room 20 (Convention Center); *Producer*: Michael Jay Solomon, Warner Bros. International, Los Angeles; *Panelists*: Harold Greenberg, Astral Belleview Pathe, Montreal; Pierre Lescure, Channel Plus, Paris; Andrew Neil, Sky Television, London; Bernd Schiphorst, UFA Film, Hamburg; David Webster, Annenberg Washington Program, Washington; Lennart Wiklund, AB Svensk Filmindustry, Stockholm.

6:30-8 p.m. □ International Reception, Convention Center Ballroom; *Sponsored by* Devillier-Donagan Enterprises.

Wednesday, Jan. 17

7:30 a.m. □ USC Management Seminar: "Developing Leadership Skills"; Room 16; Dr. Norman Sigband, University of Southern California.

8:30-10 a.m. □ General Session/Breakfast, Convention Center Ballroom; *Host*: Vicky Gregorian, WSVN(TV) Miami. "Primetime 90's: Movers and Shapers"; *Producer*: Jayne Adair, KDKA-TV Pittsburgh; *Moderator*: Candice Bergen, *Murphy Brown*; *Panelists*: Marshall Herskovitz, MGM/JUA, *thirtysomething*; Ken Johnson, Fox, *Alien Nation*; Heide Perlman, Fox, *The Tracey Ullman Show*;

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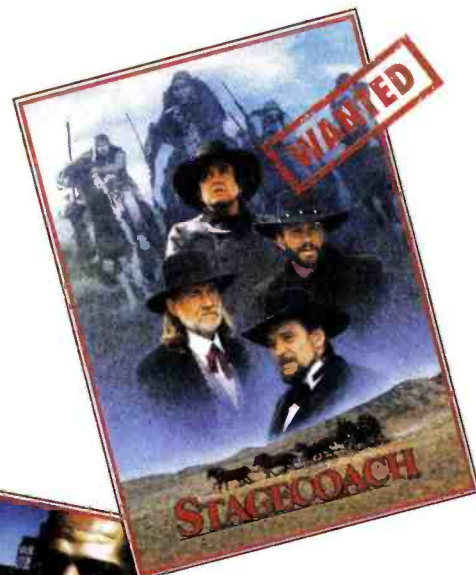
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9:30-11:30 a.m. □ International exhibition hours.

10-11 a.m. □ Three Concurrent Workshops: ■ "Minority Programming: A Billion Dollar Marketplace," Room 20; *Produced by:* Don Jackson, Tribune Central City Productions, Chicago; *Moderator:* Reverend Jesse Jackson; *Panelists:* Thom Burrell, Burrell Advertising, Chicago; Bob Cambridge, Tribune, Los Angeles; Don Cornelius, Los Angeles; Byron Lewis, Uniworld Advertising, New York; Clark Morehouse, Tribune, Chicago; Chuck Morrison, Coca-Cola, Atlanta; Dionne Warwick, Los Angeles; ■ "Movin' Up or Movin' Over," Room 26; *Producer/Moderator:* Bill Castleman, Act III Broadcasting, Atlanta; *Panelists:* Mickey Hooton, Hearst Broadcasting, New York; David Kenin, USA Network, New York; Tony Thompson, Spencerstuart, New York; Barry Thurston, Columbia TV, Burbank; ■ "Regulation and Issues in the Decade Ahead," Room 10; *Producer:* Dick Block, DBA Enterprises, Santa Monica; *Moderator:* Jeff Greenfield, ABC News, New York; *Panelists:* Frank Biondi, Viacom International, New York; Joel Chaseman, Post-Newsweek Stations, Washington; Larry Irving, House Subcommittee/Telecommunications, Washington; Dennis Patrick, Patrick Communications, Washington; Brian Roberts, Comcast Corp., Philadelphia.

11:30 a.m.-6:30 p.m. □ Exhibition hours.

11:30 a.m.-12:30 p.m. □ "Television for the 90's: How to Face it in Latin America" (Spanish language-English translation), Room 13; *Producer/Moderator:* Mauricio Calle, RTL, Chile; *Panelists:* Salvador Agustin, TVE, Madrid; Charles Morgan, Universal, Universal City; Marcel Vinay, Univisa, Los Angeles.

Thursday, Jan. 18

7:30 a.m. □ USC Management Seminar: "Marketing in the 90's," Room 16; Dr. Joseph Hair Jr., Louisiana State University.

8:30-9:30 a.m. □ Four concurrent workshops: ■ "Catching the Programming Wave," Room 20; *Producer:* Gary Stark, WEWS(TV) Cleveland; *Moderator:* Leonard Mallin, *Entertainment Tonight*; *Panelists:* Betsy Frank, Saatchi & Saatchi, New York; Neil Hoffman, USA Network, New York; Mike Levinton, Blair TV, New York; Lucie Salhany, Paramount TV, Los Angeles; ■ "Local Program Money Makers," Room 21; *Producer:* Brooke Sectorsky, KTVU(TV) San Francisco; *Moderator:* Linda Rios Brook, KARE(TV) Minneapolis; *Panelists:* Phil Arnone, KTVU(TV) San Francisco; Mark Engel, WSB-TV Atlanta; Jim Griffin, WRAL(TV) Raleigh N.C.; Rick Wardell, KCNC(TV) Denver; ■ "Cable Opportunities for Broadcasters," Room 13; *Producer/Moderator:* Al Bova, WVIT(TV) Hartford-New Haven, Conn.; *Panelists:* John Goddard, Viacom Cable/NCTA, San Francisco; John Healy, ABC Distribution New York; Jayson Juraska, Cox Cable Connecticut; John Orr, WGRC-TV Rochester, N.Y.; Paul Vericiglio, WVEM(TV) Flint, Mich.; ■ "Should We Program *sixtysomething?*," Room 10; *Producer/Moderator:* William Small, Fordham University, New York; *Panelists:* William Link, Universal, Universal City; David Poltrack, CBS, New

York; Doris Winkler, *Senior Report*, Los Angeles; Robert Wood, *Modern Maturity*, Los Angeles.

9:30 a.m.-noon □ International exhibition hours.

9:30-10:30 a.m. □ Four Concurrent Workshops: ■ "Back to the Future," Room 16; *Producer:* Bob Clark, KHTV(TV) Houston; *Moderator:* Hal Protter, Milwaukee; *Panelists:* Julius Barnathan, ABC, New York; Eva Blinder, *BME* magazine, New York; John Schilberg, KHTV(TV) Houston; Richard Solomon, MIT, Boston; ■ "Fighting Fragmentation," Room 13; *Producer:* Paul Lenburg, ASI Market Research, Burbank; *Moderator:* Jack McQueen, FCB/Telcom, Burbank; *Panelists:* Andy Fessel, Fox, Los Angeles; Robert Maxwell, HBO, New York; David Mumford, Columbia, Burbank; ■ "Fencing with the Censors in the 90's," Room 10; *Producer:* Judy Girard, WNBC(TV) New York; *Moderator:* Ike Pappas, *Crimewatch Tonight*; *Panelists:* Alan Gerson, NBC, Burbank; Brad Greenberg, Michigan State University; Michael Jacobs, *My Two Dads*, Hollywood; Jerry Leidfer, ITC Entertainment, Studio City; Roger Morrison, Eastman Kodak Co., Rochester, N.Y.; Ron Townsend, Gannett Broadcasting, Arlington, Va. ■ "Barter: First-Run Boom of the 90's," Room 26; *Producer/Moderator:* George Back, All American TV, New York; *Panelists:* Tim Duncan, ASTA, New York; John Mandel, Grey Advertising, New York; Kevin O'Brien, KTVU(TV) San Francisco; Dick Robertson, Warner Bros., Culver City; Marc Hirsch, Premier Advertiser Sales, New York.

10:30 a.m.-1 p.m. □ Iris Celebration Lunch, Convention Center Ballroom; *Iris Chair:* Jim Lutton, KPIX(TV) San Francisco; *Assistant Chair:* Maria Smith, KUTV(TV) Salt Lake City; *Introduction by:* Lon C. Lee, KSCN(TV) Denver and NATPE chairman; *Host:* Joan Rivers; *Presenters:* Siskel & Ebert; *Starring:* Yakov Smirnoff; presentation of Chairman's Award.

1-6:30 p.m. □ Exhibition hours.

Friday, Jan. 19

7:30 a.m. □ USC Management Seminar, "Managing in the 90's," Room 16; Dr. Jagdish Sheth, University of Southern California.

8:30 a.m.-12:30 p.m. □ Exhibition hours.

11 a.m.-12:15 p.m. □ Panel Luncheon, Convention Center Ballroom; ■ "TV Sports in the 90's—Who'll have the Ball?"; *Producer:* Bob Levi, WTBS(TV) Atlanta; *Panelists:* Steve Bornstein, ESPN, New York; Dick Ebersol, NBC Sports, New York; Barry Frank, International Management Group, New York; Stephen Leff, Backer Spielvogel Bates, New York; Marc Lustgarten, Rainbow Program Services, Woodbury, N.Y.; Terry McGuirk, Turner Broadcasting, Atlanta; William Eric Ray, Raycom, Charlotte, N.C.

12:30-2 p.m. □ Luncheon, Convention Center Ballroom; *Host:* Rick Reeves, WCPO(TV) Cincinnati and NATPE 2nd vice chairman; *Speaker:* Ted Turner, Turner Broadcasting, Atlanta.

2 p.m. □ Distributor's meeting.

2:30 p.m. □ Business meeting.

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All American Television 462
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All Communications International Inc. 373

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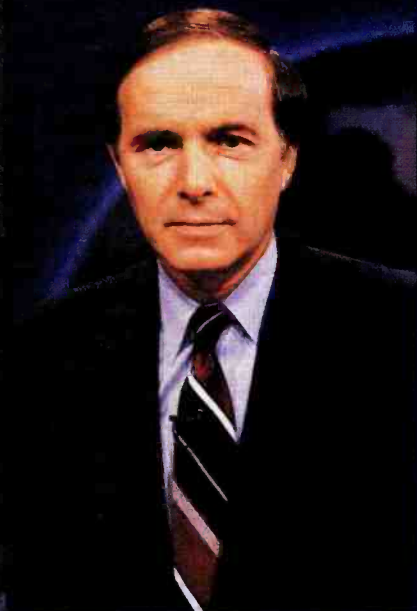
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ARP Films Inc. 373
342 Madison Ave., #714, New York

Staff: Claude Hill; Anne Cody. **Programs**: *The Russian Circus; *Kids Like Us; Star Blazers; Strange Paradise; Rocket Robinhood.

ASI Market Research Inc. 636
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Staff: Paul Lenburg; Loren Steck; Ellen Ryan; Tracey Gayle; Robert O'Brien. **Service**: Market research.

Associated Production Music 1087
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Banff Television Festival 913
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Staff: Carrie Hunter.

Barton Printz Productions Ltd./ Mountain Entertainment 1075
210-267 W. Esplanade, #201, North Vancouver, BC, Canada V7M 1A5/
3700 Russell, #118, Missoula, Mont. 59801

Staff: Lee Barton; Phillip Printz; Dan Hallygan; Susan Piela; Laurier LaPierre; Diane Lund. **Program**: *Beyond the Line. **Service**: *Mountain Entertainment syndication services.

Baruch Television Group 771
7777 Leesburg Pike, #302N, Falls Church, Va. 22043

Baseline II Inc. 1083
3929 Wilshire Blvd., #100, Beverly Hills, Calif. 90211

Staff: Jim Monaco; Linda Brown; Tim Ney. **Service**: On-line information service.

Bavaria Film 905
Bavariafilmplatz7, 8022 Geiselgasteig, W. Germany

B.C. Film 913
1200 1185 W. Georgia St., Vancouver, B.C., Canada, V6E 4E6

Staff: Wayne Sterloff.

Beckmann Communications Ltd. 1100

Biznet/U.S. Chamber of Commerce 833
1615 H St., N.W., Washington 20062

Staff: Robert Adams; Meryl Comer; Carl Grant; Andrea Kosek; Milt Mitter; Frank Allen Philpot; Vanessa Potts; Mercedes Sandoval. **Programs**: It's Your Business; *First Business; Ask Washington.

Blair Entertainment 141
1290 Ave. of the Americas, New York 10104

Staff: Alan Berkowitz; Michael Weiser; Howard Levy; Ken DuBow; Ron Geagan; Clare Simpson; Cathy Sulmasy; Christine LaFroschia; John Buckholtz; Evelyn Chigrinsky; Randi Alderman; Karol Pozniak. **Programs**: *Reunion; Hall of Fame Collection; Divorce Court; Interactive Vignettes; Sports Vignettes; Michelob Presents Night Music; Dracula; The World's Greatest Stunts; Goldeneye; Fashion Report—Swimsuit Edition; Impact I; Death Valley Days.

Blair Television 1013
1290 Ave. of the Americas, 7th floor, New York 10104

Staff: Timothy McAuliff; James Kelly; William Breda Jr.; Floyd Geline; William Murphy; David Herman; Leo MacCourtney; John Poor Jr.; Mayer Levinton; John Rohr; Garnett Losak; Teri Luke. **Services**: *Ask Blair programming information data bank.

Bob McGuire Video 819

Boom Television Ltd. 141A

BPME L6

Brite Voice Systems Inc. 719
555 N. Woodlawn, #1-209, Wichita, Kan. 67208

Broadcast Management Plus 155
1451 California, Palo Alto, Calif. 94304

Broadcast Yellow Pages 140A

Broadstar Television Corp. 268
6464 Sunset Blvd., #1130, Penthouse, Hollywood, Calif. 90028

Staff: Tom Broadbridge; June Hatch; Jim Katz; Andrea Cummis; Don Stotter. **Programs**: Father's Day; Wishful Thinking; Australian Dream; Danger Freaks; Jenny Kissed Me; Relatives; The 13th Floor; Innocent Prey; Twenty Years After; Entertainment Time-Out; Silent Network; Wizard; The Liars Club-Old Series.

Brockway Television Corp. 149
10 Hub Dr., Melville, N.Y. 11747

Buena Vista Television 391
500 South Buena Vista St., Burbank, Calif. 91521

Staff: Robert Jacquemin; Mark Zoradi; Mort Marcus; Rick Jacobson; Carole Black; Sal Sardo; Catherine Schulte; Michael Mellon; Jim Packer; John Rouse; Lisa Gambo; Janice Marinelli-Mazza; Doug Martz; John Bryan; David McLeod; Lloyd Komesar; Jamie Bennett; Mary Kellogg-Joslyn; David Simon; Bruno Cohen. **International**: Etienne De Villiers; Edward Borgerding; Travis Wynne; Orest Olijnyk. **Programs**: *Off-network series*: Golden Girls. *Magazine/talk*: Live with Regis & Kathie Lee. *Animated*: Double-0 Duck; Tale Spin; The Gummie Bears; Chip 'n' Dale's Rescue Rangers; Ducktales. *Series*: The Challengers; Win, Lose or Draw; Siskel & Ebert; Wonderful World of Disney. *Features/packages*: Disney Magic I, II; Disney Treasure I.

C.B. Distribution 252
141 El Camino Dr., #110, Beverly Hills, Calif. 90212

Staff: Bob Wright; JoAnne Leighton; Steve Schott. **Programs**: Carol Burnett and Friends.

Camelot Entertainment Sales 963
1700 Broadway, 34th floor, New York

Staff: Steven Hirsch; Michael Auerbach; Patty Cohen; Cynthia Irving; Robin King; Jay Leon. **Programs**: *Game shows*: Wheel of Fortune; Jeopardy!; *Monopoly; Win, Lose or Draw; The Challengers. *Magazine/talk*: Oprah Winfrey; Inside Edition; *Only Yesterday; Siskel & Ebert; Live with Regis & Kathie Lee. *Entertainment/variety*: It's Showtime at the Apollo. *Features/packages*: Disney Magic I & Magic II. *Animated*: DuckTales; Chip 'N Dale's Rescue Rangers; Gummi Bears; Tale Spin; Muppet Babies. *Specials*: Oprah Winfrey Specials; Siskel & Ebert Christmas Special; Siskel & Ebert Academy Award Special; Siskel & Ebert Special; Walt Disney World July 4th Special; Live Event Specials. *Unwired network*: Camelot-Corinthian unwired network.

Cassandra Enterprises Inc. of N.Y. 914
CBS Broadcast International 262
51 W. 52nd St., New York 10019

Staff: *Affiliate relations*: Tony Malara; Scott Michels; David Olmsted; Dick Goldstein; Rich Schoenholtz.

Centrauro Video Films 141A

Central Television Enterprises 553
Hesketh House, 43-45, Portman Sq., London, England W1H 9FG

Staff: Bill Allan; Philip Jones; Anthony Utley; Ted Childs; Andy Allan; Bob Caruthers; Steve Clayton; Peter Gardner; Kevin Morrison; Clare Alter. **Programs**: *Documentaries*: Scandal; Song of the Forrest. *Children's*: Byker Grove; Grim Tales. *Drama*: The Free Frenchman; The Woman in Black. *Light entertainment*: About Face; Spitting Image Special.

Channel One Ltd. 473
Production Plaza, Sewickley, Pa. 15143

Cinar Films 913
1207 Rue St. Andre, Montreal, Quebec, Canada H2L 3S8

Staff: Ronald Weinberg; Micheline Char-

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est; William Litwack.

Cine Groupe J.P. Inc. 913
1151, Rue Alexandre-DeSeve, Montreal,
Quebec, Canada H2L 2T7

Staff: Jacques Pettigrew.

Claster Television Inc. 370
9630 Deereco Rd., Timonium, Md. 21093

Staff: John Claster; Sally Claster; Janice Carter; Terri Akman; Jeffrey Hughes; Peggy Powell; Dana Feldman. **Programs:** *Animated:* Jim Henson's Muppet Babies; G.I. Joe; G.I. Joe—mini-series; C.O.P.S.; Maxie's World. *Children:* Romper Room.

Colombian Government Trade Bureau 141A

Columbia Pictures TV 341
3400 Riverside Dr., Studio Plaza,
Burbank, Calif. 91505

Staff: Gary Lieberthal; Barry Thurston; Michael Zucker; David Mumford; Doug Roth; Leslie Tobin; Lon Feldman; Francine Beougher; Terry Mackin; Joe Kissack; William L. Clark; Elise Keen; Eric Marx; Alan Daniels; Julie Fields; Jill Smith; Gary Lico; Herb Weiss; John Rohrs Jr.; Stuart Walker; Susan Grant; Brian Fleming. **Programs:** *Off-network:* Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Different Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; Maude; One Day at a Time; Punky Brewster; Sanford and Son; Silver Spoons; Soap; Square Pegs; That's My Mama; The Three Stooges; 227; Who's the Boss?.

Features: Columbia Classics (34 titles); Columbia Gems I (214), II (22); Columbia Night at the Movies; Columbia Showcase I (22); Embassy II (20), III (20); Entertainer of the Year (15); Prime 4 (3); TV 20 (20); TVM One (19); Volume I (28), IV (15), V (26), VI (21).

Compania de Informaciones Audio Visuales 141A

Consultores Latino Americanos Asociados 141a

Conus Communications 184

3415 University Ave., Minneapolis 55414

Staff: Charles Dutcher III; Stephen Blum; Hewitt West III; Tom Mart; Tom Becherer; Anita Klever; Scott Goodfellow. **Programs:** All News Channel; News Briefs; Conus Satellite News Cooperative; Allergy Alert/Fish & Game Report; Wall St. Journal TV News Service.

Coral Pictures Corp. 870

6850 Coral Way, #404, Miami 33155

Staff: Marcel Granier; Luis Guillermo Gonzalez; Jose Manuel Pagani; Manolo Vidal; Ricardo Panneflek; Debbie Loucel; Susana Lopez; Juan Pablo Fernandez. **Programs:** *TV novels:* La Pasion de Teresa; Amanda Sabater; Rubi; Abigail; Alma Mia; Senora; Mi Amada Beatriz; Primavera; Selva Maria; La Dame de Rosa; Roberta; La Intrusa; Atrévete; Cristal; Topacio; Leonela. *Mini-series:* Pobre negro; Broigada Especial; La Muchacha del Circo; Diamantes de la Muerte.

Cycle Sat Inc. 648
119 Willowgen Dr., Forest City, Iowa
50436

Devillier-Donagan Enterprises 755
1608 New Hampshire Ave., Washington

DLT Entertainment Ltd. 381
31 W. 56th St., New York 10019

Staff: Donald Taffner; John Fitzgerald; Rick Levy; Robert Peyton; Merritt Sticker; Bob Kennedy; Donald Taffner Jr.; David Bulhack; Genevieve Piturro; Ami Hope-Witt; Mike Fahn. **Programs:** *Animated:* Count Duckula; Dangermouse; Animated Family Classics. *Game shows:* Talkabout; 5-4-3-2-Run. *Comedy:* The Benny Hill Show; Thames Comedy Originals. *Documentaries:* Hollywood; The World at War; Destination America. *Off-network series:* Check It Out; Three's Company; Too Close for Comfort; The Ropers; Three's a Crowd. *Specials:* The Benny Hill Specials I, II, III; The Crazy World of Benny Hill. **Features/packages:** Mystery Wheel of Adventure.

Dynocomm Sports 337

27285 Las Ramblas, #130,
Mission Viejo, Calif. 92691

Earth Communications Office L8

Ebony/Jet Showcase 1004

820 South Michigan Ave., Chicago 60605

Electra Pictures Inc. 970

3 Dallas Comm. Complex, LB91, Irving,
Tex. 75039-3510

Staff: David King; Leellen Childers; Amy Rojas; Richard King IV. **Programs:** *Children:* Peppermint Place. *Series:* *Sports Training Camp; On the Beam. *Specials:* *Ornette Coleman; Made in America; *To Russia with Music; The All American Cowboy; B.B. King; Live at Nick's; *The Carnegie Hall Blues Tribute; Liz Carpenter and the Good Ol' Boys; Joe Ely; Live from Texas; Tony Campise and Friends; Vaquero: The Forgotten Cowboy.

Ralph C. Ellis Enterprises Ltd. 913

1231 Yonge St., #201, Toronto, Ontario,
M4T 2T8 Canada

Staff: Cathy Ellis, William Barron. **Programs:** *Well Now!; *Wild Guess; *Man of the Wilderness; *Spirit of the Wilderness.

ESPN International. 265

605 Third Ave., 8th floor, New York
10016

Staff: Andrew Brilliant; Mark Reilly; Richard Stone; Charles Moseley. **Service:** ESPN International satellite-delivered program service. **Programs:** *Tour of the Americas; *Davis Cup and Other World Team Tennis; *Surfing Championships.

Excel Telemedia International Corp. 263

745 Fifth Ave., #1516, New York 10151-
0077

Staff: Ken Israel; Joan Israel; Allen Hart. **Programs:** *Domestic:* *Captain O'Hara; *Danger, Death Ray; *Evil Eye; *Stigma; *Venus Meets the Son of Hercules. **Features/packages:** All Family I (7 titles); Activation I (9); Grippers (6); Excel Packages I, II, III, IV. *Specials:* *Perils of Problemina; On Wings of Fire. *Series:* The Leonard Rosen Show; Pathfinders. *Specials:* American Campus Tour; Music Moods. *Documentaries:* The Louvre; Scotland Yard; The Kremlin; Forbidden City; The Incas Remembered; Truth about Com-

munist (narrated by Ronald Reagan). *Holiday specials:* The Amazing Mr. Blunden; Follow That Rainbow.

International: Amateur Night; Angry Joe Bass; Bonnie's Kids; Bye, See You Monday; Chance; Cody; Duncan's World; Knocking at Heaven's Door; Perilous Journey; The Raggicker.

Explosive Promotions Inc. 1131A
4801 S. University Dr., Ft. Lauderdale,
Fla. 33328

FilmLife Inc./Fortress Film Depository 718

The Film/Video Hospital, Moonachie
Rd., Moonachie, N.J. 07074

Staff: Marvin Bernard; Sheila Bernard; Milton Miller; John Natali. **Services:** Rejuvenation and preservation of films, before and after videotape transfer.

Filmoption Internationale Inc. 913

4060 Rue Ste-Catherine West, Bureau
315, Montreal, Quebec, Canada

Staff: Lizanne Rouillard. **Programs:** *Children:* *Hairy and Furry; *B.B. and Jennifer; *Moon Glow. *Wildlife:* *The Little Zoo; *The Paradoxes of the Emperors; *An Oasis in the Ice. *Documentaries:* *Techno Clip 1989; *It's a Colourful World; *Villa El Salvador: A Desert Dream; *The Flying Farmer.

Filmworld Television Inc. 336

685 Fifth Ave., New York 10022

Staff: Deborah Dave; Beverly Partridge; Harold Warren. **Programs:** Feature films (more than 200 titles); Dimension I & II (25); Family Entertainment I & II (30); Shock Theatre I & II (15); *Classic Collection I (100).

Fishing the West Inc. 136

5484 S.E. International Way, Milwau-
kie, Ore. 97222

Staff: Lana Coon; Charles Goodloe; Tami Goodloe. **Program:** Fishing the West.

Fox/Lorber Associates Inc. 1072

432 Park Ave. South, #705, New York

Staff: *Domestic:* David Fox; Robert Miller; Patrick McDarrah; Paul Greiffinger. *International:* Richard Lorber; Rena Ronson; David Linde; Denis Gutman. **Programs:** *Domestic series:* *Driver's Seat; Michelob Presents Night Music; The Dr. Fad Show. *Specials:* Overboard; King...Montgomery to Memphis; The Elvis Collection. *International:* *Cinema Brasil; *Empty Beach; *Cassidy; *Best Film & Video Catalog; *Through the Wire; *KIDS-TV; *The Discovery Program; *The Fox/Lorber Feature Packages; *The Search for the World's Most Secret Animals; *Storybook World; Time/Life Series; The Bluffers; Romance Theatre; Sports Bloopers Package; Tell Me Why.

Fremantle International Inc. 1023

660 Madison Ave., New York 10021

Staff: Paul Talbot; David Champaloup; Julie Zulueta-Corbo; Josh Braun; Sarah Sessions; Tony Gruner. **Programs:** *The Galloping Gourmet; *Baywatch; *Kenny, Dolly and Willie; *Divorce Court; *Sammy Davis Jr.; *Cosby Salutes Alvin Ailey; *Frederick Forsyth's Theatre of Espionage; *Travel & Adventure; *The Running, Jumping, Swimming, Flying Animal



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Show; *Richard Hack: *The Hollywood Chef; *Phenomena; TV 101; People Magazine on TV; Mrs. World '89; Swimsuit '89. **Movies:** The Happy Circus; Vanishing Act; Stillwatch; The Last Days of Frank and Jesse James. **Series:** The Campbells; The Adventures of Black Beauty; Fugitive Samurai; Candid Camera. **Specials:** The Magic of David Copperfield; Las Vegas 75th Anniversary; Rolling Stone Magazine's 20 Years of Rock n' Roll; Tony Awards; Kennedy Center Honors; Christmas In Washington; Candid Camera. **Drama:** Loving. **Children:** Curious George; The Berenstain Bears. **Game shows:** The Price Is Right; The Dating Game; The Newlywed Game; Family Feud; Blockbusters; \$25,000 Pyramid; Let's Make A Deal; Strike It Rich; Quandaries; Every Second Counts.

Fries Distribution Co. 163
6922 Hollywood Blvd., Hollywood, Calif. 90028

Staff: Charles Fries; Ave Butensky; Peter Schmid; Don Golden; Tim Newman; Mike Murashko; Larry Friedrichs; Tony Lytle; Paula Fierman; Lou Wexner; Ava Ostern Fries. **Programs:** Fries Frame 5; Fires Dynamite; The Mark Twain Collection; *Taggart; *Crime Time; *Mosquito Lake.

GE American Communications Inc. 264

4 Research Way, Princeton, N.J. 08540
Staff: W. Neil Bauer; Andreas Georghiou; Robert Krzyzkowski; John McGrath; Susan Bennett. **Services:** Satellite service provider.

The Gene Davis Group 1022

Genesis Entertainment 186
30501 Agoura Rd., #200, Agoura Hills, Calif. 91301

GGP/GGP Sports 881
400 Tamal Plaza, Corte Madera, Calif. 94925

Staff: Robert Horowitz; Henry Schneidman; Leslie Lombre; Anna Owens; Hillary Mandel; Chris Weis; David Peterson; Michelle Smith. **Programs:** John Madden's Super Bowl Special & NFL Pre-Season Special; World Cup Skiing; *Albertville '92 & Barcelona '92—Pre-Olympic Programming; *Death By Gun—A Time Television Special; *GGP Ski Magazine.

Global News Services 138A

Global Vision Group Inc. 474
550 Biltmore Way, 9th floor, Coral Gables, Fla. 33134

Staff: Cesar Diaz.

Globo TV Network-Brazil 873
909 Third Ave., 21st floor, New York 10022

Granada Television Int'l. 437
400 Madison Ave., #1511, New York 10017

Staff: David Plowright; Andrew Quinn; Vivien Wallace; Steve Morrison; Sally Head; Jules Burns; Dennis Flach; Rod Caird; David Liddiment; Leila Maw; James Butterworth; Greg Roselli; Mark Young; Stephanie Neville; Fiona Keaney. **Programs:** *Capstick's Law; *El C.I.D.; *Pasternak; *Countdown to War; *Split Ends. **Mini-series:** The Real Charlotte; Small World; A Tale of Two Cities. **Dra-**

ma: All For Love; Bulman; Cribb; Coronation Street; A Family at War; Shades of Darkness. **Features/packages:** Every Breath You Take; The Magic Toyshop; Staying On; A Wreath of Roses. **Documentaries:** Afghanistan; Borderlines; Disappearing World; Hypotheticals; Inside the Brotherhood; Lord of the Golden Triangle; Lost Children of the Empire; What Will Survive of Us Is Love; World in Action.

Variety/music: The Amazing Adventures of Christopher Gable; The Long Way Home; Man and Music; Masterclasses at Aldeburgh; Tanita Tikaram. **Comedy:** Surgical Spirit; Watching. **Children/family:** Allsorts; Bubbles; Children's Ward; Forever Young; Ghost Story; How to Be Cool; Josie Smith; Story World. **Education:** Environments: Fresh Water; Information Technology.

The Great Entertainment Co. 142A
2170 Broadway, #2275, New York 10024

Staff: Nancy Dixon-Welch; John Welch; Scot Herd; Bill Behrens; Bobbie Marcus. **Programs:** Bayliner's Water Sports World.

Group W Productions 441

One Lakeside Plaza, 3801 Barham Blvd., Los Angeles 90068

Staff: Derk Zimmerman; Sam Cue; Meryl Marshall; Owen Simon; Kim Schlotman; David Jacquemin; Donald Spagnolia; Mary Fisher; Linda Magee; Barry Stoddard; Lee Salas; Dan Cosgrove; Richard Sheingold; Peter Gimber; Glen Burnside; Steve Parker; Elizabeth Koman; Rhonda Schulik; Brock Kruzic; Patricia Brown; Tim Noonan; Jeff Hoops; Tim Lavender.

Programs: Magazine/talk/reality: House Party with Steve Doocy; Missing/Reward; On Scene: Emergency Response; Home Again with Bob Vila. **Animated:** Teenage Mutant Ninja Turtles. **Specials:** Desperate Passage; There Really Is a Santa Claus.

Group W TV Sales 441

90 Park Ave., New York 10016

Staff: Tom Goodgame; Ed Goldman; Dave Pleger; Deb Zeyen; Tony De Thomas; Leslie Levy; David Lulich; Bob Gore; Beth Sosin; Steve Hoffman; Emilia Giammarella; Catharine Van Mater; Tim Marshall. Chico Kurzawski; Alan Buckman; Gregg Cooke; Joel Segall; Nick Langone; Jeff Osborne. **Programs:** Magazine/talk: PM/Evening Magazine. **Other:** Time to Care; For Kids' Sake; *Thanks to Teachers; *Kids Under the Influence; *Group W Sports Marketing; Premiere Announcement Network.

Group W/Westinghouse Broadcasting International 441

3801 Barham Blvd., Los Angeles 90068

Staff: Catherine Malatesta. **Programs:** **Movies:** Mafia Princess; Fatal Judgment; Lost in London. **Health specials:** The Diet Dilemma; Conquering Pain; One Nation Under Stress; Critical Minutes; Ageless America; The Fighting Edge; Mysteries of the Mind; The Hidden Addict. **Series:** Missing/Reward; Couch Potatoes; Hour Magazine; The Wil Shriner Show. **Shakespeare plays:** The Tragedy of Antony and Cleopatra; The Tragedy of King Richard III; The Taming of the Shrew; The Trage-

dy of Macbeth; The Merry Wives of Windsor; The Tragedy of King Lear; The Tempest; The Tragedy of Othello, the Moor of Venice. **Animation:** Teenage Mutant Ninja Turtles; Teenage Mutant Hero Turtles.

Holiday specials: There Really Is a Santa Claus. **Public Affairs:** Desperate Passage. **Children's:** Kid-A-Littles; Mr. Moon's Magic Circus; Gepetto's Workshop; The Comic Book Kids; Memories of a Fairy Godmother; Fantasy Theatre; The Little Kid's Dynamite All Star Band; Merlin's Cave; The Casebook of Charlotte Holmes; Super Grand Prix; The Adventures of Pinocchio; Great Moments in History; Heavenly Days; The Music Shoppe; Dr. Yesterday's Old Time News; The Magic Star Traveler; The Good Book; Betsy Lee's Ghost Town Jamboree; Slapstick Studio.

Music special: America's Music. **Services:** The Newsfeed Network; The Entertainment Report; PM Magazine/This Evening. **Travel:** Rendezvous/Takin' Off. **Sports:** Blood Sweat & Tears; Go Fish Australia.

GTG Marketing 1123

150 East 52nd St., 19th floor, New York 10022

Staff: Bob Jacobs; Fred Petrosino; Bette Alofsin; Brian Davidson; Rick Weidner; Marc Berman; Deidra Pierce; Mary Carroll. **Programs:** Just Between Us; USA Today on TV; *Love Thy Neighbor; *Celebrity Update!.

Guber-Peters Television 741

1990 S. Bundy Dr., PH, Los Angeles 90025

Staff: Peter Guber; Jeff Wald; Richard Dalbeck; Bob Cook; Howard Mendelson; Lee Rudnick; John Weiser; Rachel Wells; Deborah Parisi; Olivia Ayala; Mary Jester; Scott Sternberg; Mark Hufnail. **Programs:** *The Quiz Kids Challenge; *New Music Report; Kenny Rogers—Classic Weekend I; Classic Weekend II, and Kenny, Dollie & Willie—Something Inside So Strong.

Home Shopping Network 1111

12000 25th Court North, P.O. Box 9090, Coldwater, Fla. 34618-9090

HRP Inc. 675

805 Third Ave., New York 10022

I.A. Entertainment 336

Icelandic Films Ltd. 912

IDDD 278

124 Rue de la Boetie, Paris, France 75008

Independent Entertainment Group 330

8730 Sunset Blvd., Los Angeles 90069

Staff: Dennis Sylvester. **Programs:** *La Toya Jackson: A Sizzling Spectacular; *Wayne Newton, Live in Concert; *Rock & Roll Revival; *Metalhead Video Magazine; *Impact Videos; *Slammin'—The Rap Video Magazine; *Gorgon Video Magazine; *Wild World of Stunts; *Action Makers; *Sports Styles; *Girls, Girls, Girls on Location in Paradise; *The Great American Centerfold Search; *Summer Games; *Wet Water T's & Beverly Hills Knockouts; *Comedy's Dirtiest Dozen; *Heavyweights of Comedy.

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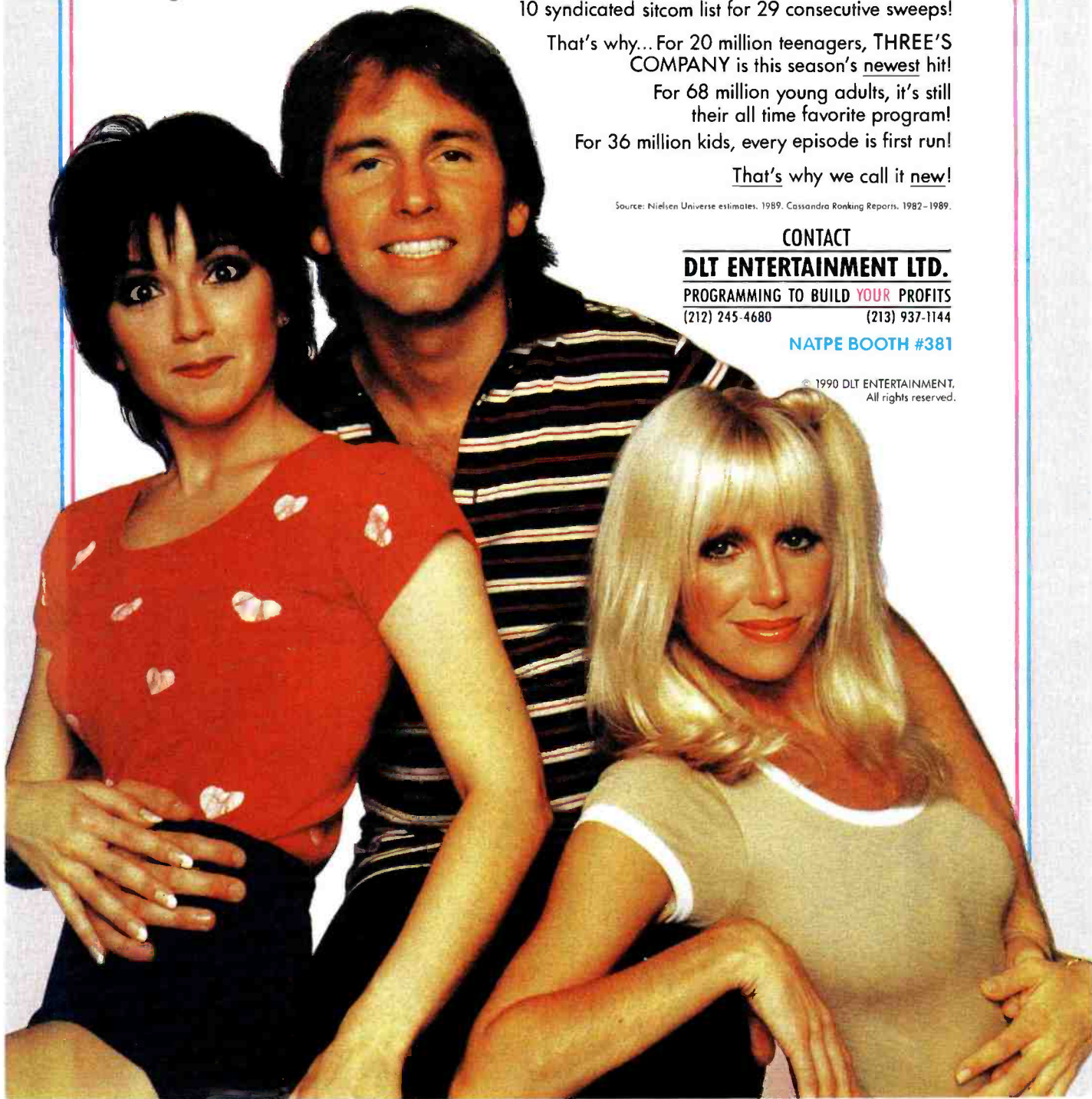
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Independent Network Inc. 1108
1115 Olympic Blvd., #1100, Los Angeles
91401

Info-Edge Corp./Hot Net 1141A
111 Elm St., New Canaan, Conn. 06840

Staff: Duane Loftus; Peter Yaman; John Krubski; Glen Hagen; Helen Marshall.
Program: *Hot-Net Information Network.

International Broadcast Systems Ltd. 1040
100 Crescent Court, 16th floor, Dallas
75201

Staff: Earl Jones Jr.; Armando Nunez Jr.; Ken Lameiras; Leslie Levine; Jorge Serrano; Cristian Vergara; Ron Alexander; Mirjana Bulek; Lisa Hryniewicz; Dan Springer; Stephen Williams; Joanne Jones; Alison Lightbourn. **Programs:** *Features:* Hot Shot; Perfect Profile; The Legend of Cougar Canyon; The Grizzly and the Treasure; Dr. Otto and the Riddle of the Gloom Beam; Captain Power and the Soldiers of the Future. *Sports:* NBA Basketball; Texas Championship Rodeo. *Music:* Hit Video USA; The Magic of Music. *Children's:* Barbie and the Rock Stars; Lady Lovelylocks; Popples. *Series:* Captain Power and the Soldiers of the Future; Camp Wilderness. *Other:* Hey Vern, It's My Family Album; That French Show; Kung Fu Features.

International TV Enterprises Ltd. 553
420 Lexington Ave., New York 10017

International Tele-Films Enterprises 913
47 Densley Ave., Toronto, Ontario,
Canada M6M 5A8

Staff: Murray L. Sweigman; Stuart Grant.

Ironstar Communications Inc. 913
65 Heward Ave., #107, Toronto, Ontario,
M4M 2T5 Canada

Staff: Derek McGillivray. **Programs:** Comedy Mill; You Can't Do That on Television; Everyday Workout; *The Island; *Life After Hockey; *Sea Ice & Wooden Boats.

ITC Entertainment 562
12711 Ventura Blvd., Studio City, Calif.
91604

ITEL 553
420 Lexington Ave., New York 10017

Staff: Andrew Macbean; Frank Miller; Dana Ardi; Angus Fletcher; Paul Sowerbutts; Julie Van Duser; Joe Kennedy; Fiona Eldridge.

Ivanhoe Communications 909
401 S. Rosalind Ave., #100, Orlando,
Fla. 32801

Staff: Marjorie Bekaert Thomas; Bette BonFleur; John Cherry. **Programs:** Your Family's Health Connection. *Specials:* Wellness in the Workplace; Dying to be Heard—Is Anybody Listening?; Kids Out of Control; Alcohol and the Family—Breaking the Chain; No More Secrets—Child Sexual Abuse in America; America's Healthcare Dilemma—Who Pays?; When the Blues Won't Go Away—Women and Depression; Pressure Cooked Kids—On a Collision Course with the Future; 9 to 5 High—Substance Abuse in the Workplace; More than Child's Play; Kids, Parents and Sports; Unmasking Depression.

JM Entertainment 863
133 East 58th St., 804, New York 10022

Staff: Jerry Molfese; Brian Molfese; Lydia Cuniff; Christina Ortiz; Stephanie Beatty; Dain Fritz; Brian Wynn; Ron Castelli. **Programs:** *Red Hot & Cool; *Baby Boomers, *Dancin' on Air. *Specials:* *Story of a People; *A Laugh, a Tear; Frankie Avalon Presents; *Making It in Hollywood; Bear-witness News Back to School; Great Bear Scare; The Bear Who Slept Through Christmas. *Specials:* *Tukiki and His Search for a Merry Christmas; *The Little Brown Burro; *The New Misadventures of Ichabod Crane; *Gettysburg "The Final Fury." *Sports specials:* Indy Challenge; Jockey; Thunder at the Wheel.

Johnson Publishing Co./Ebony/ Jet Showcase 1004
820 S. Michigan Ave., Chicago 60605

Staff: Linda Johnson Rice; Ozzie Bruno; Lilian Cartwright; Taylor Fuller; Deborah Crable; Darryl Dennard; Colleen Applewhite; Ava Odom. **Programs:** Ebony/Jet Showcase; Great Moments in Black History.

Katz Communications Inc. 541
One Dag Hammarskjold Plaza, New
York 10017

Staff: Pete Goulazian; John von Soosten; Bill Carroll; Mitchell Praver; Ruth Lee; Bill Hall; Joyce Rodriguez; Paul Arnzen; Dick Weinstein; Jim Belyonias; Tom Olson; Marty Ozer; Ibra Morales; Jack Higgins; Jay Friesel; Lucille Luongo; Rob Rosenthal; Lisa Dampf. **Service:** Katz Television programming conference center.

Keystone Communications LP 1175
303 East South Temple, Salt Lake City
84111-1226

Staff: Bruce Hough; Baline Colton; Irene Escardo; Paula Mannings; John Kessler. **Programs:** Satellite programming distribution.

King Features Entertainment 563
235 East 45th St., New York 10017

Staff: Bruce Paisner; William Miller; Samuel Gang; Leonard Soglio; Donald Barra-bee; Steve Weiser; Michael Doury; Melissa Wohl; Stacey Valenza; Laurie Tritini. **Programs:** *Domestic: Package:* *Great Expectations. *Movies:* *Performers IV; The Performers I, II, Marquee. *Animated:* Original Popeye; All New Popeye; Animated Flash Gordon; Dinky Dog; Beatles; Cool McCool; Trilogy. *Live action:* Original Blondie; Original Flash Gordon; Perspectives on Greatness. *Other:* TV Time Capsules; Hearst Reports; King Features Creatures.

International: Films, mini-series: The King Features; Prince Valiant. *Animated:* Original Popeye; All New Popeye; Popeye and Son; Animated Flash Gordon; Defenders of the Earth; G-Force; Adventures of the Galaxy Rangers; Popeye and Friends; Beatles; Cool McCool; Trilogy; Animated Specials; King Video Comics. *Live action:* Original Blondie; Original Flash Gordon; Perspectives on Greatness. *Other:* TV Time Capsules; Hearst Reports; King Features Creatures.

King World 951
1700 Broadway, 35th floor, New York
10019

Staff: Roger King; Stephen Palley; Jeffrey Epstein; Fred Cohen; Jeffrey Grant; Av Westin; Jonathan Birkhahn; Allyson Kossow; Dennis Franklin; Betsy Green; Diana King; Leonard Spilka; Moira Dunlevy; Patsy Bundy; Michael King; Sid Cohen; Erni DiMassa; Ed Gish; Lee Leddy; Diran Demirjian; Stu Stringfellow; Gary Grandolph; Lee Kiersted; Jim Farah; An-nelle Johnson.

Programs: *Only Yesterday; *Monopoly; Inside Edition; Wheel of Fortune; Jeopardy!; The Oprah Winfrey Show; The Little Rascals; Guns of Will Sonnett; Branded; Topper; Mr. Food. *Features/packages:* Spotlight Ten; The Epics; Pop-corn Theatre; Classic Detectives.

Koch-Silberberg Communications 362
1650 Broadway, #510, New York 10019

Staff: Leonard Koch; Lori Koch. **Programs:** Koch Movie Package (4 titles); Bill Flemming's College Football Previews; Bill Flemming's College Basketball previews; The Woman Who Willed a Miracle; Sports Challenge. **Service:** Tintoretto colorization process.

Larry Harmon Pictures 275
650 N. Bronson Ave., #303,
Los Angeles 90004

LBS Communications Inc. 241
875 Third Ave., New York 10022

Staff: Henry Siegel; John Storrier; Phil Howort; Paul Siegel; Ira Bernstein; Tony Intelisano; Rand Stoll; John Mansfield; Louise Perillo; Lou Israel; Joanne De-Ricco; Bill Smither. **Programs:** *First-run series:* *Family Feud; *TV Personals; *Classic Rock; Memories—Then and Now. *Children:* Police Academy; The Series; The Real Ghostbusters; *The New Adventures of He-Man; Heathcliff; Mask; Inspector Gadget. *Specials:* Medal of Honor; True Stories of America's Greatest War Heroes; *Beyond Valor; Test Series. *Features/packages:* *LBS World Premiere Movies; *It Nearly Wasn't Christmas; Hope Diamonds. *Off-network series:* What's Happening!; Crazy Like a Fox; Hardcastle & McCormick; Gidget; LBS Classics.

International: Staff: Henry Siegel; Phil Howort. **Programs:** *Movies:* Bonanza; The Next Generation; Horror Trilogy; Vietnam War Story. *Series:* *Treasures; *Runway Club; Hit Squad; You Can't Take It with You; *Crimes of the Century. *Serial drama:* *Another World; *As the World Turns; *Edge of Night; *Guiding Light; *Search for Tomorrow; *Texas; *The Catlins. *Specials:* Medal of Honor; True Stories of America's Greatest War Heroes; *The Search for Haunted Hollywood; *Crimebeat; Exploring Psychic Powers; The Hunt for Stolen War Treasures; Mysteries of the Pyramids; UFO Cover-Up?; Manhunt; *Manhunt: Update!; *Miss Hollywood Talent Search; *Grand Slam; *International Swimsuit Edition; One Day in America. *Children's:* Powermasters: The Movie; Heathcliff: The Movie; Care Bears Family; A Child's Christmas in Wales; *Christmas Messenger; *The Little Mermaid; *The Happy Prince; *The Selfish Giant; *The Remarkable Rocket; The Story of Rock 'N' Roll; Music Machine. *Docu-*

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Les Productions Z.E.D. 913
206 Ouest, Rue St. Paul, #300, Montreal, Quebec, Canada H2Y 1Z9

Staff: Michel Zgarka; Fernand Beland; Patrick Chassin.

London Television Services 907

Louisiana Association of Convention and Visitors Bureaus L7

LWT International 941
500 Fifth Ave., #1710, New York 10110

Staff: Sydney Perry; Suzanne Hayes; Melissa Green; Carol Lawhon; Celeste Champagne. **Programs:** *Documentaries*: Brave New Wilderness; Climate and Man; Clive James; Evil; Prince Charles at 40. *Specials*: An Audience with Victoria Wood; The Dame Edna Experience; The Dame Edna Experience II; An Audience with Dame Edna Everage; One More Audience with Dame Edna; The Trouble with Joan Collins; The Trouble with Michael Caine. *Comedy*: Square Deal; Hale and Pace; The Management; First Exposure; The Two of Us; Hot Metal. *Drama*: Bust; The Charmer; Forever Green; Poirot; Piece of Cake; Scoop; Startrap; Stolen; Upstairs, Downstairs; Upstairs, Downstairs Lost Episodes; Wish Me Luck.

M&M Syndications Inc. 932
1000 Laurel Oak Corp. Center, #108, Haddonfield-Berlin Rd., Voorhees, N.J.

Staff: Michelle Pruyn; Gary Robins; Tom McHenry; Suzanne Lyons; Bill Behanna; Jon Reed; Leah Casarina. **Programs:** Studio Sounds; Sports Quest; Studio Scenes; Boxing Illustrated; The Country Record Guide.

M.A. Kempner Inc. 336
2151 W. Hillsboro Blvd., #110, Deerfield Beach, Fla. 33442

Staff: Marvin Kempner; Glenn Seger. **Programs:** Escape 600; Telephone Poll; TV Powww.

Major League Baseball Productions 973
1212 Ave. of the Americas, New York

Staff: Joseph Podesta; Terry Kassel; Geoff Belinfante; Michael Teicher; Hilary Blinken; Peggy White; Michael Kostel. **Programs:** This Week in Baseball; Baseball 1990—A Look Ahead; Sports Newsatellite; Weekend Baseball Wrap-up; All-Star Special.

M.C. Stuart and Associates 336

MCA TV International 291
100 Universal City Plaza, 500-8, Univer-

sal City, Calif. 91608

Staff: Colin Davis; Peter Hughes; Ron Suter; Reha Salomon; Wanderley Fucciolo; Edenir Amadio. **Programs:** *Nasty Boys; *The Outsiders; *Major Dad; Coach; *New Mystery Movies (addition of *Kojak and *Christine Cromwell).

Medallion TV Enterprises 619
8831 Sunset Blvd., #100, West Hollywood, Calif. 90069

Staff: John Ettlinger; Greta Ettlinger; Shanna Gray; Jim Stern; Dennis Livson; Bill Gilbert; Eric Conrad; Jorge Rossi; Bob McKay. **Programs:** Phantom of the Opera; Communion; Elm St.: The Making of a Nightmare; The Gladiators of Hollywood. *Variety/music*: More Than a Scarecrow. *Mini-series*: Gambling's Invisible Thieves. *Specials*: Action I, II; Scrooge's Rock and Roll Christmas. Features and movie packages. *First-run series*: The Making of....

Media Solutions 632
P.O. Box 7171, Auburn, Calif. 95604

Staff: Dale Smith; Peter Chislett; Rob Smith; Clariss Smith; Linda Korn. **Services**: PC-based, multimarket TV ratings processing systems: SNAP syndicated network audience processor; SNAP-TRAC for rep firms; *SNAPLINE lineup report for unwired networks; *SNAPONIT overnight ratings processor; *SNAPMOVI movie package; SNAPTV multimarket processor for TV stations.

Mediacast Television Entertainment 628
2850 E. Devon, #250, Des Plaines, Ill. 60018

MG/Perin Inc. 373
124 East 40th St., New York 10016

Staff: Marvin Grieve; Richard Perin; Fran Reiter; John Hess; Holly Grieve. **Programs:** *First-run series*: Inside Video: This Week; Night Flight. *Program inserts*: Super Bowl Record Book. *Specials*: The Magic Boy's Easter; The First Valentine. *Features*: The Gathering Storm; Churchill and the Generals. *Children*: Cicero, The Queen's Drum Horse.

MGM/UA 663
10000 W. Washington Blvd., Culver City, Calif. 90232

Staff: Jeffrey Barbakow; Kenin Spivak; Trevor Fetter; Dick Cignarelli; Anthony Lynn; William Josey; Jack Smith; Joe Abrams; Mark Massari; Kelly Kalcheim; Ninette Root; Paul Sumi; David Gerber; Kim Reed; Phillip Smith; Chuck Atkins; Peter Preis; Robert Horen; Adam Lloyd; Bill Wineberg; James Wills; Patrick Gallington; Gilberte de Turenne; Annabel Bighetti; Bill Wells; Osvaldo Barzelatto; Felipe Vial.

Programs: *Domestic: Series, specials, mini-series*: The New Twilight Zone; Sea Hunt; Fame; Bat Masterson; Highway Patrol; Outer Limits; Patty Duke Show; Rat Patrol. *Features/packages*: The Movie Pool; Blue Chips; MGM/UA Premiere Network III; MGM/UA 1, 2, 3, 4; UA Showcase 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11; UA 17; UA Prime Time 1 and 2; Award Package; Box Office; Premiere; Festival; AAP Features.

International: Cartoons: The Pink Panther; Pink Panther Specials. *Series*,

specials, mini-series: The Young Riders; thirtysomething; In the Heat of the Night; Knightwatch; Baby Boom; Dream Street; Kids Incorporated; George Washington; George Washington: The Forging of a Nation; Happy Anniversary 007: 25 Years of James Bond; James Cagney: That Yankee Doodle Dandy.

TV movies: Trenchcoat in Paradise; Prime Target; She Knows Too Much; The Tenth Man; The Man Who Fell to Earth; Dark Victory; Kids from Fome; Witness for the Prosecution; Dirty Dozen IV; In the Heat of the Night; Hot Paint; If It's Tuesday It Must Be Belgium; The King of Love; My Father, My Son; Red River; Broken Angel; Inherit the Wind; Moving Target; Police Story: The Freeway Killings; Mercy or Murder. *Theatrical*: UA motion picture library. *Animated*: Pink Panther and Sons; Banjo: The Woodpile Cat.

Michael Krauss Syndication 234
707 Westchester Ave., White Plains, N.Y. 10604

Staff: Michael Krauss; Jack Firestone; Karen Volkman; Terry Hicks; Vivien Stern; David Lytle; Joan Lunden. **Programs:** *Everyday with Joan Lunden; Mother's Minutes with Joan Lunden.

Minority Broadcasting Corp. 1085
2050 Stemmons Freeway, Dallas 75258

MKTV 1116
155 N. Michigan, #511, Chicago 60657

Staff: Michelle K. Thomas; Pamela Hargrave. **Programs:** *A Better Way; *The Student Union.

MMT Sales Inc. 280
150 E. 52nd St., New York 10022

Staff: Jack Oken; Charles Lizko; Don Gorman; Ted Van Erk; Murray Berkowitz; Jon Gluck; Matthew Shapiro; Lou Denning; Al Cannarella.

MTM TV Distribution Group 571
12001 Ventura Pl., #600, P.O. Box 7406, Studio City, Calif. 91604

Staff: R. Kevin Tannehill; Tom Straszewski; Janet Bonifer; Scott Higgins; Tim McGowan; Teresa Garcia; Susan Burchfield; Jim O'Neill. **Programs:** Newhart; St. Elsewhere; Remington Steele; Hill St. Blues.

MTV Networks 1162
1775 Broadway, 11th floor, New York 10019

Staff: Russ Naiman; Linda Kahn; John Frey; Mike Koff. **Programs:** MTV: Music Television; Nickelodeon; VH-1.

Muller Media Inc. 354
23 East 39th St., New York 10016

Staff: Robert Muller; Daniel Mulholland. **Programs:** *Ten Most Wanted (10 titles); *Eventful Specials; *MMI Classics 12; *Spectreman. *Features/packages*: Weapons; The Great Escapes; Top Guns; Super Action 11; Cinema Greats; Scattergood Baines; Above and Beyond. *Animation*: A Chucklewood Easter; Which Witch is Which; The Turkey Caper; Christmas Tree Train. The New Three Stooges. *Specials*: Hollywood Hidden Heroes; Hollywood Gladiators; Encounters of the Fifth Kind; Connie Francis—A Legend in Concert. *Series*: The Making of...; Mr. & Mrs. North.

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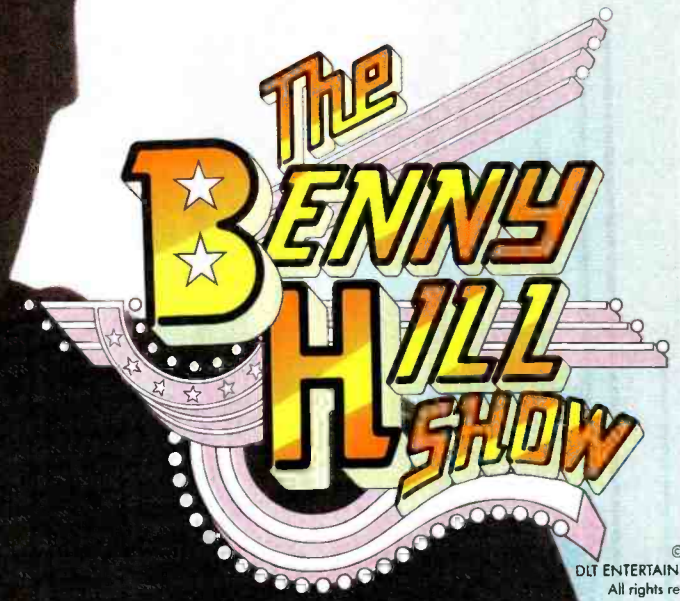
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Multimedia Entertainment/Spectrum 1122
75 Rockefeller Plaza, 22nd floor, New York 10019

Staff: Peter Lund; Thomas Shannon; Bruce Johansen; James Dauphinee; Ed Monahan; Nancy Cook; Norm Hayes; Gerry Philpott; Mike Marsho; Joseph Cifarelli; Valerie DeSanti; Richard Bailey.
Programs: *Big Break; *Private Affairs; Donahue; Sally Jessy Raphael; Young People's Specials.

National Football League 973
330 Fellowship Rd., Mt. Laurel, N.J. 08054

Staff: Harlan Sugerman; Jay Moran. **Programs:** MVP/Super Bowl XXIV Special; 1989 Great Performances/Team Highlights; NFL Update '90; This Is the NFL; NFL Super Bloopers; Super Bowl 25th Anniversary Special; Road to the Super Bowl.

National TV Marketing 134
222-23 St., N.E., Calgary, Canada T2E 7N2

NATPE Net 358
10100 Santa Monica Blvd., #300, Los Angeles 90067

NBA Entertainment 181
645 Fifth Ave., 15th floor, New York 10022

NBC 248
30 Rockefeller Plaza, New York 10020
Staff: NBC TV Network Affiliate Relations.

NDR International (German TV) 905
Gazellenkamp 57, D-2000, Hamburg 54, West Germany 2000

Nelvana Enterprises 913
32 Atlantic Ave., Toronto, Ontario, Canada M6K 1X8

Staff: Neil Court; Lina Marrone; Michael Hirsh; Stan Blum.

New Mexico State University 1119A
Box 30003, Dept. 3AI, Las Cruces, N.M. 88003

New World Television 623
130 E. 59th St., New York 10022

News Travel Network/Preview Media Inc. 1005
1160 Battery St., #100, San Francisco 94111

Staff: James Hornthal; Roy Walkenhorst; Keitha Mashaw; Robert Sokol; Paul Ryan; Michael Sanford; Michelle Roth. **Programs:** Consumer Travel Reports; *Takin' Off; Weekend Travel Update.

NHK Visual Book Co. Ltd. 1106
INTEC 88 Bldg., 20 Araki-cho, Shinjuku-ku, Tokyo 160, Japan

Staff: Toshiro Ohta; Yasuhiko Takagi; Tsuneyoshi Yamada; Jim Weatherford; Soichiro Harada; Ken Suekawa; Miyuki Takezawa. **Programs:** Documentaries; how to's; animation; educational shows.

Nielsen Media Research 823
Nielsen Plaza, Northbrook, Ill. 60062

Nippon Animation Co. Ltd./Fuji Eight Co. 816
10-11, Ginza 7-chome, Chuo-ku, Tokyo 104, Japan

Staff: Junzo Nakashima; Yasuhiko Matsuo; Hiroko Karaki; Eri Ichikawa; Yoshiki Kobayashi. **Programs:** *The Jungle Book; The Space Sagittarius; Conan and Friends; Elfie; The Alps Story; My Annette; *Columbus; *The Adventure of Manxmouse; Back to the Forest (Peter of Placid Forest).

Notel Inc. 143A

NTV International Corp. 1001
50 Rockefeller Plaza, #940, New York 10020

Staff: Yasuo Ema; Takao Sumii; Elyse Rabinowitz; Meredith Wolfe. **Programs:** *Animated:* *Haachi; *In the Beginning; *The Anpan-Bread Man; *Cliff Hanger. *Drama:* The Water Margin. *Documentaries:* *Becoming a Sushi Chef; Monkey; *Orca, King of the Sea; *Return to Glory (Vol. I & II); *The Unknown World of Tokyo Bay.

NVC Arts International 236
The Forum, 74-80 Camden St., London, England NW1 0JL

Staff: Hazel Wright; Richard Somerset Ward. **Programs:** *Le Corsaire; *Opera Stories; *Flying Dutchman; *Diaghilev Ballets; *Giovanna D'Arco.

Omnivision Ltd. Inc. 1022
31255 Cedarvalley Dr., #316, Thousand Oaks, Calif. 91362

Staff: Denyse Chimenti; Steve Frame; Scott Bolton; Debora Langsam. **Programs:** *An Evening with Paul Winchel; *On Location; *Fabian Turns It Loose; *Fabian Presents.

Ontario Film Development Corp. 913
81 Wellesley St. East, Toronto, Ontario, Canada M4Y 1H6

Staff: Shane Kinnear.

Orbis Communications Inc. 841
432 Park Ave. South, New York 10016

Orion Television Entertainment/Orion Pictures International 363
1888 Century Park East, 6th floor, Los Angeles 90067

Staff: Tom Cerio; Don Frehe; Arthur Hasson; Kathy Haynsworth; Larry Hutchings; Joe Indelli; Jerry Jameson; Bob King; Steve Maddox; Steve Mulderrig; Gary Nardino; Robert Oswaks; Tim Overmyer; Gary Randall; Bob Sanitsky; Richard Zimmer. *International:* Robert Meyers; Bob Chow; Charlotte Ermoian; John Laing; Frances Reynolds; Ron Hastings.

Programs: *First-run series:* *Name That Tune; *Battle of the Exes. *Off-network series:* Adderly; Cagney & Lacey; The Avengers; Addams Family; Green Acres; Mr. Ed; The Best of Saturday Night Live. *Features/packages:* Orion I (20 titles), II (25), III (20), IV (22); Orion Starview I (11); Orion Premieres (15); Born Wild (12); Chrome & Hot Leather (12); Filmways I (22); Monsters on the Prowl (10); Films for the 80's (45); Beach Blanket Biggies/Young Adult Theatre (14); The Winning Hand (25); Ghoul-A-Rama I & II (26); The World of the Macabre (8); Films from the 70's (22). *Mini-series:* Louisiana; Blood of Others; Secret of the Black Dragon; King.

Outdoors with Archie Phillips 983

Palladium Entertainment 1062
444 Madison Ave., 26th floor, New York 10022

Staff: Gary Dartnall; Nathaniel Kwit Jr.; Bob Cohen; Brian Firestone; Harvey Reinstein; Richard Bompane; Ruth Robbins; Ginny Wood; Louis Sanoval; June Morrow; Adrian Caddy; Chris Wilson; Bernice Black. **Programs:** *Game shows:* Jackpot!. *First-run series:* *New Lone Ranger. *Series:* Adventures of the Lone Ranger; Lone Ranger Series; Lassie Series; Jeff's Collie; Sgt. Preston of the Yukon; Skippy: The Bush Kangaroo; Timmy & Lassie; Lone Ranger Cartoons. *Features/packages:* Palladium Silver (32); American Legends (32); Southbrook Number One (12); Prime Time 90's (10); Lone Ranger Features (2); Lassie Movies (15); Lassie Features (2); Adventures of the Lone Ranger (13). *Children:* Animated Shorts. Mini-series.

Pan American Satellite/Alpha Lyracom 900

Paragon International Inc. 913
260 Richmond St. West, #405, Toronto, Canada M5V 1W5

Staff: Isme Bennie; Jon Slan. **Programs:** The Raccoons; *Aliens Next Door; Under the Umbrella Tree; *Degrassi High; *C'mon Geese.

Paramount Domestic Television 1153
5555 Melrose Ave., Los Angeles 90038

Peter Rodgers Organization Ltd. 171
P.O. Box 2759, Beverly Hills, Calif. 90213

Petry Television Inc. 572
3 East 54th St., New York 10022

Staff: David Allen; Bill Fagan; Michael Membrado; Harry Stecker; C. William Schellenger; John Scognamiglio; George Dennis; Tom Belviso; William Wiehe; Harry Stecker; Jack Fentress; Dick Kurlander; Ron Martzolf; Gail Healy; Scotty Dupree; Rob Hebenstreit; Teddy Reynolds; Tino Pappas; Bill Fagan; George Blinn; Steve Eisenberg; Jerry Linehan; Rob Friedman; Richard Larcade; Kevin Nugent; Bill Shaw; Donald O'Toole; Gary Mancuso; Michael Membrado; John Heise; Paul Morrissey; Bill Hahn; Chuck Hanrahan; Joe Lyons; Richard Stein; Denise Hall-Wettersten; William Wiehe; Neil Hitzig; Greg Moloznik; Don Brownstein; Val Napolitano; M.P. Kelleher; Stockton Holt; Roger Stepic; Laverne Cole; Dan Mayasich; Patrick McNew; Chuck Sitta; Tom Vannelli; Dave Bell; Bruce Farber; Lori Gravino; Marc Maehl; Judy Obner. **Services:** Television station representative.

Premier Advertiser Sales 1181
15 Columbus Circle, 28th floor, New York 10023

Staff: Marc Hirsch; David Brenner; Nancy Cohen; Barbara Fultz; Rosanne Legano; Jeffrey Manoff; Kit Simon; Darlina Hinds; Thomas Illari; Jennifer Casolaro; Gerald Bixenspan; Christie Millington. **Programs:** *The Arsenio Hall Show; Studio 33; Hollywood; *Hard Copy; *My Talk Show; *Friday the 13th; *Star Trek: The Next Generation; *War of the Worlds; *Charles in Charge; The New Lassie; The Munsters Today; *My Secret Identity,

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Producciones Jes Ltd. 141A

Production Masters Inc. 1000
321 First Ave., Pittsburgh 15222

The Program Exchange 1031

(Division of Saatchi & Saatchi DFS Inc.) 375 Hudson St., New York 10014

Staff: Allen Banks; Jack Irving; Chris Hallowell; Susan Radden; Beth Feldman; Diane Casse; Holly Friend; Esther Sloane. **Programs**: *Children's*: Dennis the Menace; The Woody Woodpecker Show; Scooby Doo; The Flintstones; Bullwinkle; Rocky and His Friends; Underdog; Uncle Waldo's Cartoon Show; Tennessee Tuxedo and His Tales; Dudley Do-Right and Friends; Young Samson; Space Kidettes; Valley of the Dinosaurs; King Leonardo; The Beary Family; Inch High Private Eye; Wheelie and the Chopper Bunch; Goober & the Ghost Chasers; Where's Huddles; Buford Files/Galloping Ghost; Jana of the Jungle; Bisketts. *Off-network series*: Bewitched; I Dream of Jeannie; Abbott & Costello; The Partridge Family; The Brady Bunch; Laverne & Shirley; The Odd Couple; Mork & Mindy.

Program Syndication Services 1032

375 Hudson St., New York 10014-3620

Staff: Karen Morgenbesser; Peggy Green; Suzanne Crowe; Amy Willstatter. **Programs**: Morning Stretch.

Programlink 271

708 Third Ave., New York 10017

Staff: Nick Peters; Mitchell; Saslow; William Phillips; Betty Steward. **Services**: Programming data delivery to TV stations via dedicated, high-speed news wire.

Radio Cadena Nacional S.A. 1076

Avenida de Las Americas, #65-82, Bogota, Columbia

Staff: Samuel Duque Roza; Bernardo Nieto Soto; Guillermo Restrepo Camacho. **Programs**: Soap operas; mini-series; series.

Radio Television Interamericana 141A

Raycom Inc. 923

P.O. Box 33367, 801 E. Trade St., Charlotte, N.C. 28233-3367

Staff: Rick Ray; Dee Ray; Ken Haines; Meade Camp; Ann Miller; Ray Warren; Jim Duncan; Michael Fanning; John Lazarus; Greg McCastle; Peter Elam; Cindy Clemens. **Programs**: Atlantic Coast Conference Basketball; Big Ten Conference Basketball; Southwest Conference Football and Basketball; The Kickoff Classic; The Disney Pigskin Classic; Pacific Ten Conference Basketball; Metro Conference Basketball; Big Eight Conference Basketball; ACC Sports Center; Diet Pepsi Tournament of Champions; The Big Ten Game Day Preview; The Sunshine Football Classic; The Liberty Bowl; The Freedom Bowl; Iowa Football; The Hayden Fry Show; The John Mackovic Show; The Fred Akers Show; The Lou Henson Show; The Gene Keady Show; The Tom Davis Show. *Specials*: Killers at

the Box Office; The Lords of Hollywood; The Innocent of Hollywood; Night Creatures.

Raymond Horn Syndications 1022
38 W. 32nd St., #1610, New York 10001

Reel Movies International 1028

8235 Douglas Ave., #770, Dallas 75225

Staff: Tom T. Moore; Carol Smith; John Foster; Dominique Mougnot. **Programs**: *Reel Christmas; *Reel War; *Reel Westerns; *Reel Academy Awards.

Republic of Texas Communications 925

505 E. Huntland Dr., #210, Austin, Tex. 78752

Staff: Gloria Moore; Steven Hieronymus; Dennis Michael Antolik; Sue Bruce. **Programs**: *Series*: Austin Encore!; *American Gospel Music; *American Country Music; *Texas Tornado Jam. *Specials*: *Texas Blues Reunion. *International*: *Great Moments from Austin City Limits; *Buddy Holley and the Crickets—A Tribute; *Country Memories with Willie Nelson; *The Arlo Guthrie Show; *Country Music Crossroads; *The Legends of Country Music; *Good Rockin'; *I'll Fly Away; *Country Music Jubilee; *Down Home Country Music; *Swingin' Over the Rainbow; *More Country Classics; *Every Tub Has Its Own Bottom; *Gospel Resurrection.

Republic Pictures Corp. 763

12623 Beatrice St., Los Angeles 90066

Staff: Russell Goldsmith; Steve Beeks; Chuck Larsen; Joe Levinsohn; Linda Lieberman; Lisa Woodcock; Diana Foster; Gene Lavelle; Glenn Ross; Lee Wedemeyer; Christine Palinkas; Nancy Willauer; Diane Levin. **Programs**: *Domestic*: *Features/packages*: All Nite Movie (260); Republic Premiere One (12 titles); Color Imaged Specials I (3), II (8); John Wayne Collection (16); Hollywood Stars (16); Hollywood One (30); Action-Packed Package (28); Classic Comedy (13); Republic Serials (36); Home of the Cowboys (22); Serial Movies (26); Holiday Features (4); Animated Features (5); Animated Cartoons (500-plus). *Specials*: Cliffhanger Serial Specials; Fashion Report and The Swimsuit Edition. *Off-network series*: Bonanza; Get Smart; My World and Welcome to It; High Chaparral; Victory at Sea; Car 54: Where Are You?.

International: **Staff**: Russell Goldsmith; Joe Levinsohn; Ryan Shiotani. **Programs**: *First-run series*: Beauty and the Beast. *Made-for-TV movies*: Sail Away; Class Cruise; Fulfillment; Liberate; Indiscreet; Jesse; Mistress; Promise a Miracle; When the Time Comes; Eye on the Sparrow; Family Sins. *Off-network series*: Bill Cosby Show; I Spy; Bonanza; Get Smart; High Chaparral; Dr. Kildare; T.H.E. CAT. *Other*: Fashion Report; Best Catches; On Trial; Travel Tips; Hollywood Stars; Champions; Favorite Holiday Features; Horror Features; Republic Cowboys; Science Fiction Features; Loving You; Theatrical Cartoons.

Roland Collection of Films & Video on Art 826

Tillingham, Peasmarsh, E. Sussex TN31 6XJ, England

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MEDIA VENTURES, L.P.

30 Rockefeller Plaza, New York, NY 10112 (212) 698-2400

Staff: Anthony Roand; Gail Nicoll; Stephen Janson. **Programs:** *Writers Talk—Ideas of Our Time; The National Gallery, London—A Private View; Fine Art from Pre-History to the Present Day; Kenneth Clark's Rembrandt Series; A Film Maker's Vision—Films on Art Become an Art Form. **Specials:** Discovering Early Civilizations; Egyptian Temples; Michelangelo; Rembrandt.

Rosnay International 818
6 Rue Robert Estienne, Paris, France 75008

RTVE/Radiotelevision Espanola 274
Commercial direction, Avda. de General Peron, 40-D 1, Madrid 28020, Spain

Staff: David Nogueira Rivera; Jose Maria Otero Timon; Javier de Paul de la Serna; Maria Paz Jimenez Goy; Teresa Moreno. **Programs:** *The Art of the Video; *The Magic Crown; *Central Squad; *The Woman of Your Life; *Time and the Sea.

Samuel Goldwyn Television 480
10203 Santa Monica Blvd., Los Angeles 90067

Staff: Richard Askin; Mike Byrd; Gary Perchick; Casey Lanken; Christie Hawks; Richard Bornstein; Jeri Sacks; Ron Breitstein; Bob Quintero; Bill Featherstone; Luz Castro-Bran. **Programs:** American Gladiators; *Samuel Goldwyn Theatre (14 titles); *November Gold 3 (15); November Gold (20); November Gold 2 (20).

Santa Fe Communications 975
2525 N. Naomi St., Burbank, Calif. 91504

Scott Entertainment 255
P.O. Box 554, Westbury, N.Y. 11590

Staff: Scott Sobel. **Programs:** *Features/packages:* *Drive-In Theater; The Movie Classics; Haunted Hollywood. *Off-network series:* Nostalgia Network One; Golden Years of Television; Casebook of Sherlock Holmes. *Program inserts:* TV Facts. **Specials:** The Dealers in Death (international); The Many Faces of Sherlock Holmes.

Select Media Communications 723
885 Third Ave., #1220, New York 10022

Seltel 735
575 Fifth Ave., New York 10017

SFM Entertainment 285
1180 Ave. of the Americas, 10th floor, New York 10036

Staff: Stan Moger; Joe Gerard; Amy Sauertieg; Cyndy Wynne; Jerry Rettig; John Doscher; Jordan Ringel; Dick Coons. **Programs:** *Witness to Survival; *Allen & Rossi's 25th Anniversary Special; *Benny Carter: A Symphony in Riffs; *In Our Image; *National Academy of Dance: America's Dance Award; Care Bears; The Digital Discovery Series: The Infinite Voyage; Zoobilee Zoo; Crusade in the Pacific; Crusade in Europe; The Indomitable Teddy Roosevelt; The March of Time; Sea World Special; Unclaimed Fortunes; Pinocchio in Outer Space; Pillar of Fire; Ford's Theatre Celebration; SFM Holiday Network.

Silverbach-Lazarus Group 463
9911 W. Pico Blvd., PH-M, Los Angeles 90035

Staff: Alan Silverbach; Herb Lazarus;

Toby Rogers; George Blaug; Nicole Wonica. **Programs:** *Domestic and international:* Series: The Littlest Hobo; Hillary's Adventurers. *Mini-series:* *A Fortunate Life; *Body Business; *Great Bookie Robbery; *Tracy; *Petrov; *Glass Babies; Term of His Natural Life. *Features:* *An Indecent Obsession; *Skin Deep; *I Can't Get Started; *High Country; *Double Sculls; *Fighting Back; Full Circle Again; *Abracadabra; *Images by Animation. **Specials:** Ivan the Terrible; The Demjanjuk Dossier; *Everest—The Australian Challenge. *Domestic:* Series: *Blood, Sweat and Tears; *Go Fish Australia; *Go West—Sing West.

International: Series: Spirit of Adventure; Wild Kingdom; *The March of Time; *Crusade in the Pacific; *Crusade in Europe; *Anything for Money; *The Smothers Brothers Comedy Hour. *Features:* A Christmas Carol; *The 5th Musketeer; *A Little Night Music. **Specials:** *The Indomitable Teddy Roosevelt; *Sea World's All-Star, Lone Star Celebration; *Sea World's Miracle Babies and Friends; *The Comedy Store 15th Class Reunion; Korean War—The Untold Story; Top Flight.

Simon Wiesenthal Center 821

Spanish Television Services 267
2044 Cotner Ave., Los Angeles 90025

Sportsman's Showcase with Ken Tucker 903
Highway 318, P.O. Box 872, Brewton, Ala. 36427

Staff: Ken Tucker; Doug Yarnitz; Scott Gardner; Jackie Scrimshire.

S.P.E.X. Group Inc./Media 901
8831 Sunset Blvd., Penthouse, Los Angeles 90069

Stars 1081
3003 Moffett Lane, Houston 77489

Stornoway Productions 913
615 Yonge St., #200, Toronto, Ontario, Canada M4Y 2T4

Staff: Martha Fusca; Julia Martin.

Studio Hamburg Atelier GMBH 905
Jenfelder Allee 80, 2000 Hamburg 70, West Germany

Sunbow International 370
130 Fifth Ave., New York 10011

Sunbow International 370
130 Fifth Ave., New York 10011

Staff: C.J. Kettler; David Wollos; Loretta Fleming; Ellen Postman. **Programs:** *The Adventures of Commander Crumcake; *Georgie; *Sherlock Hound; *A Matter of Conscience; *World of Adventure; *The Wonderful World of Strawberry Shortcake; *Strawberry Shortcake in the Big Apple City; *Puff the Magic Dragon; *Puff the Magic Dragon in the Land of the Living Lies; *Puff the Magic Dragon and the Incredible Mr. Nobody; *Peter and the Magic Egg; *Dorothy in the Land of Oz. *Children:* The Transformers; Jem; My Little Pony N' Friends; G.I. Joe: International Heroes; Super Show; Inhumanoids; Visionaries. *Animated:* My Little Pony I & II; Bigfoot and the Muscle Machines; Robotix; Charmkins; The Glofriends Save Christmas. **Specials:** The Secret World of the Very Young. *Features:* My Little Pony: The Movie; The Transformers: The Movie; G.I. Joe: The Movie.

Sunrise Films Ltd. 913
160 Perth Ave., Toronto, Ontario, Canada M6P 3X5

Staff: Paul Saltzman; Steve Levitan; Linda Beath.

Syndicom 140
66 Music Square West, Nashville 37203

Staff: Jane Grams; Joyce Simmons; Hal Buckley; Martin Clayton; Gloria Graves; Susan Charnley; Terri Greenwood. **Programs:** Hee Haw; Prestige I, *II; Babe Winkelman's Good Fishing; *Faerie Tale Theatre; *Tall Tales.

Telefilm Canada 913
144 South Beverly Dr., #400, Los Angeles 90212

Staff: Robert Armstrong; Michelle Bischoff; Elizabeth Hamilton; Françoise McNeil; Ann Picard; Sam Wendel; Edmund White; Yvonne Wolf.

Telemidia 1172
2025 Royal Lane, Dallas 75229

Telepool 905
Sonnenstrasse 21, 8000 Munchen 2, West Germany

Telerep Inc. 470
875 Third Ave., New York 10022

Staff: Alfred Masini; Steven Herson; Thomas Tilson; Larry Goldberg; Andrew Feinstein; James Robinson; James Monahan; Joseph Isabella; Mac Lorimer; Edward Kroninger; David Hills; John McMorrow; Lanie Richberger; Cathy Noble.

Televetures 581
1925 Century Park East, #2140, Los Angeles 90067

Television Latina Inc. 474
550 Biltmore Way, 9th floor, Coral Gables, Fla. 33134

Staff: Benjamin Perez; Rafael Vazquez. **Programs:** *TV Novels:* Paraiso; Maribel; La Revancha; Fabiola; Virginia; Maria, Maria; La Sombra de Piera. *Series:* El Enviado; Que Chicas!; Adda. **Specials:** Miss Venezuela; Sabado Sensacional.

Television Program Enterprises (TPE) 1063

875 Third Ave., New York 10022

Staff: Al Masini; Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Harvey Gamm; Rick Goldman; Rick Meril; David Morris; Bethany Gorfine. **Programs:** *First-run series:* *Preview: The Best of the New/The Next Seven Days; Lifestyles of the Rich and Famous; Star Search; Runaway with the Rich and Famous; Entertainment Tonight/This Week; The Byron Allen Show. *Off-network series:* Fame, Fortune & Romance. *Animated:* Denver, the Last Dinosaur. **Specials:** International Star Search 1990; The Rich and Famous 1990 World's Best; The Dayton International Airshow; Supermodel of the World, 1990; Republic Colorized Movie Classics. *Mini-series:* Blood Feud; Emma: Queen of the South Seas; Ford: The Man and the Machine; Hold the Dream; Hoover vs. the Kennedys: The Second Civil War; Jenny's War; The Key to Rebecca; Sadat; Strong Medicine; A Woman of Substance.

Thames TV International Ltd. 381
149 Tottenham Court Rd., London, En-

gland W1P 9LL

Staff: Mike Phillips; Roger Miron; Tricia Friswell; Peter Davies; Martha Sanchez.
Programs: *Animated:* Count Duckula; Dangermouse. *Comedy:* The Benny Hill Show; Thames Comedy Originals. *Documentaries:* Hollywood; The World at War; Destination America. *Specials:* The Benny Hill Specials I, II, III; The Crazy World of Benny Hill.

Thomas Howe Associates Ltd. 913
 1100 Homer St., Vancouver, BC, Canada V6B 2X6

Staff: Thomas Howe; Janine McCaw.
Programs: *Series:* *Breakthrough. *Features:* *The First Season; *Kingsgate; *Matinee; Family Pictures; North American Indian Portraits.

Toei Animation Co. Ltd. 974
 20695 S. Western Ave., #112, Torrance, Calif. 90501

Staff: Mary Jo Winchester; Yoshinobu Karamatsu; Yukio Hayashi; Hitoshi Kondo; S. Sasaki; Katja Fendley. **Programs:** *Animated:* *Sally the Witch II; The Secret of Akkochan; Lomien-Man; New Maple Town Story; Lady, Lady; Bukkuri Man; Saint Seiya; Ninju Akakage; Silver Fang; Dragon Ball; Maple Town; Ge Ge Ge No Kitaro; Modern Kid; Step, Jun!; Ken the Great Bear Fist; Gugu Ganmo; Little Memole; Wingman; Stop! Hibari!; Great Mazing; Getta Robot; Little Big Nose; Mr. Muscleman; Love In Rock 'n Roll; The Pumpkin Wine; Patalliro; Super Gal Asari; Dr. Sulump; Tiger Mask II; Hello Sandybell; Genki, The Boy Champ; La-label, the Magic Girl; Galaxy Express 999; Grand Prix; Balatak; Jet Mars; Ga-keen, the Magnetic Robot; Jeeg, the Steel Robot.

Animated specials: Ken, The Great Bear Fist; Mr. Muscleman—The Final Match!; Seven Superman vs. Space Outlaws; Dr. Manbo & Zibako—From Outer Space with Love; Two Year Vacation; Chief Hippo's Zoo Diary; Arsen Lubin vs. Sherlock Holmes; Galaxy Express 999—Queen Emeralou, the Eternal Traveler; Captain Future—The Brilliant Race Over the Solar System.

Total Video 771

TNT Special FX/TNT Mailfast 1145

Tribune Entertainment Co. 1137
 435 N. Michigan Ave., #1982, Chicago 60611

Staff: Sheldon Cooper; Don Hacker; David Sifford; Clark Morehouse; Joseph Antelo; Bob Cesa; Carol Forace; Peter Marino; George Hankoff; Mel Smith; George Paris; Greg Miller; Allan Grafman; Bill Lyall; Tanya Neimark; Lynn Lazaroff; Michael Adinamis; Bob Cambridge. **Programs:** *First-run series:* At the Movies; Soul Train; *Dionne and Friends; Monsters; Tales from the Darkside; U.S. Farm Report; Roller Games; Charles in Charge. *Magazine/talk:* Gerald; The Joan Rivers Show; *Kelly and Gail. *Movies/mini-series:* *A Child Called Jesus; TV Net; Columbia Night at the Movies; Gunfighters; Tri-Star Showcase. *Mini-series package:* *Tribune Premiere Network. *Specials:* Mother/Daughter Pageants; At the Movies...The Academy Awards; Hollywood Christmas Parade. *Variety/mu-*

sic/comedy: Soul Train Music Awards; *The Stellar Awards: A Gospel Music Tribute to Dr. King. *Game show:* *The Puzzle Game. *Sports:* Chicago Cubs Television Network. *Animated:* G.I. Joe Mini-series; C.O.P.S.; Maxie's World; Wolf Rock Power Hour.

Turner Program Services 641
 One CNN Center, Box 105366,
 Atlanta 30348-5366

Staff: W. Russell Barry; John Walden; Robert Schuessler; Robert Rieron; Ken Christensen; David Skillman; Paul Williams. **Programs:** *Feature packages:* Color Classic Network Three (12 titles); Color Classic Network Four (24); Best of Color Classics (4); Premiere One (8), Two (19), Three (10), Four (15); Turner Entertainment One (25); Premium One (22); That's Entertainment (20); Vintage One (29); Family Fair (25); Lion One (25), Two (30); Theatre 15; Extra-Extras (25); 10 More Extra-Extras; 13 Tailor Mades; MGM Pre-48 Library (744); RKO Film Library (669); Warner Bros. Library (735). *First-run:* NWA Wrestling; CNN News Service; National Geographic "On Assignment" (Years IV, V); Kids Still Say the Darndest Things; Captain Planet; Update. *Off-Net-work:* Gilligan's Island; Medical Center; CHIPS; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; The Girl from U.N.C.L.E.; Please Don't Eat the Daisies; Daktari. *Children's programming, cartoons:* Captain Planet; Tom & Jerry and Friends; Popeye; Our Gang; Warner Bros. Cartoon Library; MGM Cartoon Library.

TV Executive/Video Age Intl. L1

TV Horizons 241
 875 Third Ave., New York 10022

Staff: Henry Siegel; Michael Weiden; Ira Bernstein. **Programs:** *Nighttime series:* Family Feud; A Current Affair; Memories—Then and Now. *Late night series:* TV Personals; Secrets and Mysteries; Crazy Like a Fox. *Daytime:* Jackpot. *Children:* Police Academy: The Series; The Real Ghostbusters; The New Adventures of He-Man; Fox Holiday Specials; Children's Net. *Specials:* Medal of Honor; True Stories of America's Greatest War Heroes. *Features/packages:* LBS World Premiere Movies; Fox Premiere Movies; Fox Mini Series; ITC Premiere Network; Color Classics I; Mark Twain Collection. *Sports:* Sportstest.

TVRC Syndication 1080
 245 Fifth Ave., #401-2, New York 10016

Staff: George Nuccio; Nat Schorr; Martin Waters; Allan Infeld; Anthony Durante; Leslie Aaron; Al Cohen; Alan Laymon; Chris Monte; Bonnie Chadis. **Programs:** *Series:* *Future Stars in Sport. *Specials:* *American Icon. *Mini-programs:* Pat Collins' Video Previews; Money Clip; Today's Word on Health. **Services:** Unwired networks.

Twentieth Century Fox Television 481
 10201 W. Pico Blvd., Los Angeles 90035

Staff: Barry Diller; Jonathan Dolgen; Michael Lambert; Leonard Grossi; Fred Bierman; Benson Begun; Robert Fleming; Patricia Jennings; George Gubert; J. Mathy Simon-Wasserman; Kenneth Richards; Stephen Friedman; David Grant;

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Programs: *First-run series:* A Current Affair (yr. 3); A Current Affair (yr. 4)/A Current Affair Extra. *Series:* Adventures in Paradise; Animal Express; The Ann Sothern Show; Audubon Wildlife Theater; Batman; Bracken's World; Broken Arrow; Circus; Daniel Boone; Dobie Gillis; Expedition Danger; Fall Guy; The Ghost & Mrs. Muir; Green Hornet; Incredible World of Adventure; Jackie Gleason Show; Judd for the Defense; Julia; Lancer; Land of the Giants; Lost in Space; M*A*S*H; Miller's Court; The Monroes; Movin' On; Mr. Belvedere; Nanny and the Professor; The New Avengers; Peyton Place; Room 222; That's Hollywood; Trapper John; The Untamed World; Vega\$; Voyage to the Bottom of the Sea; 12 O'Clock High.

Movie packages: Big 36; Carry On; Century 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15; Charlie Chan; Fox IV, V, VI, VII; Fox Mystery Theatre; Golden Century; Laurel and Hardy; Mark I, II, III; MPC-20; Planet of the Apes; Premiere One, Two, Three, Plus; Special 41; Super 65; Time Tunnel.

Specials: Anatomy of a Crime; Assassins Among Us; Blind Alley; The Cancer Confrontation; Charles Dickens Classics; Divorce, Kids in the Middle; Fox Movie-tone News; Future Shock; Goldonov—The World to Dance In; Hollywood: The Gift of Laughter; Inside Russia; Jane Goodall and the World of Animal Behavior; The Making of M*A*S*H; The President's Command Performance; Sex, Teenage Style; Summer Solstice; Time of Man; The Undersea World of Jacques Cousteau; War to End All Wars.

Mini-series: The Far Pavilions; Fox Mini-series I; Flying Dooches; Jamaica Inn; Mussolini & I; Roughtnecks; Sara Dane; Spearfield's Daughter; Wild Times. **Children's:** Crusader Rabbit; Doctor Doolittle; Fantastic Voyage; Groovie Goolies & Friends; The Hardy Boys; Journey to the Center of the Earth; Return to the Planet of the Apes.

Ulster Television 553

Up with People 949
3108 N. Campbell Ave., Tucson, Ariz. 85719

U.S. Army Reserve 1077
7110 Rainwater Pl., Lorton, Va. 22079

U.S. Nippon Communications Network 257
The Plaza, 2 W. 59th St., New York 10019

Viacom 1041
1211 Ave. of the Americas, New York 10036

Staff: Sumner Redstone; Frank Biondi Jr.; George Smith Jr.; Mark Weinstein; Thomas Dooley; Henry Schleiff; Gus Lu-

cas; Robert Tucci; Katherine Hogan; Joseph Zaleski; Michael Gerber; Dennis Gillespie; Paul Kalvin; Dennis Emerson; Frank Flanagan; Toby Martin; Peter Newman; Eric Veale; Howard Berk; Anthony Guido; Elissa Lebeck; Lisa Merians; Andrew Spitzer; Betsy Vorce; George Faber; Scott Kolber; Kenyon Kramer; Nanci Orgel; Gerald Pinks; Joseph DiSalvo; Sean Deneny; Ted Baker; Brooks Carroll; Gayle Dickie; Bob Mahlman; John Atterbury; Marlynda Salas; Sid Beighley; Craig Smith; Ken Doyle; Douglas Knight; Joseph Kiselica; Arthur Kananack; Raul Lefcovich; Peter Press; Bruce Boro; Noreen Brittenham; Anthony Manton; Alameda Jau; Ivan Aragon; Alastair Banks; Hiro Kuno; Manfred Metzger; Thomas Tannenbaum.

Programs: *First-run series:* *America's Hit List; *Entertainment Coast to Coast; *Not for Men Only; *Super Cop; Remote Control; Superboy; Super Mario Bros. Super Show; This Morning's Business; Trial by Jury. *Off-network series:* *A Different World; All in the Family; The Andy Griffith Show; The Bob Newhart Show; The Beverly Hillbillies; Cannon; Clint Eastwood in Rawhide; Rawhide; The Cosby Show; December Bride; The Dick Van Dyke Show; Family Affair; Gomer Pyle; Gunsmoke; Hawaii Five-O; Have Gun Will Travel; The Honeyymooners; Hogan's Heroes; I Love Lucy; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Our Miss Brooks; Perry Mason; Petticoat Junction; The Rookies; Twentieth Century; The Twilight Zone; Whirlybirds; The Wild, Wild West. *Animated:* Terrytoons; Harlem Globetrotters; The Alvin Show. *Features/packages:* *Guts and Glory; Viacom Features I-III; Viacom Movie Greats; Exploitable I, III, IV; The Legend Group; Young and Reckless; Gasp Science Fiction; Gasp Horror; Thematics; TV Net (Tonight Only).

Vid-Film Services Inc. 624
1631 Gardena Ave., Glendale, Calif. 91204

Video Media Marketing 771

Video Yesteryear 830
Box C, Sandy Hook, Conn. 06482

Wall Street Journal Television 774
200 Liberty St., 14th floor, New York 10281

Staff: Susan Strelkel; Robert Rush; Michael Connor. **Programs:** The Wall Street Journal Report; The Wall Street Journal Business Briefs.

Warner Bros. Domestic TV Distribution 150
10202 W. Washington Blvd., Culver City, Calif. 90232

Staff: Dick Robertson; Scott Carlin; Tracy Marr; Mark Robbins; Alicia Windroth O'Neill; Damian Riordan; Richard Cartier; Andrew Weir; Eric Strong; Jillian Lines; Jeff Hufford; Mark O'Brien; Ed Wasserman; Jacqueline Hartley; William Hague; Mary Markarian; Keith Samples; Rob Barnett; Mary Voll; Scott Weber; Steve Knowles; John Louis; Chris Smith; Vince Messina; Jim Burke; Jeff Brooks; Bruce Genter; Bill Hart; Eleanor Liebs; Karl Kuechenmeister; Jim Engleman; Marc Solo-

mon; Julie Kantrowitz; Jim Harder; Leon Luxenberg; Jim Moloshok; Yelena Lazovich; Martin Iker; Cynthia Stanley; Joel Kaplan; Ronald Ascher; Bruce Rosenblum; Wayne Neiman; Leonard Bart; Robert Jennings; Jocelyn Chan; Jim Paratore; Hilary Estey; Julio Proietto; Dan McRae; Chip Aycock; Richard Klein.

Programs: *First-run series:* *Voices of America with Jesse Jackson; *Trump Card; *3rd Degree; *College Mad House; *Family Matters; *Island Son; *Life Goes On; *Molloy; *Normal Life; *The People Next Door. *Two-hour movies:* *A Matter of Trust; *An Eight Is Enough Wedding; *China Nights; *Crossing the Mob; *Desperate For Love; *Murder in Mississippi; *My Name is Bill W.; *Outside Woman; *The Company; *The Plot to Kill Hitler; *She Was Marked for Murder. *Mini-series:* *Common Ground; *I Know My First Name is Steven. *Specials:* *Coming Home—A Rockin' Reunion; *The Dave Thomas Comedy Show; *1990 Grammy Awards; *Grammy Living Legends Awards 2; *1989 Miss America Pageant; *Dick Clark's New Year's Rockin' Eve 1990; *1990 Academy of Country Music Awards; *1990 American Music Awards; *The Wickedest Witch; *Spitting Image; *Superstars and Their Moms.

Animated series: *Beetlejuice; *Police Academy—The Series; *Superman; *Tiny Toon Adventures; ALF Animated; ALF Tales.

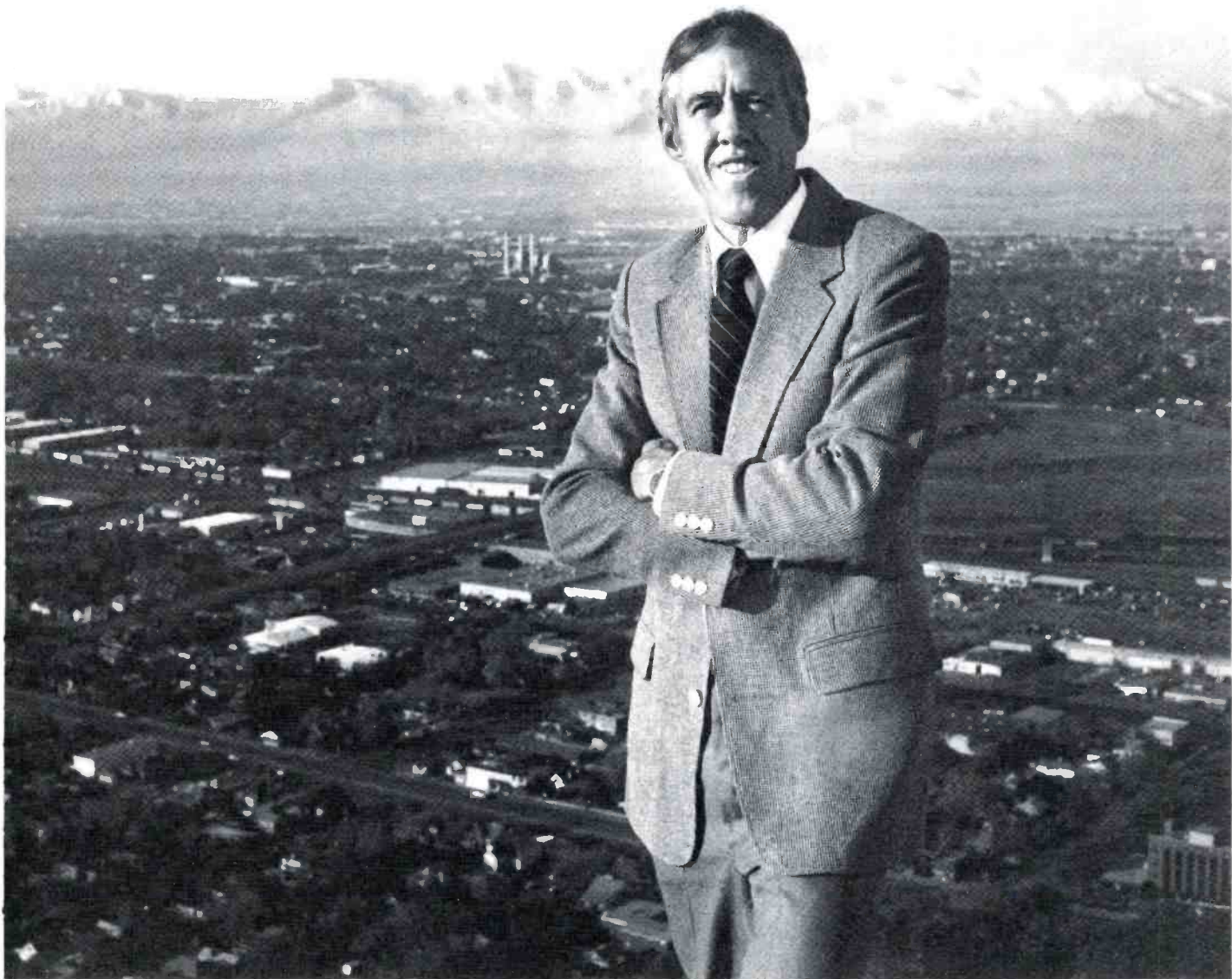
Off-network series: ALF; China Beach; The Days and Nights of Molly Dodd; Falcon Crest; Freddy's Nightmares—The Series; Full House; Fun House; Mama's Family; Growing Pains; Head of the Class; The Hogan Family; Hunter; Just the Ten of Us; Knots Landing; Last Frontier; Murphy Brown; Night Court; Paradise; Perfect Strangers; Wonderworks.

Warner Bros. International Television 150
4000 Warner Blvd., Burbank, Calif. 91522

Staff: Michael Jay Solomon; Jeffrey Schlesinger; Stuart Graber; Jorge Sanchez; Annette Bouso; Brenda Gefner.

Programs: *Series:* *Family Matters; *Island Son; *Life Goes On; *Molloy; *Normal Life; *The People Next Door; *Trump Card; *Voices of America. *Movies:* *A Matter of Trust; *An Eight is Enough Wedding; *China Nights; *House of Dies Drear; *Konrad; *Murder in Mississippi; *Necessary Parties; *RIP; *The Company; *The Plot to Kill Hitler; *Words by Heart. *Mini-series:* *Common Ground. *Specials:* Coming Home—A Rockin' Reunion; *The Dave Thomas Comedy Show; *1990 Grammy Awards; *Grammy Living Legends Awards 2; *Dick Clark's New Year's Rockin' Eve 1990; *1990 Academy of Country Music Awards; *1990 American Music Awards; *The Wickedest Witch; *Spitting Image; *Superstars and Their Moms. *Animated series:* *Beetlejuice; *Police Academy—The Series; *Tiny Toon Adventures; *Latin America Only:* Booker; Thunder Boat Row; Top of the Hill. *Animation—Latin America and Far East:* Camp Candy; Captain N; Maxie's World; Super Mario Brothers. *Other:* Movietime subscription service.

Continuing series: A L F ; China



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WDR International 905

Weiss Global Enterprises 259
2055 Saviers Rd., #12, Oxnard, Calif.
93033-3693

Staff: Steven Weiss; Adrian Weiss; Ethel Weiss; Laurie Weiss. **Programs:** *Features:* Galaxy 15; Golden Showmanship 9; Impact 120; Parade; Bride and the Beast; Vintage Flicks; Westerns. *Documentaries:* The Brave Rifles; Our Time in Hell; Those Crazy Americans. *Series:* The Black Coin; The Clutching Hand; Custer's Last Stand. *First-run series:* Kids Say the Darndest Things; The Stan Kann Show. *Off-network series:* *Joey Bishop; The Adventures of Jim Bowie; The Bill Dana Show; Canine Comments; Craig Kennedy, Criminologist; Good Morning World; I Married Joan; Make Room for Daddy; My Little Margie; Rocky Jones, Space Ranger; Thrill of Your Life; Waterfront. *Comedy:* The Chuckle Heads. *Cartoons:* Alice; Krazy Kid Kar-tunes; Nursery Rhymes.

Western International Syndication 1111A

8544 Sunset Blvd., Los Angeles 90069

Staff: Ronald Glazer; Chris Lancey; Tiy Bowton. **Programs:** It's Showtime at the Apollo; Fight Back! with David Horowitz.

WesternWorld 1012

10523-45 Burbank Blvd., N. Hollywood, Calif. 91601

Staff: Gary Worth; Julio Gonzalez-Reyes; Peter Valle; Neil McDermott. **Programs:** *It Had to Be You; *The Marilyn Diary; *Beauty Academy; Boating World; *Defrosting the Fridge; *Across the Lake; *Murder Story; *Reasonable Force; *The Most Dangerous Man in the World; *What Ramon Did; *Four in the Wild; *Shadowlands. *Film packages:* Skouras Pictures Package (20 titles); Action Package (21). *Series:* Adventures and Explorations; Hollywood Insider; Orphans of the Wild; Risking It All; Shout: The Story of Johnny O'Keefe. *Children:* Fifteen; Pals; Box of Delights. *Music programs:* Kenny and Dolly in Concert; Pavarotti at Madison Square Garden. *Animated:* Grimm's Fairy Tales; The Space Sagittarius; The Story of 15 Boys; Thunder Sub; Tom Sawyer. *Other:* Crocodiles; Dead Wrong; Living Tomorrow; Ways of the Wild.

WesternWorld TeleFilm/The Video Tape Co. 1012

10523-45 Burbank Blvd., N. Hollywood, Calif. 91601

Staff: Gary Worth; Jon Duncan; Sharon Beverly; Gary Burns; Frank Cavaoli; Nina Harvey; Rick Montez. **Services:** Worldwide and domestic distribution by tape or satellite; film-to-tape transfer; standards conversion; traffic and fulfillment; video-tape duplication.

World Events Productions Ltd. 177
4935 Lindell Blvd., St. Louis 63108

Staff: Edward (Ted) Koplar; Edward Ascherman; Susan Cho; Joseph Stephenson; Glenda Gabriel; Anita Kelson; Doug Stoll; John Teichmann. **Programs:** \$1,000,000 Video Challenge; Denver, the Last Dinosaur; Voltron: Defender of the Universe; Saber Rider and the Star Sheriffs.

World Wrestling Federation 929

1055 Summer St., P.O. Box 3857, Stamford, Conn. 06905

Staff: Edward O'Donnell; Basil DeVito; Joe Perkins; Bill Datre; Andrew Whitauer; Rosanne Eke; Sharon Rothspan; Bob Rothspan; Bob Wright; Toni Starson. **Programs:** WWF Superstars of Wrestling; WWF Wrestling Challenge; WWF Wrestling Spotlight.

Worldvision Enterprises Inc. 174

660 Madison Ave., 3rd floor, New York 10021

Staff: John Ryan; Rita Scarfone; Alan Winnikoff; Don Micallef; Steve Hackett; Marty Weisman; Ed O'Brien; Paul Danylik; Karl Middelburg; Brian O'Sullivan; Gary Butterfield; Phil Martzoff; Bill Baffi; Gary Montanus; Randy Hanson.

Programs: *Domestic product: first-run:* *A Question of Scruples; *Wake, Rattle & Roll; *Future Stuff; *Better Your Home; *Voice of the Heart; *Sword of Honour; *After Hours; *Hanna-Barbera Superstars 10. *Animated series:* The Greatest Adventure: Stories from the Bible; The Yogi Bear Show; Smurfs' Adventures; Fantastic World of Hanna-Barbera; The Jetsons. *Additional series:* Starring the Actors; Shark's Paradise; Return to Eden; Starting from Scratch; Yogi's First Christmas.

Off-network: The Streets of San Francisco; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; That Girl; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show; N.Y.P.D.; Ben Casey; The Mod Squad; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying "A" Series; Man from Atlantis.

Features: Prime I, II, III, IV, V, VI, VII, VIII; Hanna Barbera Superstars 10. *Other:* Banana Splits; Yogi's First Christmas; World of Super Adventure; Fun World of Hanna-Barbera; Discovery; George of the Jungle; Harvey/Casper; Jackson Five; Jerry Lewis; Josie & the Pussycats; Josie & the Pussycats in Outerspace; King Kong; Lancelot Link—Secret Chimp; Douglas Fairbanks Presents; High Road; It Pays to Be Ignorant; Mickey Rooney, Next Step Beyond; On the Mat; Range Rider; The Rebel; Take My Word for It. *Children's:* Rambo; Centurions; Chuck Norris Karate Kommandos. *Movies:* Saturday at the Movies.

Specials: Shark's Paradise; A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gael; Echo 1; Herbie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is It Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Angled Wandering Minstrel Show; The Night the Animals Talked; Raphael; Ro-

berta Flack/Donny Hathaway; Ron Luciano's Lighter Side of Sports; Russian Festival of Music & Dance; Sunshine Specials; A Little Bit of Irish (Bing Crosby); World of Miss World; The Bobby Vinton Show; An Evening with Irish Television; Against the Wind; Holocaust.

Yorkshire Television 553

32 Bedford Row WC1R 4HE London, England

Staff: Clive Leach; Brian Harris; Roy Gibbs; Mark Kaner; Sue Crawley. **Programs:** Yellowthread Street; Stay Lucky; Snakes & Ladders; First Tuesday: The Hunting Ground; All Change.

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Zenith Productions Ltd. 553

8 Great Titchfield St., London W1P 7AA, England

Zodiac Entertainment Inc. 1014

610 Fifth Ave., New York 10020

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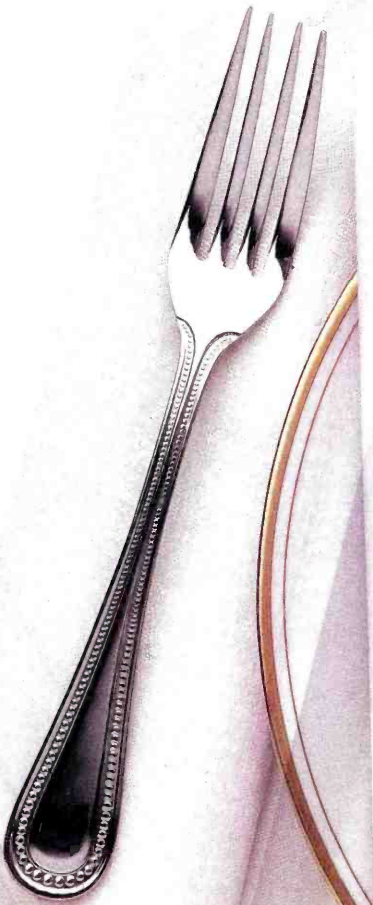
BROADCASTING will be represented at the NATPE International convention in New Orleans, Jan. 16-19, by Dave Berlyn, Dave Berlyn & Associates; John Eggerton, associate editor, Washington; Mike Freeman, staff writer, Los Angeles; A. Adam Glenn, assistant editor; Rod Granger, staff writer, New York; Kwentin Keenan, circulation manager; Steve McClellan, chief correspondent, New York; Joseph Ondrick, East Coast regional sales manager; John Russel, West Coast regional sales manager; Kenneth Taishoff, vice president, sales and marketing; Lawrence Taishoff, publisher; Randi Teitelbaum, sales manager; Don West, vice president and managing editor, and David Whitcombe, vice president of operations. Editorial staff members will be staying at the Doubletree hotel, New Orleans; advertising department representatives will be at the Holiday Inn Downtown Superdome.



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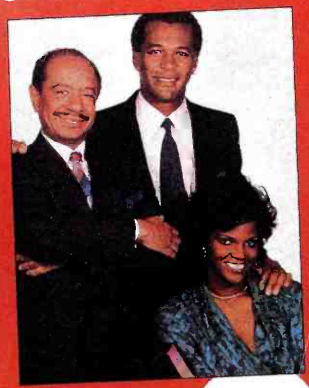


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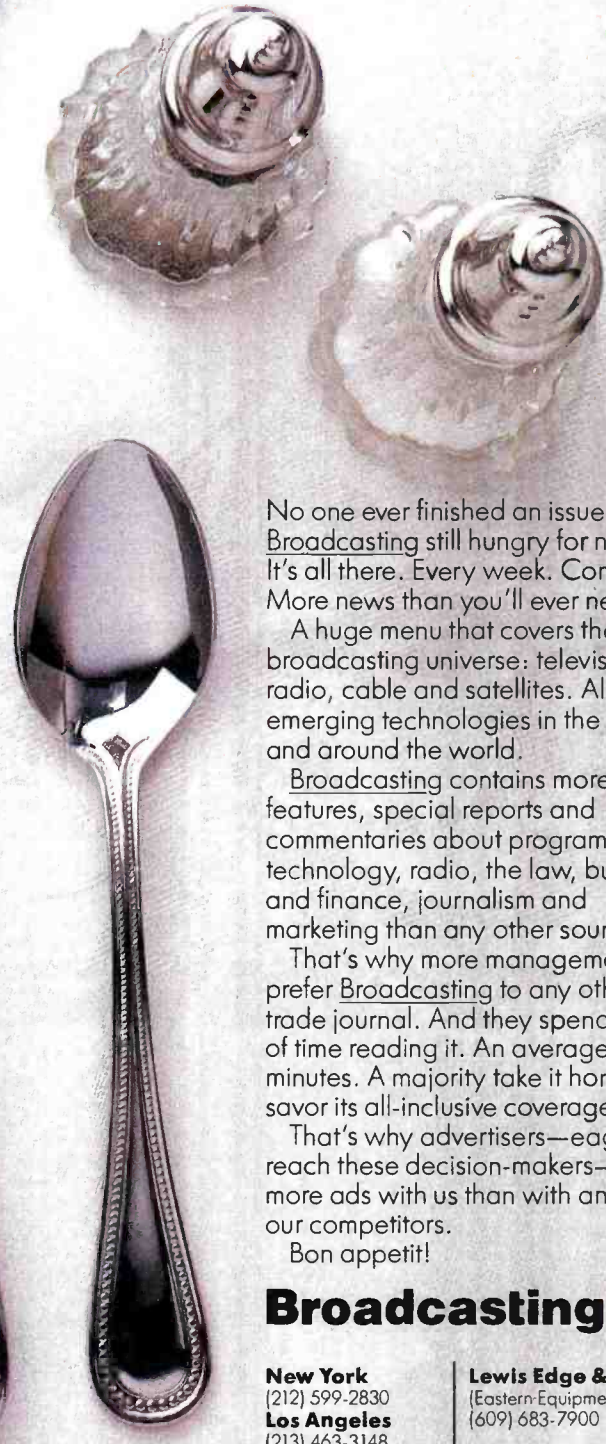
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Syndication ■ Marketplace

Paramount Pictures Domestic Television will produce and distribute *The Kid Who Loved Christmas* in conjunction with Eddie Murphy Television Enterprises, marking the television division's first movie produced directly for syndication. Slated as a straight barter offering for Christmas 1990, the program will be paired with the 1954 Bing Crosby classic "White Christmas" in Paramount's Family Festival package. Shooting will begin this month in Chicago with a cast that includes Della Reese, Esther Rolle, Sammy Davis Jr., Ben Vereen and Vanessa Williams, with Cicely Tyson and Michael Warren in lead roles. Directing is two-time Emmy Award-winner Arthur Allan. Murphy is also executive producer. Murphy's production company also produced (with Paramount) *What's Allan Watching?* for CBS last year. *Not A Penny More, Not A Penny Less*, a joint venture between Paramount Television Ltd., Revcom and the BBC, recently wrapped up production in England and will appear on the USA Network next season. Two other mini-series are planned by Paramount for 1990, including *Ring of Scorpio*.

Blair Television is going to provide new "Ask Blair" programing information data bank at upcoming NATPE Program Conference in New Orleans. Among the innovations added to Ask Blair for NATPE 1990 are Socio-economic data for first-run programing as well as off-network programs; program ratings and demographics both nationally and by individual market; program performance comparisons, nationally and locally across various criteria; comparative analysis of two programs' performance records, and more graphic displays with faster response times. All screens will be in color for easier user recognition of comparative data.

Select Media Communications said it has signed Robert Englund (a.k.a. Freddy Krueger) to host the company's planned two-hour Halloween special, *Horror Hall of Fame*. The awards special will honor horror film genre's top films, actors, director, producers, writers and special effects artists.

Law & Regulation ■

FCC to look into cable, home dish rate disparity

Although the FCC found satellite carriers of superstations innocent of discrimination against individual distributors to the home dish television receive-only (TVRO) market, the commission did find "disturbing" disparities between the rates those carriers charge home satellite distributors and the lower rates that are charged to cable operators.

Now, the carriers will be required to justify the cable vs. TVRO rate disparities in a further FCC inquiry to be issued soon, said the commission's report on TVRO pricing practices issued two weeks ago (BROADCASTING, Jan. 1). The pleading cycle for comments and replies on the subject could stretch into spring. And, depending on the results, Congress, which ordered the pricing study, could use the inquiry to intervene in the market.

According to Roy Bliss, executive vice president, United Video—which uplinks four superstations, including WGN-TV Chicago—the per-subscriber rate disparities are fully justified by cable's larger investment in reaching subscribers, its ability to promote a superstation to new basic cable subscribers and, most important, by the labor required to serve a single home dish subscriber.

Indeed, said Bliss, if Congress were to act to bring a monthly average \$.50 per home dish subscriber rate even with the \$.08 rate charged per medium sized cable system subscriber, "We would probably fold up our tents" and leave the home satellite television receive-only (TVRO) market.

Widely credited with spurring Congress to order the pricing inquiry, the National

Rural Telecommunications Cooperative has for many months urged the commission to broaden its focus to include comparison with rates charged cable operators. With that mission now accomplished, NRTC will continue to collect data on the issue, but "may not have much to add" to its already voluminous comments, said Robert Phillips, NRTC chief executive officer. "The burden now," he said, "is on the carriers."

Those NRTC filings, he said, have sought to document the rate disparities at the wholesale level and "to give the commission a graphic picture of the similarity of services" in the two distribution markets.

Phillips's claim that the TVRO and cable businesses are similar, said Bob Thomson, vice president of government affairs for Tele-Communications Inc., "is a clearly ridiculous and absurd position." So dissimilar are the markets, he said, that the inquiry itself "is a waste of time and money at the FCC," which, he added, "will find two businesses where cost structures are entirely different."

"The biggest difference," said Bliss, "is the extent of work necessary. Each backyard dish subscriber looks like a cable operator to us. You have to bill him, you have to market him and to provide other services." Cable operators staff engineers, he said, but when home dish subscribers experience equipment failures, point their dishes incorrectly or fail to receive a signal for other reasons, "the first thing they do is call our 800 number, because it is handy." NRTC has said it would buffer such calls, but, he said, current NRTC subs call United

Video for help.

TCI, the nation's largest multiple cable system operator, owns Southern Satellite Systems, which uplinks superstation WTBS(TV) Atlanta, and is also principal owner of TVRO distributor Netlink, which also uplinks several Denver broadcast signals. That combination could find TCI's practices under particular scrutiny in the further inquiry, which will explicitly seek evidence of unfair competition on the part of cable. "We do not foreclose the possibility," said the FCC, "that cable operators are exercising undue market power to the detriment of earth station owners and distributors."

According to Thomson, contrary to using any of its power to hurt TVRO, TCI "was a major force in driving retail prices down. Netlink came in and cut prices. The FCC should focus on the retail level—how is the consumer making out, and he's making out just fine, paying less than the cable subscriber." Netlink TVRO subscribers, he said, pay \$12.50 per month for "all the cable programing plus all the unscrambled programing on C-band satellites—hundreds of channels of television." Cable subscribers, on the other hand, he said, pay an average \$17 a month for 36 channels.

In addition to United Video, other uplinkers of superstations likely to fall within the inquiry's scope include Southern Satellite Systems, Eastern Microwave (WSBK(TV) Boston, KTLA(TV) Los Angeles) Primetime 24 (uplinker of NBC, CBS and ABC affiliates, respectively, WXIA-TV Atlanta, WBBM-TV Chicago and WABC-TV New York) and Netlink.

—PDL

New kids on the bloc: Commercial broadcasting struggling for toehold in Eastern Europe

Eastern bloc moves rapidly to embrace commercial radio, TV

Early this year, an FM station in Vilnius, the capital of Lithuania, will begin operating on 73.35 mhz, and is being described as the first broadcast station in the USSR independent of the government. Commercialism apparently is no longer a dirty word in the lexicon of Soviet broadcasting. In Hungary, four commercial radio stations are on the air, along with two commercial television stations. One of the radio stations—Radio Danubius, which caters in the summer to German-speaking listeners who vacation in the Lake Balaton area—has been broadcasting for four years. And in the Gdansk region of Poland, a local private radio station began broadcasting on Nov. 21. These are some of the stirrings of Western-style, more-or-less free-enterprise broadcasting that are fighting to take root in the hard scrabble soil of what for 40 years—if not 70, in the case of the USSR—has been Communism.

Predictions as to how well the new shoots will fare are chancy, at best. Experience with free-enterprise broadcasting, free of government control, is in extremely short supply, if it exists at all, behind what was once referred to as the Iron Curtain. What companies are there with products to market? And how many consumers have money to buy? Certainly there is no tradition of a free press on which to build. (This raises questions as to how the news media will cover the elections scheduled for spring in some of the countries newly freed from authoritarian rule. The American broadcasting system, after all, is known to encounter a problem or two during elections.) Then, too, equipment is hardly state of the art.

Still, Westerners surveying the broadcasting scene in Eastern Europe regard the 400 million people there as constituting a market that is ripening—it may not yet be ripe—for profitable deals. Charles Z. Wick, the former director of the U.S. Information Agency and current director of global media magnate Rupert Murdoch's News Corp., returned late last year from a business-scouting trip to Moscow. And he sees Eastern Europe, with all its economic problems, as "a giant market; something we should be getting in on." Wick is working on a number of joint ventures with the Soviets on behalf of Murdoch, ventures that would include motion picture and television production, as well as the publication of newspapers and magazines. Wick also said Murdoch is interested in acquiring a satellite to serve Eastern Europe.

George Jacobs, a broadcast consulting engineer who, in his current work and in government with the Voice of America and the Board for International Broadcasting, spent 43 years in international broadcasting, agrees. "Those who get there [Eastern Europe] first will have a leg up," he says. Jacobs toured Hungary and several other European countries last August.

Indeed, Western entrepreneurs are already bringing the fruits of their culture to Eastern Europe, for a price. Turner Broadcasting System's Cable News Network, for instance, is providing its news programs throughout the Soviet Union through Gosteleradio, the state committee for radio and television, which serves as CNN's licensee. It is selling the service to cable television systems that are springing up around the country and to an MMDS service in Moscow. CNN programming is also seen in hotels in Poland and Hungary, and the CNN Europe office in London is negotiating with officials in Yugoslavia and East Germany who are interested in the service. It hopes to sign Bulgarian TV as its agent in that country. With Eastern Europe falling into its orbit, CNN is well on its way to becoming a global provider.

Then there is MTV Europe, 50% owned by Robert Maxwell, the rest by Viacom International and British Telecom. It is offering its 24 hours of light entertainment and music to cable television homes in Hungary and Yugoslavia and hotels in East Germany. And William Roeddy, managing director and chief executive of MTV Europe, says he is in negotiations with officials in most other East European countries as well as Gosteleradio. An intriguing aspect of MTV Europe's talks with the Soviets is a proposed swap of three MTV Europe programs—*Weekend Rock*, *European Top 20* and *Club TV* (which Roeddy describes as "a modern version of *American*

Bandstand")—for use on an MTV channel of an apparently hot Soviet on-air talent—Dimitri Mamatov, the host of a weekly television show. But a hitch in talks—entering their third round—is advertising: whether MTV Europe would be allowed to retain time to sell. "If not," said Roeddy, "we'll have sponsored programs."

But to talk of the Americans and Brits is getting ahead of the story of private and/or commercial broadcasting in Eastern Europe. The steps away from state-owned and controlled broadcasting are still uncertain, not yet clearly defined. And they do not seem to follow a predictable pattern; radio stations emerge in remote areas, for instance. But the steps are multiplying, as the peoples of Eastern Europe continue the remarkable revolution that is transforming the politics of that part of the world. What follows is a picture of those first few steps as pieced together from interviews with sources in Europe and the U.S. and from reports by Radio Free Europe/Radio Liberty, the U.S. Information Agency and the Voice of America, and various publications.

First, the Baltic.

The new FM in Vilnius, the British Broadcasting Corp.'s monitoring service reports, is called Youth Radio MI. Its format of popular music is aimed at young people, and it will sell advertising time. But it is being supported at least in part by a regional broadcast station in West Germany, *Suddeutscher Rundfunk*, as well as by two firms and a political party, none of them thus far identified. The BBC service describes MI as the first station in the Soviet Union independent of the government. A radio station in Yerevan, in Armenia, claims to be independent, but the purity of its independence, sources in the U.S. say, appears to be in dispute.

As for commercial television in the Baltic, an outlet operating on channel 22 in

Dish days in the USSR

Mikhail Gorbachev's announced intention to open the Soviet Union to fresh breezes of information is taking on a new dimension. The USSR Council of Ministers is developing measures not only to allow anyone to subscribe to foreign publications, but to watch satellite-delivered programs from the U.S. and Western Europe. The deputy minister of the Ministry of Foreign Affairs, Vladimir Petrovskiy, was quoted in the Soviet press as saying that by July 1 the government will enact measures permitting individuals to purchase or individually import a backyard dish antenna. He also said Soviet industries are prepared to produce the antennas. However, a report from Radio Free Europe/Radio Liberty cautions against assumptions of immediate, widespread impact of such outside services on the Soviet audience. It says: "The percentage of people who command a foreign language is too small."

Siaulai, in Lithuania, is said to be "independent." But a USIA research specialist, William Freeman, says, "Independence is relative; [the UHF outlet] exists on the basis of a contract with state-run television." The station relays the Second Program of the Soviet central television in Moscow, and does not offer local programming until 9:15 p.m.

The Soviet Union.

Advertising on television and radio in the Soviet Union, even on state-owned facilities, is not unheard of. Commercials for such American companies as Pepsi Cola, Kodak and Unicom Corp., of Cheyenne, Wyo., which operates the USSR Stamp Service in North America, have been seen on the Soviet Union's Channel One. Its programs, like *120 Minutes*, a morning show similar to *Today*, are carried on stations across the country's nine time zones. Radio Moscow's external service also carries commercials, "for the Soviet industry—and anyone else—in German, Spanish and English," according to Jonathan Marks, who anchors a weekly program on the media broadcast in the Netherlands. "The ads," says Marks, "are crude by American standards."

But the Soviet government has now taken another step toward the direction of Madison Avenue with the introduction of the first commercial television station under the control of Central Television, which holds a monopoly on television service throughout the country. The regional outlet—which was organized by the editorial department for television and radio for the Moscow region—began broadcasting on Nov. 1 on the third channel in Moscow. The BBC's monitoring service says the new station's principal task "is the dissemination and exchange of business and other information." The service also says the station is designed to appeal to a diverse audience. What's more, the Foreign Broadcast Information Service quotes an official as saying that the new station was created "because Central Television is trying to transfer to financial autonomy."

At least as intriguing as Central Television's first commercial outlet is the emergence of Nika TV, which is promoted by its president, Nikolai Lutsenko, as the first independent Soviet television company, one that would compete with the giant Soviet State Committee for Television and Radio. It has functioned thus far principally as a small video production company. But Lutsenko, a former journalist at the State Television and Radio Committee, has ambitious plans, according to a research paper prepared by a USIA staffer and statements he has made to the press. Lutsenko anticipates a full-scale television network, with a countrywide channel of its own; a Nika cable television network; direct satellite broadcasting, and significant business involvement with western media. He has even claimed, after a visit to Los Angeles, to have acquired the rights to 5,000 American films—a statement that could not be confirmed by the Motion Picture Association of America last week. "We never heard of him," said an official.

But that aside, whether Nika TV could realize Lutsenko's ambitions seems far from certain. Analysts cite the legal problems the Soviet system poses for anyone seeking to operate an independent television network. And a paper by the USIA researcher, Freeman, who interviewed Lutsenko during a visit he made to the U.S. last spring, says a Soviet media law expected to come into effect early this year could adversely affect Lutsenko's hopes.

Hungary.

The country that took the lead in overthrowing Communist rule seems to be the country leading the way toward private, commercially supported broadcast stations. Last year, the government received scores of applications for commercial radio stations, but because of the limit on the number of available frequencies, only four were accepted. Many of the applications were for stations within signal distance of a substantial portion of neighboring Austria's population. And that, said Wolf Harrauth, a commentator on Austrian Radio who follows broadcast developments in Eastern Europe, is not surprising. He noted that Austria thus far lacks a private broadcast system, and stations in Hungary that can be heard in Austria can count on selling advertising in that country.

Four commercial radio stations are operating in Hungary in addition to three state-run outlets. The self-supporting Radio Danubius broadcasts news and American pop music in FM stereo under the auspices of Hungarian Radio. Radio Juventus Balaton (RJB) went on the air in April with a signal capable of reaching an audience of up to 1,500,000, with a format of music and news. Calypso began broadcasting last May and can be heard within 40-50 km of Budapest. It is operated by a joint venture of Hungarian Radio and the Laser Theater and broadcasts music, local news, police information and brief interviews, as well as advertisements. Radio Bridge entered the competition for advertising revenues last summer. It operates with Canadian and Swedish capital and is designed to cater principally to businessmen living in Hungary.

The government-operated television service in Hungary, according to a report by an RFE/RL staffer, is in poor repair. It is said to be under pressure from the newly emerging opposition parties that complain it favors members of the Communist party that continues to control the service. What's more, Hungarian television is said to have severe financial problems—all of which may explain the emergence of two commercial television stations in Hungary last summer.

The first, Balaton Channel in Siofok, went on the air on July 1, to become what is said to be the first commercial station in Eastern Europe. It is a joint venture by several Hungarian companies and, like Radio Danubius, offered programming during the summer designed for a German-speaking audience. On Aug. 19, another independent television station—Nap-TV (Sun-TV)—went on the air in Budapest with a mixture of news, weather, music, street interviews and commercials. It is

broadcasting only on Wednesday and Saturday mornings. The station is jointly owned by Movi, the Hungarian Cinema and Video Co. and the Mai Nap Corp., publisher of the afternoon newspaper *Mai Nap (Today)*. The station promised to avoid political bias. "We want to be between the parties," the newspaper's editor-in-chief, Ferenc Szekely, told Reuters after the station's inaugural broadcast. The RFE/RL report said negotiations for a third commercial television station were underway.

On to Poland.

The leadership role Poland played in breaking Eastern Europe free of Soviet domination has not yet been matched by a movement in the country toward an independent, free-enterprise broadcasting system. However, there have been some signs of movement. Radio Warsaw reported on Nov. 19 that the local Solidarity Radio committee had drafted a law that would pave the way for the establishment of independent, advertiser-supported radio stations throughout the country. And Radio-Market, a private radio station that is owned by an independent company and sells advertising time, began operating in the Gdansk region on Nov. 21.

The major piece of news regarding the emergence of a mass-media operation in Poland was announced in Washington last month, at the Polish embassy: the joint venture by Chase Enterprises of Hartford, Conn., and the Polish government to build and operate cable television systems throughout Poland. Chase, a conglomerate whose holdings include radio and television stations, will invest up to \$900 million in the venture and own 70% of it (BROADCASTING, Dec. 11). The first program transmission, to 1.8 million homes in Warsaw and Cracow, is scheduled for next June.

□

And that appears to be it. There are no reports of independent radio or television in East Germany, Bulgaria, Rumania, Czechoslovakia or Albania.

But observers of the changing scene in Eastern Europe say there is more for those in the West to do than cheer on those who would make things happen in countries where nothing has yet happened and urge continued advances in countries where steps are being taken. The would-be free-enterprise broadcasters need help.

David Webster, a senior fellow of the Annenberg Washington Program and a former director of the BBC, says that the "seat of government in those East European countries is, in effect, the television studios. That's where the revolution began." And he says that "the hardware of freedom are satellite decoders, fax machines, VCR's." The software? The computer programming, the television deals and the advice and guidance needed by anyone trying to operate a mass media enterprise driven by market forces, not the government. In a country that has not known freedom for 40 years—during the life of television to this point—Webster said last week, "it's not easy to become free." —LZ

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Inside Inner City Broadcasting

New York-based media company making headlines; observers wonder just how successful is empire Sutton built

Even for media-devoted New York City, Inner City Broadcasting's mini-empire is in the news more than usual these days. The radio group owner, cable franchisee (along with Time Warner) and operator of the city's renowned Apollo Theater has become the focus of daily newspapers and politicians, largely because of its connections to New York City's new mayor, who was sworn in last week (see box).

The company's 1988 financial statement obtained by BROADCASTING shows, among other things, some highly successful radio operations and a company very much under the control of its chairman, Percy Sutton.

Inner City Broadcasting was founded in 1972 by Sutton (see "Fifth Estater," March 1, 1982) when, for \$1.7 million, he purchased WLIB(AM) New York plus an option to purchase co-located WLIB-FM within two years. In 1974 the company exercised that option, bought the station for \$1.35 million and changed its calls to WBLS(FM).



Inner City's Percy Sutton

The stations, which air a "community oriented" black format, have consistently ranked among the market's top 10 and are recognized as important outlets for the city's black and Hispanic communities.

In 1988, the two New York stations had combined operating income of \$4.1 million on net revenue of \$14.8 million. Estimated

and measured ad revenue for the 1988 New York marketplace is \$389 million.

1978 saw several additional radio station purchases by Inner City. In October the company bought KKTT(AM) Los Angeles and KUTE(FM) Glendale, Calif., for \$5.3 million. The AM was sold in 1986 for \$4.5 million and the FM in 1985 for \$20 million. Concurrently, it announced that it had entered into an agreement to purchase KRE-AM-FM Berkeley, Calif. (San Francisco), for \$1.8 million and to purchase WBRB-FM Mount Clemens, Mich. (Detroit), for \$1.5 million. WBRB-FM was subsequently sold, resulting in cash proceeds in 1987 of \$5.5 million and a \$1.25 million note receivable.

In 1988, the two Berkeley stations, whose call signs are now KBFN(AM)-KBLX-FM, had operating income of \$1.9 million on net revenue of \$5.8 million. Estimated ad revenue for radio last year in San Francisco was \$150 million.

The stations had simulcast a "hybrid, new age" sound for 10 years, according to station general manager Harvey Stone. But about a year ago, the AM station changed its call to KBFN and started carrying the all business and money news feed from the Anaheim-based Money Radio Network.

Stone said the format switch was made for a number of reasons. San Francisco is a large "paper town—a banking hub," he added, but the format change also gives people a reason to tune to the AM. The station has not posted a rating yet, but advertisers seem to have accepted the format, said Stone.

The FM is consistently ranked among the top 10 in its target audience, according to Stone. In 1987 the station posted a 3.2 ratings share in Arbitron's Quarterly Radio Report for adults 18-34, Monday-Sunday, 6 a.m. to midnight, to rank it number 10 that summer, and 3.6 in 1988 to rank eighth among its target audience.

KSJL(AM)-KSAQ(FM) San Antonio simulcast until approximately one year ago, when the AM began carrying the Dallas-based Satellite Music Network's Z-Rock format (the FM continues to be contemporary hit). According to Charles Andrews Jr., president and general manager of the stations, the reason for the format switch was "to provide a separate profit center" for the operation. The two San Antonio stations posted an operating loss for 1988 of \$1.35 million on net revenue of \$1 million.

KSJL(AM)-KSAQ(FM) have ranked among the top 10 in both 1987 and 1988 in their target audience of adults 18-34. The San Antonio radio market has an estimated revenue total of \$36 million-\$42 million, according to Andrews, and is expected to grow by 7% this year.

The cable interests of Inner City began at least nine years ago when the group owner

Inner City and the Dinkins connection

Inner City Broadcasting has received national attention because of its link to David Dinkins, who was sworn in last week as New York City's mayor and who, years ago, had purchased shares representing between 1% and 1½% of the company. Dinkins's ownership of Inner City stock, and claimed subsequent transfer of that stock to his son, television producer David Dinkins Jr., are currently the subject of an inquiry by the U.S. Attorney General's office and by the city's Department of Investigation. Inner City itself is not believed to be under investigation.

The issues under investigation are said to include whether Dinkins had transferred the stock to his son before exercising authority over the cable franchising process as a member of the city's Board of Estimates. Also under scrutiny is how much Inner City Broadcasting, and, more specifically, Dinkins's share of the company, was worth when the transfer of stock was said to have been made in 1985. The latter issue involves a general controversy—the valuation of stock in private or closely held companies—that currently has the Newhouse family in federal court.

Whether Dinkins or his son still own the same percentage of stock—that ownership percentage may have been diluted by the expansion of shares outstanding through sales to employees and others—is not known, but a 1% share of Inner City Broadcasting today might be worth roughly \$1 million. That estimate is derived from an analysis of the company's financial statements and through valuations from station and cable brokers.

The most valuable piece of the company continues to be its radio stations. New York-based station broker Gary Stevens and Americom's Paul Leonard said the New York stations were worth between \$45 million and \$65 million; the Berkeley, Calif., stations from \$22 million to \$25 million, and the San Antonio, Tex., stations, roughly \$7 million. Inner City's 20% cable share could be worth more than \$40 million, excluding debt, assuming a penetration rate of more than 40% and using the \$2,500 per-subscriber benchmark.

Other, less important values in the company include just over \$4 million in liquid assets at the end of 1988; roughly \$10 million in long-term debt, a reported minority interest in Sheridan Broadcasting Networks, and 80% ownership of the Apollo Theater Investors Group, which in 1988 had a net loss of \$2.4 million.

A 1% share of the company, however, might not be worth the full amount, because stocks almost always trade at a discount of asset value, some of the stock has limited voting rights, and 1988 dividends amount to just about 1% of asset value.

prepared to become one of the six companies bidding for New York City's remaining cable franchises. In 1983, Sutton, Inner City and Unity Broadcasting Network, which owns a competing AM station in New York, were successful in obtaining the franchise covering roughly 180,000 subscribers in part of Queens, New York.

In the mid 1980's, Queens Inner Unity Cable Systems (QIUCS) had difficulty raising the financing, and in late 1987, under pressure from the city, Sutton, who was chairman, brought in Warner Communications, which put in \$3 million of equity money and agreed to raise all the debt, in exchange for a half interest in the franchise (Sutton personally owns 5%, while Inner City owns 20%). A Time Warner subsidiary, BQ Cable, is the system's operating partner.

Richard Aurelio, who manages Time Warner's New York cable operations, said QIUCS has now built about 72% of the cable plant and activated 70% of the households. At year-end 1989 there were roughly 34,000 subscribers (36% of homes passed) and the system had a pay-to-basic ratio of 2.13.

Sutton is sometimes heard talking about programming for cable using the other major investment Inner City carries on its books as an equity investment (recording only the company's proportionate share of net earnings or losses, not revenue, operating income or balance sheet items). Inner City owns an 81% limited partnership interest in Apollo Theater Investors Group (ATIG), which leases and operates the theater. Sutton personally owns the remaining 19% and is ATIG's general partner.

Sutton bought the famed Harlem theater out of bankruptcy in 1980 for just over \$200,000. The goal of not only renewing it but making it into a production facility has since cost a reported \$17 million, most from state and federal funds.

Although Sutton talks about using the facility to program for cable, the best known effort so far from the theater is *It's Showtime at the Apollo*, a syndicated weekly series that, according to the July Cassandra report from A.C. Nielsen, was cleared in 52 markets, covering 55% of television households, and got a 3.5 rating/14 share.

Synergy among Inner City's and Sutton's various enterprises is not always seen as beneficial. One recent profile of the company said that Mutual of New York, which had bought some senior notes secured by WLIB(AM)-WBSL(FM), was upset by "both the money and commercial air time Inner City was using to promote the Apollo." At the beginning of last year the company entered into a \$20 million revolving credit facility that converts to a term loan in June of this year.

The sale of radio properties has led to a decline in the company's net revenue from the early 1980's, when Sutton said Inner City had revenue of more than \$30 million. According to the company's 1988 financial statements, 1988 net revenue was \$22.5 million and operating income was \$2 million, compared to an operating loss the prior year of \$313,000 on net revenue of \$24.5 million.

-LC, GF



Fuller-Jeffrey powers up in Portland

Broadcaster trades its Portland FM frequency and facility for that of higher powered competitor

WBLM(FM) Portland, Me., licensed to Fuller-Jeffrey Broadcasting Companies Inc., has doubled its power and coverage area as the result of a four-party, three-station exchange—culminated Dec. 4, 1989—that saw the facility and license for 50 kw WBLM traded for that of 100 kw WTHT(FM) Portland.

According to Bob Fuller, president of the Sacramento, Calif.-based radio group owner, the facility and frequency switch took 12 months to engineer. It had been a "life-long dream," said Fuller, "to be able to come back [he is a native of the area] and own a dream facility. We made the move for defensive and offensive reasons." The upgrade, he said, was necessary to protect the station's progressive free-form rock format. The company also wanted to protect its country-formatted facility, WOKQ(FM) in Dover, N.H. Neither station would want to face competition from WTHT Portland at 100 kw.

The exchange of facilities was made possible by the FCC relaxation of restrictions on ownership of stations with overlapping signals.

The transaction was as follows: J.J. Taylor, the licensee of WTHT, traded the license and the facility of the station to General Broadcasting of Florida Inc. for its station WHLY(FM) Leesburg, Fla. and cash. Fuller-Jeffrey, licensee of WBLM, located at 107.5 mhz, traded facilities and licenses with General Broadcasting for WTHT on 102.9 mhz—an exchange valued at \$4.5 million (BROADCASTING, April 3, 1989). General Broadcasting sold its newly acquired station to Beacon Broadcasting Corp. for \$2.6 million. Beacon owns and operates stations in upstate New York. Fuller-Jeffrey purchased WBLM for \$250,000 in 1975 (BROADCASTING, May 19, 1975).

The deal, according to John Johnson, attorney for Fuller-Jeffrey, from the Washington law firm of Bryan Cave McPheeters & McRoberts, was structured to allow the parties to defer paying taxes under an Internal Revenue Service "like-kind exchange" provision. The deal will allow Fuller-Jeffrey to save approximately \$600,000 in capital gains taxes.

Fuller says the swap gives the radio group the only 100 kw outlet on the coast between Maine and Virginia. "It doubles our population coverage and allows us to be heard almost as far south as Boston and almost as far north as Bangor," he said. Where previously the station reached 446,000 people in its primary coverage area, it now is heard by 843,000 (based on

1986 figures provided by the company). The total coverage area encompasses an estimated 2.7 million people.

"The multipoint retail stores like McDonald's," says Fuller, "or any multipoint retail outlet, will get a lot more bang for their buck." And he believes that because Portland is a main commercial center for the New England area, local merchants can benefit as well, by attracting customers from areas that previously were not targeted by the merchants.

The promotional campaign that kicked off the switch was valued at \$200,000, said the station operator. The campaign tried to inform listeners of the change in dial posi-

WBLM 102.9
100,000 WATTS BANGOR TO BOSTON

tion while stressing the continuity of the station format and personalities. WBLM has ranked at or near the top of its market since 1980.

Both the new WBLM and the new WTHT will promote each other for a short period until listeners adjust to the switch.

Fuller-Jeffrey Broadcasting owns 12 radio stations in California, Iowa, New Hampshire and Maine. It is owned by Robert Fuller and J.J. Jeffrey.

-LC

Sage sells 49% interest in three stations to SunGroup

Stamford, Conn.-based Sage Broadcasting Corp., which last year sold four AM's and four FM's, announced last week that it is selling 49% of its ownership interest in three other stations to group owner SunGroup Inc.

According to the sale, announced last week, SunGroup will acquire the ownership interest and will manage WGNE-FM Titusville, Fla., and WACO(AM)-KTKS(FM) Waco, Tex. Sage also owns WBSM(AM)-WFHN(FM) New Bedford, Mass., WC DL(AM)-WSGD(FM) Scranton/Wilkes-Barre, Pa., and WRFB(FM) Stowe, Vt., and has an agreement pending to purchase WFOY(AM)-WUVU-FM St. Augustine, Fla.

Sage and SunGroup did not make details of the contract available. Gerald Poch, president of Sage, said the stations were worth about \$7.5 million. Radio brokers

estimated the properties are worth between \$5 million and \$6 million.

Since July, Sage has sold stations for a total of \$17,809,000. Those sold were WKOL-AM-FM Amsterdam, N.Y., and, subject to closing, WTAX(AM)-WDBR(FM) Springfield, Ill.; KMNS(AM)-KSEZ(FM) Sioux City, Iowa; WLVH-FM Hartford, Conn., and WAMT(AM) Titusville, Fla. Sage also sold 60% of WLVH(AM) Hartford. At the time of the station sales, Sage issued a statement saying that "it should be kept in mind that Sage Broadcasting

Corp. is a very young company...and it will continue to seek undervalued radio properties."

Most of Sage's recent sales have been properties outside of the Northeast. Poch said that the company has tried to "bring things closer to home." Sage is also looking to put new stations on the air and has applications pending for new frequencies in Florida and Tennessee.

SunGroup Inc., headed by Frank Woods, owns WERC(AM)-WKXX-FM Birmingham, Ala.; KESY-AM-FM Omaha; KKSS(FM) Albu-

querque, and KYKX(FM) Longview, KEAN-AM-FM Abilene and KKQV(FM) Wichita Falls, all Texas. It also has pending agreements to purchase KKYS(FM) Bryan, Tex.; KMJJ(FM) Shreveport, La., and WOWW(FM) Pensacola, Fla.

One industry observer said the arrangement was a "win-win" situation that allows Sage to hold on to potentially valuable properties while letting SunGroup, which already manages several stations in the South, to put its management teams to work. -JF

Tom Gammon leaves Americom to run radio properties

Co-founder of top radio broker will retain ownership interest; other changes include addition of investment banking specialist and new chief operating officer

Tom Gammon, co-founder and chairman of Americom Radio Brokers, the number one radio-only brokerage firm in the industry, has left the company to focus on running his radio properties. He will maintain a "passive" role in Americom's future and will have some ownership interest.

Gammon, who founded the firm in 1984 with his brother Dan, will set up shop in Virginia as a station owner-operator. The 30-year-old already owns, through various companies, KRTY(FM) San Jose; KZXY-AM-FM Apple Valley, KKIS(AM) Pittsburgh and KKIS-FM Walnut, all California, and KTRR(FM) Loveland, Colo. He also has applications pending for stations in Ohio and Louisiana.

To station trading insiders, the moves came as no surprise. In June 1988, Dan Gammon was named president, and top-25 markets broker Bill Stebbing was named a partner. Tom Gammon spent much of 1989 running the stations, leaving Americom in the hands of his brother and Stebbing. Americom recently hired Peter Handy in November as a broker and plans to add another broker at the end of January.

Gammon's departure is not the only change at Americom. The firm has added an investment banker, John B. Frankhouser, and a chief operating officer, Russell W. Calkins III. Frankhouser will head up Americom's Star Capital, which is designed to "serve the total transaction needs of radio station owners." Frankhouser is a former station owner.

Frankhouser is the former owner of KNZS(AM) Capitola and KMBY(FM) Monterey, both California, and was 50% owner of KGOL(FM) Jackson (Houston), Tex. One reason he decided to take the job, said Frankhouser, was because he's dealt with a lot of investment bankers who don't have the owner-operator perspective. He explains: "Many don't bring a reality check with their market projections, and the market will not be as forgiving in the 90's as it has been in the previous decade."

Calkins, a former vice president, corporate development, for Heritage Communi-

cations Inc. (now Heritage Media Corp.), will be responsible for the internal management of Americom. While with Heritage,

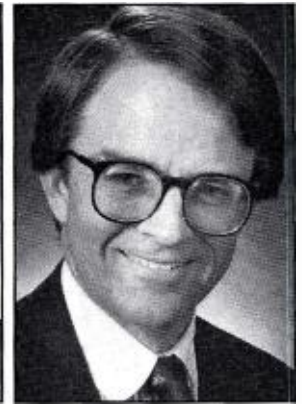
Americom, according to Dan Gammon, brokered deals worth more than \$800 million for 1989. And the firm has already



Tom Gammon



John Frankhouser



Russell Calkins III

Calkins helped put its radio group of six AM's and five FM's together.

Investment banking arms are not new to brokers. Blackburn & Co. and Chapman Associates are two of several firms that offer investment banking and financial structuring to their clients. Dan Gammon says Star Capital will "provide buyers access to the best financial alternatives on a given deal. It will also give us an ability to present a refinancing option to the clients we serve."

gotten off to a good start this year, brokered an \$86 million sale. Stebbing handled the just-announced sale of KRLD(AM) Dallas and KODA-FM Houston from Command Communications to group owner Evergreen Media Corp. (see "Changing Hands," page 115). The purchase price includes Command's four Texas State Networks, which provide news, agriculture/business, Spanish information and Dallas Cowboys football to 386 affiliates. -JF

Minneapolis' best. Twin Cities Radio Broadcasters Association will hold the fourth annual "RadioBest Awards" on April 12, 1990, in Minneapolis. The awards were established in 1987 to recognize and promote creative excellence in the radio industry and to increase awareness of the potential of radio advertising.

The competition is open to any ad agency, production agency, radio station, advertiser, individual or nonprofit organization. Deadline for entries is Jan. 12.

Award categories include: use of humor, use of voice, use of original music, use of music adaptation, use of sound effects, campaign, station-produced commercial and station-produced promotional announcement.

□

Marking Black History Month. National Public Radio will salute Black History Month in February with a selection of programs highlighting African-American culture and heritage. Among the featured artists are author Alex Haley, poet Sonia Sanchez and musicians Duke Ellington and Jelly Roll Morton.

Other arts and performance programs scheduled for the month-long tribute include: a four-part series on *American Jazz Radio Festival*; *Bass Lines*, 28 three-minute interviews with jazz musician Milt Hinton, hosted by Branford Marsalis, and *Make a Joyful Noise: African American Musical Cultures*, a series of five nine-minute modules featuring performers and musical traditions from around the U.S., including John Cephas and *Black Worksongs of the Sea*.

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Pulled back

There appeared to be progress toward resolving the carriage dispute between ESPN and Cablevision Systems, as the sports network said it was voluntarily withdrawing its lawsuit. "To facilitate further negotiations in the hope of resolving the issue," ESPN said in a statement, "ESPN has voluntarily withdrawn its lawsuit. Withdrawal of the suit does not preclude ESPN from refiling its claims if necessary at a later date." Cablevision Systems had begun segmented marketing of its cable service in the Bronx and Brooklyn last year. The lowest priced tier was a broadcast-only package. Subscribers could then subscribe to one or all of five segmented packages, including a sports package that included traditional "pay" sports services such as SportsChannel New York. ESPN was also available as part of a \$25 full family package of all basic cable services and broadcast stations. ESPN objected to its placement on a segmented tier and filed suit. ESPN's carriage agreement with Cablevision Systems ends Jan. 31.

Promotion premiere

Prime Time Tonight, the cable cross-promotional service utilizing several minutes of the Weather Channel at the end of each half hour, premiered on 400 cable systems serving seven million homes on Dec. 26, 1989. Originally scheduled for a fall launch, but delayed as equipment bugs were worked out, the tune-in service is carried at 27 and 57 minutes past the hour, between 7 and 11 p.m. each night.

Graphic menus and full-screen video highlights give cable subscribers an idea of what's on cable that evening. Using the Weather Star 4000 addressable computer, PTT can be channel specific by cable system.

Golden staters

The California Channel, the embryonic statewide public affairs network, has named the members of both its guiding task force as well as its board of directors.

Task force members include Bill Cullen, vice president, United Artists Cablesystems; Bob McRann, senior vice president, general manager, Cox Cable; Kurt Jorgensen, senior vice president, California region, Viacom Cable; Jeffrey Smith, state manager, TCI Cablevision of California, and Barbara Kirbach, vice president, affiliate relations, USA Network.

Board members include Ed Allen, partner, Intermedia Capital; Henry Der, executive director of Chinese for Affirmative Action; Walter Gerken, executive

committee chairman of Pacific Mutual Life Insurance; Donald Gerth, president of California State University; Cornell Maier, chairman of California Leadership; Dennis Mangers, senior vice president, California Cable Television Association; Amy McCombs, president, KRON-TV San Francisco; Luis Nogales, general partner, Nogales and Castro Partners; Carole Wagner Vallianos, president of the League of Women Voters of California, and Tracy Westen, assistant professor, USC Annenberg School of Communications.

Spreading Sunshine

Sunshine Network said Paragon Cable plans further rollout of the network to 250,000 of its subscribers, which will give the network 2.8 million subscribers in early 1990. Sunshine said once those systems come on line, it will reach 95% of the state's cable homes.

Florida carriage agreement

Continental Cablevision and WOZL-TV Miami have reached a carriage agreement whereby the ch. 39 station will appear on ch. 11 on Continental's Broward County system. In return, the five-year agreement calls for "substantial reciprocal advertising trades" that will include on-air advertising on WOZL-TV as well as certain cable services. WOZL-TV also will waive its rights pertaining to the FCC's syndicated exclusivity rules.

Harvey Cohen, president and general manager of the station, said: "I believe our business will see more of this type of cooperation between television stations and cable companies. In the long run, it doesn't pay for us to be at loggerheads."

Syndex teamwork

The state broadcasting and cable associations in Connecticut have developed a joint public information campaign on syndicated exclusivity, effective last week. Both television stations and cable systems will show a jointly produced PSA explaining the federal rules. In addition to the PSA, written materials are available including a card showing where viewers can find affected programming on their local stations.

CSR plan

Warner Cable has launched a new customer service training program which "combines skill-based training with certification, performance evaluation and

employe compensation."

The program will focus on five areas: billing, product knowledge, technical, telephone and relationship skills. The program is an extension of the MSO's internal operating standards, and will employ some of the standards used for measuring system performance to measure employe performance.

Prepare to enter

The National Academy of Cable Programming has announced a Feb. 9 deadline for its local ACE award competition. There are changes in several awards categories for calendar year 1989—the creation of two documentary categories—cultural affairs and public affairs—and the division of the sports event coverage into three categories—small, medium and large systems. Initial judging will be held March 27-28 in Washington, following the March 25-26 local programming seminar.

Record breaker

With the San Francisco earthquake coverage, as well as other breaking news, Turner Broadcasting said the share of viewing to CNN and Headline News in cable homes last October matched CBS and exceeded ABC and NBC.

Turner said the two services garnered a 28.0 share, breaking its previous monthly best, 26.5, in July 1989. According to TBS, CBS also scored a 28 for the month, ABC a 26 and NBC an 18.1.

On the move

The Travel Channel is dividing its schedule into "destination blocks" beginning in February, a move designed to improve service in the eyes of viewers and advertisers. Among the time periods will be blocks from 8 to 11 a.m., 3 to 4 p.m. and 8:30 to 9:30 p.m. New programs scheduled to premiere in February include *World of Photography*, *Moscow Meridian*, *Fodor's World*, *Family Circle's Fabulous Family Vacations*, *Holiday World*, *Fish'n Canada* and *Walking the World Over*.

'Brief' mention

CNBC will begin producing one-minute *Business Briefs* for the NBC O&O's and affiliates. The *Briefs* will contain the latest market information and business news headlines and will be co-anchored by

Ad-junct

KBLCOM Inc., which serves 145,000 subscribers in southern California, has joined Adlink, a Los Angeles area interconnect, as partial owner. Adlink serves 1.2 million homes and is owned by Continental, Prime Ticket, Choice Television, Comcast, King Videocable, United Cable and Times Mirror.

Bay deal

The Bay Area Interconnect has selected National Cable Advertising to be the national sales rep for the 1.2 million household interconnect. The addition gives NCA representation in the three largest California markets—Los Angeles, San Francisco and San Diego—and a leg up for statewide advertising for lottery and state political races.

Sub growth

C-SPAN announced hefty yearend subscriber increases, with C-SPAN rising from 42 million to 47.5 million and C-SPAN II rising from 16.2 million to 19.3 million, both percentage growths higher than the industry average. Part of the reason for the jump, C-SPAN said, is cable operator concern about their image in local markets.

'Gadget' a go

DIC Enterprises will produce a 26-episode half-hour series based on the animated *Inspector Gadget* series for The Family Channel. The new version will be live action and filmed in the U.S., Canada and other locations.

Sponsor signings

The latest sponsors of the 1990 Goodwill Games are Fruit of the Loom and Smithkline Beecham Consumer Brands. Their signing brings the total of worldwide sponsors for the games to 10. The games will be held July 20-Aug. 5 in Seattle and other cities in Washington state.

Information please

FNN has reached an agreement to purchase Lotus Information Network Corp. from Lotus Development. LINC markets Signal and QuoTrek stock market reports and will be combined with FNN's Data Broadcasting Corp.

Music masters

Dinah Shore, Paul Reiser, Joe Namath and MTV host Julie Brown will host 14th annual ACE Awards presentation, Jan. 14, in Los Angeles. Presenters will include Corbin Bernsen, Beau Bridges, Blair Brown, Shelley Duvall, Harry Hamlin, Charlton Heston, Vanessa Redgrave and Christopher Reeve.



ATTC readies one-of-a-kind HDTV lab

HDTV test center construction is on track, although key parts of the testing plan remain to be developed

Construction of the Advanced Television Test Center (ATTC) is well under way. Its mission will be to test the quality of proposed high-definition transmission systems. The entity created by the major organizations of the broadcast TV industry will operate with "a commitment to do the best job possible under the circumstances," said Peter Fannon, ATTC's executive director. As of today, not all of the circumstances are optimal.

Last week, Fannon and ATTC Chief Scientist Charles Rhodes provided BROADCASTING with a look at ATTC's progress so far and at the areas where problems in testing could still arise.

Installation of the wiring and air conditioning systems in the 12,000-square-foot lab is almost complete, and work to install the several pieces of high-tech gear needed to operate the facility will soon begin. As of last month, all of ATTC's administrative offices are located at the lab's new building at Braddock Place, Alexandria, Va., adjacent to Public Broadcasting Service headquarters.

But as the construction progresses, there are still many unknowns. Key parts of the test plans have not yet been developed by the FCC's advisory committee on advanced television service (ATS). The ATS committee is overseeing ATTC's work and will use the data that ATTC produces on each system to decide which system or systems could be recommended to the FCC for standardization. But the advisory committee has not yet decided such details as how to certify which systems are ready to test, how dynamic resolution of each system can be tested, how to conduct field tests on each system after lab tests performed by ATTC are completed and others. Many of the unknowns could affect the ATTC's test schedule and potentially mean that changes will have to be made in the construction of the lab.

But ATTC and its sponsors have decided to take the risk of constructing the lab in the belief that it will be able to adapt to all probable changes. Fannon complimented Rhodes, who designed the facility, for making it possible for the ATTC to move forward. "He convinced [the sponsors] that it was an efficient and sensible plan," Fannon said.

(ATTC's sponsors are: ABC, CBS, NBC, Fox, PBS, the National Association of Broadcasters, the Association of Independent Television Stations, the Association of Maximum Service Telecasters and

the Electronic Industries Association.)

The goal of the testing program is to amass as much information on each system as possible in the form of written observations, still photographs and digital videotape. Little exists to suggest what the pictures were like when engineers were developing and testing the current NTSC color system 40 years ago. Written records remain, but stills and films from the projects are rare and have deteriorated over the years. Due to the development of digital tape, the records from ATTC's tests will last longer. "In a hundred years, we can look back and see what we did, how we did it and why the FCC came to its decision," Rhodes said.

In Rhodes's design, various rooms in the lab will simulate a different step in the transmission process, from studio origination to reception in the home. The studio origination room will be "the heart of the operation," Fannon said. The most important pieces of equipment in this room will be two Sony digital high-definition tape machines and the "pixar," a device specially designed by ATTC. Rhodes described the pixar as a "video jukebox." It will be programmed to studio signals in whichever studio system is demanded by the proponent system.

Only staff members of ATTC and Cable Laboratories Inc. (CableLabs) will be allowed in the studio room. Staff from proponent companies will be specifically prohibited from entering during the testing. CableLabs personnel will participate in the testing process throughout the program in cooperation with ATTC and use the same equipment. It will conduct its tests independently of ATTC and will submit separate reports to the ATS committee.

The studio signal will be routed into an adjacent "black box" room. This will be the room occupied by the proponent company. The equipment needed to encode the studio signal into the proposed transmission system will be installed there. All equipment, tools, personnel and other items needed to operate the room will be provided by the proponent company. ATTC and CableLabs staff cannot enter the room during testing. ATTC is building two black box rooms. While testing is being done through one room, the next proponent on the schedule will be installing equipment in the other so that there is no down time between proponents. ATTC has taken precautions to keep the two proponents' rooms separate.

After it has been encoded, the baseband signal will be routed to a room containing the RF (radio frequency) test bed. That device will simulate the function of a television transmitter. ATTC will also be able to

adjust the test bed to simulate various types of broadcast interference. While the test bed will mirror the function of a transmitter, Fannon emphasized that it will not actually radiate any RF emission. Strict safeguards are being built into the unit to avoid radiation due to possible interference that could be picked up on receivers at Washington National Airport, the Pentagon and other sensitive nearby locations. All proponents have also been advised of the need to avoid any possible signal leakage from their equipment, Fannon said.

Some of the baseband routing will be to a room adjacent to the RF test bed, where a similar cable test bed will be constructed. CableLabs is handling the cost and labor for the building of the unit, which will simulate those impairments that can plague a signal delivered by a cable system. Much of the testing will involve running the signal through the RF test bed before the cable unit to simulate distribution of local stations by cable.

After emerging from the test beds, the signals will be sent back to the proponent's room for decoding, simulating the signal processing that would occur in a consumer receiver. The decoded signal will then be sent back to the studio room in a wideband RGB form and be recorded on a high-definition digital videotape recorder. As the tapes are collected, they will be stored temporarily in a specially built fireproof room.

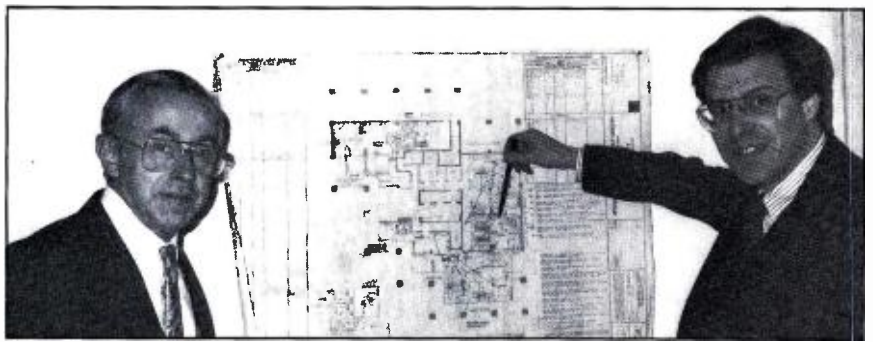
The decoded RGB signal will also be routed to a darkroom, where still images will be shot. The camera system for the stills was also developed by ATTC. The test center is still negotiating with companies to build both the still camera and the RF test bed. Contract announcements for both units are expected very soon, Fannon said.

Otherwise, over 90% of all the equipment has either been ordered or delivered to ATTC. When completed, the total amount for the building of the test center is expected to be about \$3.5 million. The sponsors of ATTC have committed \$10.5 million to ATTC through the end of testing, Fannon said.

The studio origination and black box rooms, test beds, still camera, storage and office space for proponents will cover the entire ground floor of the Braddock Place building. Several large air conditioning units have already been installed to compensate for the considerable heat produced by the testing process.

The building's second floor houses ATTC's administrative offices as well as a high-definition viewing room. In addition, testing of the various systems by both television experts and average viewers will be held in various parts of the U.S. and in Canada.

At one end of the viewing room will be a high-definition rear-view projection video display. The set will be fed with a wideband RGB signal from the lab on the ground floor. Five chairs will be arranged in a semicircle at exactly 10 feet, 6 inches from the screen, with the chairs at each end placed at a 30-degree angle from the screen. The height of the chairs will be such that an average-sized person will be looking



ATTC's Charles Rhodes (l) and Peter Fannon

directly into the center of the screen. "We have determined that they are going to be seeing the same thing" when the testing begins, Rhodes said.

The high-definition projector will be of higher quality than those that have been shown so far at NAB conventions and other HDTV demonstrations. The set (which will almost certainly be Japanese-made) will be the state of the art available at the time of the purchase, which "has to be made soon," Fannon said.

On the other end of the room, there will be shelves containing 25 high-end consumer NTSC sets with 25-inch CRT displays from various manufacturers. EIA will coordinate the donations of those sets. Down-converted HDTV signals from the test lab will be routed to the viewing room with simulations of various forms of broadcast interference to see how the NTSC sets react to them. Some of the sets at the same time will display noiseless pictures from VTR's. The goal of the test will be to see how the sets react to picture impairments on the NTSC-compatible signal and to determine which sets are most susceptible. ATTC is expecting a wide range of results. "Every TV set is a set of compromises. Otherwise, we couldn't afford them," Rhodes said.

Last fall, the advisory committee set a tight testing schedule, in which nine systems from seven proponents would be tested in six-week intervals by ATTC, starting in May and ending in the fall of 1991. As complex and sophisticated as the plans for the ATTC facility are, any delay in the start of testing or down times between proponents could prove to be quite expensive for the test center's sponsors. But as of now, such delays appear to be inevitable.

The most serious potential delay identified so far involves the gathering of studio software for the testing. To maintain fairness, the images sent from the studio origination room to the black box rooms must be the same for every system. But every system is built to accept different studio system inputs, ranging from 525 lines, 59.94-hertz progressive scanning to 1,125/60 interlaced. A format converter, which would allow for simultaneous recording of images in several different formats, had to be designed. Tektronix Inc., Beaverton, Ore., was recently chosen to build the format converter. Because the unit is not expected to be completed until this summer, however, testing will probably not commence until late 1990 or early 1991 (BROADCASTING, Dec. 4, 1989).

Other delays are originating in the advisory committee. "One of the biggest challenges for the advisory committee right now," Fannon said, will be the inclusion of a method to measure dynamic resolution (picture clarity of moving pictures) for high-definition systems. "We must find a way to get measurements that have never been done before," Rhodes said.

Other delays could arise out of the advisory committee's certification requirement for each proponent before it ships its equipment for testing at ATTC. Disclosures of details for each of the systems to be tested were required from each proponent as of the beginning of 1990. But because the systems are still under development, not all of the information provided in the disclosures is expected to be an exact description of the systems to be tested.

It is hoped that questions about dynamic resolution, certification and other possible problems can be answered by the time the ATS committee completes its next interim report to the FCC. The goal for completion of that report is late March, just before the next NAB convention.

Delays in the schedule due to changes in the proponent systems is another possibility. The ATS committee has long encouraged the notion that some of the proponents could combine their efforts to develop a hybrid system. In recent months, there have been discussions between the David Sarnoff Research Center and North American Philips about a possible consortium. There has also been talk of including the Massachusetts Institute of Technology and Zenith Electronics Corp. Systems in the consortium. If such a merger were to occur, it could take a great deal of time to incorporate the best points of each of the systems into a single system.

In the meantime, ATTC hopes to complete the physical construction of the test center in mid-February. By April, soon after the NAB convention, it plans to hold an open house inspection for the press to view the completed facility. Then ATTC will begin quality checks of the test systems, which are "all going to be done in the public eye," Fannon said.

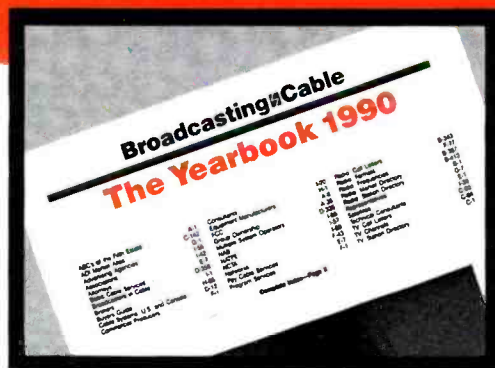
A fully equipped, highly sophisticated high-definition transmission testing lab will then be available. Some time after that, the systems proponents and the advisory committee will decide when they are ready to use it.

-RMS

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TVB turns off 'Turn on the Power' promotion, at least for now

Lack of station participation is cited by TVB's Joyella

The Television Bureau of Advertising announced last week it was pulling the plug, for the time being at least, on its planned "Turn on the Power" promotion campaign. The announcement came two weeks before the designated start of the station participatory campaign which was to have improved the image of the effectiveness of broadcast television.

It was a lack of station participation that caused TVB to put off the project. Presented last July (BROADCASTING, July 17, 1989), "Turn on the Power" would need close to 600 stations to make the promotion a success, TVB President James Joyella told BROADCASTING. TVB was asking stations for air time that the New York-based trade association could then resell, using that income to finance the promotion,

which was projected to cost \$5 million. After the ad was to run, stations would receive 10 to 12 TVB spots to run.

However, only 250 stations signed up for the campaign, said Joyella, who is still high on the idea, saying that it's something the industry needs "now more than ever."

The campaign was not going to be limited to TV advertising. TVB wanted to encourage broadcasters to meet with advertisers and agencies. Sales kits and promotional gifts were also part of the plan, as well as conferences and seminars designed to promote the value of television to advertisers. Ads promoting "Turn on the Power" were also set to be placed in trade publications. TVB President Bill Moll (now vice president and general manager of WNBC-TV New York) said at the time that, ideally, the piece would get on every commercial station in the country and get as high as a 60 rating.

Joyella said he was disappointed the campaign could not get off the ground, adding that "when you're asking for inventory you're asking for major commitments, and television is not ready at this time." The TVB president said participating stations were willing to turn over one spot a week to TVB (for 37 weeks), while advertisers who were considering participating in the project wanted to see their ads run more frequently and in heavy viewing periods.

TVB board chairman Thomas Oakley said, "The idea was just different enough that some people didn't quite realize what it was all about." He added that TVB may not have explained the concept to stations effectively enough and added that the board would find out why stations didn't support it and what needs to be done to gain their support. Joyella said that TVB has learned a great deal since the initial announcement, and he hopes to "revisit" the plan in April. —JF

Satellite Footprints

Playing the field. Nine months after it spent approximately \$200 million to acquire up to 19 transponders aboard GE American Communications next-generation cable television satellites (BROADCASTING, March 20, 1989), Viacom International last week purchased one more transponder from GE's top competitor, Hughes Communications. Declining to specify the value of the buy or which "select programming" it would transmit, Viacom International Senior Vice President Edward Horowitz simply confirmed Hughes's announcement of the purchase of one channel aboard Galaxy V, to be launched in early 1992. "The Galaxy satellites have distributed some of the best cable entertainment in the country, and we believe that Hughes will continue to provide top-quality delivery service for our programming in the years to come."

□

New year in orbit. As millions of Americans watched the ball drop in New York's Times Square, Martin Marietta (MM) celebrated the coming of 1990 by successfully launching its first commercial Titan rocket on New Year's Eve. Liftoff from Cape Canaveral, Fla., took place at 7:07 p.m. ET, as Martin Marietta's commercial version of the Titan III rocket (the U.S. Air Force version boasts a 96% success rate over 142 launches and nearly 25 years, said MM) carried Japan Communications Satellite Co.'s JCSAT 2 and the United Kingdom Ministry of Defence's Skynet 4A into geosynchronous orbit. The launch—originally slated for Dec. 7 but delayed 10 times by either software problems or high winds—marked MM's entry into the commercial launch business four months after McDonnell Douglas became the first U.S. company to do so with the launch of British Satellite Broadcasting's direct broadcast television bird, Marcopolo I (BROADCASTING, Aug. 28). A third U.S.-based launch company, General Dynamics, is scheduled to make its first commercial launch in 1991. At press time last week, Hughes Communications—30% owner of the Hughes Aircraft-built two-satellite JCSAT system, the first commercial satellite business in Japan—said that deployment of the solar array and antenna reflector aboard JCSAT 2 had begun on schedule.

□

Home dish syndex. The delay in production of General Instrument's new Videocipher II Plus satellite signal descrambler system should not be used by the Federal Communications Commission to impose syndicated exclusivity on the home satellite market, argued a Jan. 2 letter addressed to FCC Mass media bureau Chief Roy Stewart and penned by Satellite Broadcasting and Communications Association Vice President and General Counsel Mark Ellison. The letter—written in rebuttal to a request by the Association of Independent Television Stations, the National Association of Broadcasters and the Motion Picture Association of America that syndex be imposed—argued that the delay in VCII Plus production was caused by "minor technical difficulties" unrelated to syndex rules, that the delay ended Dec. 7, 1989, and that General Instrument believes it will reach 100% production in this first quarter of 1990. Imposition of syndex would further delay introduction of VCII Plus, said Ellison, at the expense of "the satellite television industry's efforts to control signal theft."

Although Roy Bliss, executive vice president of United Video, and Robert Phillips, chief executive officer of the National Rural Telecommunications Cooperative, have been at odds over the FCC's inquiry into alleged price discrimination in home dish program distribution, both agreed last week that imposition of syndex would, in Bliss's words, "be a total disaster. In our wildest dreams, we do not believe there will be enough dishes" to significantly affect broadcasters' or cable operators' copyrights. Bliss estimated that, out of 550,000 authorized dishes, fewer than 15% lie within cable franchises and perhaps 40% within 35 miles of broadcast TV stations—meaning that "about 280,000 home satellite receivers out of 90 million TV homes" in the U.S. would be affected. "Even if there were two or three million, it's just not important," Phillips said that, in the face of allegations that VCII's authorization system could be used to effect syndex, NRTC has submitted to the FCC evidence that efforts to deauthorize suspected signal pirates often deauthorize legitimate subs. But even if the VCII could accomplish the task, he said, "the home dish market would be nipped in the bud" by imposition of syndex, just as home satellite begins to gain stability following an era of rampant signal piracy. —PDL

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WZNT-FM, San Juan
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KZKX-FM, Lincoln
WHMA-FM, Anniston
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Maltz and Effros square off on CBS's 'Nightwatch'

This is really a consumer issue," Milton Maltz, chairman and chief executive officer of group broadcast Malrite Communications, told a national television audience last Wednesday (Jan. 3). "And the real issue we are facing between cable and broadcasting is whether the programs the public has seen for free for 50 years are going to have to [be paid for] tomorrow."

Maltz, who is also chairman of the broadcasting industry's Free TV campaign aimed at alerting the public to the threat cable television is allegedly posing to broadcasting, appeared on CBS's *Nightwatch* to discuss the campaign. Community Antenna Television Association President Stephen Effros provided counterpoint.

Effros challenged many of Maltz's points, including the claim that what broadcasters offer the public is "free TV." Consumers pay for broadcast programming when they purchase products that are advertised on the medium, he said. "All you have to do is look at products that are not advertised," he said. "The generic brands are on shelves across the country and for some magic reason they are cheaper than the ones that are heavily advertised on television and radio and newspapers," he said.

Back in business

Almost three weeks after the destruction of their transmitting towers, Raleigh-Durham, N.C., stations WPTF-TV (ch. 28) and WRAL-TV (ch. 5) will begin broadcasting on their respective channels again. The towers, located in Auburn, N.C., toppled shortly after daybreak on Dec. 10, 1989. The damage was caused by excessive ice buildup coupled with rapid temperature changes that caused large chunks of ice to fall, damaging tower foundations and breaking guy wires. The WPTF-TV tower fell onto its transmission facility, destroying it. A third tower, that of WTVD-TV (ch. 11) Raleigh-Durham, was not damaged.

WPTF-TV is an NBC affiliate owned by Durham Life Broadcasting. It suffered losses of nearly \$7 million, according to Executive Vice President Robert B. Butler. Interim service was broadcast on WFCT-TV Fayetteville (ch. 62) and WYED-TV Clayton (ch. 17). WPTF-TV was made available to cable subscribers within six hours of the collapse with the help of a portable uplink provided by WRAL-TV. Butler was thankful for the assistance of regional and national broadcasters that put them back in service to 95% of their viewers within three days. WPTF-TV will broadcast from its old tower in Apex, N.C., until a new one is built. WRAL(FM) is also temporarily broadcasting from there. The tower is used permanently by WQDR(FM) Raleigh.

WRAL-TV's parent company, Capitol Broadcasting Co., which also owns Capitol Satellite, provided satellite hookups that helped return service within three hours. WRAL-TV General Manager John Greene estimated that it would take \$6 million-\$7 million "to get everything up and going" again. WRAL-TV is a CBS affiliate and has been broadcasting from WKFT-TV Fayetteville's tower. Plans are underway to build a new tower and antenna.

Maltz argued that advertising reduces the costs of products. "Our economic system works on rivalry and competition," he said. "It reduces prices. Advertising is the most effective means of mass distribution ever seen in this capitalist system."

The discussion became heated on occasion with Maltz resorting to ad hominem attacks. "I was hoping I would see opposite me here a cable operator—my peer," he

injected into the debate at one point. "Instead, I find a Washington lobbyist and a Washington attorney. Certainly, you are not dumb; you are very slick."

Responding to Effros's characterization of broadcasting's position regarding cable, Maltz said: "Steve, that's as inaccurate a representation of the facts as I've ever heard in this industry, but, of course, coming from a paid lobbyist I would expect nothing less."

The Effros characterization Maltz objected to: "I think the broadcasters want a preferential position on all programming going to the American public and from what I can tell they also want a preferential position for the purchase of programming. And I don't think that just because they get a free license from the government to deliver their material over the air, they should get a preference over...Black Entertainment Television, The Learning Channel, Nickelodeon, USA Network or any of the others that are out there trying to compete."

Maltz denied broadcasters are looking for preferences. "We are being asked to play baseball at night in the dark in a stadium without lights...because there is only one cable system in all of these communities.... They are tollgate keepers. They can elect to carry C-SPAN...or the HA! channel. They can carry any broadcasters they want."

The National Association of Broadcasters and the Association of Independent Television Stations are seeking a federal law that would require cable systems to carry local broadcast signals on their lowest channels. The INTV also wants the law to require cable system to pay broadcasters for the privilege of carrying the signals.

Although Maltz suggested several times during the segment that the broadcasters' problem with cable is the fact that there is just one system to a market, the broadcasting industry is not seeking to encourage competitive cable systems. Indeed, it is now inclined to oppose the entry of telephone companies into the cable business.

-HAJ

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Changing Hands

KRLD(AM) and Texas State Network, Dallas, and KODA(FM) Houston □ Sold by Command Communications Inc. to Evergreen Media Corp. for \$86.5 million (\$58.5 million for KRLD(AM) and \$28 million for KODA(FM)). Texas State Network includes Texas News Network (132 affiliates in 110 markets), Texas Agribusiness Network (62 affiliates in 52 markets), Spanish Information Service (42 affiliates in 38 markets) and Dallas Cowboys Network (138 stations in 125 English markets and 12 stations in 12 Spanish markets). **Seller** is headed by Carl C. Brazell and Robert F.X. Sillerman. They have no other broadcast interests. **Buyer** is headed by Jordan E. Ginsburg and Scott K. Ginsburg and owns WLUP-AM-FM Chicago; WAFM-AM-FM Jacksonville, Fla.; WVG(AM) Coral Gables, Fla.; KHYI-FM Dallas, and KKBTFM Los Angeles. KRLD(AM) is fulltimer on 1080 khz with 50 kw. KODA is on 99.1 mhz with 95 kw and antenna 1,895 feet above average terrain. **Broker: Americom Radio Brokers.**

WQRC-FM Barnstable, Mass., and WTTB(AM) and WGYL-FM Vero Beach, Fla. □ Sold by Cape Cod Broadcasting Co. and Treasure Coast to Sea Coast Broadcasting Co. for \$14,500,000. Sale is transfer of partnership interests. **Seller** is headed by Gregory D. Bone and Thomas A. LaTanzi. LaTanzi has no other broadcast interests. **Buyer** is headed by Gregory D. Bone, Michael Starr and Jay Arnold Schorr. Starr has interest in WDS(TV) Chattanooga, Tenn. Bone presently has 73% interest in Cape Cod Broadcasting and 83% in Treasure Coast LP. WQRC-FM is on 99.9 mhz with 50 kw and antenna 378 feet above average terrain. WTTB(AM) is on 1490 khz with 1 kw-D and 250 w-N. WGYL(FM) is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

WGAR(AM) Cleveland □ Sold by Nationwide Communications Inc. to Douglas Broadcasting Corp. for \$2 million. **Seller** is headed by Steve Berger, licensee of KZZP-FM Mesa (Phoenix) and KNST(AM)-KRQQ(FM) Tucson, both Arizona; KWSS(FM) Gilroy (San Jose) and KZAP(FM) Sacramento, both California; WBJW-AM-FM Orlando, Fla.; WPOC(FM) Baltimore; KITN(TV) Minneapolis; KLUC(FM) Las Vegas and KRSR(AM) North Las Vegas; WKZL(FM) Winston-Salem, N.C.; WGAR-AM-FM Cleveland and WNCI(FM) Columbus, both Ohio; WATE-TV Knoxville, Tenn.; WEX-TV Petersburg (Richmond), Va.; KISW(FM) Seattle, and WBAV-TV Green Bay, Wis. **Buyer** is headed by N. John Douglas, who is in real estate in Palo Alto, Calif., and has no other broadcast interests. WGAR is fulltimer on 1220 khz with 50 kw, DA-1. **Broker: The Mahlman Co.**

WBSJ(FM) Ellisville, Miss. □ Sold by South Jones Broadcasters Inc. to KZ Radio for

\$580,000. **Seller** is headed by Glynn E. and Lorene Holland, husband and wife, and Herbert D. and Barbara L. Knotts, husband and wife. **Buyer** is headed by Billy H. Thomas, Jerry E. Morris, Louis E. Schaaf, Larry B. Morrison and Douglas and Patricia S. Morrison, husband and wife. Patricia and Larry Morrison, in-laws, share a joint tenant interest. KZ Radio also owns KDEZ(FM) Jonesboro and KZKZ-AM-FM Greenwood, both Arkansas. Thomas and Morris have pending applications for WMTX(AM) Biloxi and wxLS-FM Gulfport, both Mississippi. WBSJ(FM) is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

KYJC(AM) Medford and KFMJ(FM) Grant's Pass,

both Oregon □ Sold by Lindavox Partners to Medford-Ashland Broadcast Associates for \$300,000. **Seller** is headed by William John and Linda Miner and has no other broadcast interests. **Buyer** is a new California limited partnership headed by Robert M. Nau, David Weiner and Sean McMahon. Nau and Weiner have no other broadcast interests. McMahon is San Francisco Bay area radio personality and will operate stations. KYJC is on 610 khz with 5 kw day and 1 kw night. KFMJ is on 96.9 mhz with 74 kw and antenna 150 feet above average terrain. **Broker: William A. Exline Inc.**

For other proposed and approved sales see "For the Record," page 121.

Low power, high price

In what may be the highest price for a low-power TV station, Pan Asian Communications Inc. paid \$1.8 million to Accord Communications Inc. for W53AA New York. Channel 53 is headquartered in the Empire State Building and, according to Pan Asian President Peter Ohm, reaches most of New York City, parts of northern New Jersey and parts of Westchester County, N.Y. The station has 1 kw power and 8 kw effective radiated power. Accord Communications is owned by Benjamin Ichinose, a retired orthodontist from California. He acquired the station for \$50,000 from CBS Inc. (BROADCASTING, Sept. 26). However, according to Bruce Paschal Jr., an Accord consultant, another \$100,000 was spent on upgrading the facility in 1988. Under Ohm, the station will air all Asian programming. The sale was approved by the FCC last October.

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Turned down

CBS and ABC decided against running commercials showing President Bush and Soviet leader Mikhail Gorbachev. The commercials, for the Schering-Plough cold medicine Drixoral, started Dec. 28, 1989, on NBC. Schering is said to be considering placing the ads on cable networks as well.

April

April 1-3—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 3—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

April 5-9—*National Public Radio* public radio conference. Washington.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

April 13-14—12th annual Black College Radio Convention, sponsored by the *National Association of Black College Broadcasters*. Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

April 18-22—*Religious Communication Congress* "once-a-decade international/interfaith event," featuring seminars and workshops and exhibits

from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

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

■ **April 24-25**—*Ohio Association of Broadcasters* spring convention. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

April 25—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 15—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—*Center for Communication* award luncheon. Plaza hotel, New York. Information: (212) 836-3050.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the '90s." Capital Hilton, Washington.

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Atlanta Convention Center, Atlanta.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards competition. Information: NAB Radio Office, (202) 429-5420.

of Broadcasters Crystal Radio Awards competition. Information: NAB Radio Office, (202) 429-5420.

June

June 3-6—*NBC-TV* annual affiliates meeting. Washington.

June 3-15—*Annenberg Washington Program* faculty workshop in communications policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

June 8—*Center for Communication* annual award luncheon, honoring Thomas Murphy, chairman, CapCities/ABC. Plaza hotel, New York. Information: (212) 836-3050.

June 9-12—*American Advertising Federation* national advertising conference. Marriott Pavilion, St. Louis. Information: (202) 898-0159.

June 9-15—*Notre Dame Executive Management Development Seminar* exclusively for radio station owners, general managers and sales managers. Notre Dame, Ind. Information: National Association of Broadcasters Radio Office, (202) 429-5420.

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

June 11-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 15-16—*Texas Association of Broadcasters* Radio Day. J.W. Marriott, Houston. Information: (512) 322-9944.

June 19-22—*National Association of Broadcasters* summer board meeting. NAB, Washington.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

June 28-July 1—*Mississippi Association of Broadcasters* 49th annual convention. Biloxi Hilton hotel, Biloxi, Miss.

July

July 11—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

July 15-18—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego. Information: (703) 549-4200.

July 15-18—*New York State Broadcasters Association* 29th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 19-21—*Colorado Broadcasters Association* 41st annual summer convention. Manor Vail, Vail, Colo.

August

■ **Aug. 12-14**—*North Carolina CATV Association* and *South Carolina Cable Association* joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

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Where Things Stand

Solid box denotes items that have changed since 'Where Things Stand' last appeared.

AM-FM Allocations

FCC received comments Dec. 18, 1989, in response to issues raised at Nov. 16, 1989, FCC en banc hearing examining ways to improve AM. Among more hotly disputed issues at meeting was how spectrum in AM band expansion to 1705 khz should be allotted. Voices for special consideration for noncommercial broadcasters, minority broadcasters and current daytime-only broadcasters were heard. In reply comments, those various interests seemed to leave room for compromise.

Meanwhile, House Telecommunications Subcommittee is expected to look closely at AM improvement legislation. Bill has been introduced by Rep. Matthew Rinaldo (R-N.J.) that deals with expanded band and receiver standards. National Association of Broadcasters endorses bill; Electronic Industries Association opposes it.

In hopes of curtailing adjacent-channel interference and improving technical quality of AM radio, FCC voted April 12, 1989, to require AM broadcasters to adhere—starting in 1994—to industry-developed NRSC-2 standard limiting emissions.

FCC is also making changes on FM side. At July 13, 1989, open meeting, it doubled maximum allowable power of Class A FM stations, but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 600 stations were able to increase power as of Dec. 1, 1989, but it is not clear how many of 1,500 other Class A's will. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

Cable Regulation

■ Senate Commerce Committee leaders say cable reregulation legislation will be on this year's agenda (BROADCASTING, Nov. 20, Dec. 25, 1989). At cable oversight hearings in November 1989, Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) said some type of cable bill will move, but it is unclear how far measure will go. Committee's ranking Republican, John Danforth of Missouri, has introduced major reregulation bill that would restore city authority to set cable rates, limit cable system ownership and force cable

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programers to sell their product to noncable distributors.

National Association of Broadcasters and Association of Independent Television Stations are backing Danforth (BROADCASTING, Nov. 20, 1989). NAB's decision to push for cable reregulation comes at time when negotiations with National Cable Television Association over language for must carry law are at standstill. Cable and broadcasting are in general agreement on law to require cable systems to carry local broadcast signals, but they remain far apart on issue of channel positioning—assignment of cable channels to broadcast signals.

Operating on parallel track, FCC Chairman Alfred Sikes unveiled at Senate Communications Subcommittee hearings series of initiatives aimed at bringing competition to cable or, in alternative, reregulating it.

Sikes FCC took first step last month, launching inquiry into cable market as re-

quired by law. Second step may come next week when it is expected to begin rulemaking aimed at determining which cable systems are subject to "effective competition" and, therefore, not subject to municipal rate regulation.

Children's Television

Senate Commerce Committee adopted children's TV bill over broadcaster objections (BROADCASTING, Oct. 9, 1989). Bill requires broadcasters to air educational and informational programing "specifically designed" for pre-school and school age children as condition of license renewal. National Association of Broadcasters says measure is unacceptable and prefers another, less restrictive, version that is identical to bill pending in House.

It is unclear when Senate will take up bill. Congress reconvenes in January, but broadcasters are expected to block vote on measure, which has backing of Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

Bill that would establish \$10 million endowment for children's programing was adopted May 16 by Senate Commerce Committee and by full Senate Aug. 4.

Comparative Licensing

To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30, 1989, meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after initial decisions, it limited such payments to "legitimate and prudent expenses." It lim-

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ited payments for withdrawal of petitions to deny to expenses.

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

In separate proceeding, FCC is considering revamping "renewal expectancy" criteria. Stations awarded renewal expectancy during comparative proceedings are virtually assured renewal.

Compulsory License

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

Meanwhile, National Association of Broadcasters has assigned special task force to look at idea of charging cable systems retransmission fee for carriage of local signals (BROADCASTING, Dec. 4, June 19 and 26, 1989). It has been suggested that cable operators would turn over 20% of their basic cable revenues as payment for retransmitting local signals. Instead of repealing compulsory license, broadcasters may recommend amending retransmission consent provisions of Communications Act and applying them to cable.

Crossownership

Telco-cable—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. Since then, however, composition of FCC has changed. As result, issue will get fresh review. Further action is expected early this year.

FCC's new chairman, Alfred Sikes, says he has open mind on issue. National Telecommunications and Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

Another barrier to Bell Regional Operating Companies' crossownership is modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable. Legislation has been introduced in the House and Senate that would allow such entry, but no action is anticipated in present Congress.

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

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

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

Direct Broadcast Satellites

■ Still pending at FCC is petition to deny Tempo Satellite Inc. application to operate high-power direct-to-home television service. Commission reserved, but did not grant, 11 channels for Tempo last Aug. 2, when it granted fifth round of channels to five new applicants. Limited to only eight orbital positions over U.S., complex compromise package granted 11 DBS channels each to new applicants Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. (USSB) and Dominion Video Satellite (which has since requested additional channels), and 27 channels each to permittees Hughes Communications Inc. and Advanced Communications Corp., which had each previously been assigned 32 channels.

Commission continues to review Media Access Project argument that antitrust conviction of Tempo parent company, Tele-Communications Inc., disqualifies Tempo as applicant to operate high-power satellite designed to broadcast services directly to viewers' small home antennas. Tempo issue is high on agenda, along with review of documentation from Hughes and Advanced that they are acting in good faith to build and launch their proposed satellites, said distribution services branch chief, Stuart Bedell. Pleading cycle is also over, he said, for industry comments on use of spectrum for services other than direct-to-home TV. That inquiry was launched to ascertain, in words of former FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

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

Within weeks after grants, group broad-

caster Nationwide Communications and parent Nationwide Insurance company became first nonapplicants to commit "substantial investment" to DBS plan—that of Hubbard Broadcasting's USSB.

High-Definition TV

In latest estimates based on computer models developed by FCC's Office of Engineering and Technology, possibilities are high that all currently operating TV stations could be provided additional 6 mhz for HDTV transmission after commission sets standard. Latest figures were based on expected performance of digital HDTV channels, which could operate at lower power than conventional NTSC transmitters and be spaced closer together.

It appears that testing schedule set for proponents of HDTV and EDTV transmission systems by FCC's advisory committee on advanced television service (ATS) will not be met. Tests are scheduled to begin at Advanced Television Test Center (ATTC) facility in Alexandria, Va., in May 1990 with Faroudja SuperNTSC system. Eight other systems are to be tested in following months, with all tests to be completed by fall 1991. But due to delays in development of needed equipment, tests are not likely to start until late 1990.

Member countries of CCIR Study Group 11 have agreed on colorimetry and transfer characteristics for HDTV production systems, as world community works toward world "common image" system in which all parameters of system are agreed upon except for field rate. After last month's meetings, last obstacle to common image standard would be world agreement on active scanning lines.

Additional \$20 million has been allocated by Congress to Defense Advanced Research Projects Agency (DARPA) to fund private industry projects exploring new methods to display HDTV pictures. Eight research and development proposals have been chosen to receive portion of \$30 million in grants originally set aside for program in early 1989. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Only one of eight proponents, Projectavision Inc., has been awarded contract.

Home Satellite

■ Following congressionally ordered inquiry into alleged price discrimination by satellite carriers against noncable-affiliated distributors, FCC at end of 1989 found no unfair disparities among rates paid by competing home dish program distributors. However, commission said inquiry raised "more disturbing questions" about disparities between rates charged to home dish distributors and cable operators. Therefore, it said, further inquiry about those disparities would be issued.

Giving shot in arm to struggling home satellite industry, 100th Congress in 1988 passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners.

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into price discrimination and into syndicated exclusivity rules for broadcast signals delivered via satellite.

General Instrument expects to begin replacing, by late January or early February, its de facto industry standard video signal descrambler Videocipher II with what it claims is more secure Videocipher II Plus equipment. Compatible with VC-II, new Plus unit is key element—along with growing number of criminal and civil actions—in battle against signal theft. Cable programmers' reluctance to support growth of backyard dish market has been attributed to widespread use of altered VC-II's to receive signals without paying subscription fees. However, 1989 saw programmers expand home satellite sales efforts and express increasing confidence in "anti-piracy" efforts.

Indecency

FCC is reviewing responses submitted by two stations that last August received letters of inquiry about allegedly indecent broadcasts—KSJO(FM) San Jose, Calif., and WFBQ(FM) Indianapolis—and by four stations that received letters of inquiry in October—WXRK(FM) New York, KSD-FM St. Louis, KCCL-AM-FM Paris, Ark., and WWWE(AM) Cleveland.

Next step in each case would be either to dismiss complaint against station or to issue notice of apparent liability (NAL) that assesses fine for indecency guideline violation.

At same time, commission is reviewing replies from three of six stations that received NAL's in 1989. Fines assessed against WZTA(FM) Miami and KLUC(FM) Las Vegas in late October and fine assessed against WLUP(AM) Chicago earlier last month had yet to be paid or appealed by press time.

Group of 33 senators sent letter last month to FCC Chairman Al Sikes supporting his crackdown on broadcast indecency. Since assuming chairmanship, Sikes has initiated action against 12 radio stations. Of those, six have been fined—heaviest amounted to \$10,000—and remaining six have received inquiry letters that could lead to fines.

As Sikes promised, FCC also cleared backlog of indecency complaints. That meant, in addition to taking action on 12 complaints, dismissing 95 others.

As letter from senators affirms, FCC's prompt action reflects concerns of Congress. At confirmation hearing for Sikes and fellow FCC nominees Sherrie Marshall and

Andrew Barrett, members of Senate Commerce Committee made it clear that regulation of indecent and violent programming should be FCC priority (BROADCASTING, Aug. 7, 1989).

In response to new law, pushed through Congress last year by Senator Jesse Helms (R-N.C.), FCC unanimously adopted policy that prohibits "indecent" broadcasts 24 hours per day, and has also launched proceeding to build record in support of new law. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30, 1989).

U.S. Court of Appeals in Washington has affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with safe harbor rulemaking. Instead, it will try to justify 24-hour ban.

Sikes has called on broadcasters to reestablish voluntary programming code. National Association of Broadcasters is looking into idea (BROADCASTING, Sept. 25, 1989).

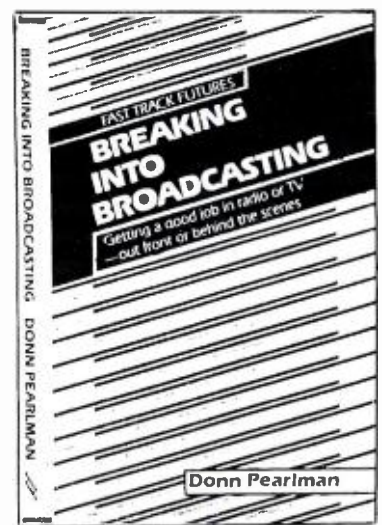
House has approved TV violence bill. Bill would create antitrust exemption allowing industry to get together to draft programming code. Senate version targets violent, sexually explicit and drug-related programming. House Judiciary Committee Chairman Jack Brooks (D-Tex.) and bill's sponsors are committed to keeping measure free from issues other than violence. It is unknown if Senate will insist that House accept sex- and drug-related provisions. Both measures would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate.

International

British Parliament has introduced long-anticipated media reregulation bill that affects virtually all areas of UK industry. Most controversial aspect is plan to auction regional commercial TV franchises to highest bidder. Bill would also allow new fifth national TV channel, three national radio networks and possibly 200-300 local radio stations, along with new local TV franchises using either microwave or cable transmission. British Broadcasting Corp. will remain largely unaffected by bill.

London's Thames Television will buy Los Angeles-based producer Reeves Communications Corp. for \$7 cash per share, or \$89 million. Reeves President Merrill Grant has agreed to stay with newly merged company in five-year deal.

Chase Enterprises of Hartford, Conn., will construct and operate cable television system in Poland in joint venture with Polish government. Initial investment in project is estimated at \$270 million, eventually rising to \$900 million.



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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.

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Several non-U.S. firms, including more than one Japanese company, are bidding to buy RJR Nabisco's 20% of cable's ESPN, in what could be first significant non-U.S. acquisition into U.S. program service.

Paramount has taken 49% stake in Britain's Zenith Productions, making studio first of Hollywood's majors to partner with European-based production company. Paramount bought share from Europe's leading TV service company, Carlton Communications, for an estimated \$15 million-\$20 million, and will gain exclusive worldwide distribution rights to Zenith TV product and certain distribution rights to its theatrical film output.

Capital Cities/ABC has taken minority interest in Spanish TV-film producer Tesouro. Capcities/ABC already owns 25%—through ESPN—of London-based satellite sports service, Screensport, and has taken minority share in Munich TV company Tele-Munich. Company is known to be negotiating at least two more equity deals on continent, reportedly including one in France.

Warner Bros. has taken its first investment in broadcasting outside U.S., with one-third interest in new Swedish pay-TV service to launch last month. Studio expects similar deals in second Scandinavian country within few months and third within year.

Must Carry

Prospects of broadcaster-cable agreement on must carry seem slim to none. Broadcaster endorsement of major cable reregulation bill has soured relations between two industries. Furthermore, broadcasters interest in must carry is now overshadowed by initiative to make cable pay for retransmission of local broadcast signals (BROADCASTING, Dec. 4, 1989).

Prior to congressional adjournment, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) offered to move must carry bill (BROADCASTING, Oct. 30, 1989). He also suggested freezing stations where they are for year or two, giving FCC time to decide issue. Broadcasters have yet to sign off on Inouye proposal, although cable says it will let FCC settle matter. Inouye also suggested using children's TV bill as vehicle for must carry. Television Operators Caucus also jumped into debate and tried to break logjam with its own channel positioning proposal. But National Cable Television Association President James P. Mooney rejected proposal.

On July 10, 1989, National Association of Broadcasters TV board signed off on must carry compromise reached between President Eddie Fritts and NCTA on previous Friday. But deal fell through when Association of Independent Television Stations rejected proposal on ground it did not address its concerns about channel repositioning. Independents felt it encouraged cable operators to move independent stations off low-numbered channel assignments to location on higher end of band. Before most recent events, Fritts and Mooney had been trying to hammer out deal on must carry language that they would then take to Congress. Basis

of negotiations is inter-industry agreement on must carry with which cable says it can live. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

Network Rules

Reform of FCC's financial interest and syndication rules is becoming hot item in Washington. TV producers and big three networks opened new round in war of words on subject in November, with series of letters to Congressman John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, in relation to Telecommunications Subcommittee hearing on foreign acquisitions of U.S. entertainment companies. NBC President Robert Wright wrote Dingell to argue that finsyn rules handicap networks as players in global competition between vertically integrated media conglomerates. Motion Picture Association of America head Jack Valenti and Program Producers & Distributors Committee Chairman Ralph Baruch both later wrote Dingell to sharply attack Wright letter.

Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while MPAA has formed coalition whose aim is to preserve rules (BROADCASTING, April 24, 1989). No action on Hill or at FCC is anticipated.

In public statements, FCC Chairman Alfred Sikes and other commissioners have been encouraging negotiated settlement.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. At March 16, 1989, meeting, FCC rid its books of two-year limit on term of affiliation agreements between networks and stations. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

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

Fox is expected to renew effort early in new year to convince FCC that network rules should not apply to it so that it can continue to produce and syndicate programming and expand network schedule to more than 15 hours per week. Networks become subject to FCC's network rules as soon as they exceed 15-hour mark.

FCC has taken actions indicating it is disinclined to apply rules to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-

language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Public Broadcasting

Under Jan. 31 deadline to submit plan to Congress assuring most efficient use of national programming dollars, CPB reached compromise with National Association of Public Television Stations and PBS that will, beginning Oct. 1, aggregate about \$100 million at PBS under authority of chief programming executive, newly created position filled by former CPB Program Fund Director Jennifer Lawson.

Announced Nov. 14, 1989, plan will contract out approximately half of CPB Program Fund (about \$20 million initially) to PBS for support of continuing series, contingent on public TV stations also turning over to PBS management of their Station Program Cooperative (about \$80 million in support of continuing series). Stations, PBS, CPB and minority and independent producers will be represented on 17-member PBS National Programming Policy Committee overseeing Lawson. Plan is said to better differentiate functions, with CPB undertaking new "needs assessment" information-gathering role, CPB will devote remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions. PBS announced Oct. 30 that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993. Plans include heavy use of Ku-band capacity to accommodate expanded services reaching small antennas on school rooftops. NPR continues to negotiate with several satellite vendors, and had expected to make its own deal for future capacity before end of 1989.

Just before holiday recess, Congress passed bill containing 1992 appropriations of \$251 million for CPB and \$76 million for next-generation public broadcasting satellite.

On Oct. 18, 1989, Independent Television Service (ITVS) board of directors met for first time in Washington. CPB has committed to funding ITVS at \$6 million plus overhead and promotion this fiscal year. CPB board in September reelected Kenneth Towery chairman and elected new vice chairman, Daniel Brenner.

TV Marti

Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in startup funds for proposed service, and in April, House approved legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project has demonstrated its feasibility. Legislation containing funds for Radio and TV Marti stations was approved by House and Senate. However, op-

erating funds will not be available until Congress passes necessary authorizing legislation.

Administration plans for TV Marti seemed to have suffered serious setback with Cuba's decision to begin operating channel 13 in Havana. Channel 13 was frequency on which U.S. intended to operate TV Marti. It

was said to be only one on which operation would not interfere with service by Cuban or American stations. However, officials say monitoring of Cuban airwaves does not indicate operation on channel 13 in Havana.

Delegation that included broadcasters and Representative Al Swift (D-Wash.) traveled to Havana in December to discuss mu-

tual AM problems. Americans were left in no doubt Cubans would retaliate if TV Marti went on air. Americans expect TV Marti to be jammed—indeed, Cubans demonstrated ability to jam television signal. They also understood Cubans to have threatened increased interference with American AM stations.

For the Record

As compiled by BROADCASTING from Dec. 29 through Jan. 3 and based on filings, authorizations and other FCC actions.

Ownership Changes

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.

Applications

- WNLC(AM) and WTYD-FM New London, CT (AM: BTC891206GT; 1510 khz; 10 kw-D, 5 kw-N; FM: BTCH891206GU; 100.9 mhz; 3 kw; ant. 328 ft)—Seeks assignment of license from Andross Management Co. to Andross Communications for no financial consideration. Seller is owned by Ross W. Elder. Buyer is in partnership with Andross Management and is headed by William A. Devereaux, Ross W. Elder and James Murphy and is the limited partner of New London Broadcasting. Filed Dec. 6, 1989.
- WZZT(FM) Morrison, IL (BAPH891201HD; 95.1 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Morrison Broadcast Associates to Whiteside Communications Inc. for no financial considerations. Buyer is headed by Arlen G. Horn and Kevin B. Bunney and has no other broadcast interests. Filed Dec. 1, 1989.

- WQRC-FM Barnstable, MA (BALH891204HA; 99.9 mhz; 50 kw; ant. 378 ft.)—Seeks assignment of license from Cape Cod Broadcasting Co. to Michael F. Starr, Gregory D. Bone and Jay Arnold Schorr for \$14,500,000. Seller is headed by Gregory D. Bone and Thomas A. LaTanzi. Starr has interest in WDSI(TV) Chattanooga, TN. Bone presently has interest in Cape Cod Broadcasting and Treasure Coast LP, licensee of WTTB(AM) and WGYL-FM Vero Beach, FL. Filed Dec. 4, 1989.
- WBSJ(FM) Ellisville, MS (BALH891204HC; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from South Jones Broadcasters Inc. to KZ Radio for \$580,000. Seller is headed by Glynn E. and Lorene Holland and Herbert D. and Barbara L. Knotts. Buyer is headed by Billy H. Thomas, Jerry E. Morris, Louis E. Schaaf, Larry B. and Patricia S. Morrison and are licensee of KDEZ(FM) Jonesboro and KZKZ-AM-FM Greenwood, both Arkansas; WMTX(AM) Biloxi and WXLS-FM Gulfport, both Mississippi. Filed Dec. 4, 1989.
- New FM Frankfort, NY (BTCH891204HB; 94.9 mhz; 50 kw; ant. 150 ft.)—Seeks assignment of license from Edward F. and Pamela J. Levine (husband and wife) to Robert

Taylor Broadcasting, Inc.

has acquired

**WACT-AM/FM
Tuscaloosa, Alabama**

from

New South Radio, Inc.

for

\$2,550,000

We are pleased to have brokered this transaction.

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Bill Cate

CHICAGO

312/642-0948
Rich Marschner

JACKSONVILLE

904/730-2522
Jim Brewer • George Reed

DALLAS

214/788-2525
Bill Whitley

LOS ANGELES

818/893-3199
Jim Mergen • Ray Stanfield

KANSAS CITY

816/932-5314
Bill Lytle, Don Boyles

SALT LAKE CITY

801/753-8090
Greg Merrill

Member



J. Raide for \$75,000. Sale is transfer of 750 shares of stock (75% of seller's holdings). Buyer has no other broadcast interests. Filed Dec. 4, 1989.

■ **KNDR-FM** Mandan, ND (BTCH891117GL; 104.7 mhz; 100 kw; ant. 852 ft.)—Seeks assignment of license from Central Dakota Enterprises to Marvin Miller, Kenneth Van Beek, Paul Grosz, Chuck Erickson, Harley Miller, H.G. Vander Vorst and Dan Seifert for no financial consideration. Seller is headed by Marvin Miller and David N. Asplund. Central Dakota Enterprises is a not-for-profit, nonstock corporation composed of directors. Sale is a transfer of shares to new directors. Buyers have no other broadcast interests. Filed Nov. 17, 1989.

Actions

■ **WZMX-FM** Russellville, AL (BTCH891026GJ; 97.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Dwight Kevin Self to David E. Morrow for \$36,400. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 21, 1989.

■ **KZZP(AM)** Mesa, AZ (BAL891026ED; 1310 khz; 5 kw-D, 500 w-N)—Granted app. of assignment of license from Nationwide Communications Inc. to Embee Broadcasting Inc. for \$975,000. Seller is headed by Steve Berger and is licensee of KZZP-FM Mesa (Phoenix) and KNST(AM)-KRQZ(FM) Tucson, both Arizona; KWSS(FM) Gilroy (San Jose) and KZAP(FM) Sacramento, both California; WBJW-AM-FM Orlando, FL; WPOC(FM) Baltimore; KITSN(TV) Minneapolis; KLUC(FM) Las Vegas and KRSR(AM) North Las Vegas; WKZL(FM) Winston-Salem, NC; WGAR-AM-FM Cleveland and WNCI(FM) Columbus, both Ohio; WATE-TV Knoxville, TN; WXEX-TV Petersburg (Richmond), VA; KISW(FM) Seattle, and WBAY-TV Green Bay, WI. Buyer is headed by Byron H. Gerson, who runs drugstore chain in Michigan and has no other broadcast interests. Action Dec. 20, 1989.

■ **KMOG(AM)** Payson, AZ (BAL89103EAE; 1420 khz; 2.5 kw-D, 500 w-N)—Granted app. of assignment of license from Rim-Co Inc. to Farrell Enterprises, joint venture, for \$7,500. Seller is headed by Neil Monaco, debtor-in-possession, and has no other broadcast interests. Buyer is headed by Michael Farrell and Brent Berge and has no other broadcast interests. Action Dec. 19, 1989.

■ **KBPI(AM)** Denver, CO (BALH891017GJ; 105.9 mhz; 100 kw; ant. 900 ft.)—Granted app. of assignment of license from Rocky Mountain Radio Inc. to Great American Broadcasting for \$9,750,000. Seller is subsidiary of Sandusky Radio. Sandusky is licensee of KDKB(FM) Mesa, AZ; KKY(FM) San Diego, CA; KLSI(FM) Kansas City, MO; KEG(LF) Fort Worth, TX; and KLSY-AM-FM Bellevue, WA, and is headed by Dudley A. White. Buyer is licensee of WBRC-TV Birmingham, AL; KTSP-TV Phoenix, AZ; KROY(FM) Sacramento, CA; WTSP-TV St. Petersburg, FL; WKLS-FM Atlanta, GA; WNDE(AM)-WFBQ(FM) Indianapolis, IN; WRIF(FM) Detroit, MI; WDAF-AM-TV and KYYS(FM) Kansas City, MO; WKRC-AM-TV and WKRO(FM) Cincinnati and WTVN(AM)-WLWQ(FM) Columbus, both Ohio; KEX(AM)-KRRZ(FM) Portland, OR; WDV(FM) Pittsburgh, PA, and WLZR-AM-FM Milwaukee, WI. Sandusky broadcast group is headed by Carl J. Wagner. Buyer also seeks assignment of license for WKRL(FM) Clearwater, FL from seller for \$20,000,000 (see "For the Record," Nov. 13 and "Changing Hands," Oct. 9). Action Dec. 12, 1989.

■ **WGTX(AM)-WQUH(FM)** DeFuniak Springs, FL (AM: BAL891027GH; 1280 khz; 5 kw-D; FM: BALH891027GI; 103.1 mhz; 3 kw; ant. 350 ft.)—Granted app. of assignment of license from DeFuniak Communications Inc. to Kudzu Broadcasting Partnership for \$650,000. Seller is headed by Arthur Dees and Robert Schumann and is also licensee of WJFC(AM)-WNOX(FM) Jefferson City, TN. Buyer is headed by Stephen G. McGowan, William A. Gunter and Paul H. Reynolds and has no other broadcast interests. Action Dec. 19, 1989.

■ **WQIK-AM-FM** Jacksonville, FL (AM: BAL891030GK; 1320 khz; 5 kw-U; FM: BALH891030GL; 99.1 mhz; 100 kw; ant. 620 ft.)—Dismissed app. of assignment of license from Jacor Broadcasting of Florida Inc. to Media Properties Inc. for \$28 million ("Changing Hands," Nov. 6). Seller is headed by Terry Jacobs and also owns WMJI-FM Cleveland, OH; WGST(AM)-WPCF-FM Atlanta, GA; WLW(AM)-WEBN(FM) Cincinnati, OH; WYHY(FM) Nashville, TN; KOA(AM)-KRFX-FM Denver and WFLA(AM)-WFLZ-FM Tampa, FL. Buyer is headed by David DuBose and also owns WDBB-TV Birmingham, AL. Action Dec. 13, 1989.

■ **WRBA-FM** Springfield, FL (BALH891013GH; 95.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Royal Palm Communications to Styles Broadcasting Co. for \$1,000,000. Seller is headed by Peter Bardach and Jay Edwards, and has interest in WSUS(FM) Franklin, NJ. Buyer is headed by Robert, Stephen and Richard Germain and Tom and Kim Styles DiBacco (hus-

band and wife) and has no other broadcast interests. Action Dec. 19, 1989.

■ **WZLS** Valdosta, GA (BTCH890111HZ; 96.7 mhz; 3 kw; ant. 300 ft.)—Dismissed app. of assignment of license from Yvonne T. Fason to Michael Dee Howard. Parties desire to enter into rearrangement of stock ownership and eliminate liabilities of stockholder Yvonne T. Fason from all contingent liabilities for indebtedness of corporation. This agreement was subject to prior approval by FCC, and upon receipt of same, voting stock ownership would have been as follows: Yvonne T. Fason, 130 shares; Mary Emily Howard, 400 shares and Michael Dee Howard, 1,470 shares. In consideration of reduced stock ownership of voting stock, it was agreed that remaining stockholders shall indemnify and hold Yvonne T. Fason harmless from any indebtedness owed by corporation for which there is personal endorsement of stockholders. As between stockholders Mary Emily Howard and Michael Dee Howard, increase of said voting stock by said Michael Dee Howard would have represented agreement of those two parties as to what would best serve their personal needs. Action Dec. 18, 1989.

■ **WRVY(FM)** Henry, IL (BAPH891017GM; 100.5 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Tri-County Broadcasting Corp. Inc. to The 29th Broadcasting Co. for \$21,704. Seller is headed by David Forbes and has no other broadcast interests. Buyer is headed by John Verstraete and has no other broadcast interests. Action Dec. 19, 1989.

■ **WINU(AM)** Highland, IL (BAL890724EH; 1510 khz; 1 kw-D)—Granted app. of assignment of license from Glenn F. Bircher (receiver) to Progressive Broadcasting Corp., for no financial consideration. Buyer is headed by Glen F. Bircher, who has no other broadcast interests. Action Dec. 20, 1989.

■ **WMDN(AM)** Meridian and WQIC-FM Marion, both Mississippi (AM: BAL891027EB; 1450 khz; 1 kw-U; FM: BALH891027GG; 103.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Torgerson Broadcasting Co. to Major Broadcasting Inc. for \$1,175,000. Seller is headed by Larry Torgerson, who has no other broadcast interests. Buyer is headed by David S. Majure and has no other broadcast interests. Action Dec. 19, 1989.

■ **KOLS(FM)** De Soto, MO (BAPH890925EE; 100.1 mhz; 2 kw; ant. 400 ft.)—Granted app. of from Radio De Soto to Jefferson Communications Inc. for \$6,500. Seller is headed by Pinkney Cole, who is general manager of KHAD(AM) De Soto, MO. Buyer is headed by John D. and Linda S. Lankenau (husband and wife) and is also purchasing KHAD(AM) DeSoto, MO (application still pending). Action Dec. 18, 1989.

■ **KORK(AM)-KYRK-FM** Las Vegas, NV (BAL891020EC; 920 khz; 5 kw-D, 500 w-N; FM: BALH891020ED; 97.1 mhz; 50 kw; ant. 1,950 ft.)—Granted app. of assignment of license from Anchor Media Television Inc. to Anchor Media Holdings Ltd. and Anchor Media Holdings Ltd. to Anchor Media Radio GP for no financial consideration. Anchor Media is headed by Alan Henry and is restructuring company internally (see KZSS(AM)-KZRR-FM Albuquerque, NM and KLDD(AM)-KZEW-FM Dallas). Action Dec. 15, 1989.

■ **KZSS(AM)-KZRR-FM** Albuquerque, NM (AM: BTC891020EG; 610 khz; 5 kw-U; FM: BTCH891020EH; 94.1 mhz; 100 kw; ant. 4,130 ft.)—Granted app. of assignment of license from Anchor Media Television Inc. to Anchor Media Holdings Ltd. and Anchor Media Holdings Ltd. to Anchor Media Radio GP for no financial consideration. Anchor Media is headed by Alan Henry and is restructuring company internally (see KORK(AM)-KYRK-FM Las Vegas and KLDD(AM)-KZEW-FM Dallas). Action Dec. 15, 1989.

■ **WEBO(AM)-WQXT-FM** Owego, NY (AM: BTC891025HO; 1330 khz; 5 kw-D; FM: BTCH891025HP; 101.7 mhz; 1.15 kw; ant. 450 ft.)—Granted app. of assignment of license from Frank E. Penny to Dean F. and Petrina B. Aubol for \$125,000. Seller has interest in WHDL(AM)-WOLN(FM) Loean, NY. Buyers have no other broadcast interests. Action Dec. 13, 1989.

■ **WRNQ(FM)** Poughkeepsie, NY (BTCH890814HF; 92.10 mhz; 1.45 kw; ant. 134 ft.)—Granted app. of 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 WKIP(AM) Poughkeepsie. Action Dec. 19, 1989.

■ **WMYK-FM** Elizabeth City, NC (BALH891004HM; 93.7 mhz; 100 kw; ant. 940 ft.)—Granted app. of assignment of license from Edge Broadcasting Co. to Glenn R. Mahone for \$7.5 million ("Changing Hands," Oct. 9, 1989). Seller is headed by Paul Lucci and Wayne Suza, who have no other broadcast interests. Buyer is principal of

Paco-Jon Broadcasting Corp., licensee of WGCV(AM)-WPLZ(FM) and WPLC(FM) Spotsylvania, VA. Action Dec. 20, 1989.

■ **WAJA(AM)** Franklin, NC (BAL891027EE; 1480 khz; 5 kw-D)—Granted app. of assignment of license from Joe M. Henry to Macon Broadcasting Co. for \$133,000. Seller has no other broadcast interests. Buyer is headed by James C. Jacobs, W.L. Savage and John A. Weichel. Savage, officer and stockholder in assignee corporation, owns 50% of stock and is officer and director of Valley Communications Co., licensee of WALH(AM) Mountain City, GA. Action Dec. 19, 1989.

■ **WGTM(AM)** Wilson, NC (BAL890830EC; 590 khz; 5 kw-U)—Granted app. of assignment of license from Good Faith Broadcasting Inc. to Celestine L. Willis for \$450,000. Seller is owned by L.E. Willis, who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM); Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AK; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSR(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee, KSNE(FM) Marshall, AK; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warren Broadcasting Corp., licensee of WWRN, WRRS, Warren, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% of voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWCA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Buyer is daughter of seller. Action Dec. 15, 1989.

■ **KBIX-AM** Muskogee and KBIX-FM Wagoner, both Oklahoma (AM: BAL891030EB; 1490 khz; 1 kw-U; FM: BAPH891030EC; 102.1 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Embody Broadcasting Co. to Bix Broadcasting Co. for \$221,000. Seller is headed by Richard Embody, who has CP for new FM in Wagoner, OK. Buyer is headed by David Webb and has no other broadcast interests. Action Dec. 21, 1989.

■ **WKZA(AM)** Kane, PA (BAL891023EC; 960 khz; 1 kw-D)—Granted app. of assignment of license from Raise Kane Radio Inc. to Bill Shannon Broadcasting Inc. for \$75,000. Seller is headed by William Berry and Richard Lyons and has interest in WHHO(AM)-WKPQ(FM) Hornell, NY. Buyer is headed by William T. Shannon and Ramond G. Wasosky. Shannon is limited partner (owning less than 5%) of Nittany Broadcasting Co., licensee of WMAJ(AM)-WBHV(FM) State College, PA; Wheeling Broadcasting Co., licensee of WBB(AM)-WZMM(FM) Wheeling, WV, and Marion Broadcasting Co., licensee of WMRN-AM-FM Marion, OH. Action Dec. 15, 1989.

■ **WQKI(AM)** St. Matthews, SC (BTC891026EA; 710 khz; 1 kw-D)—Granted app. of assignment of license from Henry and Rosemary Chausse (husband and wife) to Robert and Lucille Newsham (husband and wife) for \$210,000. Sellers have no other broadcast interests. Buyers have 25% ownership interest in WALZ(AM)-WMCS(FM) Machias, ME. Action Dec. 20, 1989.

■ **KLDD(AM)-KZEW-FM** Dallas, TX (AM: BAL891020EE; 570 khz; 5 kw-U; FM: BALH891020EF; 97.9 mhz; 100 kw; ant. 1,680 ft.)—Granted app. of assignment of license from Anchor Media Television Inc. to Anchor Media Holdings Ltd. and Anchor Media Holdings Ltd. to Anchor Media Radio GP for no financial consideration. Anchor Media is headed by Alan Henry and is restructuring company internally (see KORK(AM)-KYRK-FM Las Vegas and KZSS(AM)-KZRR-FM Albuquerque, NM). Action Dec. 15, 1989.

■ **KJBZ-FM** Laredo, TX (BALH891019GL; 92.7 mhz; 3 kw; ant. 390 ft.)—Granted app. of assignment of license from Woods Communications Group to Encarnacion A. Guerra for \$750,000 ("Changing Hands," Oct. 30, 1989). Seller is group owner headed by Charles Wood and is licensee of WTVY-FM-WTVY(TV) Dothan and WACV(AM) Montgomery, both Alabama; WTVW(TV) Evansville, IN; KARD(TV) West Monroe, LA; KDEB-TV Springfield, MO; KESE(FM) Amarillo and KLBK-TV Lubbock, both TX. Buyer is San Antonio-based businessman with no other broadcast interests. Action Dec. 14,

1989.

■ KVQC Stephenville, TX (BAPH890918HO); 98.3 mhz; 3 kw; ant. 327 ft.—Granted app. of assignment of license from Breckenridge Broadcasting Co. to Pyramid Broadcasting Inc. for \$40,000. Seller is headed by Owen D. Woodward and has interest in six Texas stations, and three Oklahoma stations. Buyer is owned by R. Lavance Carson, and is licensee of WPBK(AM) Whitehall, MI and applicant for new FM ch. 273A Whitehall, MI. Carson is 20% shareholder of Unicorn Communications Inc., licensee of KAPR(AM)-KKRK(FM) Douglas, AZ. Action Dec. 21, 1989.

■ WNHV(AM)-WKXE(FM) White River Junction, VT (AM: BAL891012EA; 910 khz; 1 kw-D; FM: BALH891012HW; 95.3 mhz; 3 kw; ant.: 245 ft.)—Granted app. of assignment of license from New Hampshire Broadcasting Corp. to New Hampshire Broadcasting Group for no financial consideration. Seller is headed by Terry Boone and has no other broadcast interests. Buyer is headed by estate of Rex Marshall and Peter Marshall and has no other broadcast interests. Action Dec. 6, 1989.

■ WJLS(AM)-WBK-WM Beckley, WV (AM: BTC891012HX; 560 khz; 5 kw-D, 500 w-N; FM: BTCH891012HY; 99.5 mhz; 34 kw; ant. 1,050 ft.)—Granted app. of assignment of license from Nancy R. Smith, executrix of state of Joseph L. Smith Jr. to Nancy R. Smith, executrix of state of Joseph L. Smith Jr., for no financial consideration. Action Dec. 14, 1989.

New Stations

Applications

■ Fernandina Beach, FL (BPH891130MH)—Martin A. Secrest seeks 105.3 mhz; 6 kw; 328 ft. Address: 1801 Calvert St. N.W., Washington, DC 20009. Principal has no other broadcast interests. Filed Nov. 30, 1989.

■ Fernandina Beach, FL (BPH891130MJ)—Kerress Broadcasting seeks 105.3 mhz; 6 kw; 328 ft. Address: 2405 Hallmark Dr., Pensacola, FL 32503. Principal is headed by Robert G. Kerrigan and George W. Estess, who have construction permit for new FM WMQA(FM). Mexico Beach, FL. Filed Nov. 30, 1989.

■ Fernandina Beach, FL (BPH891130MK)—Sage Broadcasting Corp. of Jupiter, FL seeks 105.3 mhz; 6 kw; 328 ft. Address: 700 Canal St., Stamford, CT 06902. Principal is headed by Gerald A. Poch, Leonard J. Fassler and Kenny Karen, and has interest in WFNW(AM) Naugatuck, WLVH(FM) Hartford and WLVH(AM) Manchester, all Connecticut; WBSM(AM) New Bedford, WFHN(FM) Fairhaven, both Massachusetts; WKOL(AM) Amsterdam, NY; KMNS(AM)-KSEZ(FM) Sioux City, IA; WTAX(AM)-WDBR(FM) Springfield, IL; WACO(AM)-KTKS(FM) Waco, TX; WCDL(AM)-WSGD(FM) Carbondale, PA; WGNE(AM) Titusville, FL; WRFB(FM) Stone, VT. Filed Nov. 30, 1989.

■ Fernandina Beach, FL (BPH891130ML)—First Coast Broadcasting Inc. seeks 105.3 mhz; 6 kw; 328 ft. Address: 681 Brook Circle, Griffin, GA 30223. Principal is headed by Allen W. Marshall, Barry G. Clark, John Thomas and Leonard Bolton. Thomas and Bolton own Design Media Inc., licensee of WKEU-AM-FM Griffin, GA; and WQIS(AM) and WNSL(FM), both Laurel, MS. Filed Nov. 30, 1989.

■ West Palm Beach, FL (BPED891212MC)—Southwest Florida Community Radio Inc. seeks 88.1 mhz; 50 kw; 416 ft. Address: P.O. Box 061275, Fort Myers, FL 33906. Principal is headed by Robert D. Augsburg, Felice Augsburg, Fred C. Shutrump, Merril S. Utrump, Sheryl Ford, John Geyer, Bill Erickson, Larry Ford, Steve Maloney, Dean Castillo and Colette Geyer and has no other broadcast interests. Filed Dec. 12, 1989.

■ Ligonier, IN (BPH891122MO)—Ligonier FM Partnership seeks 102.7 mhz; 3 kw; 328 ft. Address: 505 S. Main St., Ligonier, IN 46767. Principal is headed by Richard A. Heckner and has no other broadcast interests. Filed Nov. 22, 1989.

■ Neillsville, WI (BPH891122MP)—Mitchell A. Lieber seeks 92.7 mhz; 3 kw. Address: 1813 W. Cortland St., Chicago, IL 60622. Principal has no other broadcast interests. Filed Nov. 22, 1989.

Actions

■ Little Rock, AR (BPH880114NQ)—Dismissed app. of Spacecom Inc. for 99.5 mhz; 3 kw; 328 ft. Address: 444 Pine St., St. Paul, MN 55101. Principal is headed by S.W. Richey and W.E. Barsness and has no other broadcast interests. Action Dec. 13, 1989.

■ Bakersfield, CA (BP891031AH)—Returned app. of Jerry J. Collins (receiver) for 101.5 mhz; 50 kw; 0 ft. Address:

1188 Padre Dr., Salinas, CA 93901. Principal is licensee of translator stations K244AU Two Harbors, K244AW Silver Bay, W249AM Duluth and K272BL Ely, all Minnesota; WDCQ(AM) Pine Island, FL (by court appointment). Action Dec. 20, 1989.

■ Marianna, FL (BPH880629MJ)—Returned app. of Sheila Ann Adams for 93.3 mhz; 3 kw; 328 ft. Address: 314 S. Jefferson St., Marianna, FL 32446. Principal has no other broadcast interests. Action Dec 19, 1989.

■ Hilo, HI (BPED890112MU)—Granted app. of Hawaii Public Radio for 88.1 mhz; 5 kw; 1,121 ft. Address: 738 Kaheka St., Honolulu, HI 96814. Principal is headed by Henry Koppelman, Herbert T. Lawton, Barbara Littenberg, John A. Lockwood, Douglas MacArthur, Fujio Matsuda, Roger L. Morey, James F. Morgan, James T. Paul and Lon Priest and has no other broadcast interests. Action Dec. 13, 1989.

■ Caldwell, ID (BPED870317KG)—Dismissed app. of Idaho Migrant Council Inc. for 91.5 mhz; 19.1 kw; 2,587 ft. Address: P.O. Box 490, 317 Happy Day Blvd., Caldwell, ID 83606. Principal is headed by Eliseo De La Rosa, John Peralez, Roy Paz, Lew Rodriguez and Juan Gracia has no other broadcast interests. Action Dec. 13, 1989.

■ Dubuque, IA (BPED880628MB)—Dismissed app. of Tri-State Independent Blind Society Inc. for 89.7 mhz; 1 kw; 98 ft. Address: 1098 Jackson, Dubuque, IA 52001. Principal is headed by Donald Cagne and has no other broadcast interests. Action 891213

■ Eddyville, IA (BPH880303MC)—Granted app. of "O"-Town Communications Inc. for 101.5 mhz; 50 kw; 492 ft. Address: 620 Lake Rd., Ottumwa, IA 52501. Principal is headed by Mark A. McVey and has no other broadcast interests. Action Dec. 7, 1989.

■ Eddyville, IA (BPH880302MJ)—Dismissed app. of Michael A. Phillips for 101.5 mhz; 50 kw; 492 ft. Address: 8051 Cedar View Dr., Menomonie, WI 54751. Principal is 49% stockholder of Phillips Broadcasting Co., licensee of WMNE(AM)-WMEQ(FM) Menominee, WI, and 45% stockholder of Missouri Valley Broadcasting Co., licensee of KNNQ(AM) and KMMO(FM) Marshall, MO. Action Dec. 7, 1989.

■ Baker, LA (BPH881205MG)—Dismissed app. of Lamp-lighter Broadcasting Inc. for 107.3 mhz; 3 kw; 328 ft. Address: 4523 Wimbish Dr., Baker, LA 70714. Principal is headed by William P. Mynard and Hope C. Mynard (husband and wife) and has no other broadcast interests. Action Dec. 11, 1989.

■ Lawrenceville, VA (BPED880119MB)—Dismissed app. of Saint Paul's College for 91.7 mhz; .1 kw; 98 ft. Address: 406 Windsor Ave., Lawrenceville, VA 23868. Principal is headed by Marvin B. Scott, Paige T. Davis, Vance B. Field, Woodrow W. Gaitor, Rev. Robert F. Gibson Jr., James B. Hong, Rev. Henry B. Hucles III and Harid L. Jones and has no other broadcast interests. Action Dec. 13, 1989.

Facilities Changes

Applications

AM

■ Youngstown, OH WYSU(AM) 88.5 khz—Dec. 13, 1989, application for Mod of CP (BPED880114MA) to change other: change in DA ant.

FM's

■ Fort Myers Beach, FL WQEZ(FM) 99.3 mhz—Dec. 7, 1989, application for CP to change ERP: 50 kw H&V; HAAT: 475 ft. H&V; change TL: 6 km S. of Fort Myers Villas, FL; class: C2; other: section 73.215 processing (per Docket #88-384).

■ Dewitt, MI 96.5 mhz—Dec. 13, 1989, application for CP to change TL: 0.83 km SW of intersection of Cutler Rd. and Francis Rd., 4 km NE of Wacousta, MI.

■ Redwood Falls, MN KLGR-FM 97.7 mhz—Nov. 30, 1989, application for CP to change ERP: 100 kw H&V; HAAT: 377 ft. H&V; change class to C1 (per Docket #88-618).

■ Walker, MN KLLR-FM 99.3 mhz—Nov. 30, 1989, application for CP to change freq: 99.1 mhz; ERP: 50.0 kw H&V; HAAT: 492 ft. H&V; chg to class C2; TL: 0.3 km SE of Hwy. 34, 4.5 km S. of Walker, MN (per Docket #88-617).

■ Yazoo City, MS WJNS-FM 92.1 mhz—Nov. 24, 1989, application for CP to change ERP: 20 kw H&V; class: C3.

■ Billings, MT KZLS-FM 97.1 mhz—Nov. 30, 1989, application for CP to change ERP: 28.15 kw H&V; HAAT: 324 ft. H&V.

■ Laughlin, NV 107.9 mhz—Nov. 20, 1989, application for Mod of CP (BPH871229MM) to change ERP: 7.95 kw H&V; change HAAT: 1,889 ft. H&V; TL: BLM site at Oatman Peak, Black Mountains, AZ. 24 km SE of Laughlin, NV.

■ Taos, NM KTAO(FM) 101.7 mhz—Nov. 28, 1989, application for CP to change ERP: 1 kw H&V; HAAT: 2,873 ft. H&V; freq: 101.5 mhz; change class from A to C2; TL: Picuris Peak, NM; ant. is N. Peak 20 Mts. S. of Ranger Lookout Station, 6.5 km in a direction of 17 degrees FTN from Vadito.

■ Charlotte, NC WMXC(FM) 104.7 mhz—Nov. 20, 1989, application for CP to change HAAT: 1,233 ft. H&V; replace DA.

■ Floresville, TX KWCB(FM) 94.3 mhz—Nov. 29, 1989, application for CP to change ERP: 5000 kw (vis); HAAT: 492 ft. H&V; FR change freq: 94.1 mhz; class: C2; TL: 21106 Priest Rd., Elmendorf, TX.

■ Broken Arrow, OK KCMA(FM) 92.1 mhz—Nov. 9, 1989, application for CP to change ERP: 27,095 kw; HAAT: 656 ft. H&V; change to class C2; TL: 3737 S. 37 W. Avenue, Tulsa, OK 74107 (per Docket #87-475).

TV

■ Montclair, NJ WJNM(TV) ch. 50—Dec. 19, 1989, application for CP to change ERP: 5000 kw (vis); HAAT: 797 ft.; change TL: 42 Clove Rd., Little Falls, NJ; ant.: RCA TFU-40K; (DA)(BT); 40 51 53N 74 12 03W.

Actions

AM's

■ Cocoa, FL WWBC(AM) 1510 khz—Dec. 18, 1989, application granted for Mod of CP (BP890425AB as Mod) to make changes in ant. system & change TL: to 1.6 mi SW of FL Hwy. 520, 110 mile W. of I-95 near Cocoa, FL; 28 20 05N 80 46 56W.

■ Dunedin, FL WGUL(AM) 860 khz—Dec. 18, 1989, application (BMP890829AD) granted for Mod of CP (BP860307AC) to reduce night power to 1.5 kw & make changes in ant. system.

■ Orlando, FL WWNZ(AM) 740 khz—Dec. 21, 1989, application granted for CP to increase power to 50 kw, DA-2, make changes in ant. system change TL: 2.2 km WNW of intersection of State Rte. 545 and McKinley Rd., 9 km SW; Winter Garden, FL; 28 28 53N 81 39 43W.

■ Worcester, MA WFTQ(AM) 1440 khz—Dec. 19, 1989, application granted for CP to make changes in ant. system; change from DA to non-DA day.

■ Florence, SC WJMX(AM) 970 khz—Dec. 14, 1989, application granted for Mod of CP (BP860522AV) to change in nighttime DA standard pattern.

FM's

■ Citronelle, AL WKQR(FM) 101.9 mhz—Dec. 14, 1989, application granted for CP to change HAAT: 436 ft. H&V; ERP: 1.7 kw H&V.

■ Mobile, AL WKSJ-FM 94.9 mhz—Dec. 18, 1989 application granted for Mod of CP (BPH830705AM) to chg HAAT: 1,505 ft. H&V.

■ Cabot, AR 102.5 mhz—Dec. 14, 1989, application granted for Mod of CP (BPH870710MM) to chg TL: 5.8 km N. of 356 degrees E. to Cabot, AR, 2300 ft. W. Hwy. 89 on Pickthorn Rd.

■ Alameda, CA KJAZ(FM) 92.7 mhz—Dec. 19, 1989, application dismissed for CP to change ERP: .57 kw H&V; HAAT: 744 ft. H&V; TL: atop the Bank of America building located at 555 California St., San Francisco, CA.

■ Le Grand, CA KEFR(FM) 89.9 mhz—Dec. 6, 1989, application granted for CP to change HAAT: 2,141 ft. H&V.

■ Santa Monica, CA KSFR(FM) 103.1 mhz—Dec. 19, 1989, application dismissed for CP to change ERP: 3 kw H&V; make changes in ant. system.

■ Tampa, FL WYNF(FM) 94.9 mhz—Dec. 13, 1989, application returned for CP to change height of radiation center above ground 379 H&V & above sea level 405 H&V on license. No change in existing structure.

■ Blackshear, GA WKUB(FM) 104.9 mhz—Dec. 18, 1989, application dismissed for CP to change freq.: 105.1 mhz; HAAT: 377 ft. H&V; TL: U.S. 82 on N. side of Satilla River, near Waycross, GA; change class to 286C2 (per Docket #86-294).


■ Macomb, IL WIUM(FM) 91.3 mhz—Dec. 15, 1989, application granted for Mod of CP (BPED870608MA) to change directional pattern of ant.

■ Baldwin City, KS KNBU(FM) 92.5 mhz—Dec. 18, 1989, application (BPED890616ML) returned for CP to change freq: 89.7 mhz; ERP: 0.1 kw H&V; HAAT: 118 ft. H&V.

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■ Boston, MA WERS(FM) 88.9 mhz—Dec. 14, 1989, application returned for CP to change ERP: 5.29 kw H&V, change HAAT: 610 ft. H&V; TL: One Financial Center, (Suffolk), Boston, MA; 42 21 08N 71 03 26W.

■ Holliston, MA WHHB(FM) 91.5 mhz—Dec. 6, 1989, application dismissed for CP to change ERP: .018 kw H&V HAAT: 186 ft. H&V; change freq: 99.9 mhz. TL: Beside Town Tank on Mount Hollis 260 miles NE of Hollis St.; 42 12 16N 71 25 53W.

■ Las Vegas, NV KILA(FM) 90.5 mhz—Dec. 13, 1989, application dismissed for CP to change TL: Black Mountain, Arden site (Clark) near city of Henderson, NV; 35 56 44N 115 02 34W.

■ Oswego, NY WZOS(FM) 96.7 mhz—Dec. 20, 1989, application granted for CP to change TL: W. of County Rd. 29 from a point approximately 209 miles S. of County Rd. 1, near N. Scriba, Oswego County, NY; 10.7 km from Oswego City at 70 degrees T.

■ Valhalla, NY WARY(FM) 88.5 mhz—Dec. 14, 1989, application dismissed for Mod of CP (BPED850816MB as Mod) to change ERP: .05 kw H & .046 kw V.

■ Ironton, OH WMLV(FM) 107.1 mhz—Dec. 18, 1989, application dismissed for CP to change TL: 1.4 km ESE of intersection of State Rte. 141 & US Hwy. 52, Ironton, OH; change HAAT: 328 ft. H&V; 38 31 16N 82 39 01W.

■ Bend, OR KIDD-FM 98.3 mhz—Dec. 11, 1989, application granted for CP to change ERP: .65 kw H&V; change HAAT: 706 ft. H&V; TL: 2800 NW Awberry Butte Rd., Bend, OR. Erratum corrects prefix from BMPH to BPH.

■ Edmonds, WA KCMS(FM) 105.3 mhz—Dec. 7, 1989, application granted for CP to change ERP: 100 kw H&V; HAAT: 992 ft. H&V.

■ New Richmond, WI WIXK-FM 107.1 mhz—Dec. 14, 1989, application dismissed for CP to change ERP: 25 kw H&V; HAAT: 239 ft. H&V; change to class C3 (per Docket #87-555).

TV's

■ Lake Dallas, TX KLDT(TV) ch. 55—Dec. 21, 1989, application granted for Mod of CP to change HAAT: 465 ft.; ERP: 3012 kw (vis); TL: Round Grove Rd., approximately 1 km W. of Hwy. 35E; ant.: BASC SC-30DASM; (DA)(BT): 33 00 19N 96 59 00W.

■ Yauco, PR WIRS(TV) ch. 42—Dec. 15, 1989, application granted for Mod of CP (BPCT870812KF) to chg ERP: 1,500 kw (vis); HAAT: 2,795 ft.; TL: Monte Jayuya Electric Site; ant: Andrew ATW30-L8-11SP42H (DA)(BT); 18 10 10N 66 34 36W.

Actions

■ FCC conditionally renewed and granted assignment of license of WQSF-FM Williamsburg, VA; NAL issued (Report MM-44), Mass Media Action). FCC has conditionally renewed license subject to EEO reporting conditions; fined station \$2,000. Action by commission Dec. 20, 1989, by letter (FCC 89-359).

■ Oklahoma City, OK. Granted special relief and petition to terminate hearing filed by Oklahoma City Broadcasting Company, debtor in possession, and dismissed application for transfer of control of KGMCTV from Beverly Hills Hotel Corporation to Seema S. Boesky. (MM Docket 87-531 by MO&O [FCC 89-352] adopted Dec. 20, 1989).

■ Oak Harbor, WA. Affirmed Bureau action denying King Broadcasting Co., licensee of KING(AM) Seattle, reconsideration of grant of license application by Whidbey Broadcasting Service Inc. for new KJT(AM) Oak Harbor, WA. (By MO&O [FCC 89-334]; adopted Dec. 4 by commission.)

Allocations


■ Cloquet, MN. Effective Feb. 12, 1990, amended FM table by allotting channel 243A (96.5 mhz) as its second FM broadcast service. Filing window opens Feb. 13 and closes March 15. (MM Docket 89-335 by R&O [DA 89-1593] adopted Dec. 7, 1989, by chief, Allocations Branch, Mass Media Bureau)

■ Plainview, TX. Effective February 12, amended FM table by substituting channel 280C1 (103.9 mhz) for Channel 290A (105.9 mhz) and modifying license of KKYN-FM to specify operation on higher class co-channel. (MM Docket 88-571 by R&O [DA 89-1592] adopted Dec. 7, 1989, by chief, Allocations Branch)

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GM: Christian Talk & Information, Washington, DC. Sales leadership required. Nationwide chain. Contact Dick Marsh, Pres., Marsh Broadcasting, Corp., 1124 East Alosta Ave., Glendora, CA 91740. 818-914-7717. EOE.

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HELP WANTED NEWS

Madison, Wisconsin's premiere News/Talk station seeks anchor/reporter. T & R to Toni Denison, WTDY, Box 2058, Madison, WI 53701. No calls! EOE.

SITUATIONS WANTED MANAGEMENT

Former station owner with extensive sales and financial background seeking station management position. Oscar Silver, PO Box 222032, Carmel, CA. 93922.

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Chief financial officer: Florida based group operator seeks experienced broadcast accountant for radio and TV group operations. Box A-15. EOE.

Operations manager: Small Florida affiliate seeking a hands-on operations manager. Station's on-air look could be improved with more attention to training and higher standards. Success in this position will make you a hero and will be rewarded. You will report to the GM. Candidate must be competent to directly supervise master, directors and studio personnel. We have a supportive owner, a great team and the desire to win. If you have 3-5 years as operations manager or supervisor with proven people skills and the ability to communicate well, please reply quickly. Box A-17. EOE.

Local sales manager: KADY-TV, Southern California's fastest growing independent, needs an experienced, aggressive, hands-on, street-wise, promotion-minded motivator to lead a team of eager salespeople in the beautiful, but highly competitive, coastal Ventura County area. KADY-TV, assigned to the Santa Barbara market, is the prototype station for Riklis Broadcasting, an expanding West Coast group operation, backed by a hugely successful Fortune 500 company. Ground-floor opportunity, great growth potential for proven winner. FAX your qualifications to: General Manager, KADY-TV, 805-485-8057. No phone calls. EOE.

President & general manager: Northeastern Educational Television of Ohio, Inc. (NETO). The president and general manager is the principal administrative officer of NETO and is responsible for the entire administration of WNEO/WEAO, Channels 45 & 49 subject to the control of the board of directors. In this capacity, the president & general manager recommends and implements policies of the Board, plans all business and budgetary matters pertaining to the stations, makes all appointments to the staff, supervises the stations' operations, and advises the Board on all legal requirements for the operation of the stations. Bachelor's degree required. Master's degree preferred. A minimum of five years experience in the telecommunications field with at least three years in a supervisory capacity is required. Salary range is from \$56,000 to \$68,000. Deadline for applications is February 9, 1990. Starting date is no later than April 1, 1990. Send a resume, cover letter and a list of five references to: Dr. Kathy Stafford, NETO, Inc., 275 Martine Dr., Kent, OH 44240. NETO is an Affirmative Action/Equal Opportunity Employer.

HELP WANTED SALES

Sales/marketing rep: Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-26. EOE.

Account executive: Excellent career opportunity for the right person with a minimum of 4 years TV sales experience. We are an NBC affiliate on the move, and need a dynamic individual to manage account activities, and develop new business. Send resume to: Hope Brown, WCNC-TV, PO Box 18665, Charlotte, NC 28218. EOE.

Account executive: KCRA-TV sales department is looking toward expanding its sales staff in 1990. Applicants should have a minimum two years sales experience in advertising sales. Emphasis on retail sales, client contact and development. Send resume and salary requirement to: Dorothy Lucas, Local Sales Mgr., KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. EOE. M/F.

Television station needs aggressive self-motivated sales person. Management position available for quick starter. Send resume with references to PO Box 2220, Florence, AL 35630. EOE.

WRAL-TV, CBS, Raleigh, NC. Opening for account executive with exceptional track record. Well versed in research/marketing resources and new business development. References necessary. Written inquiries only. Capitol Broadcasting. Equal opportunity employer. Contact Laura Stillman, Local Sales Manager, Box 12000, Raleigh, NC 27605.

ABC affiliate in Burlington, VT needs an experienced account executive to take an existing list and make it grow with new business. Send resume today to Charles Cusimano, WVNY-TV, 100 Market Sq., Burlington, VT 05401. EOE.

Account executive wanted. Looking for account executive for new TV show to do broadcast sales. East Coast market. Great commission. 301—572-7846. EOE.

Seeking a local account executive who is a creative, highly motivated and detail-oriented person desiring a rewarding challenge. Successful applicant must have strong presentation skills and minimum two years broadcast sales or related experience. Please send resume, work samples, and sales philosophy to Richard Torbett, Local Sales Manager, WCYB-TV5, PO Box 2069, Bristol, VA 24203. EOE.

HELP WANTED TECHNICAL

ENG maintenance technician: CBS O&O needs an experienced person who wants to work in sunny, warm south Florida. Ability to repair Beta and related equipment a must. Send resume: Bernard Wimmers, WCIX, 8900 NW 18th Terr., Miami, FL 33172. EOE.

Television/AV repair services manager for University of Idaho. Starting pay \$24,000-\$30,000. Closes Jan. 15. For copy of job description and application procedures call 208—885-7755. EOE/AA.

Transmitter/broadcast maintenance engineer: Broadcast maintenance engineer with very strong transmitter/RF experience. Supervise equipment maintenance technician and satellite truck engineer. Excellent quality of life environment. EOE. Box A-18.

Technician. Must possess FCC General Radiotelephone license. Minimum five years experience in all phases of television including master control switching, videotape, character generator use and video. Letter and resume (no calls) to Irwin Ross, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

Field service engineer: Odetics Inc., manufacturer of the TCS2000 cart system, is looking for a field service engineer to support its expanding cart machine business. Must have solid technical maintenance experience with professional video and television studio equipment. Must have good mechanical aptitude, computer or micro-processor background, good communication skills and the ability to work independently. AS Technical degree or equivalent work experience required. Job requires extensive travel. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802 or call John at 714—774-2200, Ext. 3301. EOE.

Honolulu, Hawaii chief engineer needed for leading network affiliate. Bachelor's degree or equivalent experience required. Send letter and resume to T. Arthur Bone & Associates, Inc., 197 Taunton Ave., Suite 202, East Providence, RI 02914. EOE.

Chief engineer: WSYT-TV, Syracuse, New York has an immediate opening for a chief engineer who has solid UHF transmitter, control room, ENG and studio maintenance experience. Send resume to Altn: Robert Jordan, WSYT-TV68, 1000 James St., Syracuse, NY 13203. EOE.

Maintenance technician: Minimum 3 years experience in electronics repair and troubleshooting in broadcast industry facility. FCC General Class license or SBE certification. Will perform installation/maintenance/operations at studio and remote transmitter and production sites. Send resume and cover letter: Director or Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE/AA.

Maintenance engineer: WNEM-TV, Saginaw, Michigan, seeks individual with solid background of studio equipment. Must be self-motivated person who can meet the challenge of maintaining the equipment of the leading station in the 58th market. Send resumes to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

Channel One seeks highly qualified and experienced technicians to staff their New York City production center. Open positions include technical director, on-line editor, audio, studio camera, videotape operator, maintenance engineer, field crews, and A/B roll editors. All candidates should have a minimum of five years network or top 20 market experience. Excellent benefits. Salary commensurate with experience. Send resume and demo tape to: Channel One, 529 Fifth Ave., 17th Floor, New York, NY 10017. Attn: Janet Morgan. EOE.

HELP WANTED NEWS

Weathercaster with reporter skills needed for major market. Strong on knowledge, experience, and presentation skills. Send non-returnable tape, along with resume and salary history to, NEWSPEOPLE, 20300 Civic Center Dr., Suite 201, Southfield, MI 48076. EOE.

70's market ABC affiliate seeks tireless, aggressive, creative, personable digger to report one weekday and two nights and produce weekend newscasts. Familiarity with political and northern NE issues and SNG is a plus. Ability to make stories and newscasts sing is a must. No beginners, no prima donnas, no phone calls! Start at low-mid \$20's, good benefits, stable operation. Send resume and non-returnable tape by 1/13/90 deadline to Dennis Tompkins, News Operations Manager, 99 Danville Corner Rd., PO Box 8, Auburn, ME 04210. EOE.

Sports reporter/anchor: Report and anchor sports on weekends, report news and sports weekdays. One-person band preferred. Send non-returnable tapes and resumes to David Lerner, News Director, KIFI-TV, PO Box 2148, Idaho Falls, ID 83403. EOE.

Meteorologist: New England Weather Service, a division of WTIC AM/FM/TV is offering an opportunity for experienced meteorologists to join one of the nation's most advanced weather forecasting operations. Offering Doppler radar, GOES satellite imagery, real time lightning detection, ASOS, and more. A strong personality and broadcast experience a must. Send a non-returnable tape/resume to Roland Laro, Director, New England Weather Service, One Corporate Center, Hartford, CT 06103. Telephone: 203—527-6161. EOE. M/F.

Our news department needs an energetic and aggressive news photographer. Applicants must have experience shooting and editing news stories. Send tapes to KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. Attention: Steve MacDonald. EOE.

Co-anchor for 6 & 10 newscasts. Applicant should have polished anchoring, writing and reporting skills with at least one year anchoring experience. You will be working at one of the top news stations in the country. Send resume, non-returnable demo tape and salary requirements to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Weekend anchor/reporter: WVTM-TV (NBC) Birmingham, AL. Need TWO experienced communicators. Send tapes and resumes to Tom Roberts, WVTM-TV, Box 10502, Birmingham, AL 35202. EOE.

Producer: Need experienced producer for 5 PM news broadcast. Two years producing experience and creativity a must. Send resume, references and tape of recent broadcast to David Cassidy, KOTV, Box 6, Tulsa, OK 74101. Applicant finalists will be required to furnish evidence of identification and employment authorization. EOE, M/F. A Belo Broadcasting Corporation.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WSMV Nashville seeks award-winning talent. People-oriented, highly organized designer. Join a leading broadcast team. Send demo to Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. No calls, please. EOE.

WATL-TV, Atlanta. Fox Indy has THREE openings: 1) Live director; for fast paced teleconferencing and public affairs. 2) Audio/editor assist. Specialty in live studio productions. Will train to assist editor in post. 3) Videographer to team with director on remotes, lights, shoot, edit. Minimum of five years experience for all. Send resume and tapes to: WATL-TV-36, Production, Ms. Thorton, One Monroe Pl., Atlanta, GA 30324. EOE.

PM Magazine photographer/editor/producer: Top 50 market NBC affiliate looking for highly motivated person with skills to be part of our PM Magazine team. EOE, M/F. Send tape and resume to Human Resources Manager, WSAZ-TV, 645 Fifth Ave., Huntington, WV 25701.

Entry level expansion position in broadcast art department. Will work with computer graphics. Demonstrated illustration ability and degree required. Send resume and any non-returnable examples of work to Rick McVey, Director of Production and Creative Services, WCYB-TV5, PO Box 2069, Bristol, VA 24203. EOE.

Promotion writer/producer: WCBS-TV New York is looking for a top promotion writer/producer to add to our exceptional staff. Ability to do breakthrough work under time pressure required. No phone calls and no beginners please. Send a reel to: Lee Minard, WCBS-TV, Advertising & Promotion, 513 West 57th Street, New York, NY 10019. Equal opportunity employer.

WPRI-TV, Providence, Rhode Island, is seeking a full-time news graphics artist who's familiar with Dubner print systems. Candidate should have two or more years experience and be able to handle print ad design/layout. Send resume and reel to Steve Johnson, Promotion Manager. WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914-1203. Reels will not be returned. EOE.

Dedicated production facility looking for a strong producer/director. New facility with two edit suites; and in-house computer graphics needs capable person to direct studio, remote and live tape sessions. Meets with clients on creative and budget, requires some writing and producing. Books and schedules assigned work units, and coordinates information with other departments. Responsible for client contacts and revenue generating sales calls. Requires high school diploma, and 3 years prior related experience. Send resume to: Box A-19. No tapes. EOE.

We're looking for two producer/directors to work in paradise. Honolulu CBS affiliate needs two directors with experience and ability to take over daily newscasts. One will also double as director of live, special projects and post-production on news "specials." One must have magazine format experience, and will double as producer/director/writer of two half-hour, quarterly entertainment "specials." We're looking for high-energy types who can maintain a tradition of award-winning local programming. Excellent benefits package. Send tape and resume to: Program Director, KGMB, 1534 Kapiolani Blvd., Honolulu, HI 96814. An equal opportunity employer, M/F.

Traffic mgr.: TV or radio traffic dept. experience preferred. Familiarity with Columbine system preferred. Send resume to: Business Mgr., Wiii-TV 64, 5177 Fishwick Dr., Cincinnati, OH 45216. Wiii is an equal opportunity employer.

SITUATIONS WANTED SALES

AE/NSM: Experienced pro seeking career opportunity in top 20. Over 7 years major market TV sales. National rep and local station background with emphasis on client service and television marketing. Available to travel and/or relocate. Call 305—431-6676. TelePlanners.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a good station in which to work. 216—929-0131.

Meteorologist, 10+ years TV experience. AMS & NWA seals. Seek #1 position in stable Southeast/Gulf Coast market. Experience in computer graphics, cloud and radar animation techniques. Strong science background, former educator. Comprehensive presentations that go "beyond the forecast." Reply Box A-11.

Sports producer, six years in top 30 market, seeking new challenge. I can do it all - Writing, editing, reporting, field producing. Bob, 414—481-5417.

News photographer: Ten years experience covering major news events from around the world. Solid references. Call anytime, 1-800—272-3320.

Sportscaster: Your market deserves to fill two positions with one person. TV affiliate hires sports anchor/reporter. Local sports network gets P-B-Per. Call Mark Heller, 619—721-3043.

Want a bargain? Forget the over-inflated salaries of news anchors. Forget the 6 and 7 figure bidding war over news reporters. I'll be the hardest-working, cheapest-paid reporter you hire. Network level experience behind camera. Great references. NYU Journalism degree. Box A-3.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Quantel Paintbox artist. 3 years experience. Excellent design, illustration skills. Ampex ADO, Harris DVE, animation experience. Reply Box N-45.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but no one has the time to help? We do. Writing, production, delivery. References available. 607—272-3718.

Primo People seeking news talent, newscast producers, executive producers and news directors, all market sizes. Send 3/4" tape and resumes to Steve Porricelli or Fred Landau at Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

Career Videos. Our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format. Coaching and referrals. 708—272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The American University School of Communication in Washington, DC, seeks graduate assistants to assist in teaching and other professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. An EEO/AA University.

Arkansas State University invites applications and nominations for the position of Dean of the College of Communications. The College of Communications, accredited by the Accrediting Council on Education in Journalism and Mass Communication, has an enrollment of 598 and a full-time faculty of 16. Additionally, it has a technical and clerical staff of 20. One of the seven colleges in the University, the College of Communications offers baccalaureate programs in advertising, community journalism, news-editorial journalism, photojournalism, public relations, radio-television (including broadcast news, production and performance, management and sales, and cable and alternate technologies), and printing management and printing technology. It also offers masters degree programs in journalism and radio-television. In addition to its academic programs, the College of Communications is responsible for the operation of a 100,000-watt public radio station and the University printing facility. Arkansas State University is in Jonesboro, a growing community of about 50,000 population located 75 miles northwest of Memphis, Tenn. It serves northeast Arkansas and southeast Missouri as a center for cultural, educational, industrial, commercial and medical interests. The Dean of the College of Communications reports to the vice president for academic affairs and has leadership responsibilities in matters of curriculum, planning, budget, personnel, resource management, and external relations, including fund raising. Qualifications: An earned doctorate in a discipline within the College of Communications or a related discipline, evidence of successful college teaching and scholarship, and/or substantial professional experience in mass communications, demonstrated leadership and management skills, strong record of involvement in academic and/or professional organizations at the regional and national level. Contact: Chair, Dean of Communications, Search Committee, Arkansas State University, PO Box 2160, State University, AR 72467. Provide a letter of application addressing the required qualifications, a current resume, and the telephone numbers of five references. Review of applications will begin February 16, 1990, and continue until the position is filled. The position is available July 1, 1990. Arkansas State University is an equal opportunity employer and encourages applications from women and members of minority groups.

Mass Communication: Seeks an Assistant/Associate Professor of Communication with tenure track, PhD desired. ABD considered. Teach courses in Mass Media, TV Production, Radio, Communication Theory and Speech Fundamentals. Should be able to supervise the production of college cable access television programs. Salary commensurate with qualifications and experience. Screening begins January 31, 1990 and continues until position is filled. Send letter of application, resume, transcripts, three letters of reference to: Dr. Frank Venturo, Department of Communication Arts/Sociology, Western State College, Gunnison, CO 81231. WSC is an AA/EEO employer.

HELP WANTED SALES

Syndication company seeks sales service/traffic person. Minimum 2 years experience. Call Josephine, 212-207-8355. EOE.

Do you want to sell advertising space in the fast growing Koshier market? Want to work for a young rising co.? Want to be treated like family? Want a good salary and high commission? If yes, then we would like to meet you. Call Simon. 212-931-4900. Hebrew helpful but not necessary. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000, Ext. R 7833 for current federal list.

Attention: Easy work, excellent pay! Assemble products at home. Details. 1-602-838-8885, Ext. W-8435.

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. Group workshop January 20. 212-921-0774. Eckhart Special Productions (ESP).

Entry level reporters: One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 602-285-1143.

WANTED TO BUY EQUIPMENT

Wanted: 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.

Used 1" videotape. Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

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 28,500 (1980) Harris FM20K (1980), CCA FM 20,000DS (1972), RCA BTF20E (1976), 3.5Kw McMartin (1985), 5Kw Gates FM 5G(1967), RCA 5D (1967). Transcom Corp. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters: Harris SX-1 (1985), Sparta SS1000 (1981), Collins 20V3 (1967). Transcom Corp. 215-884-0888. FAX 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), 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.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

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1" editing system, \$16,000. ADO-3000, Sony BVE-900, Grass Valley 400. Many other items of all kinds. 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts, 919-977-3600.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Exchange National Funding, 214-422-5487.

FM transmitter: Harris FM-5H. Good condition. 806-372-5130.

96 - AM/FM transmitters. All powers. All manufacturers. All in stock. All spares. All inst. books. All complete. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. Robert Malany, 214-630-3600. Fax: 214-226-9416.

Tower: 180 Rohn 45G with guys, etc. Good condition. 806-372-5130.

Save on videotape stock. We have 3/4 & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, toll free, 800-726-0241.

FM antenna(s): ERI 1100-10 with de-icer(s). Fair condition. Jampro JSLP-2 with radomes. Good condition. Shively 6811-4. Good condition. 806-372-5130.

Chyron RGU2 character generators. 2 channel, 2 keyboard \$7000. 1 channel, 1 keyboard \$5000. Dozens of fonts. Like new. Call Steve Beuret, Videosmith Inc. 215-665-3690.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

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RADIO

Help Wanted Management

RADIO STATION CONTROLLER WFYR-FM, CHICAGO

Seeing an accountant to manage the business office of WFYR-FM in Chicago. Responsible for general accounting, budgeting, forecasting, financial reporting and human resources coordination. CPA and/or MBA preferred. Competitive salary and comprehensive benefits package. **Send resume to Kelly Seaton, Prudential Plaza, 130 East Randolph, Suite 2303, Chicago, IL 60601. EOE.**

GENERAL SALES MANAGER

Highly rated, successful, regional Northern California FM. Eager young staff needs aggressive leader with powerful people and management skills. Medium size city with excellent climate and quality of life. Ground floor career opportunity. EOE **Resume: GM, PO Box 7568, Chico, CA 95927.**

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GENERALLY CONSERVATIVE TALK SHOW HOST

15 yrs. experience, major markets including N.Y., Washington, SFO. High ratings. Concurrent background: 20 years newspaper reporter, editor, syndicated columnist. Prefer East Coast, but willing to relocate. **Box A-1.**

TELEVISION

Help Wanted News

TV network is looking for broadcast journalists experienced in medical news coverage to serve as associate producers and researchers. Only those experienced both in broadcasting and in medical news need apply. No calls. Send resume and salary history. Box A-14.

Help Wanted Technical



ASSISTANT CHIEF ENGINEER

KHOU-TV IS SEEKING AN ASSISTANT CHIEF ENGINEER TO JOIN AN ENGINEERING TEAM NOW PLANNING A MAJOR TECHNICAL UPGRADE OF STUDIO AND TRANSMITTER FACILITIES INCLUDING C.P. ANTENNA AND TALL TOWER. IF YOU ARE ENTHUSIASTIC, EXPERIENCED, CAPABLE AND ENERGETIC, SEND YOUR RESUME TO:

JOHN ROSS
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HOUSTON, TX 77019
EOE

Help Wanted Programing Production & Others

WSMV Nashville
seeks award-winning talent.
People-oriented, highly organized designer.
Join a leading broadcast team.



Send demo to Carolyn Lawrence,
WSMV, PO Box 4,
Nashville, TN 37202.
No calls, please. EOE.

CREATIVE SERVICES DIRECTOR

KGW-TV is seeking an innovative, dynamic individual to provide leadership and creative direction to the station's Creative Services Department. This department head position, reporting directly to the General Manager, is responsible for coordinating on-air promotion, advertising/media placement, station marketing, and public relations.

Qualified candidates must have proven leadership skills and experience in all aspects of the creative services function at a television station. For consideration, please send resume to:

Ms. Bobby Weisbord
Human Resources Director
KGW-TV
1501 SW Jefferson Street
Portland, Oregon 97201



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Help Wanted Programing Production & Others Continued



ASSOCIATE PRODUCER

Another GOOD COMPANY producer has been snatched away to Los Angeles, so we're looking for a creative self-starter who can generate ideas, book great talkers, produce clever studio demonstrations and, in general, do everything it takes to produce great TV.

At least six months experience with a similar studio-based show is a must.

Please send letter and resume (no tapes yet, please) to:

KSTP-TV,
Dept. AP,
ATTN: Jackie Frey,
3415 University Avenue,
Minneapolis, MN 55414.
Equal Opportunity Employer, M/F

CABLE

Help Wanted Management

DIRECTOR OF ADVERTISING SALES

Director of Ad Sales for Advertising Sales division at Corporate Headquarters. Responsibilities include achieving revenue and profit objectives by overseeing the activities of selected ad sales operations, developing sales programs to attract and retain clients, training and motivating ad sales employees and developing long term strategies. College degree required, Masters preferred. Minimum five years experience managing an ad sales organization required. Reports to VP of Advertising Sales.

Send resume and salary history to:

Cox Cable Communications
1400 Lake Hearn Dr., Atlanta, GA 30319
ATTENTION: CableRep, Dept. A
Cox Cable Communications is
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Miscellaneous

SEXUAL DYSFUNCTIONS STRESS DISORDERS SHYNESS

Intensive half-day/full-day sessions for busy professionals & executives. REMO FABRI, JR., M.D., Medical Behaviorist. (B.A. Harvard, M.D. Yale) 32 Trumbull St., New Haven, CT (easy access to airports, tpks, train). 203-787-4589.

Major credit cards welcome.

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Help Wanted News



**Cable News Network
Business News**
seeks two experienced on-air
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Positions open in New York
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Applicants should have five years of experience reporting business news in print or television, including on-air experience. Both positions require strong reporting skills to cover financial and commodity markets.

Send tape and resume to W.D. Hartley, news editor, CNN Business News, 5 Penn Plaza, New York, N.Y. 10001.

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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.

Fates & Fortunes

Media

Mark O. Hubbard, senior VP, radio, Osborn Communications, New York, adds duties of president, Fairmont Communications Corp. He succeeds **John Hayes**, who has left to form San Francisco-based group owner of radio stations. Fairmont Communications, which owns three AM's and four FM's, is operated by Osborn Communications Corp.

Phillip S. Balboni, VP and news director, WCVB-TV Boston, joins parent company, Hearst Corp., New York, as special assistant to president for new projects.



Protter

Harold E. Protter, VP of engineering and advanced television systems, Gaylord Broadcasting, Dallas, joins KPTM(TV) Omaha as VP and general manager.

Walt Adams, general sales manager, WRSG(AM)-WAAL(FM) Binghamton, N.Y., joins WINR(AM) there as VP and general manager.

Ross Felton, VP and general manager, WWVA(AM)-WOVK(FM) Wheeling, W.Va., joins WKWK(AM)-WEEL-FM there as general manager.

Chuck Fee, general sales manager, WMMR(FM) Philadelphia, named station manager.

Andrew Thacher, assistant VP, Rhode Island Hospital Trust National Bank, Providence, joins Daniels & Associates, New York, as VP of investment banking. **Samuel Grier**, special projects associate, The First Boston Corp., New York, joins Daniels & Associates there as assistant VP.

Paul A. Silva, executive director of operations, Colony Communications, Providence, R.I.-based group owner, named executive director of operations.

Michael McCarthy, general sales manager, KFYT(AM)-KKFR(FM) Phoenix, joins KNST(AM) Tucson, Ariz., as operations manager.

John T. Dominic, senior VP in charge of Center for Educational Technologies, non-commercial WCET(TV) Cincinnati, named senior VP of telecommunications.

Mark E. Stieber, account coordinator, QVC, West Chester, Pa.-based home shopping channel, named manager, affiliate services.

Michael T. H. LeBlanc, senior analyst, RP Companies Inc., New York, joins Television Station Partners, Greenwich, Conn., as assistant controller.

Sales and Marketing

William Vieser, vice chairman, director of client services, McCaffrey and McCall, New York-based ad agency, named president.

Lou Lozitsky, director of media sales, Interep Radio Networks, New York, named VP, network sales, The Interep Radio Store.



Lozitsky



Elton

Appointments at Blair Television, New York: **Chester Elton**, national sales manager, WFSB(TV) Hartford, Conn., to national marketing manager; **Liza Fiorentinos**, assistant sales manager, to manager; **Scott**

Dempsey, account executive, Charlotte, N.C., to manager, Miami.

Ronald M. Schneier, staff VP, research and consumer marketing, A&E, New York, named VP, advertising sales.

Appointments at DDB Needham, Chicago: **James C. Crimmins**, director, strategic planning and research, to executive VP; **Michael S. White**, director, media department, to executive VP; **David Kasey**, copywriter, to associate creative director.

Appointments at Katz Television: **John Rossi**, team manager, New York, adds duties of divisional VP, Katz American Television; **Scott Gudzak**, manager, Jacksonville, Fla., adds duties of VP; **Jim Leary**, manager, Denver, adds duties of VP; **Kimberly Fox**, account executive, KDVR(TV) Denver, to sales executive there; **Anne Straciaci**, office manager, Katz Communications, New York, to employment administrator. Appointments at Katz Radio: **Sheila Denton**, manager, San Francisco, adds duties of VP; **Edward D'Abate**, account supervisor, Conill Advertising, New York, to account executive, Katz Hispanic Radio Sales there; **Kim McFadden**, sales manager, Katz's Christal Radio, Boston, adds duties of VP; **Dennis Seely**, sales manager, Katz's

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Christal Radio, Dallas, adds duties of VP; **Eric Ronning**, manager, Katz's Banner Radio, Los Angeles, adds duties of VP; **Josh Nash**, sales manager, Katz's Banner Radio, Minneapolis, adds duties of VP; **Glen Woosley**, VP, Katz's Banner Radio, Atlanta, adds duties of VP.

Luanne O'Dell Stamp, account supervisor, DMB&B, St. Louis, named account supervisor.

Appointments in advertising sales department, Home Team Sports, Washington: **Jeff Wagner**, director of sales and marketing, to general sales manager/director of marketing; **Jon Cherney**, senior account executive, to national sales manager; **Mary Jo Allen**, marketing secretary, to national sales coordinator; **Michael Krasney**, senior account executive, adds duties of sales manager, Group W Sports Marketing (GWSM), Washington. GWSM is newly created New York-based firm that represents HTS and other regional sports networks; **Cheryl Constantino**, intern, to marketing assistant.

Trevor Romaine, creative director, Sherry Mathews Advertising and Public Relations, Austin, Tex., joins The Television Group Inc. there, in same capacity.

Robert J. Kunath, partner, Stowell Data Network, Seattle, joins noncommercial WNET(TV) Newark, N.J. (New York), as senior VP and director of marketing and communications.

Jim Byrne, creative services director, WLVI-TV Cambridge, Mass. (Boston), joins WFXT-TV there as marketing and advertising director.

Barbara Larson, local sales manager, KISS-AM-FM Los Angeles, joins KSDO-AM-FM San Diego as VP, general sales manager.

Appointments in sales department, WXIN(TV) Indianapolis: **Dennis Christine** national sales manager, to general sales manager; **Donna Gould**, account executive, succeeds Christine; **Randa Minkarah**, local-regional account executive, to regional sales manager.

Jon Paiva, general sales manager, WPMT(TV) York, Pa. (Harrisburg), joins WHTM-TV there in same capacity.

Bruce Immekus, account executive, Douglas Kelly Associates, Springfield, Mo., joins WCMB(AM)-WMIX(FM) Harrisburg, Pa., as general sales manager. **Randy Gaekler**, account executive, WCMB-WMIX, named local sales manager, WCMB.

Dave Arnold, air personality and account executive, WSIC(AM)-WFMX(FM) Statesville, N.C., joins WDRV(AM) there as general sales manager.

Steve Jacobs, account executive, Katz Communications, New York, joins WTNH-TV New Haven, Conn., as national sales manager.

Margaret M. Caputo, VP, team manager, Katz Continental Television, New York, joins WSTM-TV Syracuse, N.Y., as national sales manager.

Appointments in sales department, WCAU(AM) Philadelphia: **Chris Stanbach**, account executive, WIP(AM) Philadelphia, to same capacity; **Andy Uhr**, account executive, WPHL-TV Philadelphia, to same capacity.

Programing Unistar



Edward R. Salamon, executive VP, programming, Unistar Radio Networks, New York, has been named president of Unistar Radio Programming. In his new position, Salamon will oversee all long-form music programming. Salamon, who began his broadcasting career in the early 1970's as director of market research for KDKA(AM) Pittsburgh, formed United Stations with three partners in 1981. In 1985 United Stations bought the RKO Radio Networks and formed the United Stations Radio Networks and the affiliated United Stations Programming Network. In August 1989 USRN and USPN merged with Transtar Radio Networks and formed Unistar Communications Group Inc. (BROADCASTING, Aug. 28, 1989).

ty; **John Schwab**, account executive, WHEB-AM-FM Portsmouth, N.H., to same capacity.

Chuck Lontine, general sales manager, KRZR(AM) Fresno, Calif., joins WKQX(FM) Chicago as account executive. **David Sonefeld**, account executive, WGN(AM) Chicago, joins WKQX in same capacity.

Kevin McGurk, Midwest director of marketing, INTV, Chicago, joins Seltel there as account executive.

Mary F. McKee, program manager, WVEU(TV) Atlanta, named account executive, succeeding Corinne Noble (see "Programming").

Todd McWilliams, account executive, WHIT(AM)-WWQM-FM Madison, Wis., joins WKOW-TV there in same capacity.

Jean Ann Arbogast, media account assistant, Wyse Advertising, Cleveland, named account executive, PinnAcle Media, media service division of Wyse Advertising. **Julia W. Pirog**, media planner/buyer, Lord Sullivan & Yoder, Columbus, Ohio, joins PinnAcle Media, Cleveland, as broadcast negotiator.

Mark R. Ahlheim, assistant manager, Happy Ear Stereo, Watertown, N.Y., joins WNNY-

TV Carthage, N.Y. (Watertown), as sales account executive.

Programming

Gerald Clark, director of program development, Turner Network Television, Atlanta, named VP of program development.



Vendely

Elizabeth Vendely, director, communications, KCBS-TV Los Angeles, named director, broadcasting.

Diana Hawkins, director of international marketing, Samuel Goldwyn Co., London, named VP of international marketing.

Bruce Grivetti, senior counsel, original programming, HBO, New York, named VP, business affairs and administration.

Leonard J. Grossi, senior VP, Twentieth Television, Los Angeles, named executive VP, administration and operations, television distribution.

Allen Sabinson, VP, motion pictures for television and mini-series, ABC Entertainment, Los Angeles, named executive VP, motion pictures for television and mini-series.

Madeline Lawrie, manager, station information and clearance, ABC Radio Networks, New York, named manager, ABC Radio's Contemporary Network.

Margaret Loesch, president and CEO, Marvel Productions Ltd., Van Nuys, Calif., joins Fox Childrens Network, division of Fox Broadcasting Co., Los Angeles, as president. **Adam Ware**, manager, affiliate relations, Fox Broadcasting Co., Los Angeles, named director, affiliate relations, Central region, Chicago.

Corinne Noble, account executive, WVEU(TV) Atlanta, named program manager succeeding Mary F. McKee (see "Sales and Marketing").

John Peake, program director and morning news anchor, WAPI-FM Birmingham, Ala., joins KRQQ(FM) Tucson, Ariz., as program director.

David Fling, director of operations, KOKI-TV Tulsa, Okla., adds duties of director of programming.

Chuck Urban, operations manager, KHUM(FM) Ottawa, Kan. (Topeka), joins WWVA(AM)-WOVK(FM) Wheeling, W.Va., as program director.

Beth Hoppe, television director, 10 p.m. newscast, noncommercial WGBH-TV Boston, named post-production supervisor, *Nova*, science series there.

Mary Rose Shearer, Western regional network sales manager, Hudson Supply, Los Angeles, and **Glen Schrader**, sales representative, Hudson Supply, join Midwest CATV there as sales representatives.

Carl Arky, director of broadcasting, NBA's

Utah Jazz, Salt Lake City, joins NBA's Sacramento Kings and TSI Sports of Salt Lake City as Kings play-by-play announcer on Pacific West Cable and play-by-play announcer of Western Athletic Conference games of week for TSI. TSI is subsidiary of KUTV(TV) Salt Lake City.



John McCormick, air personality, KMOX(AM) St. Louis, retires after 31 years with station.

Larry Csonka, former Miami Dolphin running back, joins Mizlou Sports News Network, New York, as NFL analyst. **David Turner**, director and coordinating producer, CNBC, Fort Lee, N.J., joins Mizlou Sports News Network as coordinating director.

McCormick

Grant Price, VP of news and public affairs, KWWL(TV) Waterloo, Iowa, retires. He has been with KWWL since 1972. Bob Cashen, executive producer, KOCO-TV Oklahoma City, succeeds Price.

News and Public Affairs

Marshall L. Tanner, VP, general manager, EASI Voice Communications, Salt Lake City, joins KNUU(AM) Paradise, Nev. (Las Vegas), as director of news and programming.

Michael Radutzky, 11 p.m. producer, WNBC-TV New York, named 5 p.m. producer. **Barbara Rick**, 11 p.m. weekend producer, WNBC-TV, succeeds Radutzky.



Radutzky



Rick

Lenore J. Hanoka, director, morning and noon newscasts, WBZ-TV Boston, joins non-commercial WFBH-TV there as 10 p.m. television director, succeeding Beth Hoppe (see "Programming").

Kurt Snider, associate producer, *3rd Thursday*, monthly news and public affairs program, KNSD(TV) San Diego, named executive producer. **Jill Underwood**, publicist, Companion Pictures, San Diego, joins KNSD as associate producer, *3rd Thursday*, succeeding Snider.

Joan Hellyer, assignment editor, *City Under Siege*, nightly program on drug crisis in Washington, WTTG(TV) Washington, named producer. **Margery Elseberg**, planning manager, *City Under Siege*, WTTG, named executive producer.

Appointments in news department,

EEN's 'Great Journeys'

When criticism of public television's slowness to acquire programming in an increasingly competitive market began to gather steam in mid-1988, one of the earliest responses from within the system came from a group of major market Public Broadcasting Service stations, which formed the Eastern Educational TV Network/Premium Service. Although PBS and the Corporation for Public Broadcasting have restructured their national program funding processes since then, EEN has forged ahead and last week announced that it had acquired *Great Journeys*, an eight-part series, from BBC Lionheart Television.

Each of the eight one-hour programs is an adventure along a historic trade route—*The Salt Road*, through the Middle East and Africa, *The Burma Road*, *The Ho Chi Minh Trail* and *The Silk Road* in Asia and *The Pan American Highway*, among them—each hosted by contemporary writers and journalists.

"This is one of the first major commitments made to the new service, and we feel that it reflects the calibre of programming we will seek for our participating stations," said Pat Faust, EEN vice president of programming. And from the point of view of BBC Lionheart President Jack Masters, EEN has already exhibited the efficiency it sought from the beginning. "With the combined purchasing power and the ability to move quickly," he said, "it is apparent that public television stations will gain access to the finest and the freshest programming product that comes on the market."

WIXT(TV) Syracuse, N.Y.: **Lisa Sweitzer**, co-anchor, WSTM-TV Syracuse, to 11 p.m. co-anchor and 5:30 p.m. consumer reporter; **Paul Ennis**, producer, WSTM-TV, to producer, 5:30 p.m.; **Mylous Hairston**, reporter, WETM-TV Elmira, N.Y., to same capacity.

Neal Conan, executive producer-editor, *All Things Considered*, National Public Radio, Washington, named White House correspondent. **Phyllis Crockett**, general assignment reporter, *All Things Considered*, named White House correspondent.

David Huddleston, field reporter, KING-TV

Seattle, joins WKOW-TV Madison, Wis., as reporter.

Sherry L. Sissac, VP of marketing-planning-public relations, Central Medical Center, St. Louis, to public information director, KDNL-TV there.

Technology

Gene Hill, chief engineer, KSDK(TV) St. Louis, named VP of engineering for parent

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company, Multimedia Broadcasting, Cincinnati.

David Horowitz, director, project planning and control, CBS, New York, named VP, planning, CBS engineering and development. **Robert P. Seidel**, director, transmission engineering, CBS, New York, named VP, television engineering, CBS engineering and development.

Chris Bryant, engineering manager, WBAL-TV Baltimore, named operations maintenance supervisor.

Derk Tenzythoff, manager, marketing projects, United Video, Tulsa, Okla., named marketing manager, video services group.

Promotion and PR

Appointments in CBS media relations department: **Craig Hoffman**, associate director, Los Angeles, to director, entertainment publicity, West Coast; **Terri Soreco**, publicist, Los Angeles, to associate director, entertainment publicity, West Coast; **Theresa Crawford**, associate producer, Newsnet, CBS News, New York, to associate director, broadcast publicity, New York.

Scott Broyles, director of media relations, Charles J. Brotman & Associates, Washington, joins Home Team Sports there as communications manager.

Tina Potter, freelance producer, New York, joins Rainbow Program Enterprises, Woodbury, N.Y., as director of on-air and video promotion, Bravo and American Movie Classics.

Martha Carrillo, promotion assistant, WKQX(FM) Chicago, named promotion development coordinator. **Susan Ogden**, marketing coordinator, Integrated Network Corp., Bridgewater, N.J., succeeds Carrillo.

Mike Martis, VP, Pro-Am, Sacramento,

Calif.-based sports marketing firm, joins KQPT(FM) there as promotion director.

Melanie Blomquist, promotion director, KXRX(FM) Seattle, joins KJR(AM)-KLTX(FM) there in same capacity.

Robert L. Pini, entertainment publicist, Solters/Roskin/Friedman Inc., New York, joins Bender, Goldman & Helper Inc., New York-based public relations firm, as account executive.

Allied Fields

John Basilia, client service representative, radio station services, Arbitron Co., San Francisco, named account executive, radio station services, Los Angeles.

Charles M. Firestone, of counsel, Mitchell, Silberberg & Knupp, Los Angeles, joins The Aspen Institute as director of program on communications and society. Firestone, who will be based in Los Angeles, succeeds Michael Rice, who died Sept. 6, 1989 (BROADCASTING, Sept. 11, 1989).

Named members, Mutual Broadcasting System Advisory Board, Arlington, Va.: **Rod Burnham**, general manager, WGET(AM)-WGTY(FM) Gettysburg, Pa., and **Dennis Rumsey**, general manager, WLKM-AM-FM Three Rivers, Mich.

Carol Strond, former VP, research, Group W Productions, Los Angeles, has formed Carol Strond & Associates, Van Nuys, Calif.-based independent research firm.

Richard Palmquist, president, Palmquist & Associates, Omaha-based marketing communications firm, named executive director, Nebraska Broadcasters Association there.

Vern Mueller, executive director, Oregon Association of Broadcasters, Portland, announces his retirement after serving 15 years in that capacity. **Ron Hughes**, general

manager, KVAN(AM) Vancouver, Wash., succeeds Mueller.

Elected officers, Washington State Association of Broadcasters, Seattle: **Elliot Kleeman**, KNDO(TV) Yakima and KNDU(TV) Richland (Tri-Cities), to president; **James MacDonald**, KONP(AM) Port Angeles, to VP; **J. Birney Blair**, KHQ-TV Spokane, immediate past president; **Val Limburg**, Washington State University, Pullman, to secretary/treasurer. Elected directors: **Al Mladenich**, KIRO Inc., Seattle; **Steve West**, KXRX(FM) Seattle; **Lucy Rice**, KAQQ(AM)-KISC(FM) Spokane; **Harold Greenberg**, KMAS(AM) Shelton; **Mick Tacher**, The Tacher Co., Seattle; **Patrick Scott**, KOMO-TV Seattle; **Shannon Sweatte**, KVI(AM)-KPLZ-FM Seattle; **Dick Pust**, KGY(AM) Olympia.

Elected officers, Southern California Broadcasters Association, Hollywood: **Jeannette Banoczi**, KBZT-FM La Quinta, to chairman; **Lynn Anderson**, KIIS-AM-FM Los Angeles, to vice chairman; **Phil Newmark**, KPWR(FM) Los Angeles, to secretary; **Chris Claus**, KFWB(AM) Los Angeles, to treasurer; **Gordon Mason**, SCBA, to president; **Bill Sommers**, KLOS(FM) Los Angeles, immediate past president. Elected directors: **Allan Chlowitz**, KTWV-FM Los Angeles; **Jim de Castro**, KKB(T)FM Long Beach; **Norman Epstein**, KLAC(AM)-KZLA-FM Los Angeles; **George Green**, KABC-TV Los Angeles; **Dick McGary**, KGIL(AM) San Fernando and KMGX(FM) Hanford; **Bob Moore**, KRLA(AM)-KLSX(FM) Los Angeles; **Howard Neal**, KFI(AM)-KOST(FM) Los Angeles; **George Nicholaw**, KNX(AM) Los Angeles; **Simon T**, KQLZ(FM) Los Angeles; **Trip Reeb**, KROQ-FM Pasadena; **Charlie Seraphin**, KODJ(FM) Hollywood; **Bill Shearer**, KGFJ(AM) Long Beach; **Kari Winston**, KBIG(FM) Los Angeles; **Ken Wolt**, KTNQ(AM)-KLVE(FM) Los Angeles.

Elected at-large governors, National Academy of Cable Programming, Washington: **Paul Amos**, executive VP, CNN, Atlanta; **Ajit Dalvi**, senior VP, marketing and programming, Cox Cable Communications, Atlanta; **Andrew Orgel**, president and CEO, Video Jukebox Network, Miami; **Edgar Scherick**, president and executive producer, Saban/Scherick Productions, Burbank, Calif.; **Michael Wheeler**, president, FNN, New York.

Deaths

Alan Hale Jr., 68, veteran television and film actor best known for his role as "Skipper" Jonas Grumby, who led eclectic group of castaways on *Gilligan's Island*, died of cancer Jan. 2 at St. Vincent's Hospital, Los Angeles. *Gilligan's Island* ran in prime time on CBS from 1964 to 1967 before it went into syndication, where it flourished. Success of *Gilligan's Island* reruns led to three reunion specials, *Rescue from Gilligan's Island*, in 1978, *Castaways on Gilligan's Island*, in 1979, and *The Harlem Globetrotters on Gilligan's Island*, in 1981. Hale also appeared in numerous other television programs, including title role in CBS's *Biff Baker U.S.A.* in 1952, and role of Big Tom on CBS's *The Good Guys* in 1969. He is survived by his wife Naomi, and four children.

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John Kompas: The high energy behind low power

While selling time for an AM-FM combo in Waupun, Wis., some 20 years ago, John Kompas was frustrated at his inability to sign up the local Hardees. His frustration was compounded one day when he tuned into a television station some 60 miles away in Milwaukee and found a co-op ad featuring the recalcitrant fast-food outlet.

The experience was unsettling to the young salesman still unsure of his place in the broadcasting business, but it got him thinking about the broadcasting marketplace and some of its peculiarities, most notably the fact that small businesses that wanted television exposure often had to go to large stations many miles away and pay to reach distant viewers that would never become customers.

A decade later, Kompas attended a convention of what was then the exciting new medium: low-power television, or LPTV. There he became convinced LPTV could fill the void he had identified years earlier. "Here is my small TV that takes care of my small market and is a place where I could sell that advertising I had a hard time selling before," he says.

Since that convention in 1982, Kompas has devoted his professional life to LPTV and emerged as its principal spokesman. He is now president of the Community Broadcasting Association, the industry's five-year-old trade association and the sponsor of its annual late-fall convention; president of Kompas/Biel Associates, a Milwaukee-based consulting firm that helps others apply for and build LPTV stations and publishes the monthly *LPTV Report*, and the holder of three LPTV permits, which he expects to turn soon into lucrative business enterprises.

The 43-year-old Milwaukeean is also LPTV's head cheerleader, meeting the skepticism of the broadcasting establishment and money lenders with detailed arguments about how low-cost LPTV stations can prosper by tapping into the small-market advertising dollars now going into radio and newspapers.

Kompas is not alone in his enthusiasm for the medium. According to Kompas/Biel's database, there are some 725 stations on the air with a variety of formats. In 1989 alone, some 200 stations made their debut, representing an estimated capital investment of \$50 million. "It's growing like you wouldn't believe," he says.

During high school, Kompas became enthralled by folk and rock-and-roll music and the local radio stations that delivered it. He decided on broadcasting as a career. When he joined the Air Force in 1964, he did so with the hope of being assigned to the Armed Forces Radio and Television Service. "But the Air Force had other ideas,"



JOHN GEORGE KOMPAS—president, Community Broadcasting Association, and president, Kompas/Biel & Associates, Milwaukee; b. May 23, 1946, Milwaukee; U.S. Air Force (attained rank of sergeant), 1964-68; announcer-producer, WDMP-AM-FM Dodgeville, Wis.; announcer-producer, WPDR(AM)-WDDC(FM) Portage, Wis.; engineer, WITI-TV Milwaukee, 1971; salesman, WLKE(AM)-WGGQ(FM) Waupun, Wis., 1971-72; sales engineer, Avonix Video Systems, Milwaukee, 1972-76; Video Images, Milwaukee, 1976-81; present position since 1981; m. Jacquelyn Biel, Sept. 29, 1984; children—Heather, 16 (by previous marriage), and Wyatt, 12 (stepson from Biel's previous marriage).

he says. "They needed cops."

For the better part of four years, Kompas served with the Air Police out of Fort Myer in the Washington suburb of Arlington, Va., enforcing laws on the base and at the nearby Pentagon. For a time, Kompas's duties also included delivering the Air Force's daily Vietnam battle and casualty reports to the White House.

After the Air Force and several months studying broadcasting in a vocational school in Milwaukee, Kompas began working for a series of broadcast stations as an announcer, producer and engineer. The longest stint—just a year and a half—came at WLKE-AM-FM Waupun, Wis., where for the first time he tried his hand at sales. "It was fascinating. It was challenging," he says. And, having been assigned the job of selling in a town 20 miles away from the transmitter, it was tough.

In 1972, Kompas jumped from audio to video, taking a job designing and selling video systems for Avonix and, later, Video Images, both of Milwaukee.

The big turning point for Kompas—professionally and personally—came in January 1981 when he attended a seminar sponsored by the high-IQ group Mensa

International. There, he met Jacquelyn Biel, who taught English at the University of Wisconsin and Marquette University, both in Milwaukee, and writing to business executives.

They agreed to form a partnership that grew into Kompas/Biel Associates. It was to be a broad-based communications consulting firm, but after Kompas attended the 1982 cable convention, the firm began devoting itself to LPTV consulting. By the time it launched the *LPTV Report* in September 1986, it was exclusively dedicated to the medium.

Two years after Kompas and Biel went into business together, they forged a different kind of partnership. They married.

Kompas and Biel founded the LPTV trade association in 1982, dubbing it the Community Broadcasters of America. It struggled along, as did the National Institute for Low Power Television, a group that sponsored the annual LPTV convention, as the medium went into a long slumber after the FCC imposed a freeze in 1983 on new applications so it could sort through the approximately 40,000 applications that flooded the agency in the early 1980's.

Recognizing that the business was barely large enough to support one trade group, let alone two, Community Broadcasters of America and the NILPTV merged in early 1985 to form the Community Broadcasting Association. The first president, Richard Hutchinson, resigned before his one-year term was up, after he sold his LPTV holdings. Kompas was named to replace him and has held the unpaid post ever since.

Kompas is doing more than talking about LPTV. He is raising between \$200,000 and \$250,000 so he can build an LPTV station in Waukesha, Wis. If all goes well, the station will be on the air this summer, providing service to 100,000 homes on the outskirts of the Milwaukee TV market.

Not surprisingly, Kompas paints a bright future for LPTV. The FCC estimates that there will eventually be 4,000 LPTV stations, but Kompas says "the number will go higher."

Some of the most successful stations will be those that cooperate with full-power television stations or cable systems. LPTV stations can function as "sub-affiliates" to broadcast stations, retransmitting some programs and replacing others with truly local programming. LPTV stations can provide production, marketing and sales functions for cable systems in exchange for carriage. "There are some very positive synergies there," he says.

Although many would say that Kompas is backing the wrong medium, Kompas harbors few doubts. What he has been contending as an LPTV consultant for the past several years he intends to prove at his Waukesha station. "I think we are really on to something." ■

At open meeting this Thursday (Jan. 11), FCC is expected to launch "effective competition" rulemaking that will determine how many cable systems will face municipal rate regulation in future ("Closed Circuit," Jan. 1) and at subsequent closed meeting, **approve settlements in two more comparative renewal cases involving RKO General.** Under 1984 Cable Act, cable systems that face "effective competition" as defined by FCC cannot be subjected to municipal rate regulation. Current definition—three broadcast signals—puts most systems beyond reach of municipal regulators. Rulemaking will reportedly invite comments on keeping current definition and variety of new ones that would extend rate regulation. Rulemaking will also reportedly look at cable tiering, by which cable systems can mitigate impact of rate reregulation. Settlements involved RKO's WHBO-TV Memphis and WAXY(FM) Fort Lauderdale, Fla. FCC hearing judge in summer of 1987 ruled that RKO was unfit to be broadcast licensee, but rather than affirming ruling and taking away licenses for RKO's 13 stations, commission has been allowing it to divest stations through settlements with license challengers and third-party buyers. Catch is that RKO must accept less than full market value for stations. Under proposed settlements under review this week, WHBO-TV is being sold to Clearwater, Fla.-based Adams Communications for \$39 million, of which RKO will receive \$25.35 million and eight challengers will share \$13.65 million. WAXY is being sold to Seattle-based group broadcaster Ackerley Communications for \$21 million, of which RKO will get \$12.6 million and four challengers will divide \$8.4 million.

Castle Rock Entertainment, in association with Westinghouse Broadcasting Company (Group W), will enter first-run syndication program production. Program development division will emerge following deal in which Group W acquired 15% equity interest in Castle Rock for \$18.7 million. In separate transaction, Westinghouse Credit Corp.'s Media Finance Division has supplied \$30 million in subordinated debt to Castle Rock. Day-to-day management of new production unit will be handled by Castle Rock, under supervision of executive to be picked by both companies, according to Alan Horn, co-founder of Castle Rock. Group W will handle nationwide sales and distribution of first-run product.

KRON-TV-KQED(TV) cable-broadcast news channel deal in San Francisco has come undone, although parties from both sides have meetings scheduled with broadcasters and cable operators to still find solution acceptable to all. Broadcasters encountered problems in discussions with cable operators, including desire to alter ownership structure to include cable. Indications are there were also differences between two broadcasters.

Gone With the Wind will be offered in syndication for first time in 50-year history, by Turner Program Services at NATPE. *Wind*, along with 23 features, will comprise new barter package entitled "Turner Pictures—The Legends." Package is set for January 1991 debut, while *Wind* will be offered in November 1991. Package titles include *The Making of a Legend: Gone With the Wind*, *Double Exposure*, *Cold Sassy Tree*, *The Secret Life of Ian Fleming* and *Max and Helen*.

M&M Syndications' Sports Quest, weekly half-hour weekend sports adjacency, will premiere at NATPE. Show, scheduled to air next fall, features professional athletes' stories, insights, and performance tips. Other M&M fare available at NATPE includes *Studio Sounds*, weekly half-hour in-studio music show; *Studio Scenes*, daily half-hour video program; *Boxing Illustrated*, bi-monthly magazine show, and *The Country Record Guide*, weekly half-hour video program.

Lee Masters, former MTV executive, has been named president-CEO of Movietime, cable service now under HBO management.

IDB Communications Group will sell 1,243,533 newly issued shares of its common stock next month at \$11.165 per share to **Teleglobe International U.S. Inc.**, affiliate of Montreal-based Teleglobe Canada Inc. and subsidiary of Memotec Data Inc. Total stock issue, valued at \$13 million, would represent 20% of company's common stock. IDB, which in past year purchased Hughes Television Network and CICI international business transmission facilities, said that private placement of stock will lower IDB's debt-to-equity ratio, now 5-1, to 2.6-1, will lower interest cost on remaining \$60

NBC, Group W to rep cable

Two sales organizations mostly associated with broadcast television, NBC Television Network and Group W, last week announced plans to represent cable networks. NBC said that the NBC television network sales division would henceforth start to concern itself with the sales efforts of half-owned cable networks Consumer News and Business Channel (CNBC) and SportsChannel America. While the announcement failed to disclose the precise way in which sales efforts would complement each other—the operations themselves will not be combined—NBC said the broadcast network would be responsible for "overseeing advertising sales" of CNBC and SportsChannel.

The benefit to the NBC network, said Larry Hoffner, senior vice president, sales, is that it "enables us to be more unique; we have another trick, another couple of cards in the deck. We think of cable as similar to another daypart, and that down the road we will be better able to deal with the demands of our clients, a great portion of whom buy cable."

Joel Segal, director of national broadcast for McCann Erickson, said: "I don't know if it makes it easier for an advertiser, but it gives the cable networks exposure they wouldn't have before. NBC network people have greater entrée than somebody selling cable with limited reach." The cable networks, particularly SportsChannel, added Hoffner, will immediately be helped

"out of town" since NBC television has bigger sales offices around the country.

Last week's statement added that other NBC cable ventures "may be added to this new arrangement after the initial consolidation is in place." NBC's half-interest also includes cable networks Bravo and American Movie Classics.

Group W Sports Marketing said it had signed a multi-year deal with the Madison Square Garden Network to be exclusive national representative for advertising sales outside a 50-mile radius of New York City, although MSG "will maintain its relationships with selected national advertisers." The Group W division, formed last August, already represents five other regional sports networks, and the addition of MSG will bring the total sales base of Group W Sports Marketing to more than 15 million homes.

Jeff Osborne, vice president and director of sales, Group W Sports Marketing, said the sales rep has just finished adding new offices in Washington and San Francisco and is adding another salesperson in Detroit. He added that ad revenue for all regional sports networks will probably be about \$55 million in 1989. "The ad sales revenue of these guys is just now beginning to be tapped, with the exception of MSG, which has been in business a long time," Osborne said.

—GF

Returns coming in after week one of syndex

Syndicated exclusivity returned last week, apparently more with a whimper than a bang. There are some early reports of dropped stations, both distant signals and regional stations, and in some localities, stations or cable systems received hundreds of calls. But the early consumer education action taken by many broadcasters and cable operators appears to have mitigated widespread outcries.

Several MSO's contacted—Warner Cable, Cox Cable and Jones Intercable—report they have heard very little in subscribers complaints, and they attribute that to an education process that often included joint efforts with broadcasters. NCTA said it has gotten many phone calls, primarily from the press to explain syndex. NAB's press department said late last week it had received no calls.

The satellite carriers report some dislocation, but they say the full extent won't be known for several more weeks. Eastern Microwave said it received no calls from operators, but some calls from subscribers inquiring about certain programs on WWOR-TV New York. Eastern Microwave said it lost about 500,000 WWOR-TV subscribers, many when Cablevision Systems added TNT. But it also reports gaining about one million as cable systems opted to take a "clean" feed of the station as Eastern Microwave substituted for the blacked out programming. In some cases, such as in Sacramento, Calif., the cable system switched one EM station (WSBK Boston) for another (WWOR-TV).

United Video reports some drops—KTVT in Tulsa, WPIX in certain Boston area and New York state systems—but overall activity appears to be light. UV said WGN-TV Chicago may see its biggest month in January, meaning the addition of more than one million subscribers.

Continental reports that reaction in its western Massachusetts systems was less than expected and in Connecticut about as expected. In both areas syndex caused some programming blackouts, although in many cases it was in later time blocks (11 p.m.-1 a.m.), Continental said, and subscribers may have yet to notice.

Syndex did not return without problems, however. Steve Fetveit, station manager, of NBC affiliate KCFW(TV) Kalispell, Mont., received 125 calls on day one and 75 on day two, including bomb threats made in the heat of some calls. He said he was "not worried about them, but I respect their potential" and has taken steps to protect his staff and plant. The local TCI cable system blacked out 75%-80% of the programming on imported KHO-TV Spokane, Wash., under network nondupe request. TCI

ran information on the screen explaining the blackout and referring to KCFW. Fetveit does not begrudge TCI its tactics, saying it was a small community and the calls would have come in anyway. He said he and the local manager have been meeting on syndex prior to Jan. 1 and described relations between the two as excellent. Fetveit said the system is ordering switching equipment and he doubted TCI would continue blacking out that much of the signal once it got its point across. What has angered viewers is that two time zone changes mean the network programming on each station was seen two hours apart in the past. That time period flexibility for subscribers no longer exists, he said.

There were also reports of large regional stations taking hits. Dixon Lovvorn, senior VP-general manager, wis-TV Columbia, S.C., said five of 77 cable systems have dropped his station. In Rock Hill, S.C., which is part of the Charlotte, N.C., ADI, the cable system dropped wis-TV because of network nondupe. But because of public outcry, it has placed wis-TV's other programming—local news, public affairs (Columbia is the state capital) and sports—on a local access channel. That helps, said Lovvorn, but "there is no flow to it."

Lovvorn said the station has just begun getting mail from outlying areas complaining about the blackouts. Although he said he supported syndex, "this cuts against us." One problem is the nearly 20-year-old viewing standard rules, he said, which would allow wis-TV to be carried in outlying areas if the viewing was there. Lovvorn said in several counties beyond the ADI, wis-TV is the dominant station, but still is subject to network nondupe. Private viewing studies are expensive, he said, for stations to commission in order to remain network nondupe free. He also said his ad sales staff has used the extra reach beyond the ADI provided by cable to sell time.

TCI reported that its Scottsbluff, Neb., system received 2,000 calls last week, four times the normal amount, with the excess mostly related to syndex. Scottsbluff dropped Denver stations because of network nondupe rules.

In Stockton, Calif., despite an all-out educational campaign, the Continental system received 1,200 calls over a two-day period, mostly concerning All My Children. The Stockton ABC affiliate requested network nondupe against KGO-TV, the ABC affiliate in San Francisco. The problem, according to Continental, is that KGO-TV airs the soap at noon, during viewer's lunch hour, while KOVR(TV) Stockton carries the same episode the next day at 11 a.m.

—MS

million senior debt and will increase shareholders' equity 65% to \$33 million. Agreement also calls for IDB to enter joint ventures with Teleglobe "to provide selected telecommunications services."

Edens Communications Inc. has retained Lazard Freres & Co. to assist in seeking merger partner or recapitalization. Phoenix-based group headed by Gary Edens owns WRBQ-AM-FM Tampa, Fla., WRVA(AM)-WRVQ(FM) Richmond, and WWDE(FM) Norfolk, both Virginia, KOY-AM-FM Phoenix and KKLQ-AM-FM San Diego, Calif. Stations, according to industry source, are worth \$175 million.

TVRC Syndication will bring Future Stars in Sport to NATPE, 13 weekly half-hours showcasing young athletes on way to pro careers. Show, scheduled to premiere next June, will be hosted by Mike Schmidt, former third baseman for Philadelphia Phillies.

Production on **second-cycle** of 13 new episodes of **Samuel Goldwyn Television's American Gladiators** will begin Jan. 9

in front of live audience at Universal Studios, Hollywood.

LBS Communications Inc. will distribute Medal of Honor: True Stories of America's Greatest War Heroes, six-part series

MCA TV said last week that My Talk Show, first-run syndicated late night talk comedy strip, **has been cleared in 25 of top 40 markets.** Program, scheduled to premiere next fall, is produced by Second City Entertainment, in association with Ron Howard's Imagine Television. MCA also announced that **What A Dummy,** half-hour first-run syndicated situation comedy for next fall is **cleared in 65% of country,** including 23 of top 30 markets.

Republic Pictures Domestic Television has announced "All Nite Movie" ad hoc network consisting of classic features to premiere next September. Five-night network, offered on barter basis for overnight presentation, will provide two hours of American films, produced between 1930 and 1965, from Republic Pictures' library. Movies may be aired anytime between 11 p.m. and 6 a.m. Barter split is 11 national and 13 minutes local.

Editorials

Growing pains

All things considered, it was a remarkably successful convention of the Association of Independent Television Stations last week. The meeting rooms were bustling, the corridors of the exhibitor suites were wall-to-wall broadcasters (at least before Buena Vista and Paramount siphoned them off), the entire FCC was on hand and there was controversy enough to lend a dash of piquancy to the proceedings.

First among equals in that last category: the concern/anger/dilemma caused by the growing eminence of Fox Broadcasting. It was a problem born of success, as the industry asks "when is an independent not an independent?" As Fox increasingly takes on the trappings of a network—whether or not in the FCC's definition—it increasingly matters how that company's affiliates are to be treated in an organization devoted to opposing networks and celebrating going it alone in television.

In many ways, Fox's 126 affiliates represent the tenderloin of INTV's total membership of 190; without them the Century Plaza would echo indeed at this time of year.

From a practical standpoint, the success of Fox poses still another problem for the programming marketplace. As the network pumps out more and more programs, less and less inventory is available for syndicated product, narrowing the possibilities for those companies that sell to the independent market. That puts still another strain on INTV, whose exhibition halls have become a major factor in the business of syndication.

It's all compounded by the fact that Fox's success may inspire still other network ventures, perhaps of the Paramount-MCA variety so recently espoused. Will there in the end be any independents left? The question is no longer rhetorical.

Will there always be an INTV? Probably. Will it have to change with the times? Assuredly. INTV has until now been the champion of television's disenfranchised. It may in the future come to represent a constituency more well to do.

Wish list

With the ringing in of a decade, thoughts turn to new beginnings and limitless possibilities. In that buoyant spirit, we offer a few of our hopes for the new year and beyond in the Fifth Estate:

- Broadcasters and cablecasters will learn to hang together, particularly if the alternative becomes hanging separately—and on the same length of telephone wire. (The case may be overstated, but the competitive threat is very real.) To the former end—or more appropriately, beginning—the lines of communication between the cable and broadcast industries will improve, with a greater appreciation of the interdependency of the two and a recognition of the benefits of accommodation.

- The federal judiciary, including the high court, will join the mainstream of modern America by allowing into its courts the TV cameras that will make that possible. This page has frequently argued for such coverage, but the more than 80% of the nation's state courts that allow cameras have provided all the evidence needed that the judicial system can withstand the public scrutiny the Constitution requires.

- Congress is not returning until the end of this month, when its members will drop by their offices to make sure that no holiday fruit basket has escaped attention since their departure in November. It will be a brief stay, however, followed by a 10-day Presidents holiday beginning Feb. 10. Eventually, however, Congress will have to hang its collective hat and stay put for a

while. When it does, filling the FCC's fifth seat as expediently as possible will be a priority item. (Vacant chairs have been far too numerous of late, particularly with the vital work to be done there on such issues as HDTV, fin-syn and telco entry.) As important, the new spot will be filled by a candidate prepared to tackle the industry-shaping issues on the agenda with the goal of advancing the communications industry rather than that of advancing any particular political agenda.

- TV Marti, the propaganda disservice, will finally be laid to rest—identified as the boondoggle it is—and Congress's time and the nation's money spent to better purpose.

- An improved AM band will emerge, characterized by less interference, greater fidelity and stereo as a norm rather than a novelty.

- And, finally, broadcasters in the exercise of their editorial discretion will not be harassed by government either in the exercise of political gamesmanship or in the zealotry of genuine, and thus even more threatening, moral crusading.

It is undeniably a wish list. But 10 years ago on this page, such a list would have included a fairness doctrine-free Fifth Estate. Wishes do come true. Just ask a Berliner.

All that biz

NATPE has chosen for its inaugural stab at creating a more businesslike, less carnival-like atmosphere a convention whose venue—New Orleans—is renowned for its carnival-like atmosphere, summed up in the cajun catchphrase: "Les bon temps roulez" (let the good times roll). It is an apparent irony, but looks may be deceiving.

Perhaps, one line of reasoning goes, with so much "bon temps" available nearby, there is less need to "roulez" up the rugs on the exhibit floor. If so, NATPE may have found a way to balance the understandable desire of many to entertain their best customers with the complaints of exhibitors who have tired of the escalating cost of fighting the yearly cold cuts war on the floor.

We still remember fondly the fist-sized shrimp of yesteryears, and found no great disservice to the industry in the pomp and circus tents of conventions past, but if NATPE succeeds in reconciling the business and pleasure of its annual gathering, more power to it.



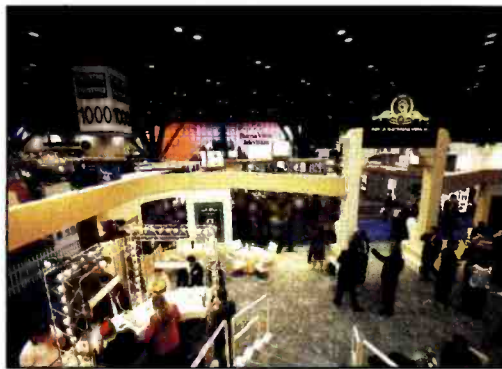
Drawn for BROADCASTING by Jack Schmidt

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Averages 50+ shares in kids
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Source: NSI Nov. 1989 M-F, 6A-2A,
 10 or more telecasts.

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Host Stacy Keach
 Produced by Four Point Entertainment,
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The second highest rated new
 weekly show in syndication.
 Second highest in households
 and women 18-49, 25-54 ratings.

Source: NTI Nov. 1989 (10/30-11/26)

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A breath of fresh air for
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