

Broadcasting Aug 20

Incorporating Broadcasting / Cable

59th Year 1990

RADIO / 40

*May strongest month
for ad billings,
January weakest*

TELEVISION / 35

*New York, New York:
fall program lineups
set in #1 market*

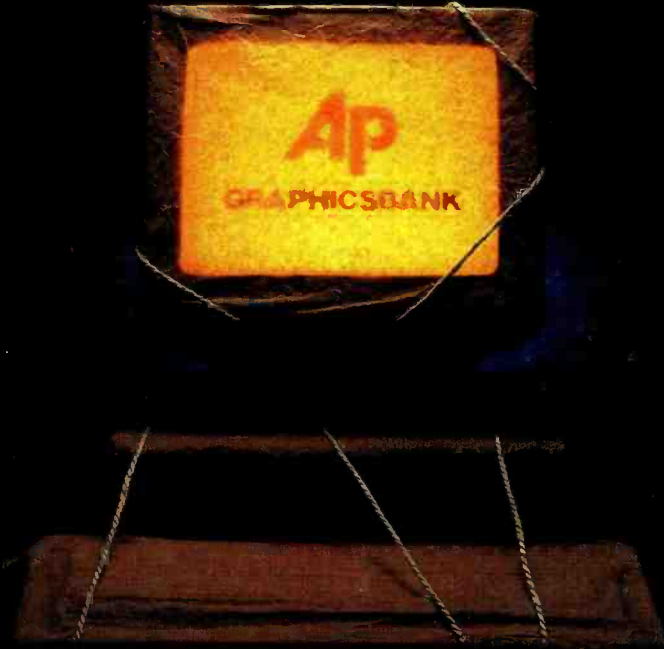
CABLE / 46

*Stagnant business
climate could
continue into 1991*

BUSINESS / 50

*NBC shares
the poor
with affiliates*

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AUG 2 1990

Vol. 119 No. 8

UP IN THE SKY
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for PPV via DBS
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of Chase Enterprises

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WGNX
WBFF
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THIS WEEK

27 / NEW DBS PLAYER

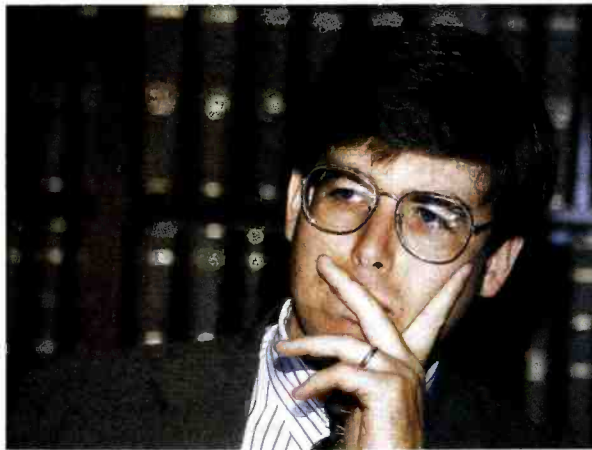
SkyPix is the latest entry in the satellite broadcasting game, joining Sky Cable, USSB and K Prime. With a launch planned for the first quarter of 1991, the Seattle startup company says it will offer up to 80 channels of service—40 to 50 PPV movie choices and packages of superstations and cable and cable-like programming services. The whole venture is made possible by a state-of-the-art video compression system, which can squeeze eight channels onto one satellite transponder. Retail price for a 22-36 inch dish: \$699.

30 / WGA ON FIN-SYN

The Writers Guild of America's filing is the latest proposal to be submitted to the FCC regarding fin-syn rules evaluation. An element of the proposal that varies from others submitted has the WGA calling for maintaining present regulations, but allowing the networks to have passive profit participation in syndication revenue only from series produced by independent production companies. Writers of the filing say the proposal hits at the original intent of the rules—to foster independent production growth, thereby allowing for diversity of program supply.

29 / ABORTIVE ENTRY

For a short period last week, Iraq allowed American TV journalists into the country to file uncensored



Brian McCauley of SkyPix (page 27)

reports. However, not every network was positioned to take advantage of the access. ABC had Ted Koppel in Baghdad; CBS had Dan Rather in place a day later. But neither NBC nor CNN had reporters on the scene by the time Iraq pulled the plug on feeds out of the country last Thursday.

32 / CHASING THE MEDIA

Virtually anonymous outside the media lanes of Washington, Hollywood and New York, Hartford, Conn.-based Chase Enterprises has an estimated value of half-a-billion dollars—much of that attributable to its expanding domestic and international reach in broadcasting and cable.

35 / VIEW FROM NEW YORK

Three New York independent TV stations are launching a total of six new programs in early fringe at the start of the 1990-91 season. By comparison, the

three network flagship stations will start no new programs in early fringe and just one new program in prime time access.

36 / 'MR. PETE' READY TO TEST

Four half-hour episodes of *The Late Mr. Pete Show*, produced by GrantTribune Productions, get a green light for a September test on Tribune Broadcasting's Los Angeles independent, KTLA-TV. If all goes well, off-beat local cable access talk show personality Peter Chaconas could become a late night fixture on the station's lineup. Tribune Broadcasting O&O's or national syndication via a Tribune Entertainment distribution arm.

40 / THERE IS A SEASON

Los Angeles-based Miller, Kaplan, Arase & Co. releases figures on the seasonal flux of radio billings. May is the strongest month and January is the weakest in local and national billings.

42 / FOLLOWING SUIT

Following the lead of three other network radio companies, Westwood One has realigned its programming into four radio networks. The move, according to one Westwood executive, is an attempt to attract and hold advertisers looking for audience numbers comparable to those found in other media.

42 / REORGANIZED

RADAR 41 brings good news to network radio. ABC, Unistar, CBS, Westwood One and National Black Network all post listener increases. CBS Spectrum jumps to first place among all radio networks, with Unistar's Super Network in second.

45 / NAB LOOKING FOR DAB'S PLACE

NAB's executive committee has approved its new digital audio broadcasting task force's plan to commission a study of available spectrum for DAB implementation in the U.S.

46 / CONTINUED CLOUDINESS

Although a cable bill may be on the way this year, it may not relieve a great deal of the financial uncertainty over the cable industry. A chief reason is external business factors, which include HLT's and the general economy. But it also includes the numerous rulemakings that could come from the FCC and

which wouldn't be concluded until well into next year. Brokers see continued softness, but MSO planners say the underlying business remains strong and next year's budgets will concentrate on customer service and won't shy away from rebuilds.

47 / PAY FOR PLAY

Host Communications, which provided several University of Tennessee college football games on PPV last year, plans to expand its schedule to several other schools in the Southeast.

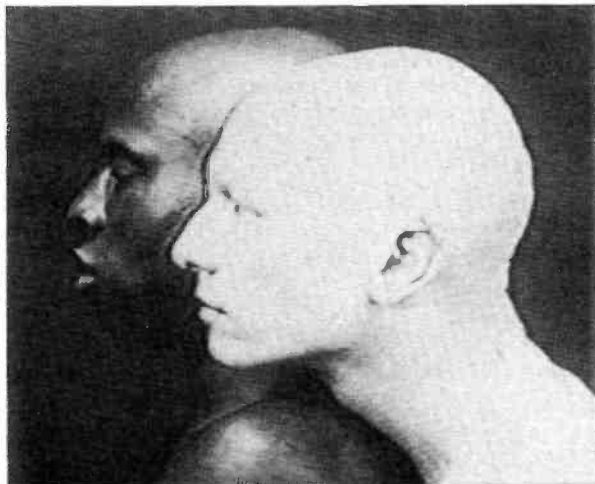
50 / COMPENSATION CUTS

NBC has sent out notices of compensation cuts to TV station affiliates totalling almost \$15 million.

52 / THIS BAN MAY NOT BE FOR YOU

Mormon church-owned KSL-TV Salt Lake City, a CBS affiliate, has decided to ban all beer and wine ads from its local programming. The station said it decided to do so because of the rise in accidents related to drinking and it wanted to "do what we could to reduce these problems...it became obvious that one

Robert Mapplethorpe's photo as shown on Boston station (page 59)



Family owners of Chase Enterprises (page 32)

small step we could take was to reduce the exposure of young and old alike to advertising messages designed to promote the consumption of alcoholic beverages." The station will continue to air beer and wine ads in its network programing.

59 / OBSCENITY, INDECENCY COMPLAINT

The FCC's enforcement division has received a videotape copy of WGBH-TV Boston's July 31 news broadcast that included coverage of the controversial Robert Mapplethorpe photographs. The tape was sent along with an obscenity/indecency complaint signed by

Donald Wildmon, executive director of the American Family Association.

60 / TV MARTI MAY BE INTERFERING

Association for Maximum Service Telecasters tells congressional leaders that a White House report does "not adequately address the likelihood of harmful interference" TV Marti

may cause to neighboring Florida TV stations.

61 / HIT THE GROUND RUNNING

Italian entrepreneur Silvio Berlusconi appears to have struck gold with his Spanish channel, Teletcinco. On the air since March, Teletcinco is already averaging a 27 audience share in prime time and expects to close its first year on the air in the black.

63 / PACIFIC RIM SHOT

At a time when domestic, regional and international satellite development in Europe is blossoming, Clay Whitehead is tapped to launch PanAmSat 3 satellite by 1994, connecting the U.S. with the Pacific Rim.

64 / LOSING INTEREST

A Times Mirror study shows younger Americans are less likely than older citizens to watch newscasts and read newspapers.

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Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Reg U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

Incorporating

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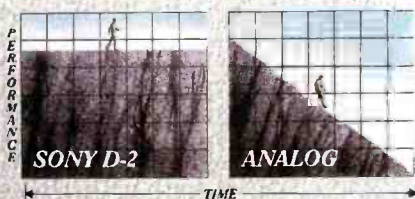
Most broadcasters have become attached to their analog video tape recorders. Which makes perfect sense. After all, they've never had any other choice. Not to mention the fact that analog VTRs do seem to get the job done.

But while those machines may still be

While your video tape recorder is working quite well, their technology isn't. Fact is, analog VTRs are full of limitations. And

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working quite well, their technology isn't. Fact is, analog VTRs are full of limitations. And



Over time, analog's performance tends to go downhill. D-2's doesn't.

those limitations can really hold you back.

To begin with, an analog VTR's performance will always deteriorate over time. A fact that results in two troublesome limitations:



First, you have to continually adjust and tweak an analog VTR just to maintain an

acceptable level of performance.

Second, depending on how old your VTRs are and how well they've been maintained

some will undoubtedly perform better than others. Which means some will also perform worse.

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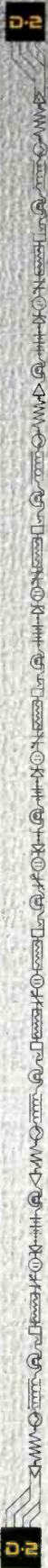
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CLOSED CIRCUIT

Washington

Just say go

Come late September, the five FCC commissioners and more than 40 other top FCC officials with access to sensitive information will be subject to quarterly drug testing by FCC's Office of Managing Director, which is implementing 1986 White House order aimed at weeding out drug abusers in high government positions. Plan is to pick three FCC officials each quarter for random testing. Urine tests will be looking for traces of marijuana, opiates, PCP, amphetamines and cocaine. Those who refuse to cooperate will be subject to disciplinary action, including dismissal. Those who test positive will be given opportunity to enter rehab program. If they test positive again, they will be dismissed.

Sikes test

FCC's price cap proceeding for Bell operating companies and other large "independent" telephone companies will provide next big test for leadership of FCC Chairman Alfred Sikes, which suffered setback in cable report proceeding last month. According to FCC sources, it is too early to say whether rulemaking, which is aimed at substituting price caps or incentive regulation for rate-of-return regulation and slated for Sept. 19 vote, will generate infighting on eighth floor that cable report did. But potential is there with affected telcos and their customers at odds over variables that will go into price cap formula. Common Carrier Bureau, which represents Sikes's position, has just begun briefing other commissioners and their staffs.

Los Angeles

Separate ways?

Word from competing studio insiders is that Columbia Pictures Entertainment Co. Chairman Peter Guber, and parent company Sony Corp., are working to move Jon Peters out of co-chairmanship and into independent production deal with Hollywood studio. Lorimar source said Guber has been more "in tune" with day-to-day business management of Columbia, while Peters has been "more absorbed with maintaining a flashier upfront presence in production." Independent studio source says Peters has "ruffled a lot of feathers over there. Personally, I don't see him there in the long run."

Spokespeople at Columbia declined comment on Peters' status with studio, as did office of Columbia Pictures president and COO, Alan Levine. Calls to Guber's and Peters' offices were not re-

turned. Guber and Peters were installed as top executives after Sony negotiated deal with Warner Bros. for pair in October 1989, as part of Japanese corporation's \$3.55 billion acquisition of Columbia Pictures Entertainment from Coca-Cola Co. Also operating under Sony umbrella is syndication arm, Guber-Peters Television.

Independent spirit

Officials at Buena Vista Television and co-owned company, Disney-owned independent, KCAL-TV Los Angeles, have downplayed fall 1990 scheduling decision by station to air BVT's *The Challengers* game show strip at 11:30 a.m. Source at competing Los Angeles station said BVT previously had considered access clearance to be "given." "This is Buena Vista's most expensive adult endeavor ever, and I am sure they put up a fight for access," said source.

Spokeswoman for Buena Vista declined comment on syndicator's relations with KCAL, however, station's program director, Matt Cooperstein, said there is "mutual" optimism that *Challengers* will perform well in midday block with Warner Bros.'s *Trump Card* (at 11 a.m.). He also noted that program that did receive 7:30 access slot was BVT's *Golden Girls* off-net sitcom. Apparent point of contention, however, is presence in 7 p.m. slot of Warner Bros.'s *Love Connection*. Cooperstein defended decision by pointing to *Love Connection*'s 5.1 rating/10 share July sweeps performance and "sitcom-like demos." "It's a situational thing—some things fit better in access currently," Cooperstein said.

Possible partners

Although no partners have yet signed yet, NATPE International has enticed several companies to examine feasibility of becoming partner in organization's fledgling electronic mail service, NATPE*Net. Among those said to be interested are Act III Publishing, group television owner and publisher, and U.S. West telephone company.

New York

Lunden in the fall

Despite some doubters in syndication circles, Michael Kraus Productions says *Everyday with Joan Lunden* will return for second season this fall. Doubts stem from fact that show recently lost its New York station affiliation, WWOR-TV, where show was produced last season. Kraus

MAKING ROUNDS

Broadcast industry leaders met last week with Commerce Secretary Robert Mosbacher to convey their concerns about the department's position on telco entry as well as other matters, including spectrum fees. Mosbacher spent about an hour with the group, which included National Association of Broadcasters President Eddie Fritts, joint board chairman Lowry Mays, and executive vice president for government relations, Jim May. Also joining group was former Texas Republican Congressman Tom Loeffler, who is working for NAB as consultant on telco and spectrum issues, representing it on Hill and at White House.

NAB is not happy with Mosbacher's letter to Congress that advocates competition from telephone industry as alternative to cable reregulation (June 18). Broadcasters hope to persuade administration to drop spectrum fee proposal. Office of Management and Budget is talking about raising \$1.5 billion in spectrum fees from broadcasters to help curb federal deficit.

and station are currently in litigation over facilities fees station claims it is owed. As of Friday, Kraus had not cleared show in New York for year two, or indicated new location for producing it. Spokeswoman for show said at last count, *Everyday* was cleared by between 50% and 60% of country for year two.

PPV lineup

Programing advisory committee for NBC and Cablevision's Olympics Pay Per View has been chosen. Group, headed by Paramount's Steve Rockabrand, includes Jeff Ruhe, SportsChannel America; Mark Cutten, Request Television; Jim English, Viewer's Choice; Patrick Mellon, TeleCable, Don Mathison, Media General; Phil Laxar, KBLCOM, and Peter Mondics, NuStar.

New Haven

Tough times?

Cook Inlet Communications executives deny financial problems in search for additional equity financing (see "Top of the Week," July 23). But year-end results of closely held WTNH-TV New Haven, Conn., parent company are said to show that ABC affiliate has not escaped weak economy affecting other New England broadcasters. One source indicated that local revenue last year dropped 13%, causing total net revenue to slide four percent to \$38.6 million. Meanwhile operating expenses grew 7.3%, led largely by costs allocated to "news programing and technical." As result operating income, before depreciation, amortization and interest, decreased 11% to \$20.8 million. Meanwhile, company is said to owe in 1990 \$13.2 million in debt repayment and, depending on how much bank debt is paid down, perhaps close to \$9 million in cash interest, sum which excludes over \$6 mil-



Made-for merriment

HBO held a star-studded gala for 400 guests Aug. 11 at Sapore di Mare restaurant in East Hampton, N.Y. The party was in honor of the premiere of the cable programer's originally produced trilogy "Women and Men: Stories of Seduction." HBO chief Michael Fuchs, center, played host to the guests, including two of the production's stars, Molly Ringwald (l) and Elizabeth McGovern.

lion dollars in noncash interest accrual on zero coupon debt.

Rockville

Hard row

Is field of satellite operators destined to be dominated by GM, GE and GTE subsidiaries? Mixed signals last week seemed to indicate that potential competitor, startup operator National Exchange (Nexsat), has work cut out for it. First, Nexsat President Clay Whitehead agreed to take on developing Panamsat in Pacific region, job PAS President Fred Landman said will take much time (see page 63). Second, review of five-year-old Nexsat design and business plan is under way—indication that pre-sell of Nexsat capacity is facing uphill battle.

Speaking for traveling Whitehead, who is known for keeping many fingers in many pies, attorney Henry Goldberg said that, despite

time demanded of Whitehead by PAS, Nexsat plans for launch of two hybrid birds in 1993 remain alive. Without Nexsat and other competition, he warned, satellite users in U.S. will find themselves paying European prices—two to three times current domestic rates.

Minneapolis et al

What price PPV?

Is pay-per-view pricing at least as important as scheduling? That's issue debated by movie studios, PPV networks and cable industry. KBLCOM's Minneapolis system revamped one of three standalone PPV channels to movie-of-week scheduling in July, and total buy rates were 39% for month, up from 30% in June. But system also had 99-cent-movie weekend, and KBLCOM systems in San Antonio and Portland, which don't have movie-of-week scheduling but had 99 cent discount, also experi-

enced increases in buy rates of eight to 10 percentage points.

System plans heavier promotion and six-month test of scheduling to get more conclusive results. PPV proponents have high hopes as well for Continuous Hits movie-of-the-week channel being tested in eight MSO's by Viewer's Choice and Warner Bros. (BROADCASTING, July 16).

Orlando

Imagine that

Imagination Stations, Orlando-Fla.-based children's radio format previously confined to WPRD(AM) Orlando, has gone national. Although company has yet to formally announce move, service is available on Hughes satellite Galaxy II, transponder 3. Imagination Stations, project of Metroplex Communication's Norman Wain and communications attorney, Matt Leibowitz, has been on air since March on WPRD(AM).

In other news, Philadelphia-based Kidwaves children's radio programing service, has pushed back planned national roll-out to Oct. 1.

Detroit

Do-it-yourself

Year after deciding to rep itself, wxON(TV) Detroit says project exceeded expectations. Station Manager Mike Berman told BROADCASTING that for first six months of 1990 national sales for market generally are flat, but national sales for wxON are up 14%.

"It costs us more to run our own rep company (with offices in New York, Chicago and Los Angeles) than we were paying our rep firm," said Berman. "But with the increased sales we're seeing, I think, we more than make up for it."

DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

Aug. 21—"Programing picnic," sponsored by *New York Women in Cable*, HBO Media Center, New York. Information: (212) 916-1040.

■ **Aug. 21**—*American Women in Radio and Television*, *Twin Cities* chapter, luncheon, Bloomington Marriott, Minneapolis. Information: Jean Shore, (612) 854-1900.

Aug. 20-22—*Television Bureau of Advertising* sales management meeting and product usage seminar, Stouffer Concourse hotel, Denver. Information: (212) 486-1111.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting, Greenbrier, White Sulphur Springs, W.Va.

ALSO IN AUGUST

Aug. 26-28—*Nebraska Broadcasters Association* annual convention, Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

Aug. 26-28—*Rocky Mountain Cable Show*, Santa Fe, N.M.

Aug. 26-29—*National Computer Graphics Association* fourth annual conference and exposition, Westin Galleria, Houston. Information: (703) 698-9600.

Aug. 26-31—"Ethics in Broadcast News," seminar sponsored by *Poynter Institute for Media Studies*, Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Aug. 28—*National Academy of Television Arts and Sciences* community service/PSA awards presentation, Marriott Marquis hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Aug. 28—*Women in Cable*, *Atlanta* chapter, breakfast, Speaker: Ruth Otte, president, Discovery Channel, Westin Lenox, Atlanta. Information: (404) 928-0333.

SEPTEMBER

Sept. 3-8—Second annual *CNN World Report* contributors conference. Theme: "The impact of television news on political change." TV journalists "from around the world who have

contributed to *CNN World Report*" are invited to participate. CNN Center, Atlanta.

Sept. 5—*National Academy of Television Arts and Sciences*, *New York* chapter, drop-in luncheon. Speaker: William Samuels, president, ACTV Inc., with demonstration of individualized participatory programing, Copacabana, New York. Information: (212) 768-4510.

Sept. 5-6—"The 1990 Elections: Looking Toward the Future," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 337-3603.

Sept. 6—*Association for Maximum Service Television* annual HDTV update conference, Westin hotel, Washington. Information: (202) 462-4351.

Sept. 6-7—40th annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers, Broadcast Technology Society*, Hotel Washington, Washington. Information: (703) 739-3854.

Sept. 6-10—Cinetex 1990, film market, production exposition, international comedy film festival and conference sponsored by *The Interface Group*, in collaboration with *The Ameri-*

MAJOR MEETINGS

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*, Hynes Convention Center, Boston. Future meeting: Sept. 11-14, 1991, San Francisco.

Sept. 16-18—Eastern Cable Show, sponsored by *Southern Cable Television Association*, Washington Convention Center, Washington. Future meeting: Aug. 25-27, 1991, Atlanta.

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.

Sept. 25-27—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; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

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

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference, Hyatt Regency, Bethesda, Md.

da, Md.

Nov. 14-16—*Television Bureau of Advertising* annual members meeting, Loews Anatole, Dallas.

Nov. 28-30—Western Cable Show, sponsored by *California Cable Television Association*, Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1991—*Association of Independent Television Stations* annual convention, Century Plaza, Los Angeles.

Jan. 14-18, 1991—28th annual *NATPE International* convention, New Orleans Convention Center, New Orleans.

Jan. 24-27, 1991—*Radio Advertising Bureau* Managing Sales Conference, Opryland hotel, Nashville.

Jan. 25-29, 1991—*National Religious Broadcasters* annual convention, Sheraton Washington, Washington.

Jan. 25-31, 1991—*National Association of Broadcasters* winter board meeting, Ritz-Carlton, Naples, Fla.

Feb. 1-2, 1991—*Society of Motion Picture and Television Engineers* 25th annual television conference, Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

Feb. 27-March 1, 1991—Texas Cable Show, sponsored by *Texas Cable TV Association*, San Antonio Convention Center, San Antonio, Tex.

March 6-9, 1991—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*, Opryland hotel, Nashville. Information: (615) 327-4487.

March 24-27, 1991—*National Cable Television*

Association annual convention, New Orleans Convention Center, New Orleans.

April 7-9, 1991—*Cabletelevision Advertising Bureau* 10th annual conference, Marriott Marquis, New York.

April 15-18, 1991—*National Association of Broadcasters* 69th annual convention, Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 19-24, 1991—*MIP-TV*, international television program marketplace, Palais des Festivals Cannes, France. Information: (212) 750-8899.

April 21-24, 1991—*Broadcast Financial Management Association* 31st annual convention, Century Plaza, Los Angeles.

May 15-18, 1991—*American Association of Advertising Agencies* annual convention, Greenbrier, White Sulphur Springs, W.Va.

May 15-19, 1991—Annual public radio conference, sponsored by *National Public Radio*, Sheraton, New Orleans.

May 16-19, 1991—*American Women in Radio and Television* 40th annual convention, Omni hotel, Atlanta.

June 8-11, 1991—*American Advertising Federation* national advertising conference, Opryland, Nashville.

June 16-19, 1991—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference, Baltimore Convention Center, Baltimore.

June 24-27, 1991—*Cable Television Administration and Marketing Society* annual conference, Opryland, Nashville.

Yeah,
but will
it play in
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You bet

Peoria
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Also playing in:

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KSFY
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KWCH
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Sept. 7-9—*American Women in Radio and Television* Northeast area conference, "Uniting to Make a Difference." Hyatt, Buffalo, N.Y.

Sept. 8—*National Academy of Television Arts and Sciences, St. Louis chapter*, Emmy Awards presentation. Hyatt at Union Stations, St. Louis. Information: Susan Matthews, (314) 644-7460.

Sept. 8—"Journalism Program Open House," career information seminar sponsored by *UCLA Extension*. Dodd Hall, UCLA, Los Angeles. Information: (213) 825-0641.

Sept. 9-13—*National Association of Telecommunications Officers and Advisors* 10th annual conference. Theme: "A Decade of Service." Dearborn, Mich. Information: (202) 626-3061.

Sept. 10-12—"Financial Planning and Analysis," cable management program sponsored by *Women in Cable and Denver University*. Denver University campus, Denver. Information: Nancy Ring, (312) 661-1700.

Sept. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (212) 751-7770.

Sept. 11-14—*National Broadcast Editorial Association* annual convention. Hilton hotel at Disney World Village, Orlando, Fla. Information: (301) 468-3959.

Sept. 11-14—*Cable Television Administration and Marketing Society* sales management master course. Philadelphia. Information: (703) 549-4200.

Sept. 11-14—"Fiber Optic Installation. Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp, Siecor, Hickory, N.C. Information: (704) 327-5000.

Sept. 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Burchill, president-chief executive officer, Hearst/ABC-Viacom Entertainment Services. Copacabana, New York. Information: (212) 768-4510.

Sept. 12—*National Academy of Television Arts and Sciences* news and documentary Emmy Awards presentation. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 644-7460.

Sept. 12-14—*Association of National Advertisers* promotion conference, "Where Is Promotion Heading?" Biltmore hotel, Coral Gables, Fla. Information: (212) 697-5950.

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Center, Boston. Information: (202) 429-5300.

Sept. 12-16—*First National Association of Broadcasters/Broadcast Education Association* Radio Only conference. Hynes Center, Boston. Information: (913) 532-7645.

Sept. 13—"Celebrate the Winners—Creative Blockbusting," sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. HBO auditorium, New York.

Sept. 13—*Cabletelevision Advertising Bureau* local advertising sales workshop. Cincinnati Marriott, Cincinnati. Information: (212) 751-7770.

Sept. 13-14—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to

promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Sept. 13-15—*Public Radio in Mid-America* fall conference and annual business meeting. Best Western Inn of Chicago.

Sept. 14—*Society of Broadcast Engineers, Central New York chapter* 22, 18th annual regional convention. Sheraton Inn Convention Center, Liverpool, N.Y. Information: John Soergel, (315) 437-5805.

Sept. 14—*Southern California Cable Association* presentation of SCCA Diamond Awards for Excellence in Local Programming. Knott's Berry Farm, Los Angeles. Information: (213) 398-2553.

Sept. 15—*National Academy of Television Arts and Sciences* Colorado chapter Emmy awards presentation. Paramount theater, Denver. Information: Daria Castiglione, (303) 860-0040.

Sept. 16—*Broadcast Education Association* "Radio Only Conference," following National Association of Broadcasters' Radio 1990 convention (see listing above). Boston. Information: (202) 429-5355.

Sept. 16—42nd annual prime time Emmy Awards telecast, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—*Women in Cable, Washington chapter*, annual fall gala, honoring Sidney Topol, chairman of Scientific-Atlanta. Grand Hyatt hotel, Washington. Information: (202) 872-9200.

Sept. 16-18—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington. Information: (404) 252-2454.

Sept. 16-18—Fifth annual *National Association of Broadcasters* Hundred Plus Exchange, seminar for small market TV stations. Tabor Center Westin, Denver. Information: (202) 429-5350.

Sept. 17—Regional pay-per-view day, sponsored by *Cable Television Administration and Marketing Society*. Chicago. Information: (703) 549-4200.

Sept. 17-18—"Telecommunications: The Battle for Access to America's Homes," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Sept. 17-19—*Television Bureau of Advertising* sales management meeting and product usage seminar. Bally's Casino Resort, Las Vegas. Information: (212) 486-1111.

Sept. 18—*International Radio and Television Society* newsmaker luncheon, featuring FCC Chairman Al Sikes. Waldorf Astoria, New York. Information: (212) 490-7707.

Sept. 18—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency Woodfield, Chicago. Information: (212) 751-7770.

Sept. 18-20—*Great Lakes Cable Show*, sponsored by *Michigan, Indiana, Illinois, Wisconsin and Ohio Cable TV Associations*. Convention Center, Indianapolis. Information: (317) 634-9393.

Sept. 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Kay Koplovitz, president and chief executive officer, USA Network.

Copacabana, New York. Information: (212) 768-4510.

Sept. 20—*Cabletelevision Advertising Bureau* local advertising sales workshop. St. Louis Airport Hilton, St. Louis. Information: (212) 751-7770.

Sept. 20-22—West Coast Public Radio annual conference. Eugene, Ore. Information: Martin Neeb, (206) 535-7180.

Sept. 21-23—*Maine Association of Broadcasters* annual meeting. Sebasco, Me.

Sept. 21-23—*Radio Advertising Bureau* Radio Sales University. Marriott, Milwaukee. Information: (800) 232-3131.

Sept. 21-25—89th *Audio Engineering Society* convention. Los Angeles. Information: (212) 661-8528.

Sept. 22—"A Salute to Betty White," sponsored by *Museum of Broadcast Communications*. Chicago Hilton and Towers, Chicago. Information: (312) 987-1500.

Sept. 24—*Cable Television Administration and Marketing Society* Northeast regional cable management conference. Trop World Casino and Entertainment Resort, Atlantic City, N.J. Information: Daniel Sheehy, (703) 549-4200.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Speakers: Michael Gartner, president, NBC News, and Charles Osgood, CBS News. Convention Center, San Jose, Calif. Information: (202) 659-6510.

Sept. 25—"Beyond Television: Reaching Your Audience with Effective Media," *Association of National Advertisers* media workshop. New York Hilton, New York. Information: (212) 697-5950.

Sept. 25—*Women in Cable, Atlanta chapter*, breakfast. Speaker: Hal Krisbergh, president, Jerold Communications. Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

Sept. 25—*National Academy of Cable Programming* fall forum luncheon. New York Hilton, New York. Information: Bridget Blumberg, (202) 775-3611.

Sept. 25—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, San Francisco. Information: (212) 751-7770.

Sept. 25-27—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Sept. 26—*The Walter Kaitz Foundation* seventh annual awards dinner, honoring Ralph Roberts, chairman, Comcast Cable Corp. New York Hilton and Towers, New York. Information: (415) 451-9000.

Sept. 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tom Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-4510.

Sept. 26—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, Los Angeles. Information: (212) 751-7770.

Sept. 26-27—"Communication and Minority Enterprise in the 1990's," conference for minority entrepreneurs sponsored by *FCC and National Telecommunications and Information Administration* in cooperation with *Howard*

University Small Business Development Center. Stouffer Concourse hotel. Arlington, Va. Information: (202) 632-7260.

Sept. 27-28—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* urban markets seminar. Waldorf-Astoria, New York. Information: (202) 775-3669.

Sept. 28—*Cabletelevision Advertising Bureau* local advertising sales workshop. Dallas Marriott Park Central, Dallas. Information: (212) 751-7770.

Sept. 28-29—*National Broadcasting Society, Alpha Epsilon Rho*, north central regional meeting. University of Wisconsin-Oshkosh. Information: Ken Metz, (715) 723-2257.

Sept. 30-Oct. 2—*Oregon Association of Broadcasters and Washington State Association of Broadcasters* joint annual meeting. Portland Marriott Waterfront, Portland, Ore. Information: (503) 257-3041.

Sept. 30-Oct. 2—*Minnesota Cable Communications Association* annual convention. Radisson Centerplace hotel, Rochester. Information: Mike Martin, (612) 641-0268.

Sept. 30-Oct. 3—*Southern Educational Communications Association* conference. Hyatt Regency, Miami, Fla. Information: Kathleen McDermott, (803) 799-5517.

OCTOBER

Oct. 1—Deadline for applications for 55th annual Ohio State Awards competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Ohio State's Institute for Education by Radio-Television*. Information: (614) 292-0185.

Oct. 1-3—*Television Bureau of Advertising* sales management meeting and product usage seminar. Radisson hotel Seattle Airport. Seattle. Information: (212) 486-1111.

Oct. 1-4—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

Oct. 2—*Cabletelevision Advertising Bureau* local advertising sales workshop. Raleigh Marriott, Raleigh, N.C. Information: (212) 751-7770.

Oct. 3—*Cabletelevision Advertising Bureau* local advertising sales workshop. Atlanta Marriott Northwest, Atlanta, Ga. Information: (212) 751-7770.

Oct. 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, New York. Information: (212) 768-4510.

Oct. 3—*New Jersey Broadcasters Association* annual fall managers' conference. Woodlawn, Rutgers, The State University, New Brunswick, N.J. Information: (201) 247-3337.

Oct. 3—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

Oct. 3-9—21st Photokina Cologne, "World's Fair of Imaging Systems," for photo, film, video, audio, photofinishing and professional image and sound communication. Cologne,

Germany. Information: German American Chamber of Commerce, (212) 974-8830.

Oct. 4-5—"Local Loop Technologies and Strategies Seminar." Cottages Resort and Conference Center, Hilton Head, S.C. Information: (202) 662-7184.

Oct. 4-7—*Society of Broadcast Engineers* convention. St. Louis. Information: (317) 842-0836.

Oct. 5—*Cabletelevision Advertising Bureau* local advertising sales workshop. Orlando Airport Marriott, Orlando, Fla. Information: (212) 751-7770.

Oct. 5—17th annual "CSU Broadcast Day," sponsored by *Colorado State University*. Theme: "Domestic and Global Concerns: Radio-Television in the Next 10 Years." Featured luncheon speaker: James Dowdle, president and chief executive officer, Tribune Broadcasting Co., Chicago. CSU, Fort Collins, Colo. Information: Robert MacLaughlin, (303) 491-6140.

Oct. 6—*National Academy of Television Arts and Sciences* Chicago chapter Emmy Awards presentation. NBC Tower, Chicago. Information: Nick Aaronson, (312) 836-5507.

Oct. 6—*National Academy of Television Arts and Sciences* Philadelphia chapter Emmy Awards presentation. Hotel Atop the Bellevue, Philadelphia. Information: Grace Stewart, (215) 233-4554.

Oct. 6—"Career Enhancement/Advancement," sponsored by *Associated Press Television-Radio Association of California-Nevada*. Sunnysvale Hilton, Sunnysvale, Calif. Information: Rachel Ambrose, (213) 746-1200.

Oct. 9—*Cabletelevision Advertising Bureau* local advertising sales workshop. Boston Marriott Newton. Boston. Information: (212) 751-7770.

Oct. 9-10—"Education in the 90's: Training for Tomorrow's Workplace," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Oct. 9-11—*Mid-America Cable TV Association* 33rd annual meeting and show. Hilton Plaza Inn, Kansas City, Mo. Information: Rob Marshall, (913) 841-9241.

Oct. 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, chairman, president and CEO, Reiss Media Enterprises. Copacabana, New York. Information: (212) 768-4510.

Oct. 10—*World Press Freedom Committee* conference for "all organizations aiding emerging free news media in Central and Eastern Europe." National Press Club, Washington. Information: (703) 648-1000.

Oct. 10-11—*Society of Professional Journalists* job fair. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Philadelphia Airport Marriott, Philadelphia. Information: (212) 751-7770.

Oct. 11-13—*Howard University School of Communications* 19th annual communications conference, "Global Communications: Economic, Political and Social Perspectives." Armour J. Blackburn University Center and The Howard Inn, Howard University campus, Washington. Information: (202) 636-7690.

Oct. 11-14—*Society of Professional Journalists* national convention. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 11-14—*Women in Communications* national professional conference. Theme: "Capture the Opportunity." Riviera hotel, Las Vegas. Information: (703) 528-4200.

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. 12-14—*National Broadcasting Society, Alpha Epsilon Rho*, east regional meeting. Syracuse University, Syracuse, N.Y. Information: (718) 780-5555.

Oct. 13-15—*Texas Association of Broadcasters* annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

Oct. 14-16—*Pennsylvania Association of Broadcasters* annual convention. Hershey Lodge and Convention Center, Hershey, Pa. (717) 534-2504.

Oct. 14-17—*Women in Cable* national cable management conference. Theme: "Master-

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Source: NSS Cassandra DMA Ranking Report, Strip Programs, May '90.

ing-Trade Offs: Results by Design." Tampa, Fla. Information: (312) 661-1700.

Oct. 15-17—*Kentucky Cable Television Association's* annual fall convention. Hyatt hotel, Lexington. Information: Randa Wright, (502) 864-5352.

Oct. 15-17—12th annual Satellite Communications Users Conference. Las Vegas Hilton, Las Vegas. Information: (303) 220-0600.

Oct. 16-17—*Broadcast Credit Association's* 24th credit and collection seminar. Harbour Castle Westin hotel, Toronto. Information: Mark Matz, (708) 827-9330.

■ **Oct. 17-18**—*San Diego Communications Council's* fourth annual conference. La Jolla Marriott, La Jolla, Calif. Information: (619) 237-2430.

Oct. 18—Communications Excellence to Black Audiences awards dinner, sponsored by *World Institute of Black Communications*. New York Hilton, New York. Information: (212) 714-1508.

Oct. 18-19—*C-SPAN "Capitol Experience"* seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 18-20—*Friends of Old-Time Radio* 15th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 18-21—*Minnesota Broadcasters Association* 41st annual convention. Radisson hotel, St. Paul. Information: (612) 926-8123.

Oct. 19—*Minnesota Association of Cable Television Administrators* sixth annual fall conference. Theme: "Expanding Visions of Community Television: What's Your City's Role?" Holiday Inn-St. Louis Park, Minneapolis. Information: (612) 347-0434.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark hotel, Charlotte, N.C. Information: (919) 821-7300.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz Carlton, Naples, Fla. Information: (212) 697-5950.

Oct. 22-23—*British Academy of Film and Television Arts* salute (reception and banquet, Oct. 23) to Academy of Television Arts and Sciences and National Academy of Television Arts and Sciences, its Emmy Awards and American television. Guildhall, London. As part of event, there will be seminar on prospects and challenges for television in Europe after 1992, visit to BBC or independent British TV company and reception held by U.S. ambassador at his official residence in London, Winfield House, all on Oct. 22. Information: (818) 763-2975.

Oct. 24—*Cable Television Administration and Marketing Society* management day. Atlantic City, N.J. Information: (703) 549-4200.

Oct. 24-25—"Prejudice in America: Racial, Cultural and Religious," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Oct. 25—*Radio Advertising Bureau* regional sales training workshop. "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Detroit. Information: (212) 254-4800.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Park Vista hotel, Gatlinberg, Tenn. Information: (615) 399-3791.

Oct. 26-27—*New Hampshire Association of Broadcasters* annual convention. Margate hotel, Laconia, N.H.

Oct. 26-28—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Cincinnati. Information: (212) 254-4800.

Oct. 28-31—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* annual convention and trade show. Edmonton, Alberta. Information: (613) 233-4035.

Oct. 30—*Women in Cable, Atlanta chapter*, breakfast meeting. Speaker: Margaret Richebourg, president, Richebourg Marketing. Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

NOVEMBER

Nov. 7-10—"Women in Broadcasting '90," conference sponsored by *European Broadcasting Union and Steering Committee for Equal Opportunities in Broadcasting within European Commission*. Zappion Congress Center, Athens, Greece. Information: (022) 798-7766.

Nov. 10—*National Academy of Television Arts and Sciences* Nashville chapter Emmy Awards presentation. Opryland hotel, Nashville. Information: Monty Nugent, (615)373-8295.

Nov. 11—*Caucus for Producers, Writers and Directors* eighth annual dinner dance and fifth general membership meeting. Los Angeles. Information: (202) 652-0222.

Nov. 13—Third annual radio/television summit, hosted by *IDB Communications Group*. Hotel Parker Meridien, New York. Information: Beth Morris, (213) 280-3779.

Nov. 13-14—"America's Fitness Crusade: Good Food, Good Health and Good Looks," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Nov. 14—Women at Work Broadcast Awards luncheon, sponsored by *National Commission on Working Women*. Washington. Information: (202) 737-5764.

Nov. 14-16—*Television Bureau of Advertising* annual members meeting. Loews Anatole, Dallas.

Nov. 14-16—Annual Private Cable Show. Caesars Tahoe, Lake Tahoe, Nev. Information: (713) 342-9826.

Nov. 14-18—Communications Turkey 90. Istanbul Hilton Convention and Exhibition Center, Istanbul, Turkey. Information: (201) 652-7070.

Nov. 15—Deadline for entries in International Film and Video Festival for Black History Month, sponsored by *PCTV, Peralta Colleges*

Television, cable network. Theme of festival: "Global Africa: Looking Back-Moving Forward." Information: (415) 464-3253.

Nov. 15-16—*C-SPAN "Capitol Experience"* seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Nov. 16—*University Network (U-Net)* annual affiliates conference, preceding National Association of College Broadcasters annual conference. Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 16-18—*National Association of College Broadcasters* third annual conference. Theme: "Voices and Visions: College Broadcasters Forging the '90's." Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 17-19—LPTV annual conference and exposition. Riviera, Las Vegas. Information: (800) 225-8183.

Nov. 19—18th annual International Emmy Awards gala, sponsored by the *International Council of the National Academy of Television Arts and Sciences*. Sheraton Centre, New York. Information: (212) 489-6969.

Nov. 21-23—"Managing the Communications Mix in the Orient and the Pacific," seminar designed to assist advertising professionals working in the Pacific Rim, sponsored by *Association of National Advertisers*. Sheraton Hong Kong, Hong Kong. Information: (212) 661-8057.

Nov. 27—Pay per view conference, sponsored by *Cable Television Administration and Marketing Society*. Anaheim, Calif. Information: Bob Westerfield, (703) 549-4200.

Nov. 28-30—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Nov. 29—*American Sportscasters Association* sixth annual Hall of Fame dinner. Marriott Marquis, New York. Information: (212) 227-8080.

DECEMBER

Dec. 1—*National Academy of Television Arts and Sciences Miami chapter* Emmy Awards presentation. Diplomat hotel, Miami. Information: Christi Shea, (305) 325-2465.

Dec. 2-7—*Poynter Institute for Media Studies* seminar, "Broadcast: Video Graphic Design." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 3-9—Africa Telecom '90, sponsored by *Posts and Telecommunications Corp. of Zimbabwe and International Telecommunication Union*. Theme: "Mobilizing Resources for Development." Harara International Conference Center and Sheraton hotel, Zimbabwe. Information: 41-22-730-5244.

Dec. 4-7—*Cable Television Administration and Marketing Society* sales management master course. Orlando, Fla. Information: (703) 549-4200.

Dec. 4-7—*Arbitron* radio advisory council meeting. Laguna Niguel, Calif.

Dec. 5-8—*Poynter Institute for Media Studies* seminar, "Broadcast: News Graphics for Pro-

ducers." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 13-14—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Dec. 17-20—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

Dec. 31—Deadline for nominations for Breakthrough Awards, sponsored by *Women, Men and Media*, a national research institution of University of Southern California, School of Journalism, honoring "media industry's most significant breakthroughs in the portrayal and employment of women." Information: (213) 743-8180.

JANUARY 1991

Jan. 3-6—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 14-18—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 17-18—*Pacific Telecommunications Council* series of "Telecom Skills" workshops. Sheraton-Waikiki, Honolulu. Information: (808) 941-3789.

Jan. 24-27—*Radio Advertising Bureau* Managing Sales Conference. Opryland hotel, Nashville.

Jan. 25-29—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

FEBRUARY 1991

Feb. 26-28—The 13th international "Sport Summit" conference and exhibition, sponsored by *American Specialty Underwriters* and held in cooperation with *Los Angeles Sports Council*. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

Feb. 27-March 1—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

MARCH 1991

March 6-9—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4487.

March 11-13—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 24-27—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

APRIL 1991

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 10-13—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal hotel, Los Angeles. Information: G. Richard Gainey, (419) 772-2469.

April 13-15—*Broadcast Education Association* 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas.

April 19-24—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.



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GERALDO	2.8
LIVE WITH REGIS & KATHIE LEE	2.8
JOAN RIVERS	1.4

Women 25-54

THE OPRAH WINFREY SHOW

DONAHUE	3.6
SALLY JESSE RAPHAEL	3.1
LIVE WITH REGIS & KATHIE LEE	3.1
GERALDO	2.9
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NSS Cassandra DMA Coverage Area Ranking Report, May '90

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Credit where due

EDITOR: National Public Radio appreciates BROADCASTING's Aug. 6 report on "Class of 2000: The Prejudice Puzzle," our Sept. 9-15 newsmagazine focus on bias and tolerance in the lives of young people. And it certainly is not my intent to cavil.

However, a glaring omission should be corrected: the graphic art displayed with the article, depicting the faces of children superimposed on a crossword puzzle, should have included credit to the artist, Beth Latture of Alexandria, Va.

This was doubly unfortunate, as Ms. Latture had developed the artwork for NPR without charge, expecting no compensation but public recognition.

I should also note that Scott Simon, who will host the live national call-in that concludes NPR's week of programming, is the regular host not of *Morning Edition*, but of *Weekend Edition* on Saturdays.—Richard Herbert, NPR Specials Project, Washington.

Let the buyer beware

EDITOR: Dennis Hedlund's "Open Mike" of July 23 attempts to accuse the FCC of committing a miscarriage of justice but ends up sounding quite different when one reads between the lines.

Mr. Hedlund admits the firm over which he presides, Gulf Dunes Broadcasting, knew "of EEO violations by Dakos (the former owner of WOKD-AM-FM Arcadia, Fla.) and the possibility that Dakos Broadcasting would be fined. We were also aware that they were up for renewal of their FCC broadcast license."

A half-year after the sale became effective the FCC fined Dakos \$18,000 and granted Gulf Dunes a two-year renewal rather than a full-term seven-year license. Gulf Dunes' President asks, "What useful purpose is served?"

It seems to me the useful purpose is transparently clear: Caveat emptor! The buyer of a station, unprotected as he is by the FTC, has been put on notice by the FCC's action (and by Mr. Hedlund's outrage) that the seller's misdeeds may well be visited on the unwary purchaser. It will appear scrupulously fair to unbiased observers that the fine was imposed

on the rule-violating seller while the short-term renewal penalty was visited on the new licensee, Gulf Dunes, which knew of the violations at the time of the purchase. Surely the wary station buyer should be successful in persuading the seller of such a station to reduce the price in light of the penalty the purchaser may suffer.

If buying a radio station is likened to buying a used car from someone with a bad record, then the purchaser knows the piper will have to be paid when the vehicle fails to pass the mandatory state inspection—or else he will be unable to register the auto. The broadcasting community owes Mr. Hedlund a great debt for sharing his misplaced wrath with BROADCASTING. Two years hence Gulf Dunes will be judged on its own merits. This is not only what it wants; it is all anyone could possibly ask for in these circumstances.—Frank Kahn, professor, director, Mass Communication, Lehman College, The City University of New York, Bronx.

Short-wave solution

EDITOR: Viacom Radio's President Bill Figenshu talks in your July 30 issue about the "Golden Age of Radio" as if it is something passed. Actually it is still around, but it is secret.

The BBC World Service does what our networks used to do, only better than they ever did: drama, satire, general cultural programs, rock, jazz, classics, panels, discussions, quizzes, and Alistair Cooke's *Letter From America* which we are not supposed to listen to.

The catch is you need a short-wave radio, and in this country not every radio store has them: plus operating them takes a little luck, a little skill and cooperative atmospheric conditions.

Thanks to C-Span a few lucky Americans can find the BBC on their FM radios, via satellite, with great fidelity. It takes no listener skill and is free to the cable companies.

If you want to find out what you are missing, write the BBC World Service, Bush House, The Strand, London, for a sample copy of "London Calling." Teachers get free subscriptions. I told you it was an education.—Leonard Fass, Stockton, Calif.

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MONDAY MEMO

A cable and broadcasting commentary from William Malone, Murphy & Malone, Washington

Not for the first time and not for the last, broadcasters have been admonished that the industry must adapt to changes in our society or else free television, like an old soldier, will simply fade away into insignificance. As CBS's Howard Stringer pithily put it to the Broadcast Promotion and Marketing Executives: "We adapt or die." The cable that telecasters now see as a threat may turn out to be an opportunity—their vehicle for adaptation.

Addressing the television luncheon at the 1990 National Association of Broadcasters convention, Donald R. Keough, president of Coca-Cola, described the impact on the media of "compounding change" in our society. "The changes that began slowly in the 1970's accelerated in the '80s—and now we are clearly in a full-blown communications revolution that has profound impact on all of us," he said. Turning to specifics, he told the television broadcasters that over the past decade their aggregate share of Coca-Cola's advertising budget had declined from 46% to 31%, while Coca-Cola's spending on non-traditional media had more than doubled.

It is clear from his analysis that collective viewing is rapidly declining. It seem almost as though each member of the family were off viewing in a separate room, seated in front of his personal television receiver, channel changer in hand. Nearly half the prime time viewing in family units composed of only two adults is solo viewing. Viewers today are attracted by specialized programming, and mainstream programming can no longer deliver the "television home." Demographics are in and HUT's are out.

While the television broadcaster still retains the "transmission stick" franchise, more and more programming is coming to the viewer over the other transmission media, such as cable.

It is time for telecasters to "think in different terms," specifically about "telco cable." The telephone companies harbor, if not flaunt, ambitions to become the owners of switched, interactive broadband networks to the home. The telephone companies say they cannot deploy fiber to the home without control of some video programming, in order to assure that the optical fiber plant



they install is used enough to be economically viable. As to that, it may be time for telecasters to think in terms more profound than rejecting the telco's pleas to "trust us."

To the telcos' cable vision, the NAB and INTV responded on Capitol Hill last month that telco cable meant only more audience fragmentation—and besides, the telcos as common carriers would have to charge the broadcasters for carrying their signals.

As to charging for signal carriage, it is far from clear that the telcos as cable operators would be legally required to charge broadcasters for carriage of local signals at all.

As to fragmentation, the balance of Mr. Keough's remarks provide the predicate for the proposition that telco cable might not be a fragmenting enemy of telecasters but rather a

salvation. The networks, NBC-TV President Robert Wright told the broadcasters in Atlanta, need additional revenue streams. These revenues could well come from secondary programming to audiences with specialized tastes. The FM broadcasters discovered this revenue source in SCA's years ago. Going for such auxiliary revenue streams seems to be the strategy embraced by NBC's business news channel and by NBC's and Fox's participation in Sky Cable.

Not only would such secondary channels enable advertisers to continue to spend their money with broadcasters

while reaching specialized audiences not otherwise reachable by mainstream programming, viewers might be willing to pay for some programming offering on a closed circuit or pay-per-view basis, much like the telephone companies' present "900" services.

The point is that the telecaster's single stick is increasingly unable to capture the attention of the modern viewer beset by the tyranny of choice. Broadcasters can respond either by yielding up the portion of the public's attention diverted from main channel programming by VCR's, cable (wired and unwired) and satellite-to-home broadcasting, or they can respond by countering the viewer defections by themselves programming secondary channels, where those defecting viewers—perhaps soon to become a majority—are.

Harvard's Professor Levitt reminds us that the railroads set the stage for their own decline by assuming that they were in the railroad business instead of the transportation business. Similarly, the broadcasters could seal their own fate by persisting in the belief that they're in the program transmission business instead of the business of programming for attention.

Broadcasters, in the view of CBS-TV's President Laurence A. Tisch, have already "missed the boat" on getting into mass cable programming on a profitable basis. The telephone companies' switched cable architecture offers another chance.

Because of the lead time necessary for these fiber networks to reach critical mass, broadcasters should consider whether they ought not work out a mutually beneficial arrangement with the telephone companies now. The cable operators have not done the broadcasters any favors in the past. The telephone companies offer the most flexible alternative for secondary channels.

Broadcasters, climb aboard while the window of opportunity is opening, for it soon may close. As the poet Robert Burns wrote: "Nae man can tether time or tide."

"The telecaster's single stick is increasingly unable to capture the attention of the modern viewer beset by the tyranny of choice."

You Cable TV People Certainly Know How to Make a Dollar Work for You!

*We got such a friendly response from this "PRIVATE LETTER" to 100 MSO EXECUTIVES,
TALK TV NETWORK decided to go "PUBLIC" ...and save spending another hundred bucks!*

July 6, 1990

TO: Multiple System Operator/CEO

FROM: Ed Cooperstein, President/CEO

RE: TALK TV NETWORK on Your Cable Systems

This is a personal letter to One-Hundred People.

Though I have been in broadcasting for almost four decades, I have not been in the Cable business, and know only a few of the 100 people I'm writing to in this fashion.

There is a quality program concept... There is financing to do it right... Who do I have to talk with to get on Cable Systems across the United States with a program network many people say is great and timely for Cable at this time in the 90s?

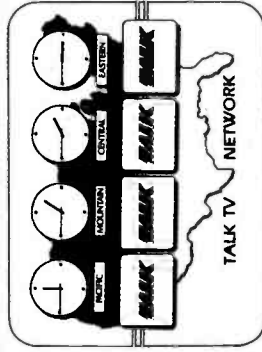
"Well, Ed, there's 'channel scarcity', you know...limited satellite/transponder availabilities...you know, other 'networks' want to be 'launched' also... there's talk about 're-regulation'you know you'll have to talk with vice-presidents, program directors, managers of Cable systems around the country"

Ooookay...I'm not frightened by reality - or even facts. I'm quietly aggressive and an optimistic fellow....So I asked: Who are the driving forces at Cable companies?... Who are the people who have worked at creating and building Cable for the past few decades around the U.S.? ...Who are the men and women who have put companies together and conceived and developed ideas and put people and equipment and lawyers and FCCs and towns and service guys and trucks together to build their businesses and Cable into the giant it has become?...**THAT'S WHO I WANT TO TALK WITH!**

"Well, Ed, they have these lists...you know, there are lists on everybody and everything these days....There's even a list of the TOP 100 MSO GIANTS whose systems reach, say, over 70% of all the Cable Subscribers, right?"

Right...So that's what I did; even though I suspected one or two others had bought the same list. But I got these pressure-sensitive labels for 100 people who I know have worked their heads off for many years to where they belong on some kind of top list --- for which I have to pay around \$100. (I can only use the names once, and unless somebody responds to me, I'm told, if I want to send material to the same top 100 people, I've got to pay another \$100!)

If you don't think I'm worth responding to in any other way, can you at least send me a dollar soon, because I do intend to send you a glossy "Launch Kit" to tell you even more than all the material I've stuffed into this envelope to use the pressure-sensitive label wisely. (My "Launch Kit" will contain a bottle of Champagne which can be used to break across a...a satellite receiving dish, or something?)



Yes, I did start the first commercial UHF station in New York in 1965...But I did not invent UHF TV. Yes, it was the first Spanish-language TV station in a market growing with Spanish-speaking people from all parts of this Western Hemisphere... But I did not invent Spanish-language TV.
Yes, I did start rather successful Independent TV stations in Phoenix and Birmingham and ran Boston and Milwaukee stations...But I did not invent Independent TV Stations.

The point I'm getting to is...I do not claim to have invented the idea of Talk TV...I've learned there are some companies and individuals who have thought about doing Talk programming on Cable... All this leads me to is my strong feeling that my "personality-driven" concept to have the very best people on-the-air on this All Talk network on Cable TV just revolves around who does it and how it's done as a personal creative force and a viable business venture.

Someone said this to me a few weeks ago: "Maybe your best bet would be not to talk about going on for 18 or 16 or 14 hours a day, what with all this 'scarcity' business in Cable...Maybe you should try going on with some existing network, where they may not be doing great and have some hours you could use...go on with a couple of Talk shows for two or four hours or whatever..."

Maybe that sounds reasonable for people who have never done anything like this before...But I would like to repeat to you something I had read and told to my well-intentioned friend.

A man named Dick Sylbert is Production Designer on the successful "Dick Tracy" movie; he has done other major films for many years and must be a top-notch guy. He was asked why he was doing things in the movie in such big ways and spending big money on design, colors, costumes, furniture, cars, lights, etc., to make it a great movie... He said: "I'm getting too old to bunt. Now when I come up to bat, I swing for the fence!"

I'm not coming up to bat for two or four hours on the air...I really believe the All Talk concept on a single easily-identifiable Cable channel is the right thing at the right time in the 90s as Cable subscription has slowed, as I've read. I honestly feel that TALK can be the fourth best thing to happen to Cable since HBO, CNN and ESPN. I believe the value to Cable and its Subscribers will be perceived in this order:

MOVIES
NEWS
SPORTS
TALK

I'm pleased to be fourth in the line-up as cleanup hitter!

I think I understand certain conditions in Cable these days...but I fervently believe that programming and serving your audience has got to win! I do want to go to bat for your systems with the best possible personalities here, and with programming produced by the most professional men and women to cause your present Subscribers to STAY with you...and I know how to promote the heck out of TALK and Cable TV to get many NEW Subscribers with TALK demographics to come aboard your systems in this decade.

Well, that's my initial swing at you One-Hundred People...If I promise never to use Baseball analogies again, will you send me a dollar so I can buy a label to send you my "Launch Kit"? (Or did my consultant say "Lunch" Kit?)

Ed Cooperstein

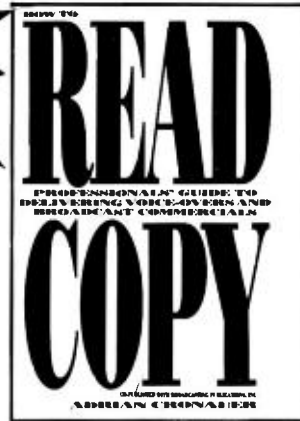
TALK

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ALL TALK • ALL DAY • ALL LIVE!

P.S.- STEPHANIE KISLOW: When you sent a dollar early in July for CEO Paul Mazza of C-TEC Cable Systems, you were the first by 48 hours before other dollars arrived this past month. For believing first, you win the picture of Benjamin Franklin which appears on the enclosed \$100 bill! Now, is that a fair profit for an early investment in the TALK TV NETWORK for a smart Cable company?



"Adrian has written a comprehensive guide. In fact, everything you've ever wanted to know about how to read copy is contained in this book."

Ed McMahon

"Stimulating for the novice, and I'd like to recommend some parts to several highly paid pros."

Peter Allen

Voice of the Texaco Metropolitan Opera Broadcasts

Adrian Cronauer is one of the most famous broadcasters around today, thanks in part to Robin Williams' award-winning portrayal of him in the movie *Good Morning Vietnam*. Cronauer now has written a book for both professional announcers and aspiring broadcasters: *How to Read Copy: Professionals' Guide to Delivering Voice-Overs and Broadcast Commercials*. This book, Cronauer states, "points out in great detail the most important aspect of DJ work (and almost all kinds of broadcasting): how to do a good job reading copy and sounding natural on the air."

Cronauer focuses on:

- Working with recording studios*
- Using your voice to its best advantage*
- Words to stress and not to stress*
- What common mistakes mark an amateur from a professional*

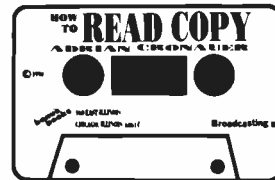
He offers dozens of tips to help an announcer in his or her career:

Marketing yourself

The truth about agents and casting directors
Performers unions: Are they right for you?
How to audition
Tips on starting out, and what to do when you get a real job

Based on a broadcasting course Cronauer taught for five years at the New School for Social Research in Manhattan, this book and audio tape companion is essential for aspiring broadcasters and actors alike. It teaches something that is primarily an acting skill: how to take another person's words and convey them as though they were your own.

FREE AUDIO TAPE



A cassette tape, included free with each purchase of *How to Read Copy*, provides you with actual examples of voice-overs. Each selection on the tape complements the information in the text. Specific procedures, techniques and principles are demonstrated.

Cronauer gained world fame as an Armed Forces DJ in Vietnam. He has also worked as an anchorman (WIMA-TV), operations manager and program director (WFRT-TV), and station manager (WPVR-FM). Mr. Cronauer spent many years in New York City with station WQXR and as a freelancer.

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TOP OF THE WEEK

MOVING UP THE TIMETABLE ON DBS

SkyPix plans 80-channel pay-per-view system in less than year; claims compression technology is key to medium power service to small dishes

SkyPix Corp., a Seattle-based start-up company, announced last week it has put together the money, programming and technology to launch early next year "the world's first in-home video store" in the form of an 80-channel direct-to-home satellite broadcasting service.

Using a medium-power Ku-band satellite and advanced video compression technology, SkyPix President Brian McCauley told BROADCASTING, SkyPix will initially be able to offer subscribers with small dishes (22-36 inches in diameter) their choice of 40 to 50 movies via pay per view as well as packages of 10 superstations and about 10 programming services that will likely include some of the established cable services.

Some sources say that SkyPix claims are many months ahead of what it can do. But if it makes its debut in the first quarter of 1991 as planned, it will leapfrog the high-power direct broadcast satellite services planned by Sky Cable—a consortium of Cablevision Systems, NBC, Hughes Communications and Rupert Murdoch's News Corp.—and United

States Satellite Broadcasting, which is led by Hubbard Broadcasting. Sky Cable and USSB, if they overcome remaining obstacles, do not expect to be in business until 1993 or 1994 (BROADCASTING, Feb. 26).

SkyPix may also threaten the K Prime partnership of nine leading cable operators led by Tele-Communications Inc., which plans to launch a medium-power service, also in the first quarter of next year. But without video compression so far, K Prime is limited to just 10 channels of service, seven superstations and three PPV channels.

The other satellite broadcasting ven-

turers are undaunted by SkyPix's ambitions—at least publicly. In fact, said Steve Petrucci, president of Hughes Communications, SkyPix and other medium power service could have a positive impact on the plans of high power DBS players like Sky Cable and USSB. "They seed the marketplace just as the ones in Japan and Europe area" he said. "They provide technical, operational, scrambling and, possibly, compression experience."

Elements of the SkyPix story, including its long lead in developing video compression chips, began to surface last

900,000 subscriber breakeven point by mid-1992.

SkyPix was spawned by Northwest StarScan, a limited partnership headed by A. Frederick Greenberg, a Seattle financier with established Hollywood connections. According to a SkyPix press release, Greenberg has "formed and been general partner in more than \$500 million in limited partnerships," some for the production of major motion pictures, including "Terminator," "Breathless," "First Blood" and "Under Fire." StarScan will maintain a substantial interest in SkyPix.

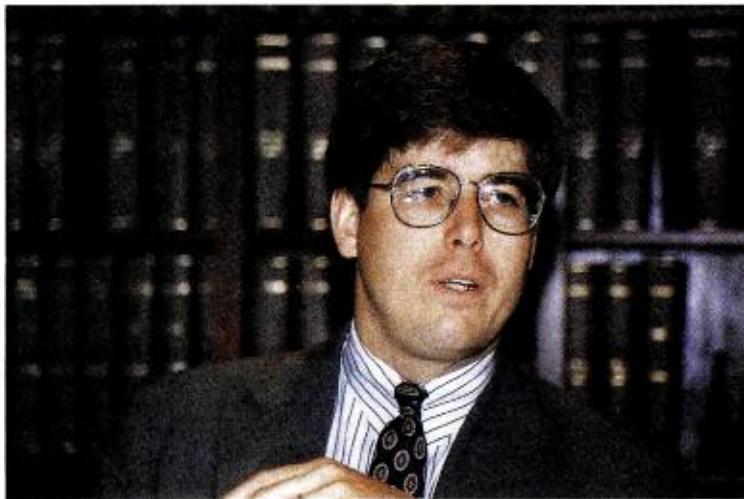
Other partners are to be identified next month, McCauley said, and one of them may be Comsat Video Enterprises, the arm of Comsat that provides PPV services to hotels and motels and has ambitions of supplying them directly to homes via satellites. Industry sources said that executives of Comsat and SkyPix have met repeatedly over the past few months about joining forces.

PaineWebber and Banker's Trust subsidiary BT Securities confirmed that they have been raising capital for

the venture through a private placement.

SkyPix predicated its strategy mainly on competing with the video rental business. Pay per view, McCauley said, would likely account for three-quarters of SkyPix's revenue.

The technological key to providing up to 50 PPV offerings at launch lies with a digital video compression system developed by Compressions Labs Inc. of San Jose, Calif. That system will purportedly allow SkyPix to squeeze up to 20 channels onto a satellite transponder. By compressing fewer than 20, said McCauley, SkyPix can create leftover



SkyPix President Brian McCauley

month but not until last week did SkyPix go on record with financial, technological and programming details of its business plan.

In relation to financing, said McCauley, the limited partnership has so far garnered more than \$100 million in startup capital, mainly from "strategic equity partners" that bring expertise in "software, consumer electronics and backroom operations" as well as equity to the table. And within two months, he claimed, the equity commitments will reach \$200 million—all that is needed to see the operation through a 700,000-



Greenberg displays compression chips

satellite power for higher effective power on the ground, receivable by antennas as small as 22-36 inches—not much larger than the 18-24-inch antenna proposed by Sky Cable.

Enabled to provide 80 channels on about 10 transponders, SkyPix would stagger the start times of the “top title” movies on up to half a dozen channels each, assuring a wait of no longer than 15 minutes to see a film. Consumer units, it said, will be capable of ultimately receiving 250 channels, allowing viewers to avoid trips to and from the video store, late return charges and uncertainty about the availability of titles.

“Never before,” said McCauley, “has the American consumer been able to receive as much entertainment in his home as conveniently, with as much choice and as much control. Every study done of the 1990’s shows that what people are looking for is convenience and control over their leisure time.”

For \$699, he said, the consumer would get the antenna, digital receiver-decoder and a remote control system that would deliver a movie and charge it to an account with the touch of a button. Each consumer would establish credit with SkyPix, committing any amount in advance via credit card or other forms of payment, and be automatically billed for each order—all via satellite.

“A couple” of manufacturers are still in the running to build SkyPix’s proprietary consumer unit. McCauley projected shipment of about 100,000 units in

each of the first three months of 1991 and increased output thereafter. Within “a couple of years,” he said, the price could drop to under \$500.

McCauley said SkyPix will initially work with established satellite equipment dealers and specialty consumer electronics retailers. “Phase two,” he said, would include major national chains—“wherever you now buy a TV or VCR.” Noting that VCR sales are “flat,” McCauley said the consumer electronics industry is “looking for a new product” and has responded well to the SkyPix idea.

In response to doubts about the early 1991 launch, Greenberg told BROADCASTING that the compression element was completed last January. Systems integration work, he said, has included creating a way for digital computers to “talk to” transmission equipment. And, he said, setting up a credit card billing system “took nine and a half months.” On Aug. 16, Greenberg said, SkyPix tested all elements of the system via a GTE Spacenet transportable uplink. The menu, ordering, transmission and billing elements all checked out, he said.

According to McCauley, all the major movie studios, aside from Warner Bros. and Twentieth Century Fox, have signed on to supply product to SkyPix. McCauley described those agreements as generally 50-50 revenue sharing deals.

Pricing for pay-per-view movies, McCauley claimed, would be competitive with video rental, with “new hits”

costing \$3-\$4 and older titles costing \$1-\$2. “You won’t see any movie at \$6.95 on our system,” he said. However, he added, a movie priced at \$3 might cost \$10 if the consumer used his remote ordering system to request that SkyPix turn off its “totally unbeatable anti-taping device” to videotape a program.

In addition to the anti-taping systems, McCauley said, Hollywood has looked favorably on a solid encryption system and another piece of technology SkyPix claims to have developed: Whenever a consumer videotapes a program, his receiver serial number is inserted every second onto the videotape, thereby making any copies traceable to the receiver used to make the original tape.

“Paramount Pictures has signed a master license agreement with SkyPix,” although it has not licensed any specific product to date, according to Tim Clott, executive vice president, video division, Paramount.

Clott is hopeful about SkyPix’s chances for success. “SkyPix will offer us the ability to see how a wide selection, essentially video-on-demand, will affect buy rates.” Clott said he would consider the venture successful if buy rates for top titles averaged between 12% to 15%, double the 6% to 8% they average, to Clott’s dissatisfaction, for PPV on cable.

According to Joe Abrams, senior vice president, pay TV, MGM/UA, “We’re not married to any one distribution technology. We look to create as many opportunities as possible for people to buy our pictures.” Although he would not comment on exact pricing information, Abrams did say that SkyPix and MGM/UA would “negotiate on a picture-by-picture basis.

“We do not expect a strong reaction from the cable industry,” he said. “Frankly, at this point, we just want to see what happens. And as for the possibility of a higher fee to allow taping, it will be interesting to see what the results are.”

Promising to deliver news, sports, live special events, music and original children’s programming, SkyPix would provide both original and existing services in its subscription packages. Although SkyPix views itself as “supplemental to existing distribution services, not as a replacement,” McCauley said, the company is negotiating with existing program services now distributed by cable. “There are alternatives” to such major cable services as CNN, “...services out there dying for distribution,” he said. SkyPix does not seek to be “another me-too service,” he said.

—PDL, SDN, HAJ

IRAQI GOVERNMENT THROWS MONKEYWRENCH IN NETWORK REPORTING EFFORTS

After much effort, ABC and CBS get to scene of action, only to have government cut off transmissions shortly thereafter

For a brief time last week, Iraq allowed American television journalists into the country, and even allowed uncensored reports out of the country. But not all the networks were in a position to take advantage of the access. ABC's Ted Koppel was first among American journalists into Baghdad, the Iraqi capital, last Tuesday (Aug. 14) and he was followed by CBS's Dan Rather a day later. But neither NBC nor CNN had reporters on the scene by the time Iraq pulled the plug on feeds out of the country midday Thursday.

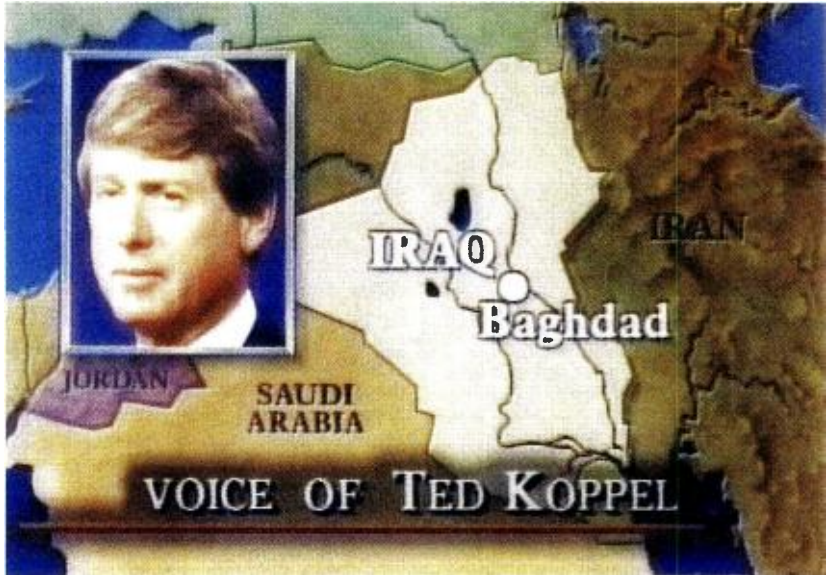
While Iraq opened its doors briefly to American journalists, the U.S. government prevailed upon Saudi Arabia, where U.S. troops continued to pour in last week, to offer a more sustained reporting opportunity for western journalists. There were some restrictions, however. Reporters were barred from naming the military sites from which they reported. The rule was violated once by ABC's Sam Donaldson. An ABC network news executive termed Donaldson's breach a "mistake."

Koppel's big scoop was an interview with the Iraqi foreign minister, Tariq Aziz, the highest level view of the crisis conveyed by an Iraqi official to American television. Rather's biggest scoop was a report, by phone last Friday after Iraq pulled the plug on video feeds, that Iraq had moved some American "detainees," and that the American Embassy there had lost contact with them.

Naturally, the two networks who failed to get timely entry into Iraq were frustrated, irritated and confused as to why they were not granted access while their competitors were. In fact, one CNN crew, based in Amman, Jordan, tried to board an Iraqi plane there, without visas. However, they were turned back.

At NBC, the frustration felt by Steve Friedman, executive producer of the network's *Nightly News* broadcast, was evident in his demand for an uninterrupted hour of satellite time, using the network news pool facilities set up by CNN in Saudi Arabia, so that Tom Brokaw could anchor the *Nightly News* live from there Thursday night.

After a heated debate with CNN offi-



ABC's Koppel, the first to arrive in Baghdad

cial, who are coordinating the news pool, Friedman was turned down. Friedman argued in part that Brokaw's stature as the only "full anchor" on the scene, should override the needs of the other pool participants.

Friedman was "pretty upset," according to Ethan Jordan, CNN's director of foreign news coverage. "I can sympathize," said Jordan. "NBC, like

CNN, could not get into Baghdad, even though we're both doing many other things to cover the story." Friedman eventually got the time he needed by way of Saudi TV.

Not getting into Baghdad was "frustrating as hell," said Jordan. "You'd think we'd have a leg up given that we are actually seen in Iraq, unlike the other networks. The Iraqi foreign ministry is



CBS's Dan Rather on the USS Independence in the Persian Gulf

LOW PROFILE, HIGH FINANCE WORLD OF CHASE ENTERPRISES

Hartford-based, family-owned business has expanded until it now numbers television and radio stations, Seltel rep firm and cable system in Poland



Portrait of a family: flanked by antique TV sets collected by Arnold L. Chase (l), are father David T., sister Cheryl Chase Freedman and her husband, Roger M. Freedman.

Chase Enterprises has grown to be a world-league company. With an estimated value of half-a-billion dollars, the family operations have counted among its regular partners globe-trotting developers Olympia & York, and scores of leading financial institutions. On the day BROADCASTING visited Chase's Hartford headquarters, David Chase, the company's founder-patriarch, president and majority owner, was discussing plans with several Japanese businessmen.

Virtually anonymous outside the media lanes of Washington-Hollywood-New York, the low profile may reflect the personal preference of David Chase. A 1977 newspaper profile was headlined "In success, Chase still a loner."

Whether desired or not, Chase may be getting more visibility as a result of its expansion in broadcasting and cable. It has quickly assembled the largest Fox TV affiliate group outside of that network's own stations, and now owns eight radio stations including the all-news outlet serving the nation's capital. It has recently purchased Seltel, the television rep firm, and is in the process of building a cable system serving Poland.

The best description of those operations may be a "financially driven company that understands broadcasting."

said Ed Karlik, president of the television division. One could add that it is a family-owned-and-run business largely operated by non-family, professional managers.

Whether Chase Communications will provide the financial returns expected may still be unanswered. After all, Chase bought some properties during the era of high multiples. And in its annual estimate of TV station performance, one investment firm has said that the TV stations Chase now owns had, in 1989, \$68 million in revenue with only one of the five posting positive cash flow.

Chase's private status both hinders outside analysis and may differentiate the company's objectives, according to Roger Freedman, the dealmaking co-chairman of Chase Communications, executive vice president and chief financial officer of Chase Enterprises and the husband of the company's chief legal officer, Cheryl Chase Freedman (David Chase's daughter): "As a private company we don't worry about showing positive earnings-per-share, but are rather oriented to cash-flow."

Thus, there are some compensations for taking on money-losing independent TV stations whose taxable losses might actually help cash flow—tax-loss carryforwards coming with WATL-TV Atlanta

and WXIN-TV, Indianapolis may have totaled as much as \$28 million. Profits against which to offset those losses may come sooner than normal since Chase successfully persuaded syndicators to stretch out payments—in the same negotiations Chase agreed to pick up some additional shows from Warner Brothers and perhaps others.

The company's businesses are structured accordingly and a Dun & Bradstreet credit report from the mid-1980's said the company contained "130 other related corporations and 70 partnerships." Family members shift stock investments among themselves and related corporations. At least one station was originally structured as a limited partnership, owned by family members.

Chase Enterprises entered the media business in 1974 when Traveler's Insurance broadcasting head, Leonard Patricelli, sought David Chase to back a buyout of WTIC-AM-FM Hartford, Conn. Five years later Arnold Chase (David's son) individually applied for co-located ch. 61, which went on the air in 1984 as WETG(TV).

But it wasn't until roughly five years ago that the family decided to make a sizeable commitment to the media industry. Said Roger Freedman: "We financially evaluated how independent TV stations, who were losing money despite sales increases, would be performing if they could buy programming in a less expensive environment." They suspected, said Freedman, that Fox television and the forces of supply and demand would create that environment.

The two radio stations had just a few years earlier substantially multiplied their profits, according to Perry Ury, president of Chase Communications, convincing the company to expand that segment of the business, now headed by radio division president, Bob Dunn. And perhaps most importantly, the family decided that radio and television were, said Roger Freedman, "what we wanted to do...what we liked doing."

Chase Enterprises bought its first TV station, WPTY-TV Memphis, in June 1986, just months before the bankruptcy filing of Grant Broadcasting. Although it lost money for the first few years, WPTY-TV won the Fox affiliation in June and also picked up Memphis State University basketball.

The company's TV group expansion went into full swing at the beginning of this year with the purchase of KDVR(TV) Denver and WATL(TV) and WXIN(TV). WXIN tied the market's VHF independent in the May ratings book with a three-share-point improvement over the prior May book—perhaps attributable to A.C. Nielsen's metering of the market last October.

In between the first and the more recent purchases was a station whose ownership remains controversial. The FCC had granted the transfer of WTIC-TV from Arnold Chase's company, Arch Communications, to Chase in 1987 and at the same time granted a waiver so that Chase Communications could also keep the co-located radio stations.

The owners of competing WHCT-TV challenged the FCC action in the U.S. Court of Appeals, which last December, on procedural grounds, remanded the case to the FCC for an administrative hearing on the question of premature control by Chase. The commission will reconsider its approval of the transfer of control and grant of a one-to-a-market waiver. It will also determine, in light of the charges, whether to renew WTIC-TV's license.

According to Larry Miller, an attorney in the enforcement division of the FCC's Mass Media Bureau, the hearing designation order prevents Chase from selling WTIC-TV, but it will have no effect on Chase's other broadcasting properties unless it ultimately finds a pattern of misconduct so egregious that the FCC finds Chase unfit to be a broadcast licensee. The opening of the hearing has been put off until next April because of discovery.

This is not the first protracted legal struggle faced by Cheryl Chase Freedman, who has maneuvered in the rough and tumble world of zoning and construction partnerships—one of which last year required paying the city of Hartford \$24 million over 12 years as settlement of a lawsuit.

There are other things making WTIC-TV unique. It has, claims the company, the most power and highest tower of any station in New England. It also has developed and marketed a doppler radar service that provides the station with superior readings of weather conditions. Much of these features, it is said, are the work of Arnold Chase, the family's "techie." His interest in the workings of communications include a collection of antique television sets that is the focus of an exhibit next month at New York's Museum of Contemporary Art.

For its size, Hartford is a highly com-



Hands-on at Chase Communications: (l-r) Perry S. Ury, Robert W. Dunn and Edward T. Karlik stand in front of doppler radar screens at company's New England Weather Service.

petitive television market. The station will be adding more first-run programming while at the same time losing some of its successful existing shows, such as Arsenio Hall. Over the past two years, WTIC-TV's sign-on-to-sign-off household share has stayed roughly constant, although revenue has almost certainly suffered from a weak New England economy which did not spare Hartford. The city's Hilton Hotel, built by Chase and managed by David's wife, Rhoda, was forced to close.

"A Dun & Bradstreet credit report from the mid-1980's said the company contained '130 other related corporations and 70 partnerships.'"

It was, said Karlik, previous problems with WTIC-TV's rep relationship which led Chase, at Roger Freedman's suggestion, to purchase Seltel. An unconfirmed price was \$14 million, although Karlik said: "We are not in the [rep] business to make money on Seltel, we are in the business to make money on the stations we own." Since the purchase Chase has built about 5,000 square feet at its New York headquarters, upgraded Seltel's offices in five or six cities, begun building a new on-line computer system designed by Arnold Chase and brought Don Rob-

inson in as president and chief executive officer. Perhaps one benefit already achieved is the signing two weeks ago of five additional Act III TV stations. The firm would very much like to expand its affiliate list and correct its underrepresentation in the top markets.

The agreement signed last December with the Polish government represents, in one sense, the return of David Chase (born David Ciesla) to Poland, where his family had lived prior to persecution during World War II. As a teenager Chase survived several years in a concentration camp, while losing some of his family—including his father—a test of his character noted by many.

Roger Freedman continues, along with Arnold Chase, to oversee the cable build, which is expected to be completed in the Polish city of Gdansk by October. Chase Enterprises is reportedly investing \$20 million-\$40 million of its own money to finance the initial \$270 million five-year phase. Chase had also planned to acquire a majority interest in Hungary's cable system but, said Cheryl Chase Freedman, decided not to proceed after uncovering too much disorganization.

After David Chase came to the United States in 1946 he moved to Hartford where he graduated from both high school and college—studying engineering—and began in the home improvement business. That led to larger building contracts and then to filling the completed real estate with stores, which he sometimes took an ownership interest in. His real estate and merchandising activity, including office buildings, shopping and industrial centers, hotels

and residential buildings would require a separate article to enumerate.

Chase has also been active in finance, helping start and buying interests in banks and, beginning in 1985, insurance companies.

David Chase said he does not know much about the media side of the company, which are co-chaired by Roger Freedman and Arnold Chase. But, said Ury, "David knows more than he lets on. He is a highly intuitive, tough, fair and driving businessman." In addition to community organizations and charities, he has served on hospital boards and as chairman of the Rabbinical College of America. Chase-built buildings frame the downtown skyline of Hartford.

In a different way WTIC(AM) dominates the Hartford radio market with a traditional full service format—a 13.6 rating in the spring 1990 Arbitron book. Bob Steele, who has been on the air at the station since 1936, has consistently ranked among the highest cuming personalities on the air in the U.S. WTIC-FM, which also ranks near the top of the market, programs contemporary hit radio.

Earlier this year, in preparation for Steele's retirement, Chase scaled back his on-air time and introduced Tom McCarthy and the station's sports director, Arnold Dean, as morning show co-hosts. The combination worked and the station posted increases in its ratings in the spring 1990 Arbitron book.

In 1985, Chase acquired WSTC(AM)-WQQQ(FM) Stamford, Conn. The FM had been programed with jazz, but Chase gave up on the format and, after a planned sale of the combo recently fell through, adopted Unistar's oldies satellite delivered format. The station faces competition from oldies outlet WCBS-FM New York. But Chase feels they can carve a niche for themselves with their knowledge of the market and their local programing. WSTC is an information-driven station, with a daily three-and-a-half-hour news block.

Chase bought WTOP(AM)-WASH(FM) Washington as part of its purchase of WXIN(TV) and WATL(TV), and most people considered the radio stations the more valuable part of the \$120 million price tag. The all-news AM station has no direct all-news competition in the market. It does compete against full-service outlet WMAL(AM) Washington, that emphasizes news and sports. WTOP has an editorial staff of 29 full-time reporters, anchors and editors. WASH(FM) uses a Unistar soft adult contemporary

music feed with its own on-air personalities—and has been consistently ranked in the market's top 10.

The St. Louis stations, purchased in 1986, developed slowly, and continue to live with a soft economy. KGLD(AM) also carries the Unistar oldies format and has recently sought to augment its audience base by carrying local sports. WKQB(FM) posted a 10.3 rating in the spring 1990 book for its contemporary hit format.

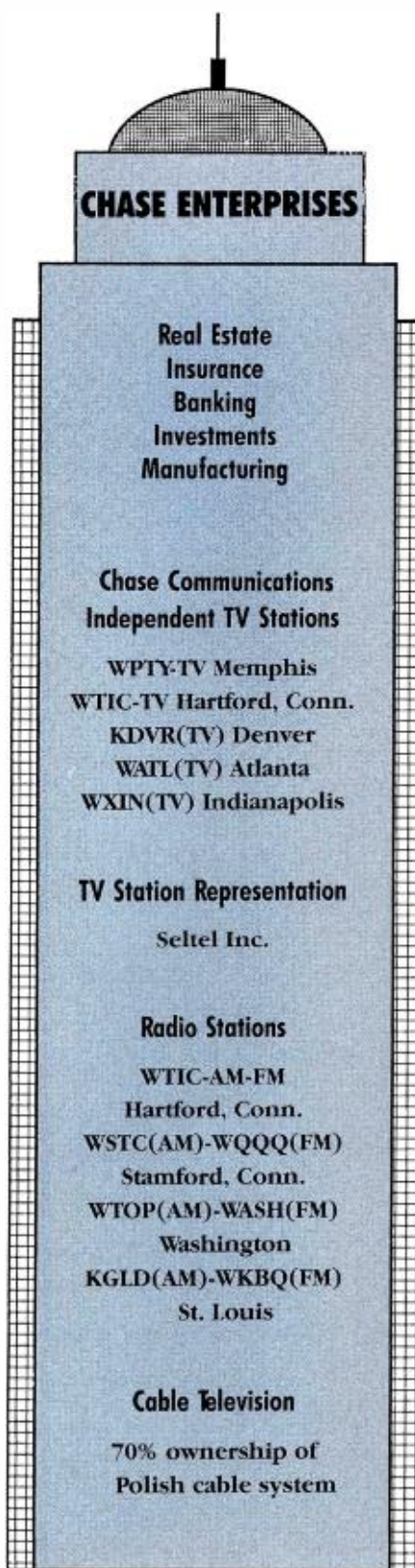
A roughly half interest in the Washington and St. Louis stations was sold to the Sheet Metal Workers Pension Fund, which has also put money into at least one of Chase's real estate deals.

Chase Enterprises has often clustered its businesses in certain areas such as St. Louis, where it also previously was an investor in the city's cable system prior to selling out to Tele-Communications Inc., and Tampa, Fla., where it has real estate in addition to prior ownership in a nearby cable system. The company was part of an unsuccessful bid for the Detroit cable franchise, but in nearby areas has at one time or another invested in manufacturing facilities that produce pottery and automobile parts.

Abroad, the company also has strong ties to Israel, where David Chase has been on the board of several universities, and where Chase Enterprises was awarded the exclusive franchise for Holiday Inn. Asked about such geographic concentrations, David Chase said, "We believe in a self-contained management nucleus in a geographic area. I suppose that makes it easier to branch off into another business because we are familiar with the area."

Although the communications division is not very leveraged compared to the industry in general, said Roger Freedman, it will probably avoid deal-making for the time being. "We would like to digest... We want our people to make sure things are operating properly." Asked when acquisitions might resume, Freedman responds: "1991."

Even that short a breather might also give top management better time to evaluate for themselves where they are taking Chase Communications, both strategically and geographically. So far, the company has not wielded its newly arrived weight in the policy area. Said Cheryl Chase Freedman: "We are not in the forefront of those type of things, but certainly we are getting to the point where issues are becoming more global to us." Clearly, Chase Communications is on the verge of becoming not only a financial 'play,' but an industry force. —GF,LC,HAJ



PROGRAMING

NEW YORK PROGRAMING PLANS FIRMED UP

Affiliates launch no new early fringe shows, one prime time; independents have total of seven new entries

A survey of local programing plans in the nation's top market reveals that the three New York independent stations are launching a total of six new programs in early fringe (5 p.m.-8 p.m.) at the start of the 1990-91 season. The new shows are all new off-network (or off-Fox) programs. WWOR-TV is launching three new comedies, WPIX-TV is launching one new drama and one comedy, while WNYW(TV) will debut one new comedy.

By comparison, and an indication of the continuing scarcity of available time periods on affiliates, the three network flagship stations will launch no new programs in early fringe (3 p.m.-5p.m.) and just one new program in prime time access (7 p.m.-8 p.m.).

Among the three independents, WPIX-TV said last week it was shifting *Teenage Mutant Ninja Turtles* from 4:30 p.m. to 5 p.m., to be followed by *Charles in Charge* at 5:30 p.m. At 6 p.m., the station has scheduled *21 Jump Street*, which is new to syndication, followed by *Growing Pains* at 7 p.m. and the new off-network comedy *Hogan Family* at 7:30 p.m.

WWOR-TV New York has scheduled two new off-network comedies from 5 p.m. to 6 p.m., confirmed Farrell Meisel, the station's programing vice president. They are *ALF* and *227*. The *Cosby* Show will move next season from 7 p.m. to 6 p.m., and will be followed by *Who's The Boss* at 6:30 p.m., the new to off-network *Perfect Strangers* at 7, and a second run of *Boss* at 7:30, Meisel said.

WNYW(TV) was not prepared to release its early fringe schedule at deadline, but reliable sources indicated the station has decided to keep *Diff'rent Strokes* at 5 p.m. and *Facts of Life* at 5:30 p.m. *Golden Girls*, new to off network, will anchor the station's comedy block at 6 p.m., sources said, followed by *Night Court*, which returns to the schedule after a summer's rest.

On the affiliate stations, Buena Vista Television's new game show, *Challengers*, is the prime time access challenger

in New York next season. Debuting the week of Sept. 10, it is also the one new program in the daypart in New York. Scheduled by WNBC-TV at 7:30 p.m., *Challengers* will go up against game show champ *Wheel of Fortune*, which moves from WCBS-TV to WABC-TV. Both shows will be countered by Entertainment Tonight, which shifts from WABC-TV to WCBS-TV.

Challengers was originally picked up by WCBS-TV. However, the station opted to schedule the show in daytime. Buena Vista then received an offer from WNBC-TV to schedule the show in access and BVT agreed to pay WCBS-TV close to \$1 million to tear up its clearance contract (BROADCASTING, July 23) to get the

more widely viewed access slot.

The affiliates have scheduled no new programs for early fringe, although WNBC-TV has acquired *The Joan Rivers Show* from WCBS-TV, and will air it at 3 p.m., leading into *Donahue* at 4 p.m. *Oprah Winfrey* remains at 4 p.m. on WABC-TV, and *Geraldo* stays at 4 p.m. on WCBS-TV.

In prime time, there will be more original programing and fewer syndicated movies in the market. As a Fox-owned station, WNYW-TV will shift to a five-night-a-week Fox network schedule.

WWOR-TV has agreed to co-produce three new weekly hour-long programs for prime time, with partners MCA and

NBC PREVIEWS FALL

NBC is undertaking an aggressive marketing and promotional campaign to bolster its double-pump strategy of premiering six of its nine new shows twice prior to the traditional premier week. With the early premier strategy and the accompanying promotional effort, the network hopes to get a jump on the other two and benefit from sampling at a time when the channels are less crowded with premiering series. Last week NBC announced the dates and times for the early premiers of the five new series that will air this week. The five are *Hull High*, *Parenthood*, *Lifestories*, *Working It Out* and *Ferris Bueller*.

Starting today (Aug. 20), the network begins airing 25 different promo spots highlighting the new series. In addition, Monday through Thursday of this week, stars from the new series will host each evening by introducing the premiering shows and presenting highlights from upcoming episodes. "The idea is to create seamless nights of programing," said Vince Manze, vice president, advertising and promotion, West Coast.

On Monday night, Charlie Schlatter, star of *Ferris Bueller*, and Nancy Valen of *Hull High* will co-host the evening, with Schlatter handling the duties the rest of the week.

In addition to the promotional spots, Manze said all of the spots in *Lifestories*—a mix of six 20- and 30-second spots—tonight (Aug. 20) at 10 p.m. when it premieres will be devoted to future episodes of the series.

NBC has also stepped up its advertising efforts weeks earlier than in past seasons. It purchased eight pages of advertising in this week's *TV Guide* to promote the five new shows. "Obviously in the week of Aug. 20 we wouldn't have had that kind of presence," said Manze.

NBC is also spending approximately \$250,000 in advertising on five cable channels (TNT, Family Channel, USA Network, VH1 and MTV), and another \$250,000 in radio spot buys.

To garner local support for the early premier strategy, the network is supplying promos free to its affiliates and offering to pay half of any air time that stations buy to air the spots.

KCOP-TV Los Angeles--*She Wolf of London*, *Rest in Peace* and *They Come From Outer Space* [BROADCASTING, July 16]. Meisel said the station is still working out its prime time plans. But he did confirm those plans also include Viacom's *Super Force*, and Blair Entertainment's *Dracula*, both new first-run half-hour adventure shows.

WPIX-TV will be the only independent in the market stripping movies in prime time from 8 p.m. to 10 p.m.

In the afternoon, WPIX-TV will air *The Disney Afternoon* from 3 p.m. to 5 p.m. WNYW will go head to head with *Dennis the Menace*, *Alvin and the Chipmunks*, Warner Bros.'s new *Tiny Toons* and the first strip in the new Fox Children's Network, *Peter Pan and the Pirates*. WWOR-TV will counter with an afternoon adult block that includes *Bonanza*, *Cagney and Lacey*, *Hawaii Five-0* and *Hunter*.

As expected, WWOR-TV has cancelled the low-rated *Every Day with Joan Lunden*. The program was produced at the station last season, and currently the producer, Lunden's husband, Michael Kraus, and WWOR are involved in litigation over facilities fees.

Meisel said the station was committed to 9 Broadcast Plaza, the wide ranging information magazine show from 10 a.m. to 1 a.m.

WNYW plans several weekend changes, including the addition of a new public affairs block on Sunday. The block, from 9 a.m. to 11 a.m., which replaces sponsored-supplied programming, includes the *McCreary Report* at 9 a.m., a syndicated political debate show, *Off the Record* at 10 a.m. and *News Travel Update* at 10:30 a.m. The station will also expand its Saturday night newscast from a half hour to one

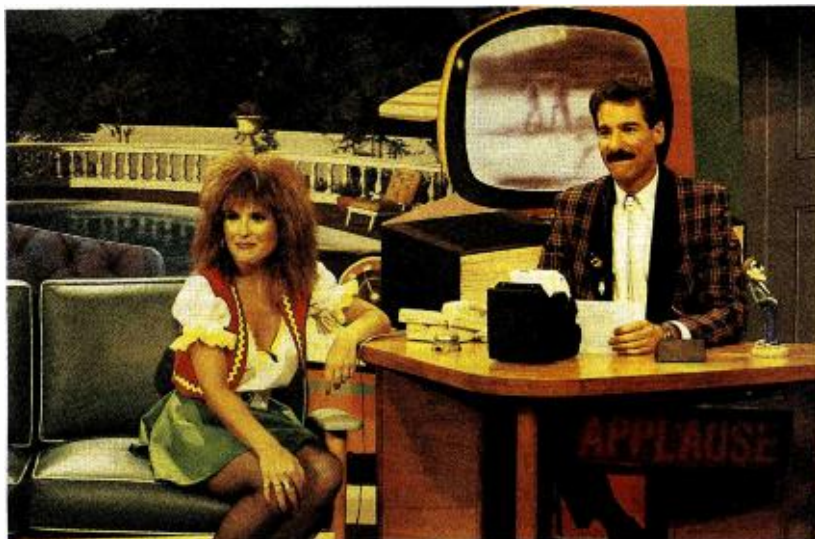
hour.

In late night, WWOR-TV will replace *Taxi* with new off-network property *Amen* at 11 p.m. and keep *Arsenio Hall* at 11:30 p.m. WPIX will continue with *Cheers* at 11 p.m. and has yet to finalize the sequence of the new *My Talk Show* and *The Honeymooners*. WNYW has announced the scheduling of the new Personalities at 11 p.m., which will push back the locally produced *New York Newslines* to 11:30 p.m.

In the morning, three new syndication shows get a tryout. WCBS-TV has scheduled Warner's *Trump Card* at 9 p.m., and Guber-Peters' *Quiz Kids Challenge* at 9:30 a.m. WNBC-TV has scheduled TPE's new *Preview* at 9 a.m., which leads into the network's schedule of game shows. At WABC-TV, *Regis and Kathie Lee* and *Sally Jesse Raphael* continue from 9 a.m.-11 a.m. **-SM**

'MR. PETE' PREPS FOR SYNDICATION

GrantTribune production to test on KTLA(TV) Los Angeles



"The Late Mr. Pete Show"

In its first potential venture for syndication, GrantTribune Productions (GTP) has finished production on *The Late Mr. Pete Show*, four half-hour episodes to be tested on Tribune Broadcasting's Los Angeles independent station, KTLA-TV, beginning September 9. Showcasing local cable access talk show host Peter Chaconas, the GrantTribune partnership is grooming the upcoming broadcast version as a "logical candidate" for distribution by Tribune Entertainment in fall 1991, according to Da-

vid Goldsmith, senior vice president, creative affairs, GTP.

Since 1987, Chaconas's *Mr. Pete* talk show has been carried on Century Cable's access channel in Santa Monica, Calif. Goldsmith, who joined GrantTribune last January after serving four years as senior vice president of Lorimar Television and producer of the studio's now defunct *She's The Sheriff* first-run syndicated series, says that among the options are that KTLA-TV or Tribune's five other O&O stations may pick up

additional *Late Mr. Pete* episodes for midseason 1990-91 if rating tracks from the test run prove favorable.

Scheduled for KTLA's Sunday 11:30 p.m. slot, *The Late Mr. Pete Show*, is characterized, said Goldsmith, by Chaconas's "off-beat, blue-collar humor."

"We almost didn't go ahead with *Mr. Pete* because of the competition in late night," said Goldsmith, who added that a pilot will probably be taken to this January's NATPE convention in New Orleans. "But looking further at this, we now feel that there is a niche for *Mr. Pete* to fill. He is much more offbeat and lower brow than David Letterman." Among some of the "bizarre" segments Goldsmith said are part of the four episodes taped at KTLA's Hollywood studios; a piano playing pig, a psychic "foot" doctor and a tap dancing TV news anchor.

GrantTribune Productions, since its February 1988 inception, has been known principally as a supplier of network product—most notably in long-standing production commitments with CBS. GTP's most recent effort was *Sydney*, a midseason sitcom that CBS declined to renew for next season. Goldsmith said a number of other projects are in development, including a midseason Pam Dawber (of *Mork & Mindy* fame) sitcom for CBS. Chief Executive Officer Bud Grant, prior to entering independent production, was president of CBS Entertainment for seven years until his resignation in October 1987.

Tribune officials, on forming the joint venture, expressed their intention of using GTP as a syndicated production pipeline for Tribune's stations. **-MF**

SCHOOL DAYS FOR THE NETWORKS

Executives pledge to push education in programing

An agreement between the three networks and Fox will bring about a full week of series programing with strong pro-education themes next April. The announcement was made by Brandon Tartikoff, chairman, NBC Entertainment Group, at a breakfast meeting last Monday (Aug. 13) in Los Angeles. Tartikoff was joined by Bob Iger, president, ABC Entertainment, Peter Chernin, president, Fox Entertainment, Warren Littlefield, president, NBC Entertainment, and Peter Tortorici, senior vice president, programing, CBS Entertainment. Other speakers included Ann Lynch, president, National PTA (Parents and Teachers Association), and Bill Milliken, president, Cities in Schools.

Tartikoff addressed his remarks to more than 300 writers and producers, and urged the creative community to join in and "use the public airwaves to call attention to the critical challenges in the American public schools."

Under the plan, a minimum of eight hours of prime time programing next April will carry strong education themes, by portraying teachers as role models, showing parents and children working together, all geared to creating an awareness for the value of education. "Television has the ability to educate as well as to entertain. A collaborative effort by the four networks, devoting a minimum of eight hours of prime time programing over a one-week period, would be comparable to presenting the biggest mini-series of the 1990-91 television season," said Tartikoff.

In addition to Tartikoff's remarks, Lynch asked the audience to understand the power of television and to help in the "rethinking of education in this nation."

This new effort is the latest in pro-education campaigns already in place by the networks. ABC's Project Literacy U.S. (PLUS) is in its sixth year in taking on the problem of adult illiteracy. CBS's Read More About It program supplies a lists of books at the end of a program or movie which pertain to the subject matter covered in the program. CBS's program is presented in conjunction with the Library of Congress. NBC's The More You Know campaign, in place for more than a year-and-a-half, works to increase awareness of problems facing the edu-



Among attendees at breakfast meeting in Los Angeles (clockwise from back center): Brandon Tartikoff, chairman, NBC Entertainment Group; Robert Iger, president, ABC Entertainment; Peter Chernin, President, Fox Entertainment Group; Carole Isenberg, co-founder, Education 1st; Linda Guber, co-founder, Education 1st; Warren Littlefield, president, NBC Entertainment; Peter Tortorici, senior vice president, CBS Entertainment.

cational system and its teachers. Fox Broadcasting recently received a Presidential commendation for its educational public service announcement following the *21 Jumpstreet* series. Jamie Kellner, president, Fox Broadcast-

ing, recently conceded that the soon-to-be network had been lax in the amount of public service announcements it had been airing, but pledged the company would address that problem this year. **-SC**

WESTIN TALKS NEW BRAND OF NEWS

In five to seven years, the networks' evening news will be "irrelevant," according to Av Westin, who left the network news arena last year to become King World's senior vice president for reality-based programing.

The increasing importance and effectiveness of local news has sent the network news divisions "in search of a mission," said Westin at a luncheon sponsored by the New York Television Academy. Instead of moving to meet the challenge of local news, the networks have simply "sat back" and bemoaned the situation. The networks "are allowing local news to be equated in the viewer's mind with what used to be the network's job," he said.

The local television news explosion took place in the late 1960's-early 1970's, when stations found that strong

local news ratings made for high ratings throughout the night, Westin explained. The advent of tape use in the early 1970s allowed a reporter and crew to venture further and spend more time on a story, and we're now at the point where "every station has a Ku-band truck" for use in pulling down satellite feeds, said Westin.

All over the country, regional news networks have grown up "irrespective of network affiliation," and the availability of information from such sources as CNN has made it unnecessary for viewers to catch the network news at 6:30 p.m., Westin said.

Local news has continued to show strength and innovation, but local New York television news is "among the worst in the country," Westin said, "far behind local news standards." New

York stations are "locked in a formula which was popular," he said, presenting the day's events with "happy talk or chit chat." Westin said that stations across the country present newscasts that are more "analytic" or "thoughtful," but that New York stations are still "bound by some virus in the walls that keeps them locked in the 'eyewitness' news style.

Those involved in syndication have discovered that "what sold initially," i.e. sleaze, "no longer sells," Westin said. Now, he and others, he asserted, are putting together "good, solid information programing aimed at popular taste." The diversion of network resources away from their evening newscasts is providing opportunities for companies such as King World to "reorganize the way information is conveyed to the public," he said. "As the network news divisions falter, as they have their feet in cement [regarding] what to do, they will be challenged by others. —RG

ROTFELD DIVERSIFYING

Berl Rotfeld Productions Inc. (BRPI), a Philadelphia-based distributor and one of a handful of successful first-run sports programmers, is branching out with a series of non-sports specials that company founder and president, Berl Rotfeld, says presages further such diversification. He hopes to "combine" BRPI, Sports Legends Inc., Rotfeld Video Inc. and Rotfeld & Rotfeld under one banner for a public offering on the American Stock Exchange or over-the-counter market (NASDAQ) within the next two years.

Marking the major shift in programming is *The Gifted Ones*, a pair of hour-long specials—for midseason 1990-91 on Arts & Entertainment—that focus on child prodigies in various forms of musical endeavor. (Rotfeld himself was a touring concert pianist as a

child.)

For syndication, Rotfeld will produce *The Most Tragic Moments of the 20th Century* and *The Happiest Moments of the 20th Century* (both of which are working titles), documentaries chronicling the highlights and low points through the use of historical footage.

Rotfeld currently produces 17 hour-long sports specials and two regular series—*Greatest Sports Legends* (now into its 18th season) and *Baseball's, Basketball's and Football's Funniest Pranks*. In addition, the company recently formed Rotfeld Video Inc. home video division. Expressing the desire to "tap into the international market" and possibly test the waters in feature film business, Rotfeld recently bought out investors in his Sports Legends Inc. subsidiary. —MF

SYNDICATION MARKETPLACE

Paramount Domestic Television has tapped *Entertainment Tonight* co-host Mary Hart to anchor her second prime time syndicated special, *Mary Hart Presents: Power in the Public Eye*. The hour special, which has its broadcast window through August 30, will feature "revealing look" into movers and shakers of industry and entertainment. Slated to be profiled by Hart are Chrysler Motors CEO Lee Iacocca, movie muscleman Arnold Schwarzenegger, evangelist Billy Graham, NBC News anchor Tom Brokaw and sports agent Mark McCormack. *Power in the Public Eye*, M. Hart Inc. and Paramount Domestic Television co-production, has cleared 163 stations (representing at 92% of U.S.) and is available on barter basis.

Cannell Distribution reports that station clearances for *21 Jump Street* have topped 90% of U.S., with 108 stations signing up for 22 episodes set to premiere in first-run week of October 21. Pat Kenney, president of Cannell Distribution, says that TVX Broadcast Group stations KTXA-TV Dallas and KTXH-5 Houston have signed on to carry first-run and off-Fox backend. He also pointed out that KSCH-TV Sacramento is planning to sandwich *Jump Street* into Cannell Productions' block at 5-8 p.m. with *A-Team* and *Hunter* serving as Cannell Distribution bookends. Of those stations signed on for barter front-end, just under half (approximately 45 stations) have contracted for cash back-end of 75 off-Fox episodes, according to Kenney.

Buena Vista Television is heralding kickoff of *The Disney Afternoon* children's animated block with two-hour *Tale Spin: Plunder and Lightning* special, in September 7-9 broadcast window. *Tale Spin* and *Gummi Bears* are latest additions to BVT's roster of animated programing, which is bringing back *Chip 'n Dale's Rescue Rangers* and *DuckTales*

for second and third seasons, respectively, to fill *The Disney Afternoon* block premiering on stations September 10. *Tale Spin* special has cleared 150 *Disney Afternoon* client stations (representing 93% of country) and is available on even 12-minute national and local barter split.

GGP Sports has obtained exclusive domestic broadcast rights to the first winter Pan American Games, and is set to distribute hour special with highlights of 17-nation competition from Argentina August 20-31. Bob Horowitz, vice president and general manager, GGP, would not disclose rights fee paid to Pan Am organizers, and added that syndicated sales to stations will start in earnest this week. Games will take place at Las Lenas Ski Resort, 700 miles west of Buenos Aries, where winter season is nearing end south of equator. Horowitz said "natural synergy" between GGP Sports' World Cup Skiing and Olympics previews for 1992 winter games in Albertville, France. Production crew of 22 people will capture events such as alpine, cross-country, freestyle and biathlon skiing competitions. GGP Sports will be offering special for October 6-20 broadcast window, and is available on 6-minute national and 6½-minute local barter basis.

Republic Pictures Domestic Television Distribution's *All Nite Movie* package has cleared 93 stations, representing 76% national coverage and 18 of top 20 markets. New stations signing up for 140-title package of B-movies from Republic's library are WMAQ-TV Chicago, KOFY-TV San Francisco, WJW-TV, KPRC-TV Houston and WLWT-TV Cincinnati. *All Nite Movies* is available to stations on barter basis (11 minutes national, 13 minutes local), with stations also to receive 20% of syndicator's net barter advertising revenue. Each film in ad hoc network may air between 11 p.m.-6 a.m.

RATINGS ROUNDUP

NBC won the week of August 6-12, for the network's 13th consecutive victory, with its 9.6 rating 18 share. ABC was second with a 9.3/18 and CBS third with 9.2/17. The combined prime time, three network share was

53, up three points from last week. Fox had a 5.1/10. NBC won Tuesday, Wednesday, Thursday and Saturday, CBS Monday and Sunday, and ABC Friday. ABC won the news race, with a 10.6/22 beating CBS's 9.3/19 and NBC's 8.9/19.

Week 46

Aug. 6-Aug. 12

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	14.8/27	N	Cheers
2	14.7/33	C	60 Minutes
3	14.0/28	N	Unsolved Mysteries
4	▼ 13.3/27	N	Empty Nest
4	▲ 13.3/23	C	Murphy Brown
4	▼ 13.3/23	A	Roseanne
7	▲ 13.2/25	N	A Different World
7	▼ 13.2/26	A	Amer. Funniest Videos
7	▲ 13.2/22	C	Designing Women
10	▼ 13.1/24	F	Simpsons
11	▲ 13.0/27	N	Golden Girls
11	▼ 13.0/22	F	Married...With Children
13	▼ 12.6/26	N	Cosby
14	▲ 12.3/21	A	Coach
14	▲ 12.3/25	A	20/20
16	▲ 12.0/21	N	Heat Of The Night
16	12.0/23	C	Top Cops
18	▲ 11.9/22	A	Wonder Years
19	▲ 11.7/20	F	In Living Color
19	▲ 11.7/23	A	Who's the Boss?
21	▲ 11.6/21	A	Tim Conway
22	11.4/25	A	Full House
23	▲ 11.3/20	C	Face to Face w C. Chung
23	▲ 11.3/20	N	Movie:Hiroshima
23	11.3/20	N	Real Life w J. Pauley
26	▲ 11.2/20	C	Escape From Sobibor
27	▼ 11.0/20	A	Movie:Your Eyes Only
27	■ 11.0/22	A	New Attitude
29	▼ 10.9/19	N	Grand
29	▲ 10.9/22	A	Perfect Strangers
31	▲ 10.8/23	A	Family Matters

31	▼ 10.8/22	N	Hunter
31	▲ 10.8/20	C	Jake and The Fatman
34	10.7/20	C	Major Dad
34	▼ 10.7/20	N	Night Court
36	▼ 10.6/20	C	Rescue: 911
37	▼ 10.3/18	C	Movie:Out On The Edge
38	▼ 10.2/19	N	Matlock
38	10.2/19	N	News Spec.:Expose
40	▲ 10.0/18	A	Doogie Howser, M.D.
40	▲ 10.0/19	A	Primetime Live
42	▼ 9.8/18	N	Dear John
43	▼ 9.7/18	A	Macgyver
44	▲ 9.4/19	A	Growing Pains
44	▲ 9.4/18	A	Head Of The Class
44	9.4/18	N	Quantum Leap
47	▼ 9.3/18	C	Northern Exposure
48	▼ 9.2/16	A	Movie:Kojak
48	9.2/17	C	Sydney
50	▼ 8.9/18	A	Father Dowling
50	▲ 8.9/16	A	Young Riders
52	8.7/16	A	New Attitude Spec.
53	▼ 8.4/16	N	L.A. Law
54	8.3/18	N	13 East
55	8.2/17	A	Twin Peaks
56	▼ 8.1/16	F	Amer. Most Wanted
57	▼ 8.0/14	N	Two Grenvilles, Pt.1
58	▲ 7.7/15	C	48 Hours
59	▲ 7.3/15	N	Midnight Caller
59	▼ 7.3/16	C	Primetime Pets
59	▼ 7.3/13	A	thirtysomething
62	7.2/15	C	Candid Camera Spec.

63	▼ 7.0/15	N	Amen
64	▲ 6.8/12	C	Eddie Capra Mysteries
65	6.2/13	C	NFL Pre-Season Football
65	6.2/12	N	Shannon's Deal
67	▲ 6.1/12	C	Newhart
68	5.9/11	A	Equal Justice
68	▲ 5.9/13	A	Life Goes On
68	5.9/12	C	Mulberry Street
71	▲ 5.8/13	C	Paradise
71	5.8/12	N	Quantum Leap
71	▼ 5.8/13	A	Super Jeopardy!
74	▼ 5.7/12	F	Cops
75	▼ 5.5/10	F	Booker
76	▲ 5.2/10	C	His & Hers
77	▲ 5.0/10	N	Disney:Brand New Life
77	▲ 5.0/10	C	Room For Romance
79	▼ 4.7/10	A	China Beach
80	4.6/10	N	A Family For Joe
81	▼ 4.5/10	A	Monopoly
82	▼ 4.4/10	N	Ann Jillian
83	▲ 4.2/8	C	Wish You Were Here
84	▼ 3.9/7	F	21 Jump Street
85	3.5/8	F	Pure Insanity
86	3.4/8	F	Outsiders
87	▲ 3.2/5	F	Alien Nation
88	▲ 2.7/5	F	Tracey Ullman
89	2.5/4	F	I'm Home
90	2.1/4	F	21 Jump Street/Wed.
90	▲ 2.1/4	F	Molloy

FREEZE FRAMES: Syndication Scorecard *

Week ended Aug. 5

Rank	Program (Syndicator)	Rtg	Stns	Covg	9	Donahue (Multimedia)	5.8	230	99
1	Wheel of Fortune, syn. (King World)	11.3	233	99	10	Geraldo (Tribune)	5.3	190	98
2	Jeopardy! (King World)	10.5	221	99	11	People's Court (Warner Bros Domestic TV)	4.8	183	90
3	Star Trek: Next Generation (Paramount)	8.3	235	98	12	Star Search (TPE)	4.7	169	96
4	Oprah Winfrey (King World)	8.1	216	99	13	Sally Jessy Raphael (Multimedia)	4.6	175	95
5	Current Affair(20th Century Fox TV)	7.5	196	98	14	Inside Edition (King World)	4.4	122	84
6	Entertainment Tonight (Paramount)	7.2	181	96	15	Chip 'N' Dale (Buena Vista)	4.3	178	96
7	Cosby Show (Viacom)	7.1	205	98	15	Family Feud 2 (LBS)	4.3	132	82
8	Wheel of Fortune, wknd. (King World)	6.8	211	93	15	Mama's Family-Syn (Warner Bros Dom TV)	4.3	179	91

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

SIZING UP RADIO BILLINGS

Study tracks percentage of yearly national and local revenue bought each month; May is tops, January worst

The month of May is generally the strongest month for national and local billings, according to numbers compiled by Miller, Kaplan, Arase & Co., a Los Angeles-based certified public accountant. The numbers used for the study were actual revenue data figures submitted between July 1, 1985, and June 30, 1990. The accompanying chart represents the composite findings of 75 market seasonal analyses, prepared in July 1990.

Local billings are strongest in May, on average, with 9.81% of the annual local numbers being posted in that month. April and June trail May with strong postings of 8.82% and 8.89%,

respectively. November is the second strongest month, with 9.28% of annual revenue being spent during the pre-Christmas month. The post-Christmas season, and January in particular, has the poorest showing, with an average of only 6.04% of annual local billing, while February posts a slight improvement to 7.24%.

National billings showed very similar patterns to local, with May also, on average, accounting for the strongest percentage—10.11%—of annual billings, followed by October with 9.55%. The third and fourth-ranked months are June (9.47%) and November (9.42%). The weakest month for national billings is

also January, with an average 5.03%. February improves slightly to 5.98%.

Total cash numbers reflect the strength of the summer months for radio, with April's average 8.93%, May's average 9.9%, and June's 9.04%. January and February are the low point of the year with 5.78% and 6.92%, respectively.

Preliminary revenue numbers for July 1990 show local billings up 6.1%, national billings up 11.8%, and total cash up 7.7%. Figures are based on reports from 45 markets. Of that total, 31 were up for national billings, and 14 were down; for local, 29 markets showed increases and 16 had decreases. —K

NATIONWIDE RADIO REVENUE SEASONALITY

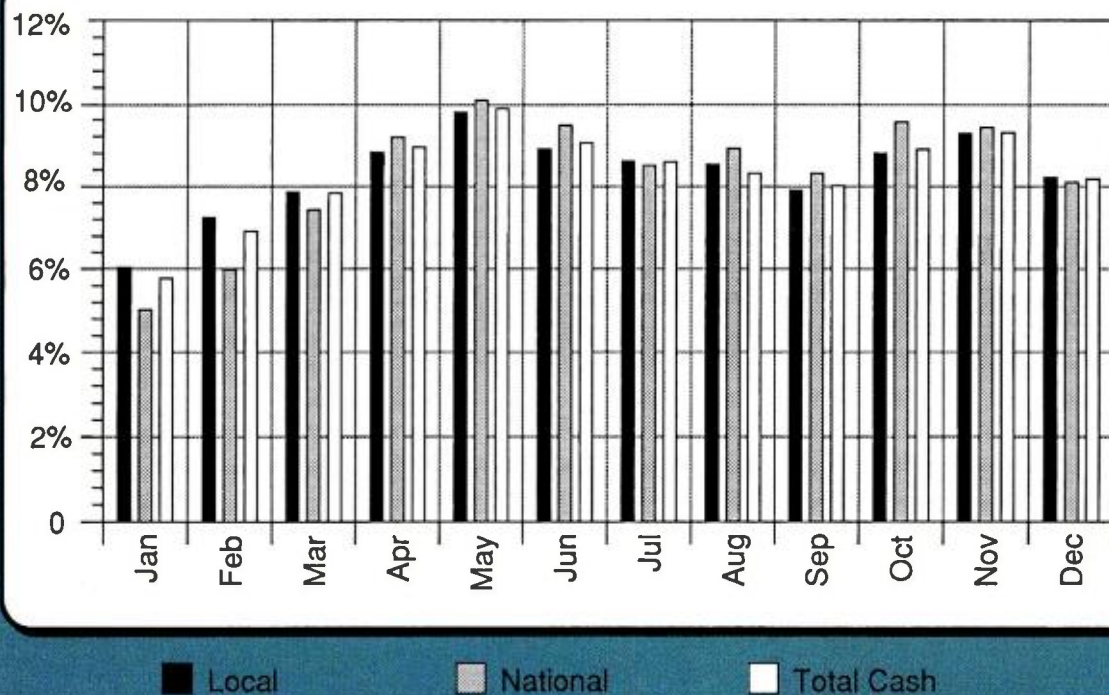


Chart is based on 75 markets' actual revenue submissions for July 1, 1985, through June 30, 1990.

Source: MILLER, KAPLAN, ARASE & Co.

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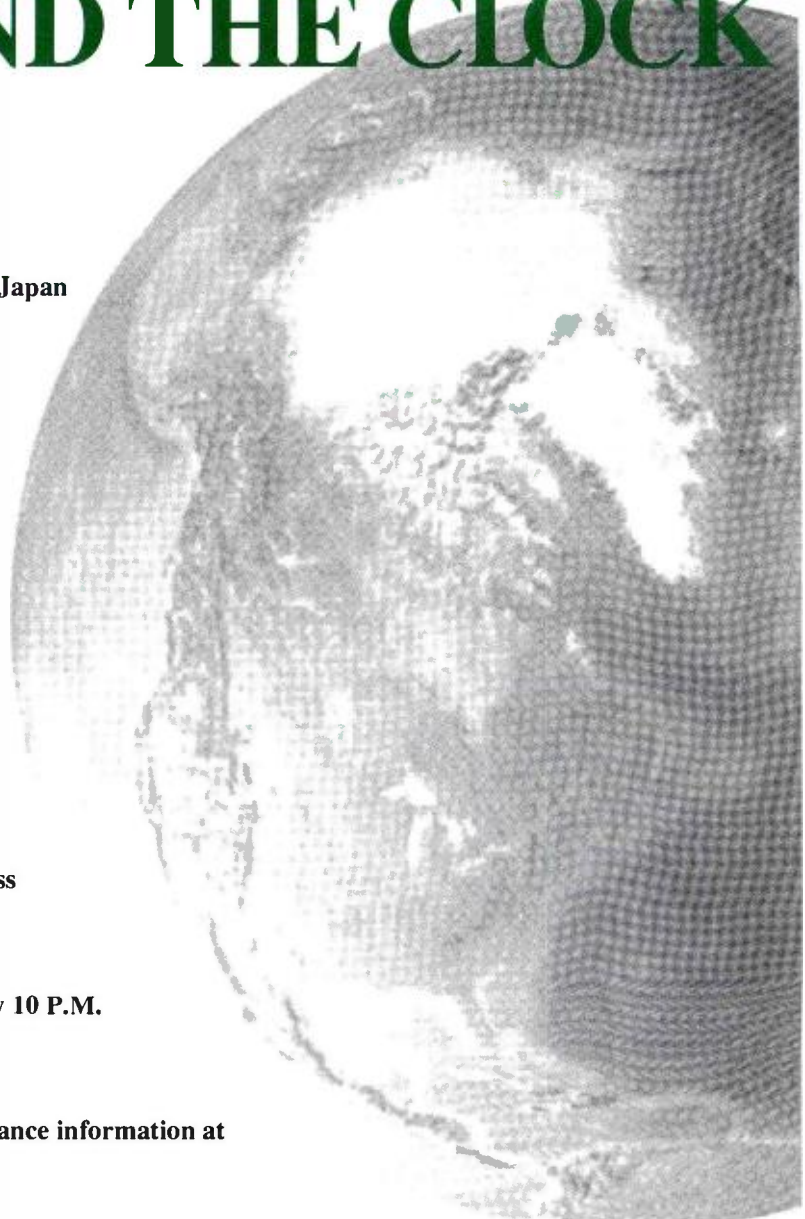
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RADAR NUMBERS UP FOR MOST RADIO NETWORKS

Just-released RADAR 41 numbers, for the largest common daypart category for all full service networks, showed improved numbers for all reconfigured networks. The biggest gains, in average quarter-hour share, Monday-Saturday, 6 a.m. to 7 p.m., network audiences to all commercials, persons aged 12-plus, were posted by newly launched CBS Spectrum (incorporating CBS RadioRadio). Using the RadioRadio RADAR 40 numbers as a basis for comparison, CBS Spectrum gained 130.4% (to 2,755,000 listeners) to rank first among the 19 measured networks.

The second largest gain was posted by ABC's FM Network, gaining 18.2% to 1,187,000 listeners. Unistar's Ultimate Network gained 13.9% with 2,078,000 listeners, just ahead of sixth place CBS Radio Network with 1,749,000 listeners and a gain of 15.6%.

Westwood One's Mutual Broadcast-

ing gained 11.7% over its RADAR 40 numbers, posting 1,667,000 listeners, and co-owned NBC gained 6.9% to 1,385,000. Sheridan Broadcasting Network showed a sharp decline of 19.7%, to 411,000 listeners. National Black Network increased 8.1% to 332,000.

In the average quarter hour, Monday-Saturday, 6 a.m. to 7 p.m., network audiences to all commercials, adults 25-54, CBS Spectrum once again ranked first with 1,504,000 listeners (a 91.8% improvement from the CBS RadioRadio RADAR 40 numbers). The second largest increase came from ABC's FM Network, with a 26.6% gain to 694,000 listeners. Unistar's Super Network gained 11.3% to 1,315,000 listeners, and co-owned Ultimate rose 15.6% to 1,153,000.

Mutual Broadcasting improved 18.7% to 862,000, and NBC improved 10.1% to 662,000. CBS Radio Network ranked ninth and improved 25.1% to 787,000 listeners. Sheridan Broadcasting decreased in the 25-54 demographic as well, dropping 10.1% to 222,000. National Black Network improved 21.6% to 186,000.

In average quarter hour, Monday-Saturday, 6 a.m. to 7 p.m., network audiences to all commercials, adults aged 18 and over, once again CBS Spectrum jumped to first place with 2,616,000 listeners (a 140.2% improvement over CBS RadioRadio numbers). ABC FM improved 21.8% to 989,000 listeners. The third best increase was CBS Radio Network, with a 14.9% improvement to 1,728,000 listeners.

Unistar's Ultimate and Super improved by 13.9% (to 2,038,000 listeners) and 5.6% (to 2,252,000) respectively. Mutual Broadcasting posted improvements in the 18-plus demographic as well, with an 11.3% gain to 1,602,000, and NBC improved 6% to 1,360,000 listeners. Sheridan Broadcasting posted its sharpest decline, with a 20.9% drop to 364,000, while National Black Network improved 12.1% to 306,000 listeners.

There were few surprises in the top 30 network radio programs, excluding commercial only clearances, adults, aged 18 and over, with ABC Entertainment's Paul Harvey capturing the first four slots. CBS Radio, ABC Information and ABC Entertainment Networks were the only three networks with a show in the top 30.

The top 10 breakdown was as follows: Paul Harvey, M-F, 8:30 a.m., 5,542,000 listeners; Paul Harvey, M-F, 12:06 a.m., 4,162,000 listeners; Paul Harvey, Sat, 8:30 a.m., 3,413,000 listeners; Paul Harvey, Sat, 11:10 a.m., 3,183,000 listeners; *The Rest of the Story*, M-F, 3:06 p.m., 2,777,000; CBS Radio's *News on the Hour*, M-F, 6 a.m., 2,192,000; *News on the Hour*, M-F, 7 a.m., and the *Osgood File*, M-F, 7:25 a.m., both with 2,165,000. Rounding out the top 10 were ABC Information's *News*, M-F, 6 a.m., with 2,077,000, and *News*, M-F, 8 a.m., 1,989,000 listeners.

RADAR results are delivered twice annually by New Jersey-based Statistical Research Inc. **-L**

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WESTWOOD DETAILS REALIGNMENT

It will reconfigure its programing to be more competitive

Westwood One last week revealed its plans to realign the company's programing into four radio networks, effective Dec. 31, 1990 ("Closed Circuit," Aug. 13). Following the lead of Unistar, ABC and CBS, Westwood has reconfigured its programing in an attempt to attract and hold advertisers that are looking for audience numbers comparable to those found in other media.

Said Bill Battison, Westwood One Inc. president and chief financial officer: "What we are doing is making ourselves more competitive against the back-

ground of the changing radio network environment." The realignment started a few months ago, he said, when Westwood announced the formation of WONE (Westwood One News and Entertainment). WONE was the result of combining NBC Talknet, Larry King and portions of the evening news broadcasts, and making them available to advertisers. The package gave clients both live, in-program clearances and additional spots, allowing for higher numbers, said Battison.

The second step, according to Battison, was reconfiguration. "It really is



Bill Battison

part and parcel with the combination of WONE," he said. "It gives us networks that are more attractive to advertisers because it packages certain parts of Mutual and NBC together to give them better ratings and a more consistent range vis a vis the industry."

Under the new structure, advertisers will be offered three adult networks and one young adult network, each designed to deliver maximum national coverage. The new adult networks—Westwood Mutual Broadcasting System (WMBS), Westwood NBC Radio Network (WNBC) and WONE—will target adults 25-54. Westwood Source Radio Network will target the 18-34 demographic.

The new structure will not affect the company's relationship with its affiliates or change its operating procedures.

With Westwood joining the big three networks in reconfiguring the business, the radio network industry is prepared to target cable and print on more equitable terms. Battison, who is also chairman of the Radio Network Association, praised the network industry for its flexibility.

"It is another example of network radio flexibility in making itself more saleable and attractive to advertisers, said Battison, "this industry's main strength has been its versatility and ability to go out there and solve their advertisers' problems and needs."

In the former configurations, the networks usually posted fractions of ratings points. "Even though network radio has always been the most cost-effective medium, it was a medium of 0.5's," said Battison. "Now you have 2's and 1.5's."

"What you have seen in the last year-and-a-half," he said, "is really a marketing and sales packaging approach—which is the networks giving themselves fixed packages which combine to give advertisers an easy way to purchase network radio and get gross ratings points that are consistent with what they see in cable and magazines." —LC

THE WAR OF THE LYONS

In bitter divorce proceeding involving Vermont radio CP, wife charges that husband misled FCC

A New England radio broadcaster's business plans may run aground at the FCC due to the whistle blowing not of some bitter competitor, but of his estranged wife who is battling him for the construction permit for an FM station in Danville, Vt.

The allegations against Bruce Lyons have FCC attorneys taking a hard look at his November 1989 application to transfer his controlling interest (51%) in WSHQ-FM Cobleskill and WNYJ(FM) Rotterdam, both New York, to minority shareholders, brothers Michael and John Spector, (23.5% each), for the assumption of debt. And they could damage the prospects for Lyons's applications for new stations in at least three other markets.

Lyons's wife, Susan Marcotte, in a series of filings dating back to June 11, has charged that Lyons "engaged in repeated efforts to mislead, conceal or de-

ceive the commission and has made misrepresentation to the commission" in connections with transfer and new stations applications.

Marcotte, a newspaper publisher and horse breeder now living in southern California, acknowledged that she and Lyons are in the middle of a bitter divorce proceeding, but said her regulatory assault on her husband was prompted by her desire to hang on to the Danville construction permit. "If it's the last thing I do, I'm going to build that station," said Marcotte, who has sunk \$45,000 into it and expects to invest \$100,000 more to get it up and running. "It will go on the air as a monument to my marriage."

Marcotte, who has quit using the Lyons name even though the divorce is not final, now holds the FCC permit for the station, but Lyons has a contract showing she agreed to sell the permit to him

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in August 1989.

Marcotte has refused to sign the FCC transfer application, claiming she signed the 1989 contract under duress and that she is entitled to a permit because she had turned over to him her half-interest in WXXK(FM) Newport, N.H., which he and his partners eventually sold for \$2 million.

In an effort to force Marcotte to sign the FCC transfer papers, Lyons filed suit in May 1990 in U.S. District Court in Burlington, Vt.

Marcotte believes her chances of keeping the Danville CP will improve if she can "discredit" Lyons at the FCC. "If I don't prove he is unworthy to hold a broadcast license, there is no reason to believe a judge wouldn't require me to give up Danville," she said.

In addition to challenging the transfer of WSHQ and WNYJ, which both serve Albany under the FCC's relaxed duopoly rule, Marcotte has objected to Lyons's applications for new stations in Essex, N.Y.; Walpole, N.H., and Brandon, Vt.

Among Marcotte's allegations:

- Lyons is the undisclosed real party

MORE OLDIES IN PHILADELPHIA

After 20 years of programming some type of news or talk format, CBS-owned WCAU(AM) Philadelphia changed its format to oldies last Wednesday, Aug. 15. The station will simulcast co-owned WOGL(FM)'s Don Cannon from 5:30 a.m. to 10 a.m.).

According to CBS, the AM station will be programed to an older demographic than the FM, and will also continue to carry Philadelphia Phillies baseball, Villanova University

basketball and the CBS Radio Network coverage of Major League Baseball and the National Football League.

Steve Carver, vice president and general manager of WOGL, will hold the same title at the AM as well. Chris Witting, former general manager of WCAU, was named vice president and general manager of WCBS(AM) New York. WCAU changed its call sign to WOGL(AM) last week (Aug. 15).

in interest in the application of Maxine Snow for a new FM station in Lebanon, N.H.

■ Lyons is an undisclosed real party in interest in a group that has agreed, subject to FCC approval, to purchase WWSS(FM) Meredith, N.H., for \$525,000. According to the application for transfer of control, the Spector brothers are the buyers.

■ Lyons agreed to pay Brian Dodge \$150,000, not \$20,000, as he told the commission, for a construction permit for WRUT(FM) (formerly WVNH) West Rutland, Vt., and he paid Dodge the \$150,000 prior to filing a transfer application with the commission in July 1988.

■ Lyons concealed from the FCC that he had sold a 35% interest in an application for a new FM in Killington, Vt., to the Spector brothers.

FCC rules prohibit undisclosed interest and ownership changes and restrict payments for permits to no more than "prudent and legitimate" expenses of the applicants.

Neither Lyons nor the Spector brothers have made a formal reply to Marcotte's charges. Clay Pendarvis, chief of the FCC Mass Media Bureau TV branch, which is temporarily handling FM sales applications, said his office sent a letter two weeks ago to the applicants giving them until Aug. 23 to reply in connection with the transfer of the Albany stations.

John Fiorini, of Gardner, Carton & Douglas, who represents Lyons, Snow and the Spector brothers, confirmed he has received the commission letter, but referred further questions to Lyons.

Lyons called his wife's charges "frivolous," adding they are motivated solely by the divorce. "You have a credibility problem here," he said. "She is not trying to make American broadcasting a better place."

Lyons said he would respond to the charges raised by his wife in an FCC

filing. That may or may not come Aug. 23. If he and the Sectors withdraw the transfer applications, he said, they can put off filing their opposition.

Lyons's partner, John Spector, also described Marcotte's charges as frivolous. "There are answers to it all," he said. "There are two sides to every story."

If Lyons and Spector withdraw the transfer application, Gay said, the FCC will take up the charges in some other proceeding involving them. "That's standard procedure," he said. "It's going to have to be dealt with like any other petition that challenges a licensee's character."

According to FCC attorney Robert Zauner, whether Snow was acting as a front for Lyons in Lebanon may not be resolved in the context of the comparative hearing for the station due to a settlement between Snow and the other competing applicant.

On July 27, 17 days after Administrative Law Judge Walter Miller ruled Marcotte's charges should be considered in the hearing, Snow agreed with Radio South Burlington Inc. to drop out of the proceeding in exchange for \$70,000. That settlement is still pending approval by Miller.

According to an affidavit by Marcotte, she was present when Lyons persuaded Snow to apply for the Lebanon permit by promising to cover the costs of preparing and prosecuting the application and to pay her \$100,000 for the permit if it were awarded to her.

In a June 20 affidavit, Snow acknowledged she used a communications attorney (Fiorini) and consulting engineer (Frederick Veihmeyer, of Lohnes & Culver) recommended by Lyons. "However, at no time have I had any agreement with Bruce or with anyone else relating to reimbursement of my application expenses or the sale of the construction permit for the Lebanon station," she said. —HAJ

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NAB GIVES GO AHEAD TO DAB SPECTRUM STUDY

Also in works: committee of radio engineers to advise association's DAB task force

The National Association of Broadcasters' executive committee last week approved the plans of its digital audio broadcasting task force for a study to find spectrum for a terrestrial DAB service in the U.S., and form a 10-member technical advisory committee of radio engineers to aid the task force.

The task force of radio executives formulated its plans after viewing a demonstration of the European Broadcasting Union's DAB system in Montreal two weeks ago ("In Brief," Aug. 13).

The spectrum survey "is very important. It is something that no one else has done yet," said the DAB task force's chairman, Alan Box, president, EZ Communications, Fairfax, Va. "They're all saying, 'We think it might fit here,' and 'We think it might fit there,' but no has really done the study."

NAB's staff is currently drafting a document requesting proposals from companies willing to conduct the spectrum survey. It will be sent to the task force for approval at its next meeting, scheduled for Sept. 16, following NAB's Radio '90 convention in Boston (Sept. 12-15).

The FCC approved the release of an inquiry into the possible establishment of terrestrial and satellite DAB services during its last meeting (BROADCASTING, Aug. 6). Views on spectrum issues from several interested parties are expected to be among the most important factors determining if and when further commission action will be taken.

Michael Rau, NAB senior vice president, science and technology, said the results of NAB's spectrum study will probably not be ready in time for the inquiry's comment deadline, which will probably fall in October or November. (The text and comment deadline are expected to be released some time this week, according to the FCC's Office of Engineering & Technology). "I think the earliest that we could have the results of our study would be January. But it is important, as far as I'm concerned, if you're potentially planning the future of an industry, it ought to be a quality study and not tied necessarily to FCC deadlines," Rau said. He said NAB might ask the FCC to delay the comment deadline.

NAB has not yet estimated how much the spectrum study should cost. But it is

willing to spend "whatever it takes.... The NAB's attitude is that this is such an important and critical issue, that the money is there to do whatever it takes," Box said.

"It might not be that expensive though," Rau said. "The program routines for doing this kind of analysis are very similar to some of the HDTV [spectrum study] program routines that were done and I don't think it would be that difficult to do."

Assessments for the availability of spectrum for both satellite and terrestrial DAB service will be included in the report. NAB expects that the spectrum study will show that terrestrial implementation of DAB will be more spectrum-efficient than satellite or hybrid terrestrial/satellite implementation, Rau said.

The study, as it is now envisioned, will focus on the amount of spectrum that would be needed to establish a U.S.

DAB service based on the Eureka 147 system. Satellite CD Radio, an American-owned consortium, has submitted an FCC request for spectrum to transmit a hybrid terrestrial/satellite DAB system it has developed. The task force will rely on recommendations from its technical advisory group when deciding whether to do spectrum studies based on the Satellite CD Radio system or other systems that might be introduced later, Box said.

"I would like to attract the best and most qualified people we can find" for the technical advisory group, Box said. He expects it will be made up of consulting engineers and engineers from large radio groups, as well as from small and medium markets. Those interested in joining the advisory group are applying through the NAB science and technology department. The DAB task force hopes to have the group's members appointed before the start of Radio '90.

—RMS

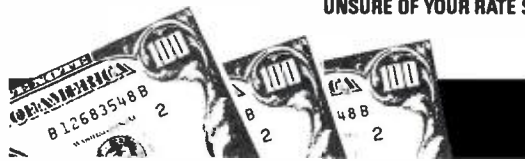
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CABLE

CABLE CLOUDS COULD REMAIN ANOTHER YEAR

General outside business climate, coupled with numerous FCC rulemakings even if a bill is passed, could keep cable in doldrums in 1991, despite ongoing financial results that show underlying business is sound

The cable industry is bracing for another year of financial uncertainty, as both political factors and external business climate continues to cast a pall over the business.

The underlying business remains strong, operators say, attested by the solid financial results MSO's are posting so far this year. And those analysts who follow cable closely on Wall St. are still largely sympathetic to the industry, even though stock prices for many MSO's are near their yearly lows.

But system sales remain virtually nonexistent, because of the uncertainty over HLT's, making it largely impossible to determine what a cable system is worth today. Tighter lending practices have also curbed operators' ability to borrow money for rebuilds and other major capital expenditures.

Many in the cable industry had hoped that if legislation was passed this year, much of the financial uncertainty would clear. But that no longer appears to be the case. Cable's hopes to be exempted from strict HLT requirements have yet to be realized, and external economic factors—the repercussions of the savings

and loans crisis and events in the Middle East—are likely to add to cable's troubles as it relates to financing.

On top of the financial factors, there is concern that even if a bill is passed, the FCC will have upwards of a dozen rulemakings to decide the finer points of the law. Many of those points are major to cable operators, such as how much they can charge for broadcast basic tiers, and how much they can raise rates before it is considered abusive. Add to that cable's skepticism that the FCC doesn't have the resources to handle all the rulemakings it's been assigned, and it's easy to see why cable operators believe 1991 could be a repeat of 1990.

Andy Armstrong, president of Waller Capital, said he sees "at least another year of this kind of stagnant market" in cable system sales, largely because of the financial markets and the general economy. But he said even when the liquidity problems are solved, "there will be questions on the underlying value of the business," with DBS and the state of the business itself. Multiples have come down in the 10 to 11 times cash flow range, said Armstrong, and

may only rise to the 11 range even if the financial picture clears. Systems will have to work harder to build cash flows before sales, he said.

Brian Deevy, president of Daniels & Associates, said: "We'd like to think there will be some relief from the financial community" if a bill passes. He pointed to the strong results MSO's have been producing in 1990, as cash flows are up. He feels that as that growth continues, some players will again look at acquisitions. "Once they get some comfort out of the [Wall] Street and Washington," he said, activity will pick up.

But overall the watchword is prudence, as most operators are taking "a wait and see" attitude towards Washington and the banks, he said. That means it is difficult to put a figure on system pricing, he said. Systems are trading at 10 and 11 times cash flow, he said, but what is "hard to figure out is the equity" needed in the deal.

J.C. Sparkman, executive vice president of Tele-Communications Inc., said "we have made no major acquisitions until we find out exactly what is the

CABLE MSO SECOND-QUARTER FINANCIAL REPORT

Company

Second quarter 1990

Second quarter 1989

Figures are in millions (000) OCF-Operating cash flow

Company	Rev	%	OCF	%	Profit	%	Rev	OCF	Profits
TCI	\$890,000	23%	\$341,000	31%	(\$44,000)	-	\$726,000	\$271,000	(\$64,000)
ATC	\$275,341	15%	126,000	19%	28,399	16%	240,072	105,600	24,457
Comcast	\$163,655	21%	69,348	28%	(41,796)	-	134,962	54,043	(30,589)
CableSys	\$141,180	13%	61,564	15%	(67,737)	-	125,411	53,000	24,098
Viacom	\$81,371	11%	35,398	9%	18,155	22%	73,227	32,544	14,909

TCI said company's negative earnings were affected by purchases of SCI Holdings and Cooke properties, as well as UA-United merger. TCI said cable revenues are up 33% for first six months, primarily from acquisitions, but that 5%-6% of increase came from subscriber growth, and 4%-6% from rate increases. TCI said as of June 30, it had 8.3 million basic and 6 million pay subscribers, and 2.9 million basic and 2.4 million pay subscribers in its affiliates. TCI also said it had arranged \$200 million long-term financing agreement for TCI Northeast from group of life insurance companies headed by Metropolitan Life. Proceeds will be used to repay floating rate bank debt.

Cablevision's 1989 earnings reflected one-time gain of \$104.8 million related to 50% sale of Rainbow to NBC. Cablevision said net interest expense was \$64.8 million in second quarter, increase of \$6.6 million, but \$16 million of that required no current cash outlays, thus operating cash flow covered net interest expense. Cablevision said it gained 32,000 subscribers in first half of 1990, representing annual growth rate of 5%.

Comcast said its losses were due to financing costs and noncash charges for depreciation and amortization associates with acquisitions.

value of cable." Because so few systems have changed hands, no one knows their value, he said. TCI has not stopped its line extension activity this year, he said, although some rebuild activity has slowed because of the uncertain financial picture.

Of all the FCC rulemakings that would be required, Sparkman said there is "no way to get them done in one year," because of the lack of FCC resources. And that, he said, will continue to cast a cloud over the industry. All this uncertainty has cost jobs at equipment manufacturers as well as lowered the personal wealth of cable stockholders, said Sparkman.

Mike Ritter, executive vice president, Continental Cablevision, agrees that the financial markets, more than anything, are drying up system sales, but that the regulatory cloud "adds to the low value and lack of real investor interest" in cable. If legislation is adopted it will

help the industry's financial outlook, Ritter said, but it may take two or three years for the general business climate to improve substantially.

But that cloud shouldn't stop cable from spending money to improve operations, said Ritter. "We have to, for us and the industry, prepare ourselves for increasing competition" that is not effected by the HLT situation or Washington, he said. "The growing competitive nature is going to continue emerging," he said, and cable needs to position the business as competitive by expanding channel capacity, improving picture quality and doing more with fiber.

Although pay may be flat and basic growth slowing down, Ritter said their is plenty of growth in both categories. "We haven't done enough to reach seniors and [people with] the lower incomes," he said. The fallout from tiering "may be the ability to offer tiers that fit niches we have not penetrated," he

said. "We've got to be better consumer marketers," Ritter said, in the face of growing competition.

Then there is the upside in ad sales, PPV and other revenue streams. Ritter said that if ad sales rise 30% each year (which they have over the past few years), it adds 2% to Continental's overall revenue growth.

Tom Baxter, president of Comcast Cable, said that while cable has attracted much attention in Washington, "on Main Street we continue to attract new customers, and we would expect that to continue."

Baxter said Comcast's planning cycle is longer than one year, so the uncertainty in Washington does not effect the company's long-term plans on rebuilds, etc. If cable issues don't get resolved this year, said Baxter, "our plan for 1991 is to continue to improve service and aggressively market basic and pay television." -MS

EXPANDING NICHE: COLLEGE FOOTBALL PPV

Host Communications, which last year inaugurated the availability of University of Tennessee football games on PPV, plans to expand the package to games of Kentucky, Georgia, Alabama and Auburn in 1990.

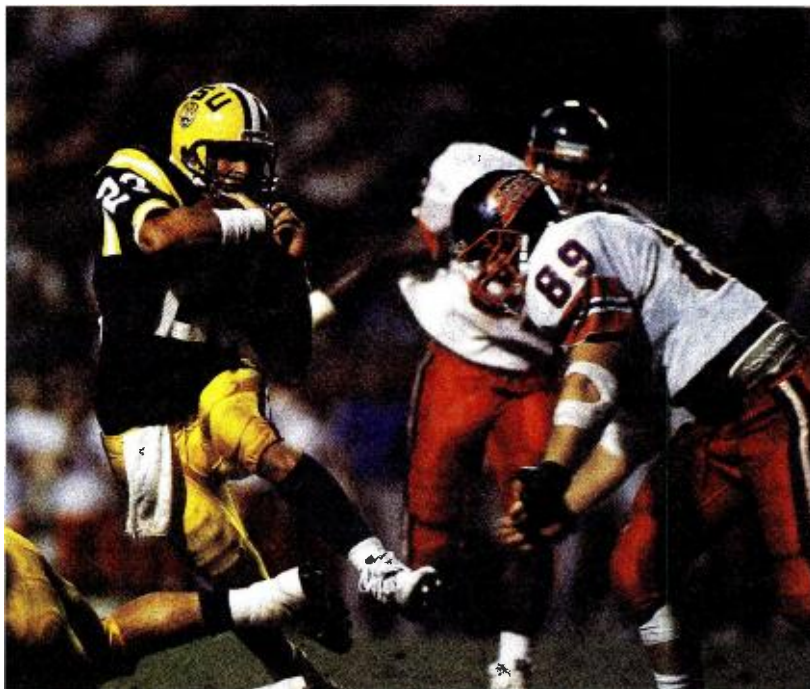
Although the number of games will increase, Host says PPV is "a niche business," and complements the existing radio, television and publishing rights contracts it has with universities. The games Host picks up are ones that have fallen through the cracks—those that are not a part of CFA and SEC contracts, and those that have not sold out. That means the games that will be on PPV will not be known for several weeks, maybe even not until several days before.

Last year, Host presented three Tennessee games on PPV. Mark Dyer, regional vice president for Host, said 13 cable systems serving 225,000 addressable subscribers in the state carried the games, which produced buy rates of between 2.8% and 3.9%. Games were priced at \$24.95, rising to \$29.95 on game day.

Dyer said Host made money on the package, but its approach is different from other PPV events. It makes no rights fees guarantee to the university, but Host incurs any loss, not the university. The company already has an infrastructure in place because of the radio-publishing deals.

Conversely, Host's scrambling costs are much the same as a national syndicator, said Dyer, although the cost is spread over a much smaller base. Add in the production costs, and Host ap-

proaches operators with a 60-40 split in favor of Host for a set number of buys to protect the company. If buy rates go above a certain level, the split reverts to 50-50. Cable operators, said Dyer, have



LSU's Tigervision

been in large part understanding of Host's need on splits, he said.

Host will probably distribute two to three games from each of the above schools at the same prices this fall. Games scheduled already include Tennessee vs. Pacific on Sept. 1, Alabama vs. Southern Mississippi (only in Alabama and Mississippi) and LSU vs. Georgia (in Georgia only) on Sept. 8. Last year, Host distributed the Tennessee-Duke game on four days notice, and although Dyer said "we're ready to go with a blockbuster game if we need to," on four days notice, "we'd rather have a good two-week lead time."

The addressable home universe in each of the states where PPV college games will be available is 100,000 to 150,000, said Dyer. An even more important figure to Host, however, is the number of addressable boxes in the warehouse, said Dyer, that are available for shipment. Knoxville's addressable home count has risen from 12,000 to 25,000 in one year, partially in response to the hometown University of Tennessee on PPV. Dyer said buy rates are best in the first half of the season, before the college football glut materializes.

Host runs institution spots in the games from the universities playing the game, the SEC and the cable industry, and Dyer said this year there may be a small amount of "tasteful and low-key advertising" from a beer or a fast-food advertiser, he said. But it will be a cou-

ple of minutes, at most, he said, as Host is sensitive to not alienating the PPV customer.

Although there will be a bit more competition when SportSouth launches this fall, said Dyer, the new regional sports network may help Host. Both will be on Westar V, which will give operators an additional incentive to acquire the downlink. SportSouth's SEC college football games will be seen on a tape-delayed basis, while WTBS's SEC conference schedule is live.

College PPV is a niche business, said Dyer. "I'm not staking the future of the company on it," he said. But it has worked well in the Southeast because of the strong local demand for tickets, which produces stadium sellouts and allows PPV packages to be created. Additionally, Dyer said he is encouraged by the number of "bright marketing people" in the cable industry over the past few years, critical to making his PPV package a success.

The Tennessee PPV package caused a stir in Washington last year, as cable's critics seized upon it for sports siphoning arguments. Dyer said Host has met with Representative Jim Cooper (D-Tenn.) and his staff, and they are more comfortable with the Host concept—making available games that would not be available otherwise.

LSU is in its sixth year of distributing football games over its Tigervision PPV network. Treva Tidwell, coordinator of

electronic media, LSU, said the games are priced at \$29.50 and have averaged 12,000 to 14,000 subscriptions, when the team has played well. Last year, the team had an off year, and the average per game purchase consequently dropped to 6,500.

But because everything is done in house, LSU needs only between 1,500 and 2,000 subscriptions to break even, said Tidwell. The split with the cable operator is 50-50. Tigervision has been "very, very successful," she said. Operators use both addressability and traps to provide viewers with access to the games. About half the subscriptions come from LSU's home base in Baton Rouge.

This year, LSU will present at least five games on PPV, at \$29.50 per game or \$147.50 for the entire package. Addressable systems typically sell per game, while systems using traps will sell the entire package.

The games carry a small amount of advertising, from companies that are sponsors of the LSU athletic department, including Premiere Bank, Coca-Cola and Domino's. LSU contracts out the production of the games to YES Productions, a unit of public station WYES(TV) New Orleans.

Tidwell said college sports PPV is "going to be the wave of the future" as the cable industry matures and addressability becomes more widespread. —MS

CABLECASTINGS

MLB RATINGS UP

Ratings for ESPN's Major League Baseball have increased 21% since the NBA season ended June 13. From April 9 through the end of the basketball season, ESPN averaged a 1.9 rating per game. Since then, the network has averaged a 2.3 rating. The same seven time slots that currently air baseball averaged a 1.2 rating.

Although ratings are up, ESPN is expected to lose \$20 million the second half of the season, the same as it lost during the first half. The \$40 million loss comes from make-goods, since ESPN had delivered only 65% to 70% of the audience it promised advertisers (BROADCASTING, July 30). Starting in late May, ESPN revised audience guarantees and, according to a spokesman, those guarantees are being met.

INTERACTIVE TV

ACTV Domestic released results of its interactive television test conducted on 232 subscribers in Continental's Springfield, Mass., system between March and May. Forty-seven percent of subscribers said they were "definitely" or "probably" interested in subscribing to ACTV, and 24% said "maybe." Of the test homes, 37% said they would definitely or probably pay \$7 to \$9 per month to receive service and 23% said they would definitely or probably be willing to pay \$10 to \$12.

The company plans to expand the service to 3,000 Continental homes in the next 12 to 18 months (see "Closed Circuit," April 13). ACTV Domestic wants to interest other MSO's and programmers in getting involved, and touts the study, which reported that 72% of the

subscribers said ACTV enhances the value of cable television. ACTV is working with McCann-Erickson clients AT&T, Coca-Cola and General Motors, who will fund research on using the interactive technology for TV commercials.

ACTV Domestic is joint venture between ACTV Inc. and Canadian MSO Le Groupe Videotron, which uses the ACTV technology in Videoway, its interactive system up and running in Montreal (BROADCASTING, Aug. 13).

FUNNY BUSINESS

HA! The TV Comedy Network picked up two large cable affiliate deals last week, announcing that Falcon Cable and MultiVision Cable have signed to carry the service. The two MSO's account for 1.1 million subscribers.

SHOWTIME SEEKING OUT ITS OWN IDENTITY

Network's Steve Hewitt wants to focus on film-quality movies and innovative projects

Uncompromised" and possessing "artistic vision" is how Steven Hewitt, Showtime's senior vice president, original programming and production since February, describes the material the network is seeking for its original programming.

Showtime is getting into the realm of what might be termed prestigious programming, although Hewitt is quick to point out that the network is not aiming for obscure television. It is simply trying to break through the clutter of made-for-movies with uncensored, no-commercial programming that looks like feature films, not television movies. Showtime is trying to avoid the formula of network and basic cable movies "with a climax every 12 to 14 minutes before a commercial break," said Hewitt.

Hewitt wants to retain Showtime's movie base, while at the same time trying to do some things that stretch the genre. Because Showtime doesn't have the money like HBO to get Madonna and other big name talent, it is forced to take another route.

Showtime is presenting and is helping to underwrite *The Showtime 30 Minute Movie*, produced by Chanticleer Films' Discovery Program, which gives novice directors a chance to direct their first feature films. The Discovery Program, which had previously aired on PBS, and which premiered Sunday on Showtime as a trilogy, is an example of programming which Hewitt describes as walking a fine line between popular programming and what is termed quality programming. "The intention is to help new directors get feature film work in Hollywood, therefore the content of the 30 minute movies are meant to appeal to major studios, and major studios are in the business of trying to appeal to the public," said Hewitt. Showtime is involved in choosing the filmmakers, and now has a deal to show six movies a year for the next two years. If it is a success, Hewitt hopes Showtime can do as many as 12 next year.

Half-hour dramas are also being turned into a trilogy for Showtime's adaptations of Kurt Vonnegut's story collection "Welcome to the Monkey House." The first three episodes will be shown as a trilogy early next year and will be hosted by Vonnegut. Showtime is also working on another series of dramatic half hours with a well-known movie director.



Hewitt

All the series are experiments in scheduling, Hewitt said, "to see if we can hook an audience into a movie time slot easier than into a half-hour dramatic time slot. It may or may not work." If it doesn't, Showtime then will try featuring just one half-hour program per month. If they succeed, these are programs that can help give Showtime the identity it seeks.

Showtime is expanding its commitment to original movies as well. It is producing six to eight movies next year, including an adaptation of Pete Dexter's National Book Award winner "Paris Trout." This year it is producing *Psycho IV*, but Hewitt points out that the movie is in line with Showtime's other productions. *Psycho IV* is not a slasher picture or "slice 'em and dice 'em" movie. It's more of a psychological thriller," said Hewitt. It also has name recognition, which doesn't hurt, and with the original writer and producer involved, the production is being taken more seriously than previous *Psycho* sequels.

Production costs run Showtime between \$3 million and \$5 million per movie. The added incentive for programming such as the Vonnegut stories and *30 Minute Movie* is the shared costs. Much of the equipment, time and manpower is donated for the Chanticleer project, and the Vonnegut project is being co-produced with Atlantis Films of Toronto and England's Channel 4.

"We're not doing this for the prestige, although that's one of the simplest things to do," said Hewitt. However, "you end up being a big hit with the press, but usually fail with your audience."

"We're still heavy in comedy, because that's what subscribers say they want," continued Hewitt. "So we're trying to walk a fine line and keep up on programming that the subscriber clearly finds appealing, and at same time we're walking a tightrope in making some decisions of what we think will be appealing to subscribers in the future without having any evidence of that."

Under Hewitt, Showtime has moved away from weekly series that flourished under Peter Chernin, now President of Fox Broadcasting entertainment division who made shows such as *Brothers* and *It's Garry Shandling's Show* signature programs for Showtime. The only weekly series currently running on Showtime is *Super Dave*, which is going into its fourth season. A pilot for a new series, *Laugh's*, debuted last week, following the premiere of the movie "Parent-hood" on the network. Depending on the ratings, Showtime may order six more episodes. A show like *Laugh's* is not necessarily an attempt to forge new ground, but is a reponse to subscribers, because it takes two forms that have succeeded well on Showtime—comedy and series, according to Hewitt.

But even if successful, Hewitt doesn't want to see the show as a weekly series. "We don't think we can own a night, so we got out of weekly series," said Hewitt. He said Showtime doesn't have a predictable schedule like the networks, and therefore can't program in a routine manner. Ratings are higher, he said, when series are aired before or after highly rated movies. If *Laugh's* is picked up, Hewitt wants one show per month, although he acknowledged that means it will take longer to build up a syndication package, something the network found profitable for *Shandling*.

Showtime, and especially HBO, will have to adapt to a new environment as economics move people to pay per view by 1995, according to Hewitt. "Once you get 25 million or 30 million addressable homes, there's not a promoter in the world that's not going to take Madonna to pay per view first, and offer HBO the second window. That's going to be a real conflict for HBO," said Hewitt. "I think we're in less trouble. That's because we'll sometimes seek out more obscure product. If you rely only on big names and checkbooks, technology comes along and can preempt that strategy overnight."

-SDM

BUSINESS

NBC CUTS COMPENSATION IN LINE WITH AUDIENCE DROP

Average 10% decline results in affiliates receiving \$15 million less in 1991

NBC last week sent out notices of compensation cuts to TV station affiliates totalling almost \$15 million. The cuts, beginning in January 1991, average 10% and are a result of the decline in the network's prime time delivery of adults 18-49, which became the criteria for NBC's compensation budget just over a year ago. Further cuts could take place if, as some program observers predict, NBC's audience delivery in the coming season shows further decline.

The audience decline was based on Nielsen's NSI numbers, and thus cannot be blamed on the peplemeter, or NTI, numbers that have caused the network other problems. Going into the May sweeps, the affiliates appeared not to have serious concerns with audience delivery, with the November and February sweeps numbers off only 3% and 2%, respectively. But the May sweeps, which are averaged with the other two to determine the audience delivery on which compensation is based, fell 25% from the prior-year period. Said Eric Bremmer, chairman of the NBC-TV affiliate board: "This was a lot more than



anyone expected." One other group owner said some affiliates had complained in advance about the network's scheduling in May, adding that NBC had too many repeats.

Because each station's compensation is determined by a variety of factors, including its relative performance during the 4 p.m.-8 p.m. EST time period, some stations will have their compensation cut by more than the average, while

some may even show increases. John Damiano, senior vice president, affiliate relations, said details are still being worked out, but a majority of stations would have decreases.

Using the 10% average, the cuts will have a noticeable effect, particularly for station groups which are heavily indebted. If, for instance, a station received 7% of its revenue from compensation and had a 35% operating margin, a 10% compensation cut would result in a 2% decline in cash flow. Compensation for many stations, particularly those in smaller markets, represents 10% or more of revenue, although those stations, said Damiano, "get a better break," under the current system of allocation.

Some program executives at advertising agencies are predicting further audience declines for NBC in the coming season. BBDO New York, for instance, last week predicted the network would lose 6% of its household rating for next season. The compensation cuts have no downside protection, as King's Bremmer noted: "It is ongoing up until the time NBC decides to change." **-G**

CBS WORKING TO KEEP AFFILIATE LINE-UP IN PLACE

CBS affiliate relations president, Tony Malara, said last week that the network had resolved two uncertain situations last week. In Louisville Pulitzer Broadcasting's WLKY-TV will replace WHAS-TV as the network's affiliate after the latter switched to ABC. In San Antonio, Tex., the network managed to retain Harte-Hanks' KENS-TV which had, it is reliably said, also toyed with the idea of switching to ABC.

Ken J. Elkins, president and chief executive officer of Pulitzer Broadcasting said WLKY-TV would expand its news operations "with the near-term addition of half-hour newscasts, weekdays at noon and 5 p.m." Last week's an-

nouncement said the affiliation change date would be announced "shortly." WLKY-TV gained a share point in both early news and sign-on-to-sign-off in the May sweeps, but the UHF station still ranks 10 share points below WHAS-TV and six points below the other VHF station, NBC affiliate, WAVE-TV.

KENS-TV had been considering switching its affiliation for at least a month, although one network source said ABC had not conducted a full-scale campaign to attract the station. The CBS presentation included entertainment president Jeff Sagansky, who both visited the station and met with Harte-Hanks executives last week in New York, where,

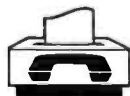
said one executive, they asked "very specific questions about prime time plans." It is not known what change in compensation, if any, the station received, although one executive speculated there would be additional marketing help from the network.

The CBS affiliate led the market in share for both sign-on-to-sign-off and in news dayparts, most of which received more than 30 share points in the May book, according to A.C. Nielsen data. ABC's current affiliate, KSAT-TV, owned by H&C Communications, gained two share points sign-on-to-sign-off in the May book, also improving in most news dayparts.

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KSL-TV DROPS LOCAL BEER AND WINE ADS

Salt Lake City CBS affiliate owned by Mormon Church eliminates alcohol ads in programing it originates; station will continue to air such spots contained in network programing

It's the right beer now...but not now," a theme from a Coors Beer campaign, might as well be the new slogan for CBS affiliate KSL-TV Salt Lake City, which has decided to drop all alcohol ads in its local programing, but continue to air beer and wine spots in its network programing.

The station, licensed to Bonneville International Corp. and owned by the Mormon church, which also owns five AM's, seven FM's and one TV, announced last week that it would drop the beer and wine advertising because the station has been "deeply touched by a tragic rise in accidents and death among young people—the majority of those accidents were associated with drinking." KSL-TV, according to sources in the market, has also taken some heat from viewers about both programing and beer and wine spots from the 70% Mormon community of Salt Lake City. KSL-TV executive vice president and general manager, William Murdoch, said that he came to the conclusion that the station should "do what we could to reduce these problems, and it became obvious that one small step was to reduce the exposure of young and old alike to advertising messages designed to promote the consump-

tion of alcoholic beverages."

That sort of thinking puts the station at odds with the National Association of Broadcasters and its president, Eddie Fritts, who as recently as a month ago told a House panel that there is no proven scientific link between alcohol adver-

KLS-TV has been "deeply touched by a tragic rise in accidents and death among young people—the majority of those accidents were associated with drinking."

tising and alcohol abuse problems. The NAB has constantly supported the beer and wine industry in its fight against health and safety warnings for alcohol advertising in broadcasting. A spokesperson at the NAB, in response to KSL-TV's decision, said that "it is just one station and does not represent a trend." Each station, the spokesperson said, makes a decision based on their local

community.

Steve Burrows, vice president, consumer affairs for Anheuser-Busch Co., the nation's largest brewer, told BROADCASTING that he hoped to meet Murdoch about the effect of beer and wine advertising. Burrows said that KSL-TV's decision was "mostly symbolic and does not take into account the vast amount of research and government review in what beer advertising does and does not do.... There is no evidence that an ad ban leads to a reduction in alcohol abuse."

The fact that the station will still accept beer advertising from the network has some industry figures shaking their heads. One station manager in the Salt Lake City market told BROADCASTING that he thought that the station would be facing a "major conflict" by choosing to air some spots and not others. "If they don't go all the way [and] not air CBS spots," the manager said, "it's just lip service...what have they accomplished?"

With regards to eventually ridding KSL-TV of all beer and wine ads, CBS Network ads included, Murdoch said that "breaking a contractual agreement with CBS is not morally acceptable either." The KSL-TV head said that what his station has done is "send a message to the people of our community that we can do something without infringing on contractual rights...the spot business is all we can control."

Actually, a station may be able to remove any ads it finds unsuitable. According to CBS affiliate relations president Tony Malara, agreements like KSL-TV's include clauses that give the licensee the right to delete scenes, words or phrases which in their opinion are offensive or not suitable for the community they serve. If a station chooses to delete a network spot, the time can only be used for either a network promotion spot or a public service spot. The station also loses the ad revenue from the spot.

On the subject of lost revenue, the decision to drop the beer and wine spots by KSL-TV will cost the station anywhere from \$300,000 to \$500,000 annually, according to industry estimates. Murdoch said that he does not think that the station will ever be able to totally replace the revenue lost.

-JF

POLITICAL ADVERTISING ON TELEVISION

Year	Network	Spot/Local	Total
1986†	459,300	161,184,000	161,643,300
1987‡	—	24,923,200	24,923,200
1988*	38,520,700	189,379,500	227,900,200
1989‡	—	51,538,600	51,538,600
1990†	500,000	230,000,000	230,500,000

† Congressional election year; 1/3 of Senate, all of House of Representatives and 3/4 of state governors.

‡ Off election year; some local and county elections.

* Presidential election year; president, 1/3 of Senate, all of House of Representatives and 1/4 of governors.

1990 figures are estimates

Political spending for the first half of 1990 is 33.8% ahead of the presidential election year of 1988, according to the Television Bureau of Advertising. TVB said that if the pace keeps up, revenue for broadcasters from political advertising may reach \$305 million, \$75.5 million more than TVB had anticipated. TVB

President Jim Joyella said that "while the first six months usually represents only 12% of the total, with the last quarter accounting for the majority (66%) of activity, we are optimistic that if spending continues at the current pace, our original projection will be easily met." The TVB numbers are provided by Arbitron.

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Carolco Pictures	Second	\$80,950	136%	\$8,759	235%	\$.28
Pathe Communications	Second	\$64,249	-18.5%	(\$26,836)	NM	(\$.45)
Republic Pictures	Second	\$11,919	-23%	\$131	-69%	\$.03

Carolco Pictures revenue from television syndication was up 97.5% to \$9,998,000 compared to \$5,060,000 for second-quarter 1989. Company said that television syndication revenue boost was result of availability of feature film titles and made-for-television movie *Shattered Dreams* which aired on CBS last May.

JACOR SELLS ITS REP FIRM TO KATZ

Sale of Eastman Radio may give group owner revenue to meet agreements with lenders

Highly leveraged group owner Jacor Communications last week reached an agreement to sell its rep firm, Eastman Radio, to Katz Communications for \$11,750,000. With a deadline to raise \$15 million in equity expiring today (Aug. 20), the group owner of 13 radio stations closed the deal very quickly on Aug. 15. Jacor also faces a deadline today on an extension on interest payments the group owner was given by its banks. Jacor's stock closed Wednesday, Aug. 15, at 2 13/16, down 1/16 from Aug. 14.

The purchase, which includes office property and sales contracts but not current accounts payable or accounts receivable, adds 170 stations to Katz Radio Group, giving it billings in excess of \$600 million. The two companies had reportedly been in negotiations for some time (BROADCASTING, July 23, 1990). Jacor bought Eastman in February 1988, through the issuance of a preferred stock. The company issued 727,000 shares of Jacor preferred stock which was convertible at a 1 to 1 ratio into Jacor common stock, making the deal, according to Jacor vice president and treasurer, Jon Berry, worth somewhere between \$4 million and \$8 million, depending on how the preferred stock was valued.

The sale of Eastman is just one of several pending transactions that Jacor is involved in that could help it reduce indebtedness. In April, Jacor announced that it was selling WMJ(FM) Cleveland and WYHY(FM) Nashville for \$32 million to LBI Holdings and WQIK-AM-FM Jacksonville, Fla., for \$13 million to Capstar Communications. Jacor also had a deal to sell its Knoxville property, WMYU(FM) for \$11.6 million to the Dalton Group, but the deal hit some snags. However, it is now said to be back on track. The total from all

the radio deals and the sale of Eastman would be close to \$70 million, should they all close. Much of that gain, though, may be used to buy an AM-FM combo in Houston. This deal is also in question; apparently a Houston group has asked the FCC to nullify the transfer.

For the second quarter ending June 30, 1990, Jacor reported broadcast revenue of \$24.08 million, a 6.9% increase over the \$22.5 million for the second quarter, 1989. Broadcast cash flow went from \$4.8 million to \$6.0 million, a 25.5% gain. For the first six months of 1990, broadcast cash flow improved 19%, from \$6.67 million in 1989, to \$7.9 million for 1990. Broadcast revenue for the first six months of 1990 was \$43.2 million, a 5.7% increase from the \$40.8 million figure for the same period in 1989.

In an Aug. 6 report on Jacor, Paine Webber analyst Alan Gottesman wrote that Jacor is still an attractive buy and that its finance problems (\$150 million in debt) are solvable. Jacor, he said, can expect increased ad revenue in Tampa, where its station went from ninth in the market a year ago to first or second recently, and from Cincinnati, where a strong performance by the Cincinnati Reds baseball team could have advertisers paying high rates, especially if the Reds make the playoffs. The Paine Webber analyst estimated the Jacor stations are worth about \$200 million. That figure, he added, could climb by 25% in 1991. Gottesman estimated that Jacor will have \$92.5 million in broadcast revenues in 1990 and income of \$20.7 million.

Jacor, which also owns a cable TV system and the Georgia Network, has retained Salomon Brothers Inc. to aid in its refinancing.

-JF

SOLD!

KQEO (AM)/KMGA (FM), Albuquerque, New Mexico, has been sold by Unistar Broadcasting to SpaceCom Communications for \$1,317,500 cash.

Elliot B. Evers
represented the seller.

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CHANGING HANDS

This week's tabulation of station and system sales (\$250,000 and above)

WIB-TV Bloomington, Ind.; **WBFF-TV Baltimore;** **WTTE-TV Columbus, Ohio,** and **WPTT-TV Pittsburgh** □ Sold by Sinclair Broadcast Group to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for \$14.215 million. Stock sale, total amount to be financed at 8.75% per year until May 31, 2005. WIB went on air in Dec. 1988; WBFF went on air in April 1971; WTTE went on air in June 1984, and WPTT went on air in Sept. 1978. **Seller** is headed by Julian S. and Carolyn C. Smith, husband and wife and Robert L. Simmons, and are permittees of new TV in Omaha and WTTA(TV) St. Petersburg, Fla. Smiths are parents of Buyers. Simmons will retain his 17.5% interest in Sinclair. **Buyers** each own 6.8% of Sinclair Broadcast Group Inc. WIB-TV is independent on channel 63 with 2,000 kw vis., 200 kw aur., and antenna 1,052 feet. WBFF-TV is Fox affiliate on channel 45 with 4,100 kw vis., 410 kw aur. and antenna 290 feet. WTTE-TV is Fox affiliate on channel 28 with 1,916 kw vis., 191.6 kw aur. and antenna 965 feet. WPTT-TV is independent channel 22 with 5,000 kw vis., 500 kw aur. and antenna 921 feet.

KLUR(FM) Wichita Falls, Tex. □ Sold by KLUR Broadcasting Co. to Broadbase Communications Inc. for \$4.85 million. Station was acquired in July 1970. **Seller** is headed by Sam Beard, who will become vice president of Broadbase. **Buyer** is headed by Vincent Henry and has interest in WWSD(AM)-WFHT(FM) Tallahassee, Fla., and has contracted to purchase KEBE(AM) Tyler and KQO(FM) Jacksonville, both Texas, for \$3.25 million ("Changing Hands," Feb. 26); KDAE(AM) Sinton and KLTG(FM) Corpus Christi, both Texas, for \$1,880,850 ("Changing Hands," Feb. 19), and KVOZ(AM)-KOYE(FM) Laredo, Tex., for \$2.96 million ("Changing Hands," May 7). KLUR(FM) has C&W format on 99.9 mhz with 100 kw and antenna 820 feet. **Brokers:** Norman Fischer of Norman Fischer & Associates and Charles Chandler Davis.

KJEZ(FM) Poplar Bluff, Mo. □ Sold by K-W Broadcasting Inc. to ACI Broadcasting of Poplar Bluff Inc. for \$900,000. Price includes \$10,000 deposit, \$690,000 cash at closing and \$200,000 promissory note. **Seller** is headed by Truman J. and Robyn S. Walker, husband and wife. Truman Walker is president Walker Communications Inc., licensee of KLID(AM) Poplar Bluff, Mo. **Buyer** is headed by Vincent A. King, John W. Titus, William A. Pitney and John W. Perdue Jr., and has no other

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,491,000 □ 4

FM's □ \$5,025,000 □ 7

AM-FM's □ \$1,050,000 □ 2

TV's □ \$14,215,000 □ 6

Total □ \$21,781,000 □ 19

Year to Date:

AM's □ \$77,011,077 □ 168

FM's □ \$384,125,707 □ 167

AM-FM's □ \$307,458,698 □ 154

TV's □ \$653,974,400 □ 68

Total □ \$1,444,351,882 □ 576

For 1989 total see Feb. 5, 1990 BROADCASTING.

broadcast interests. KJEZ(FM) has adult contemporary format on 95.5 mhz with 100 kw and antenna 860 feet. **Broker:** Thoben-Van Huss and Associates.

KOFI-AM-FM Kalispell, Mont. □ Sold by KOFI Inc. to Crown Glacier Association for \$750,000. Price includes \$300,000 noncompete agreement. Stations went on air in Nov. 1955 and June 1988, respectively. **Seller** is headed by William H. and Lois Patterson, husband and wife, and has no other broadcast interests. **Buyer** is headed by G. George and Iris A. Ostrom, Ronald J. and Katherine M. Hopkins, Douglas D. and Darlene P. Kohlbeck, and Curtis W. and Rolane Meyer. G. George Ostrom is currently news director of KOFI-AM-FM. KOFI has full service and soft contemporary format on 1180 khz with 50 kw day and 10 kw night. KOFI-FM has Top 40 format on 103.9 mhz with 3 kw and antenna 155 feet.

KPTO(AM) Citrus Heights, Calif. □ Sold by Kin Shaw Wong to Oro Spanish Broadcasting Co. for \$650,000. Sale is for CP and real estate. Price includes \$100,000 cash at closing, \$100,000 cash in one year from closing and assumption of seller mortgage. **Seller** is Sacramento, Calif., businessman, and has no other broadcast interests. **Buyer** is headed by Rene De La Rosa, and has interest in KIQI(FM) San Francisco. KPTO(AM) will broadcast in stereo on 890 khz with 50 kw day and 1 kw night. **Broker:** James Gammon of Gammon Media Brokers.

KVEG(AM) North Las Vegas, Nev. □ Sold

by Roberts Communications Corp. to Bel Air Communications Ltd. for \$431,000. Price includes \$25,000 deposit with balance due in cash at closing, and lease agreement for air time until FCC approval for \$10,500 per month. Station went on air in 1986. **Seller** is headed by Yolanda Juarez Smith and Bernadett and Lillian Wegerly. **Buyer** is Los Angeles-based investment partnership headed by Richard and Barbara Griser, Mark Stone, Joav Gersten and Alan Ericksen, and has no other broadcast interests. KVEG(AM) broadcast in stereo with MOR format on 840 khz with 50 kw day and 25 kw Night.

wxvi(AM) Montgomery, Ala. □ Sold by RFB Radio of Montgomery Inc. to New South Communications Inc. for \$300,000. Price includes \$50,000 cash at closing and assumption of \$250,000 debt. Station was acquired in Nov. 1980 for \$400,000. **Seller** is headed by Robert F. Bell has no other broadcast interests. **Buyer** is headed by F.E. Holladay, Ann S. Holladay and Clay E. Holladay, and is licensee of WZHT-FM Troy, Ala., and KJLO-AM-FM Monroe, La. F.E. Holladay owns 50% of New South Broadcasting Corp., licensee of WALT(AM)-WOKK(FM) Meridian, Miss. wxvi(AM) has black format on 1600 khz with 5 kw day and 1 kw night.

WPRT(AM)-WKKZ(FM) Prestonsburg, Ky. □ Sold by Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for \$300,000. Price includes \$50,000 cash at closing, \$40,000 promissory note at 10% payable in monthly installments of \$528.60, and \$210,000 assumption of debt. Stations were Acquired in Feb. 1987. **Seller** is headed by Ed Walters and has no other broadcast interests. **Buyers** are brothers. Jeffrey L. Meek is currently general manager of WPRT(AM)-WKKZ(FM). WPRT(AM) is daytimer with C&W format on 960 khz and 5 kw. WKKZ(FM) has CHRAOR format on 105.5 mhz with 1.7 kw and antenna 390 feet.

KBNO(AM) Denver □ Sold by Latino Broadcasting Corp. to Colorado Communications Corp. for \$250,000. Total is due in cash at closing. Station was acquired in Jan. 1986. **Seller** is headed by Paul D. Stuber, trustee, and has no other broadcast interests. **Buyer** is headed by Lee Ferrufino, Marc Hand, Frank Ponce and Kenneth Salazar. Hand is director of KUVQ(FM) Denver. KBNO(AM) has spanish format on 1220 khz with 1 kw day and 17 watts night.

For other proposed and approved sales see "For the Record," page 67.

ACT III BROADCASTING, INC.

*U. Bertram Ellis, Jr.,
President and Chief Executive Officer*

*Has purchased the assets and assumed certain
obligations in the acquisition of*

WUTV-TV, CHANNEL 29

Buffalo, New York

from

CITADEL COMMUNICATIONS CO., LTD.

and

CANADIAN COMMUNICATIONS CO.

*Philip J. Lombardo
President and Managing General Partner*

For Estimated Total Consideration of

\$50,500,000

*We are pleased to have assisted the Seller in conjunction with
the Sandler Media Group, Inc.*

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FOCUS ON FINANCE

Stock market skittishness continued to drag down most media issues last week. Cable MSO stocks in particular continued to fall. Group owners were mixed, with some smaller capitalization stocks off noticeably. Price Communication continued to drift to new lows, hitting \$2 per share last week, down 41% from one month ago. Reasons may have included speculation that the group owner/publisher was set to make an exchange offer for outstanding debt. Telemundo fell 14%, to 4¾. The Hispanic broadcaster recently released its second-quarter results.

Entertainment stocks were, on average, up slightly, although some of the smaller companies declined. Fries Entertainment continued to slide, hitting ¾, down 38% from a month ago.

Among deal stocks, TVX Broadcast Group was down 4% compared to the prior Wednesday, to \$7.75, still above Paramount's informal offer of \$7.50 for all shares outstanding. More than 95% of General Instrument shares were obtained in the just-completed tender offer, but the stock continued to trade last week (NYSE:GRL).

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 and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Aug 15	Closing Wed Aug 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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	Closing Wed Aug 15	Closing Wed Aug 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

N (CCB) Cap. Cities/ABC	524	7/8 508	3/4	16	1/8	03.16	18	9,082
N (CBS) CBS	181	5/8 176		5	5/8	03.19	13	4,298
A (CCU) Clear Channel	11	1/2 11	1/2			00.00	-76	65
O (JCOR) Jacor Commun.	213/16	2	5/8	3/16		07.14	-2	28
O (LINB) LIN	63	1/2 58	1/4	5	1/4	09.01	-22	3,290
O (OSBN) Osborn Commun.	9	1/2 8	3/4	3/4		08.57	-13	66
O (OCOMA) Outlet Comm.	18	1/2 18		1/2		02.77	22	121
A (PR) Price Commun.	2	2	3/8	-	3/8	-15.78		18
O (SAGB) Sage Bcsg.	1	5/8 1	3/4	-	1/8	-07.14	-1	6
O (SCRIP) Scripps Howard	49	49	1/2	-	1/2	-01.01	20	506
O (SUNNC) SunGroup Inc.		3/4	3/4			00.00	-1	1
O (TLMD) Telemundo	4	3/4 5	1/2	-	3/4	-13.63	-2	108
O (TVXGC) TVX Group	7	3/4 8	1/16	-	5/16	-03.87		56
O (UTVI) United Television	30	1/2 30		1/2		01.66	3	331

PROGRAMING

O (ALLT) All American TV	2	1/2 2	1/2			00.00		4
N (CRC) Carolco Pictures	8	3/4 9	7/8	-	1/8	-11.39	20	262
A (CLR) Color Systems	1	7/8 1	7/8			00.00	-2	11
O (DCPI) dick clark prod.	5	5				00.00	21	41
N (DIS) Disney	108	5/8 108				5/8	00.57	18 14,463
O (FNFI) FNN	8	1/8 7	1/2			5/8	08.33	24 147
A (FE) Fries Entertain.		5/8 3/4		-	1/8	-16.66		3
A (HHH) Heritage Ent.	1	3/4 1	5/8			1/8	07.69	-1 13
N (HSN) Home Shop. Net.	5	1/4 5	5/8	-	3/8	-06.66	131	471
O (IBTV) IBS	1	3/8 1	3/8			00.00	17	4
N (KWP) King World	22	3/8 21	3/4			5/8	02.87	10 850
O (KREN) Kings Road Ent.		1/4	1/4			00.00		1
N (MCA) MCA	45	7/8 47		-	1/8	-02.39	17	3,420
N (MGM) MGM/UA Comm.	13	1/8 12	3/4			3/8	02.94	-19 668
A (NNH) Nelson Holdings	3	1/2 3	3/8			1/8	03.70	15
O (NNET) Nostalgia Net.		11/16	11/16			00.00		3
N (OPC) Orion Pictures	11	5/8 11	1/8			1/2	04.49	33 209
N (PCD) Paramount Comm.	37	36	3/8			5/8	01.71	26 4,400
N (PLA) Playboy Ent.	4	3	7/8			1/8	03.22	-57 75
O (QNTQE) Qintex Ent.		1/8	1/8			00.00		26
O (QVCN) QVC Network	9	1/2 10	5/8	-	1/8	-10.58	-135	164
O (RVCC) Reeves Commun.	6	3/4 6	3/4			00.00	-6	85
O (RPICA) Republic Pic. 'A'	6	6	3/8	-	3/8	-05.88	24	25
O (RPICB) Republic Pic. 'B'	5	1/2 5	1/2			00.00	61	23
O (SP) Spelling Ent.	5	1/2 5	1/8			3/8	07.31	27 182
O (JUKE) Video Jukebox	6	5/8 6	3/4	-	1/8	-01.85	-34	62
O (WONE) Westwood One	5	5				00.00	-2	73

EQUIPMENT & MANUFACTURING

N (MMM) 3M	84	7/8 84		7/8		01.04	14	18,885
O (IATV) ACTV Inc.	3	7/8 9	3/4	-	5/8	-60.25		3
O (AFTI) Am. Film Tech.	8	3/4 8	3/8			04.47	33	85
N (ARV) Arvin Industries	17	7/8 17	5/8	1/4		01.41	25	335
O (CCBL) C-Cor Electronics	8	7	3/4	1/4		03.22	6	34
O (CTEX) C-Tec Corp.	17	16	7/8	1/8		00.74	283	287
N (CHV) Chyron	1	1/2 1	5/8	-	1/8	-07.69	-4	17
A (COH) Cohu	10	1/2 10	1/2			00.00	8	20
N (EK) Eastman Kodak	42	5/8 41	1/8	1	1/2	03.64	26	13,829
N (GRL) Gen. Instrument	44	1/4 43	7/8	3/8		00.85	14	1,220
N (HRS) Harris Corp.	27	1/4 27		1/4		00.92	28	1,090
N (IV) Mark IV Indus.	11	1/4 11	3/8	-	1/8	-01.09	2	166
O (MATT) Matthews Equip.	2	1/16 2		1/16		03.12	103	12
O (MCDY) Microdyne	3	1/4 3	1/4			00.00	46	13
O (MCOM) Midwest Comm.	1	1/2 2		-	1/2	-25.00	4	4
N (MOT) Motorola	74	3/4 76		-	1/4	-01.64	19	9,747
A (PPD) Pico Products		7/8 1		-	1/8	-12.50		3
N (SFA) Sci-Atlanta	23	22		1		04.54	12	513
N (SNE) Sony Corp.	54	1/4 53	3/4	1/2		-00.93	27	18,007
N (TEK) Tektronix	13	14		-	1	-07.14	-4	378
N (VAR) Varian Assoc.	33	3/8 31	1/2	1	7/8	05.95	-37	637
O (WGNR) Wegener	1	1				00.00	-6	7
N (WX) Westinghouse	32	1/2 32	7/8	-	3/8	-01.14	9	9,476
N (ZE) Zenith	6	3/4 6		3/4		12.50	-2	180

SERVICE

O (AGRPC) Andrews Group	2	3/8 2	3/8			00.00	-1	21
O (BSIM) Burnup & Sims	7	7/8 8	3/8	-	1/2	-05.97	98	99
N (CQ) Comsat	31	5/8 30	1/2	1	1/8	03.68	9	535
N (DNB) Dun & Bradstreet	43	3/4 42	3/4	1		02.33	15	7,983
N (FCB) Foote Cone & B.	26	25		1		04.00	14	278
O (GREY) Grey Advertising	173	181		-	8	-04.41	16	195
O (IDBX) IDB Commun.	8	9		-	1	-11.11	26	49
N (IPG) Interpublic Group	33	1/8 32	1/2			5/8	01.92	15 1,145
O (OMCM) Omnicom	26	26				00.00	13	683
N (SAA) Saatchi & Saatchi	3	7/8 4		-	1/8	-03.12	-3	614
O (TLMT) Telemation	2	1/4 2	1/4			00.00	4	10
A (UNV) Unitel Video	7	3/4 7	3/4			00.00	-18	16

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*— Jim Ogle
Managing Editor
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Closing Closing Market
Wed Wed Capital-
Aug 15 Aug 8 ization
Change Change P/E
(000,000)

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Aug 15	Closing Wed Aug 8	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
N (BLC) A.H. Belo	34	1/2 35	1/4	-	3/4	-02.12 29 670
N (AFL) American Family	15	1/2 16	1/4	-	3/4	-04.61 12 1,260
O (ACMA) Assoc. Comm.	21	1/2 23		- 1	1/2	- 06.52 67 400
N (CCN) Chris-Craft	29	27	1/8	1	7/8	06.91 1 725
O (DUCO) Durham Corp.	26	1/4 29		- 2	3/4	-09.48 14 221
N (GCI) Gannett Co.	33	5/8 32	3/4	7/8		02.67 13 5,313
N (GE) General Electric	66	1/4 67	7/8	- 1	5/8	-02.39 14 59,435
O (GACC) Great American	4	3/8 4	5/8	-	1/4	-05.40 -1 153
A (HTG) Heritage Media	4	5/8 4	7/8	-	1/4	-05.12 -10 209
N (JP) Jefferson-Pilot	40	3/8 42	1/2	- 2	1/8	-05.00 10 1,483
N (LEE) Lee Enterprises	23	1/4 23	1/8	1/8	00.54	13 555
N (LC) Liberty	47	47	1/8	-	1/8	-00.26 10 401
N (MHP) McGraw-Hill	51	7/8 52	7/8	- 1		-01.89 129 2,525
A (MEGA) Media General	24	25	1/8	- 1	1/8	-04.47 34 620
N (MDP) Meredith Corp.	25	1/2 25	1/2			00.00 15 469
O (MMEDC) Multimedia	63	1/4 61		2	1/4	03.68 18 715
A (NYTA) New York Times	19	1/2 20	1/8	-	5/8	-03.10 6 1,486
N (NWS) News Corp. Ltd.	19	1/8 18	1/2	5/8		03.37 12 5,134
O (PARC) Park Commun.	19	3/4 20	1/2	-	3/4	-03.65 21 408
O (PLTZ) Pulitzer Pub.	25	1/4 24	3/4	1/2		02.02 9 264
O (RTSY) Reuters	57	3/4 55	3/4	2		03.58 27 24,895
O (STAUF) Stauffer Comm.	138	140		-2		-01.50 48 144
N (TMC) Times Mirror	26	1/2 26	3/4	-	1/4	-00.93 14 3,405
O (TMC) TM Commun.		3/16	3/16			00.00 -1 1
N (TRB) Tribune Co.	40	38	3/4	1	1/4	03.22 13 2,646

Closing Closing Market
Wed Wed Capital-
Aug 15 Aug 8 ization
Change Change P/E
(000,000)

A (TBSA) Turner Bcstg. 'A'	41	1/8 41	7/8	-	3/4	-01.79 -114 2,044
A (TBSB) Turner Bcstg. 'B'	39	5/8 40	1/4	-	5/8	-01.55 -110 1,067
N (WPO) Washington Post	244	1/2 232	1/2	12		05.16 15 2,987

CABLE

A (ATN) Acton Corp.	9	9	3/4	-	3/4	-07.69 33 14
O (ATCMA) ATC	31	1/2 31		1/2		01.61 32 3,434
A (CVC) Cablevision Sys. 'A'	20	3/8 21	1/4	-	7/8	-04.11 -2 452
A (CTY) Century Comm.	6	7/8 6	5/8	1/4		03.77 -6 449
O (CMCSA) Comcast	11	1/8 11	3/4	-	5/8	-05.31 -8 1,255
A (FAL) Falcon Cable	13	1/2 13	3/4	-	1/4	-01.81 -13 86
O (JOIN) Jones Intercable	7	1/2 8	1/4	-	3/4	-09.09 -4 93
N (KRI) Knight-Ridder	42	3/4 46	1/8	- 3	3/8	-07.31 13 2,151
T (RCLA) Rogers 'A'	11	11	1/2	-	1/2	-00.50 -17 349
T (RCLB) Rogers 'B'	7	7/8 8	1/8	-	1/4	-03.10 -12 568
O (TCAT) TCA Cable TV	12	3/4 13	5/8	-	7/8	-06.42 42 308
O (TCOMA) TCI	12	1/4 12	5/8	-	3/8	-02.97 -16 4,361
N (TWX) Time Warner	83	3/8 84	3/4	- 1	3/8	-01.62 -6 4,793
O (UAECA) United Art. 'A'	11	12	1/4	- 1	1/4	-10.20 -10 1,535
O (UAECB) United Art. 'B'	11	3/4 13	1/8	- 1	3/8	-10.47 -10 785
A (VIA) Viacom	21	3/4 21	1/4	1/2		02.35 -22 2,321

Standard & Poor's 400 401.38 398.96 2.42 0.6

NABET FILES LABOR CHARGES AGAINST NBC, BUT THE WORK GOES ON

NBC as planned, implemented its final contract offer to the National Association of Broadcast Employees & Technicians (NABET) on Aug. 15 and NABET, as expected, filed unfair labor practice charges against NBC with the National Labor Relations Board (NLRB). NABET represents 2,373 engineers at NBC. The filing, according to NABET spokesperson John Krieger, "is expected to be the first in a series of legal measures NABET is expected to take."

In response to NABET's filing with the NLRB, NBC issued a statement saying it has met all its obligations under the National Labor Relations Act and that the network is "confident that just as was the case when NABET filed a similar complaint in 1987, the NLRB will find the charges without merit."

NABET employees, who, according to one NBC source, average \$73,000 per year, have been working without a contract since March 31. Since then, NBC

and NABET have met several times without resolving the major issue which is daily or "per diem" hires. NABET has rejected NBC's two offers on two previous occasions.

Day-to-day operations at the network will not change. NABET employees continue to work and no walkout or strike

has been planned. NABET employees struck the network in 1987 for 17 weeks, but that action was generally seen as a loss for the union. The high-paid technicians, according to one source at NBC, do not have much support from other unions and are considered to be on a different playing field.

SCHOOL SPIRIT

Hedberg Broadcasting Group is giving its KLSS(AM) Mason City, Iowa, to the University of Northern Iowa. Hedberg is donating the station (recently appraised at \$360,000) to make way for its purchase of KRIB(AM) Mason City from Chesterman Co. for \$250,000. KLSS must, as condition of the donation, operate as a noncommercial station for at least

three years. The University of Northern Iowa already operates KUNI(FM) and KHKE(FM) both Cedar Falls, Iowa. KLSS will simulcast KHKE programming, which features NPR. KUNI airs diverse specialty programs, including 10 hours of black programming. KLSS is on 1010 khz with 1 kw day, 15.8 w night. Hedberg Broadcasting Group is headed by Paul C. Hedberg.

WASHINGTON

FCC GETS COPY OF WGBH-TV MAPPLETHORPE BROADCAST

Donald Wildmon complaint charges obscenity and indecency, challenges 'safe harbor' and use of newscast 'guise'

The legacy of controversy surrounding photographer Robert Mapplethorpe's subject matter moved firmly into the realm of television last Tuesday, Aug. 14, as the FCC's enforcement division received a videotape copy of WGBH-TV Boston's July 31 *The Ten O'Clock News* broadcast in the company of an obscenity/indecency complaint signed by Donald Wildmon, executive director of Tupelo, Miss.-based American Family Association (AFA).

Two weeks ago, the FCC received several written complaints about the WGBH-TV broadcast, which included shots of photos from Mapplethorpe's controversial "XYZ Portfolio" (BROADCASTING, Aug. 13). But Wildmon's was the first to include substantiation in the form of video—a necessity for the FCC to review a complaint. It was also the first to specifically charge that the material in the broadcast is "obscene under current definition of obscenity as stated in *Miller v. California*," as well as "clearly indecent within the definition of the commission."

Noting that the museum exhibition of seven of the "XYZ" photographs is the subject of an obscenity case in a Cincinnati court, Wildmon described the broadcast as including "scenes of sado-masochism, homosexual sexual activity and child pornography."

The complaint also provided a new twist in the continuing battles over how and when to apply definitions of obscenity and indecency, charging that WGBH "thinly cloaked in the guise of a newscast" its intention of "knowingly disseminating obscene and indecent material."

In November 1987, the FCC "reaffirmed" its readiness to enforce the *Miller v. California* definition of "obscene material" adopted by the Supreme Court in 1973: (1) an average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest; (2) the material must depict or describe, in a patently offensive way as measured by contemporary community standards,

sexual or excretory conduct, and (3) the material taken as a whole, must lack serious literary, artistic, political or scientific value.

Seven months earlier, the commission had returned to a 1978 Supreme Court definition of "indecency": language or material that depicts or describes, in terms patently offensive as measured by

sued letters of inquiry that could lead to fines to 11 others.

Despite the Court of Appeals' stay that effectively restricts FCC enforcement to daytime hours, Wildmon argued that federal law and the FCC's own July 12, 1990, policy statement support a 24-hour ban on the broadcast of such material. In imposing the stay, he said, "the



Two photos from Mapplethorpe's "XYZ Portfolio"

contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

Although indecent programming was protected speech, the FCC said, it could be channeled to times of day when unsupervised children were unlikely to be tuning in, thereby establishing a late-night "safe harbor" when indecent material could be broadcast with impunity.

The U.S. Court of Appeals in Washington affirmed indecency enforcement during daytime hours, but said the FCC had to come up with a better rationale for restricting its safe harbor to midnight to 6 a.m.

Congress adopted a 24-hour ban against indecency in 1988, which was promptly challenged by broadcasters and citizen groups, and the Court of Appeals stayed it. Believing it is well within established law, the FCC has continued to take up complaints about programming aired prior to 8 p.m.

An FCC crackdown on indecent broadcasts began in earnest last fall after FCC Chairman Alfred Sikes took office. Under Sikes's leadership, the commission has fined 10 radio stations and is-

Court of Appeals was contemplating enforcement at times of the day when children would not be expected to be in the audience. Certainly at 10 p.m., a great number of children could be expected to be in the audience."

And, arguing that the Supreme Court and the FCC have rejected disclaimers as "viable alternatives" to an all-out ban on indecent material, Wildmon described several WGBH on-air disclaimers—which warned viewers, for example, that "there are images here that you may not want to watch"—as "completely inadequate to prepare the average viewer for the shock" of the material. Similarly, he argued, the anchor's statement that the station taped all the "XYZ" photographs "so you [the viewer] can decide for yourself," did not save the newscast from being "sensational.... This masquerade should not serve to shield the broadcaster from liability," he said. "Failure of the FCC to act in this matter will put broadcasters on notice that indecent and obscene material is permitted on the air so long as it is thinly cloaked in the guise of a newscast."

-PDL

MSTV TAKES EXCEPTION TO TV MARTI REPORT

Letter from Margita White to Congress says White House study of fledgling service to Cuba underestimates possibility of interference to U.S. stations

A White House feasibility report to Congress on TV Marti does "not adequately address the likelihood of harmful interference" the station may cause to neighboring Florida television stations, said Margita White, Association for Maximum Service Television (MSTV) president, in letters sent last week to congressional leaders. According to MSTV, the Voice of America's service may be the source of so-far unidentified interference that has been breaking into the signal of WTVT(TV) Tampa, Fla.

"MSTV fully supports the goals of TV Marti. However, in the view of the project's limited effectiveness in the face of Cuban jamming and the significant risk of interference to U.S. viewers, we believe Congress should reconsider whether the benefits of TV Marti are worth the costs," White said.

TV Marti has been broadcasting into Cuba on ch. 13 from the Florida Keys since March 27, 1989. The service beams Spanish-language news, sports and entertainment shows to the island, but it is believed that few Cuban households receive it because of heavy jamming by the Cuban government. "Since TV Marti first was proposed, MSTV has been deeply concerned about its [TV] interference threats," White said.

Under the statute authorizing TV Marti, the White House was to submit a report to Congress on TV Marti's feasibility. Congress has 30 days following the report's release to respond to it. At the end of that period, President Bush is to decide whether TV Marti will become a permanent service.

The report was sent to the Hill on July 27, four months after TV Marti began operation ("In Brief," July 30). Among its chief conclusions was that the service does not cause interference to any authorized U.S. or Cuban stations.

In her letter, White cited reports by the National Telecommunications and Information Administration that were included as part of the White House's July 27 report. It mentions unidentified interference to WTVT (which operates on ch. 13). NTIA could not identify the source of the interference (observed during three days of monitoring last March immediately after TV Marti began operation), but did not rule out TV Marti.

The WTVT interference was observed

within the station's Grade B contour on March 29 while there was a thunderstorm in the area of TV Marti's transmitter. Along coastal regions, atmospheric disturbances are known to alter normal propagation of TV signals. "Three days of monitoring does not sufficiently measure the effect of different atmospheric conditions at different locations to establish whether TV Marti will cause interference to U.S. television viewers," White said.

David Whitaker, WTVT vice president and general manager, and Lowell Otto, chief engineer, told BROADCASTING last week they were unaware of interference recorded by NTIA. "We have no record of interference since Television Marti went on the air and to our knowledge that is the same position the FCC would take," Whitaker said. Since TV Marti

went on the air, WTVT has been in regular contact with the FCC's Tampa field office and has not reported any interference from the service, he said.

The FCC, in a report also used by the White House, said that its monitors had not found any interference from TV Marti to other stations, but it would not predict whether TV Marti could be the source of any future interference. The commission confirmed that "unusual atmospheric conditions" could produce interference to other stations.

The White House report also concluded that TV Marti delivers a strong signal to Havana with about 28% of the station's primary viewing area (about 273,000 households) able to receive the broadcasts "occasionally" in spite of the heavy jamming. —RMS

NETWORKS OPPOSE FIN-SYN HEARINGS

The big three broadcast networks told the FCC last week that proposals to hold an *en banc* hearing before the five commissioners or an evidentiary hearing before an FCC administrative law judge on the merits of financial interest and syndication rules are unnecessary and would serve only to slow down the agency's review of the rules.

The Coalition to Preserve the Financial Interest and Syndication Rule proposed the *en banc* hearing in reply comments on the FCC rulemaking aimed at relaxing the rules. The Program Producers and Distributors Committee proposed the evidentiary hearing in the same context.

Both groups want to keep the rules—which limit the networks' involvement in program production and syndication—much as they are.

FCC Chairman Alfred Sikes said last week he has not yet given much thought to either proposal or discussed them with the other commissioners.

NBC, in comments filed last week, said the proposals are "baseless." The coalition's argument that an *en banc* hearing is vitally necessary is "frivolous," the network said. "The record could not be more complete," NBC said, adding: "In fact, the evaluation of...[the rules] is probably the most thoroughly researched, briefed and de-

bated matter in the commission's history."

CBS said the *en banc* hearing is neither required nor necessary. Like NBC, CBS said the record is extensive. "The parties' positions are established and well known," it said. "An oral argument would simply rehash all the contentions already in the record." Only delay would result from an oral hearing, said CBS. And, it added, "[f]inal disposition of the matter is long overdue."

Contrary to the PPDC's arguments, CBS said, the FCC is not obliged to conduct an evidentiary hearing. What's more, the network said, there is no reason for such a hearing to establish disputed facts as PPDC claims.

The coalition's call for an *en banc* hearing is born of frustration, said Capital Cities/ABC. Instead of presenting facts to the FCC in the proceeding, the coalition "has resorted to table pounding and unsupported allegations," it said. "There is no reason to believe the coalition would be more forthcoming in *en banc* hearings."

Capcities/ABC said PPDC's bid for an evidentiary hearing should be summarily rejected. "It is ludicrous to suggest that such procedures are legally required." —MAJ

INTERNATIONAL

BERLUSCONI STRIKES "ORO" IN SPAIN WITH TELECINCO

Spanish channel performs well in newly deregulated environment

After months of facing problems and fighting battles in his home market, lobbying against restrictive measures of a new broadcasting bill there and conducting an unsuccessful takeover of Italy's largest publishing firm, Mondadori, Italian entrepreneur Silvio Berlusconi appears to have struck gold with his Spanish channel, Telecinco.

On the air since March, Telecinco is already averaging a 27 audience share in prime time, and a 22 daily share. For 22 evenings from launch until the end of June, it has scored the nation's highest primetime ratings, beating even the previously dominant state broadcaster RTVE.

The channel's ad sales arm had projected revenues of \$60 million for 1990, but the total is reaching closer to \$90 million. The projected revenues for 1991 are \$150 million, and according to the channel, Telecinco will close its first year on the air in the black.

Spain is Europe's most rapidly expanding advertising market, worth about \$5.6 billion in 1989, with ad agency Saatchi and Saatchi predicting 20%-25% growth in three years. Television accounts for nearly 40% of that increase.

In this prospering market, with 11 million TV homes, Telecinco seems poised to continue its success, outperforming commercially competitive regional Spanish stations and another new national commercial channel, Antenna 3, as well as getting a lead on Canal Plus Espana, the Spanish version of the successful French pay-TV channel. Canal Plus Espana is scheduled to start regular broadcasts in September.

Telecinco, Antenna 3 and Canal Plus Espana are the private commercial national networks that won broadcasting franchises when the Spanish government deregulated the airwaves last year.

"The fall will be critical," explains Giulio Chiodarelli, an executive at Publitalia, Berlusconi's advertising rep firm. Chiodarelli, who oversees foreign business and was instrumental in setting up Publitalia, Telecinco's sales arm, added: "If we can maintain a 27 share average in prime time, and a daily 22 share,

our future should be rather bright."

In the fall, all three new commercial networks will be competing head to head, vying for viewers' attention and for advertising revenues. Put to the test will be whether the Spanish market can sustain the three new channels, along with the already established regional stations and the two state networks run by RTVE.

Chiodarelli looks to the future with cautious optimism. "Our program schedule is set and has been accepted by both advertisers and viewers. We intend to give more prominence to our game shows, which are going very well. Our immediate challenge is to make it through the fall, when all three private channels will be up and running, although no one knows whether Spanish viewers are willing to pay to see Canal Plus when they can get the other channels for free."

Now seen in Spain's largest markets—Madrid, Barcelona, Seville and Valencia—Telecinco reaches 30% of all television households and 34% of all consumers. By year's end it expects to expand its reach to 48% of all households and roughly 60% of consumers.

Telecinco is creating a programming niche for itself by offering a general entertainment schedule that closely reflects Berlusconi's flagship network in Italy, Canale 5.

The Spanish audience seems to have taken to the mix of in-house game shows, imported soap operas and feature films, as well as mini-series and TV movies produced by Berlusconi's Italian-based cinema and television production company, Silvio Berlusconi Communications (SBC).

Feature films are the most popular TV genre in Spain, and Telecinco has scored big with such films as "Raiders of the Lost Ark," (65 share), "48 Hours" (52 share) and "Escape from Alcatraz" (52 share). Two of SBC's mini-series have also done well, earning 34 and 37 shares.

Telecinco's film library has benefited from the apparent farsightedness of Berlusconi's Italian holding company, Fininvest. For roughly four years, since

Berlusconi set his eyes on Spain, Fininvest buyers have been acquiring TV rights for both Italy and Spain, leaving Telecinco's library well stocked from the time of its launch.

High ratings for Telecinco's feature films have sent rival buyers from RTVE and Antenna 3 back for more Hollywood-produced movies, and the shopping spree has inflated program prices some 20%, according to industry sources.

For Telecinco executive Chiodarelli, several factors are key to the channel's early successes.

First, said Chiodarelli, was "a fair law" regulating broadcasting, allowing 9.6 minutes of commercials per broadcast hour, allowing the airing of live programs, as well as a serious commitment by the government to complete expansions of Telecinco's broadcast reach to all of Spain.

Second, Chiodarelli credits Fininvest's partners in Telecinco. "They give us room to do what we do best—programming and selling air time." (In Berlusconi's investment in French network La Cinq, by comparison, the broadcaster has had major run-ins with other shareholders over control of the channel).

Fininvest holds 25% interest in Telecinco, as does its partner ONCE, the Spanish institute for the blind, and a third shareholder, businessman Javier De La Rosa. De La Rosa, who is backed by the Kuwait Investment Office, bought his 25% from the Spanish publisher Anaya, following a fallout between Anaya and Berlusconi.

Chiodarelli also attributes Telecinco's success to the channel's programming mix. "Berlusconi's 'recipe' for commercial television—game shows, soap operas, feature films and series—has paid off," the executive said.

Telecinco's studios in Madrid produce two game shows that are stripped weeknights in access time, which in Spain runs from 9 p.m. to 10 p.m. They are Spanish adaptations of game shows that air on Berlusconi's Italian Canale 5, of which one is a locally produced version of *The Newlywed Game*.

In prime time—10 p.m. to mid-

night—Telecinco airs feature films two nights a week, mini-series two nights a week, a TV series one night a week (currently the U.S. produced *Tour of Duty*) and in-house productions on the other two nights.

In-house production at Telecinco is overseen by Valerio Lazarov, formerly in charge of production at Berlusconi's

Italian networks and now general director of Telecinco.

Finally, Publiespanã, the channel's sales division and the second largest advertising rep firm in Spain following RTVE's sales division, is responsible for much of the favorable response Telecinco has gotten from the marketplace, said Chiodarelli.

Publitalia salesmen worked in Spain for a year prior to Telecinco's launch, selling air time for regional stations Telebista in the Basque region and TV3 in Catalonia. Publiespanã, whose 50 sales executives are known as "los niños de oro de Berlusconi" or "Berlusconi's golden boys," still sells time for the regionals. —*Anna Carugati, European correspondent*

TV MARTI: INVENTORYING THE LEGAL AMMUNITION

Given the emotional and political forces at work, the legal arguments over the U.S.'s establishment of a television station to broadcast to Cuba do not seem to command much of the attention of those on either side of the TV Marti issue.

Backers of the project in the administration from President George Bush on down and in Congress, and their supporters among the anti-Castro Cuban community in the U.S., see TV Marti—a station broadcasting news and entertainment to Cuba by means of a balloon tethered above the Florida Key—as reflecting America's tradition of favoring the free flow of ideas. Broadcasters, as represented by the National Association of Broadcasters, are driven in their opposition to the project by fear it will cause Castro to step up the interference to American AM stations that Cuban outlets have caused for years.

To the extent they are made, the legal arguments are achingly dull. As lawyers will, each side cites the international radio regulations to back its case. Cuba won an early round when the International Telecommunication Union's International Frequency Registration Board sided with it in asserting that the TV Marti broadcasts violate the regulations and asking the U.S. to eliminate "this harmful interference." The U.S. brushed off the ruling, contending that it was "flawed" and that the IFRB was exceeding its authority in issuing it. Bush, in a speech at the NAB convention in April seeking support for TV Marti, said the U.S. is "scrupulously" adhering to the international radio regulations.

Never mind the critics who read the regs differently. Bush, in his report to Congress on the feasibility of TV Marti, cited the "nonbinding" Universal Declaration of Human Rights, adopted by the United Nations General Assembly in 1948. It asserts that "everyone has the right...to seek, receive and impart infor-

mation and ideas through any media and regardless of frontiers." And he said the operations of the Voice of America and other international services are precedents for TV Marti. However, critics in the U.S. note there are no restrictions on the crossborder broadcasts of shortwave stations, like VOA. And the critics—like Edgar T. Martin, a lawyer and engineer who served for 25 years (1950-1975) as director of engineering for the VOA—say television is not treated that liberally by the international regulations.

There is Article 30. It says that, "in principle," stations in the frequencies assigned to television "shall not employ power exceeding that necessary to maintain effective national service of good quality within the frontiers of the country concerned." Where television stations do broadcast across a border, as in the case of U.S. and Canada, or the Vatican and Rome, Martin said, the operations are subject to bilateral or multilateral agreements. The U.S. and Cuba, obviously, have no such agreement. (The U.S. response—made in a debate with Cuba at a meeting of the ITU's administrative council in June—is that the provision at issue is a general one for guiding stations, not a compulsory one, and that the IFRB is interpreting it in a manner never intended.)

But those technical arguments aside, the U.S. is understood to have in reserve a more muscular one that would be called up if, as one source put it, "push came to shove" in a public forum, such as a congressional hearing, where the administration was challenged on the legality of TV Marti. The argument is based on the recognized principle of international communications law that those who do not obey the radio regulations cannot expect to invoke their protection. The position paper was prepared by the U.S. Information Agency and reportedly has been accepted by the administration.

Its basic thrust is that the President of

the U.S., not Fidel Castro, should determine the fate of TV Marti. And it says TV Marti broadcasts are justified as "a prudent and measured response" to 30 years of the interference the paper says Cuban stations have caused American outlets, particularly in Florida and along the gulf coast to Texas. The paper says Cuba operates an AM system based on the Soviet model, one that employs high power transmissions and nondirectional antennas, "without regard to the harm" allegedly caused stations in neighboring countries. And the U.S., through the FCC, has filed complaints with the ITU over the years when stations reported Cuban interference.

But Martin suggests that the U.S. may not be in the best position to make such an argument. He notes that following the Cuban missile crisis, in 1962, the U.S. established three AM stations designed to broadcast to Cuba. One, on Marathon Key, Florida at 1180 khz, remains in operation. It was originally a VOA outlet; today it is used by Radio Marti. And several years ago, it was legitimized in the Rio Agreement providing a plan for AM broadcasting in the Western Hemisphere. It was following the startup of those three operations, Martin said, that Cuba began interfering with U.S. stations.

The U.S. does not yet seem prepared to make the tough argument. In fact, it seems determined to be fastidious in avoiding interference to Cuban stations operating on the same frequency, channel 13, TV Marti, which went on the air March 27, had been broadcasting from 3:45 a.m. to 6:45 a.m., when a channel 13 station in Havana was off the air. On July 2, however, the Cuban station began broadcasting at 6 a.m. So "to avoid harmful interference," the President's report to Congress said, TV Marti "shortened its broadcast hours." It now broadcasts from 3:30 a.m. to 6 a.m.

So the question is, Why doesn't Cuba turn on its transmitter, even if only to broadcast a test pattern, at 3:30 a.m.? —LZ

SATELLITE

PANAMSAT PREPARES FOR PACIFIC RIM

Clay Whitehead tapped to launch PAS 3 by 1994

At a time when domestic, regional and international satellite development in Europe has blossomed, attention is also beginning to turn to the Pacific Rim. Pan American Satellite has provided the latest development on that account, proposing to extend its international private satellite system by launching a third PanAmSat bird into orbit over the Pacific by late 1993 or early 1994, eight to 12 months after it launches its second Atlantic region satellite in early 1993.

Pan Am Sat President Fred Landman believes that the evolution of satellite usage within Pacific region nations could mirror the European experience, where the advent of private satellites "forced things a bit [and] sped the process along." And, said Landman: "We believe we can do a better job in certain areas" than does Intelsat.

PAS 3, he said, would connect the U.S. with Pacific Rim nations ranging from Korea to Australia. Combining its three satellites, PanAmSat could then connect nations in Asia, North and South America and Europe. Initial plans for the satellite's configuration call for a design similar to PAS 1, which arrays 48 transponders in three C-band and three Ku-band beams covering Europe, the U.S. and South America. Landman said that bidding by companies seeking to construct PAS 2 is in an "advanced" stage and that included in the bidding is a contract to build PAS 3.

In response to current requirements for 89% more Pacific channels (22,733) than required in 1985 (12,025)—compared with 40% higher over the Atlantic (49,707 channels in 1985, 69,758 in 1989)—Intelsat moved its V (F-3) satellite from the Atlantic to the Pacific two weeks ago, and it plans to place a fourth bird, V (F-1) there in mid-September.

Noting the launch of new satellite systems in Japan (JCSAT launched its first two birds in the past year and Satellite Communications Corp. is preparing to launch two there), the continued growth of Australia's Aussat system and the establishment of the regional Asiasat and Palapa systems, Landman described the current Asian satellite "landscape" as



Fred Landman

"comparable" to that in Europe in 1985, when PanAmSat began to build its business.

John Milman, president of Visnews subsidiary BrightStar Communications, which leases three Atlantic region transponders from Intelsat, told BROADCASTING that his company is looking to expand its satellite brokerage and transmission services into the Pacific. Milman predicted that international television programing exchange, particularly of sports TV, would lead BrightStar to acquire a fourth transponder in the Atlantic before it moved in the Pacific. But Pacific developments including Japanese efforts to distribute programing to their

viewers abroad, indicate a burgeoning demand for capacity there.

Tapped by Landman and PanAmSat Chairman Rene Anselmo to develop PAS 3, Clay T. (Tom) Whitehead could not be reached for comment during his travels through Eastern Europe last week. Whitehead, first director of the former Office of Telecommunications Policy, former president of Hughes Communications and a founder of Luxembourg's pan-European Astra satellite service, is now also president of National Exchange, which holds permits to launch two domestic U.S. satellites in 1993 (BROADCASTING, July 30), and of Clay Whitehead Associates, both based in Washington. Credited with formulating an "open skies," accommodate-all-diligent-comers satellite orbital assignment policy during his time at the White House, and with creating the condominium model for marketing satellite transponders at Hughes, Whitehead late last year dropped out of the running as an applicant to operate a direct broadcast satellite system in the U.S.

With PanAmSat, Whitehead's chief challenges will include acquiring an orbital position for PAS 3—"something we're wrestling with," said Landman—and seeking agreements with telecommunications organizations in about 70 Pacific Rim nations. PanAmSat has reached agreements with 52 nations in Europe and the Americas. —PDL

STRATEGIC TRADEOFF

IDB Communications Group Inc. said that its strategy of increasing its amortization and depreciation has increased cash flow and reduced income tax levels but also has reduced net income by approximately \$504,000, or 9 cents per share, in the first half of 1990 but IDB President Ed Cheramy predicted that continued cash flow and "the recession-resistant nature of our business" will allow the company to weather an expected net loss for the year. IDB's purchases of Hughes Television Network and the CICI data

transmission facilities last year were credited with raising the company's first-half revenue 46%, from \$27,826,000 in the first six months of 1989 to \$40,572,000 during the same period in 1990. But the dearth of special events similar to the 1989 Tiananmen Square crisis in Beijing resulted in a \$2 million drop in revenue in this year's second quarter ending June 30. "The company is actively working to bolster its broadcast services sales initiatives, including increasing the size of the sales force," said Cheramy.

JOURNALISM

STUDY TRACKS DECREASING INTEREST IN NEWS

Times Mirror report shows younger Americans are less likely to watch newscasts, read papers than older citizens

Political consultants who package campaign messages in 30-second spots and in pithy remarks designed to be extracted from political speeches appear to know what they are doing, as far as the MTV generation is concerned. For America seems to have produced a generation of young adults whose interest in public affairs—from presidential politics to the vast changes under way in the politics of Eastern Europe—is on the decline. “Sound bites and symbolism, the principal fuel of modern political campaigns are well-suited to young voters who know less and have limited interest in politics and public policy,” says a new Times Mirror study on “The People & The Press.” “Their limited appetites and attitudes are shaping the practice of politics and the nature of our democracy.”

The study, which covers polling results dating back to the 1940's, shows that Americans 18 to 30 years of age are less likely than the past two generations to read newspapers or watch news on television. The result, according to the study, is that they are less able to identify significant newsmakers and that they care less than their elders about various issues. And those discouraging findings, the study notes, come at a time of increased sources of information and when younger people are better educated than their predecessors. They are also more likely to read a book and to use computers than Americans older than 50.

The authors of the study sum up its results in the title, “The Age of Indifference.” For instance, whereas in 1972 50% of those 18 to 24 years of age voted in the presidential election, voting among that age group dropped to 36% in 1988. Voting among those 65 and older actually increased slightly over the same period, from 64% to 69%. What's more, young adults were found to be paying less attention than their elders to the major news events of the day.

But there are exceptions. Young adults followed with at least the same amount of interest as their elders such major stories of “life, death and destruc-

tion” as those dealing with the explosion of the shuttle Challenger (in January 1986), the U.S. invasion of Panama (December 1989) and U.S. air strikes against Libya (July 1986). The report also notes two other topics that seem guaranteed to attract young adults' interest. One is major sports, a subject found to be as consistently appealing to young adults as to their elders—27% of each group said they follow sports “very closely.” The only “serious news issue” that commands the attention of Americans 18-30 to the same degree it does older Americans is abortion.

An indication of young adults' fading interest in major news events is provided by a table showing their attentiveness to different types of news from the 1940's through the 1970's. In the 1940's, 71% of those 18-29 had heard or read about the most recent disagreement over a tax bill between the President and Congress. (And that was not the item commanding the most attention; 82% of the group were said to have heard about the Good Neighbor Policy.) In the 1970's, the item among eight studied that commanded the greatest amount of attention in the age group—59% of the group followed the story—was the presidential pardon given former President Nixon.

If the Times Mirror study suggests a reason for young Americans' declining interest in public affairs it is disillusionment with government. It says that during the early and mid-1970's, various “trend lines” were emerging “that mirrored the declining interest in serious news.” The report says that “in the age of Vietnam and Watergate, the public—especially the young—turned inward, away from politics and political involvement.” Another “trend line” involved American education. It was, the report says, entering “a period of crisis that was only to be fully appreciated in the 1980's.”

The report notes a changing—and “puzzling”—relationship of education to news and policy information: The percentage of college graduates in the 1940's was half as great as it is today.

But from the 1940's through the 1970's, college graduates were at least 50% more likely than the average person to identify correctly a person in the news or to recognize an important event that had been reported. Today, the report adds, the difference is appreciably lower—37%. But “the ultimate irony of the Times Mirror findings,” the report says, is that “such an uninformed and uninvolved population” was spawned by “the Information Age.” It notes that, compared to a 50-year-old, a 30-year-old is much more likely to have attended college (43% to 29%), use a computer (34% to 9%) and even to say that he or she is reading a book (38% to 33%).

The report reveals another irony, if it is correct in suggesting the start of the decline in young people's interest in public affairs stems from disillusionment with government experienced by their predecessors. It cites the results of a survey Times Mirror conducted in 1987 aimed at discerning the political values animating voter behavior. The under-30 generation was found to be distinguished “not by its views on social justice and personal freedoms, but by how uncritically it viewed American institutions.” Times Mirror pollsters found that young people were less critical of government and business than their elders. Further, 20 years after students played a major role in driving Lyndon Johnson from the presidency, the report found that “young people no longer led the country in criticism of its Presidents.”

The report notes that young people's fading interest in public affairs comes at a time of a proliferation of news sources. The marriage of satellite and cable technology has resulted in the 24-hour CNN news service and a variety of other, sometimes specialized, news operations. But it has also resulted in a new kind of news—“infotainment,” a combination of news and entertainment, in such programs as *Geraldo* and *A Current Affair*, and in *People* magazine. Like political consultants and their “sound bite” campaigns, producers of “infotainment” seem to know their audience.

-LZ

TRIBUTES HONOR BROADCASTING'S LEN ZEIDENBERG

Chief correspondent dies after surgery

Leonard Zeidenberg, chief correspondent for BROADCASTING magazine and a principal figure in its coverage of Washington and international affairs for three decades, died Aug. 11 of pneumonia following surgery for colon cancer at Holy Cross hospital in suburban Washington. He was 64.

Zeidenberg's contributions to the magazine continued until the last. Just prior to entering the hospital on Aug. 5 he reported and wrote the lead story for the Aug. 6 issue on broadcaster efforts to fight spectrum fees, in addition to leaving behind two stories that appear in this issue (at left and on page 62). Earlier this year he authored a major series on the changes in broadcasting in Eastern Europe, an effort he considered a career landmark.

A number of tributes to Zeidenberg's professionalism and style came to BROADCASTING's offices after his death, among them the following:

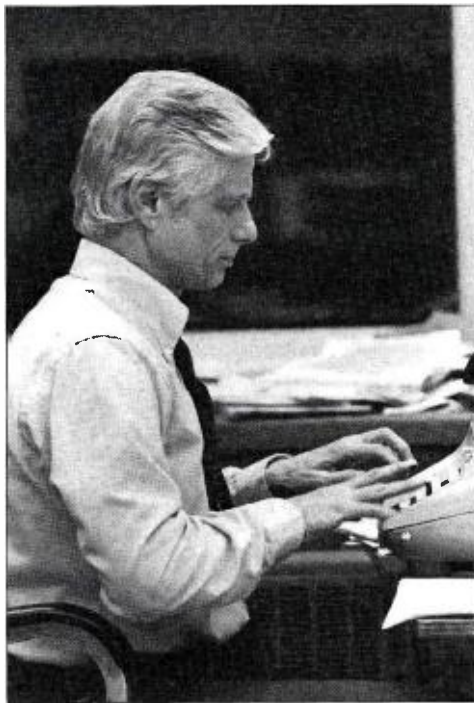
■ "Len was a model journalist. He was curious, relentless and fairly reflected the facts as he understood them," said FCC Chairman Alfred C. Sikes. Added Commissioner James Quello: Zeidenberg was "extraordinarily meticulous in getting the facts—the accurate facts. He would question you over and over again just to make sure he got it right."

■ ABC newsman Sam Donaldson commented that Zeidenberg was concerned with "what we were doing and how we were doing it. Everything I told him came out the way I meant it. The spirit of the story was right on target. He didn't go for flash; he went for solid coverage."

■ CBS News anchor Dan Rather: "Len Zeidenberg was always an extremely professional and unbiased reporter. CBS News and others in the business will certainly feel this loss." NBC News anchor Tom Brokaw echoed those sentiments: "We will miss having him report on our industry because he was always a fair and diligent reporter."

■ Motion Picture Association of America President Jack Valenti, the subject of a lengthy profile by Zeidenberg (BROADCASTING, May 21, 1984), called him "a man of uncommon integrity, with a sense of fairness that inhabited every word he wrote."

■ First Amendment attorney Tim Dyk of Jones, Day, Reavis & Pogue, refer-



The essential Len Zeidenberg: at work on a story in 1978

ring to Zeidenberg's commitment to the First Amendment and his scrupulous coverage of libel, indecency, cameras in the courtroom and shield laws, said: "He never allowed his own enthusiasms or those of others to get in the way of his story. His goal was excellence and he invariably achieved it."

■ Wrote *Washington Post* TV columnist John Carmody: "Len was the hardest-working, most accurate reporter we ever met on the broadcasting beat. There were times there we even suspected he wrote about half the magazine every week."

■ Said National Association of Broadcasters President Eddie Fritts: "Len was well respected by everyone who had the good fortune to know and work with him. [He] had the unique ability to cut through the red tape of Washington bureaucracy and could develop any story to its fullest."

■ Action for Children's Television President Peggy Charren recalled that he was one of the first reporters to interview her. "He always had the story straight. I will miss him. He was one of our favorites, he was one of the best."

In the 1980's Zeidenberg began reporting on a variety of industry issues including international broadcasting, especially the politics surrounding spectrum allocation and management. Said international communications consultant George Jacobs of his coverage of the World Administrative Radio Conference (WARC) in Geneva: "You really didn't have to go to Geneva to know what happened there. You just had to read Len's stories."

That thoroughness was also suggested by the fact that Zeidenberg was a contributing writer to the television and radio section of the Encyclopaedia Britannica's Book of the Year annual update.

The broadcasting industry honored Zeidenberg last week with a resolution adopted by the NAB executive committee: "As a witness, analyst and reporter of the broadcasting industry for 30 years, Len Zeidenberg exemplified trade reporting at its best. We miss Len already, but draw comfort in the knowledge that his legacy continues."

Zeidenberg was born on Dec. 13, 1925, in New Haven, Connecticut. He served in the U.S. Air Force from 1944 to 1946. In 1950 he graduated from the University of California at Los Angeles (with a BA in political science), and then spent eight years as a reporter with the *Manchester Evening Herald* in Connecticut. He joined BROADCASTING in 1960 as a staff writer after brief stints in public relations and advertising and as an editorial writer for the *Philadelphia Inquirer*.

Survivors include his wife, Beverly, of Bethesda, Md.; two daughters, Erica of Lafayette, Calif., and Elizabeth of Washington; a son, Peter, of Boston, and a grandchild. A memorial is being established in his honor; contributions may be made to the Leonard Zeidenberg Memorial Fund, c/o Broadcasting Magazine, 1705 DeSales Street N.W., Washington, D.C. 20036.

BROADCASTING Publisher Lawrence Taishoff, in a eulogy, had this to say: "Len was a journalist through and through. He made the craft even more honorable for the way he practiced it... He was a damn good reporter, and an even better man."

TECHNOLOGY

SMPTE, AES TOGETHER

The Society of Motion Picture and Television Engineers (SMPTE) and the Audio Engineering Society (AES) have decided to hold a joint technical paper session during SMPTE's television conference in Detroit, Feb. 1-2, 1991. In recent months, the two societies have been discussing the possibility of merging their two annual fall conferences and equipment exhibitions (BROADCASTING, March 19). AES participation in SMPTE's television conference may be a stepping stone to the eventual merger. Both organizations have traditionally held their main annual conferences in October, often at about the same time and on opposite coasts of the U.S. The joining of fall shows would be a convenience for attendees and equipment exhibitors with interests in both audio and video technology.

SMPTE is also now accepting proposals for video technical papers at the Detroit conference. Most of the papers that will be accepted will deal with current technologies, although the society plans to accept some papers dealing with futuristic technologies, which should include predictions on video advances that will be made over the next 25 years. Authors have until Sept. 14 to submit a 500-word synopsis of their papers and, for those accepted, until Jan. 7, 1991 to submit completed papers. Authors will receive notification of acceptance by Oct. 15.

PANASONIC MOVE

Panasonic Broadcast Systems Co., U.S. subsidiary of Japan's Matsushita and marketer of MII half-inch VTR product line, has moved its Western region office from Cypress, Calif., to Burbank to be closer to the Hollywood production and post-production community. The office is now located at 201 North Hollywood Way, Suite 108, Burbank 91505. Phone: (818) 562-1501.

U.S. PRESENCE

CEL Electronics Ltd., British-owned manufacturer of digital video effects and editing systems, has established a U.S. subsidiary. Sales, service and user training in the U.S. will be handled by CEL Electronics Inc., 4450 West 109th Street, Suite 140, Overland Park, Kan. 66211. CEL has also established a toll-free number for its customers and sales representatives: 1-800-325-2351.

EXTENDER INTRODUCED

Comrex Corp., Acton, Mass., equipment manufacturer is introducing a portable "multiline frequency extender," designed to improve the audio quality of remote audio signals transmitted to the studio by telephone lines. The expander compresses input audio and expands it at the studio for closer to broadcast quality sound. It also has multi-line capability. Over a standard 50 hz telephone line, it will recreate one 3 khz signal on one line and a 2.5 khz over two or three lines. The extender is priced at \$12,500 and is currently available.

BOX BOOST

The Jerrold Division of General Instruments Corp., Hatboro, Pa., has raised the price of both its addressable and nonaddressable cable converter boxes by \$3. The price increase is due to new FCC regulations, effective July 1, requiring circuitry to limit RF output of converter boxes, Jerrold said.

SOFTWARE SPECIALIZATION

Weynand Training International, a Canoga Park, Calif., company which trains broadcast personnel to operate sophisticated video production and post-production equipment, is introducing an interactive software program

designed as a simulator for the Grass Valley Group's Kaleidoscope digital effects system. A Macintosh version of the software will be available in early September and an IBM-compatible version is being developed for later release. No price has been set. A hands-on demonstration of the software will be given during the coming International Teleproduction Society convention in New York (Sept. 8-12).

MONITOR MARKETER

BTS Broadcast Television Systems, Salt Lake City, a joint venture of European electronics companies Bosch and Philips, has become the worldwide distributor of TV studio monitors manufactured by Barco Inc. of Belgium. In the U.S., BTS plans to sell the monitors under the Barco label as elements of packaged deals for BTS videotape recorders and switching equipment. In the rest of the world, the monitors will be sold under the BTS label. The monitors will continue to be covered by one-year warranties and service in the U.S. will be handled through Barco's staff.

BANNER YEAR

Harris Corp., Melbourne, Fla.-based, manufacturer of semiconductors and communications systems (including broadcast transmission equipment out of Harris Broadcast Division, Quincy, Ill.), reported record earnings of \$130.7 million for its fiscal year 1990, which ended June 30. Earnings were up 13% over \$116.2 million in 1989. Total sales were a record \$3.1 billion, up \$900 million from a year ago. Sales and earnings in both the semiconductor and communications sectors showed increases for the year. Expenditure of \$145 million for research and development was also a record. Harris also announced a plan to repurchase up to 1.5 million shares of its common stock "for general corporate purposes."

FOR THE RECORD

As compiled by BROADCASTING from Aug 8 through Aug 14 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KTVE(TV) El Dorado, AR** (BTCCT900725KJ; ch. 10; 316 kw-V; 63.1 kw-A; ant. 290 ft.)—Seeks assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB(TV) Albany and WJHG(TV) Panama City, FL). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Filed July 25.

■ **WJHG(TV) Panama City, FL** (BTCCT900725KI; ch. 7; 316 kw-V; 34 kw-A; ant. 870 ft.)—Seeks assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB(TV) Albany and KTVE(TV) El Dorado, AR). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Filed July 25.

■ **WBEZ(FM) Chicago, IL** (BALED900727HV; 91.5 mhz; 8.3 kw; ant. 1,180 ft.)—Seeks assignment of license from City of Chicago Board of Education to The WBEZ Alliance Inc. for no financial considerations. Seller is headed by James Compton and has no other broadcast interests. Buyer is headed by Allan Arlow, Carole R. Nolan, Robert Einberge Kay W. McCurd, V. Timothy Goodsel, Wendy Posner and D. John Ayers, and has no other broadcast interests. Filed July 27.

■ **WIBB-TV Bloomington, IN** (BTCCT900730KY; ch. 63; 2,000 kw-V; 200 kw-A; ant. 1,052 ft.)—Seeks assignment of license from Julian S. and Carolyn C. Smith to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for \$14.215 million (includes WBFF-TV Baltimore, MD, WTTE-TV Columbus, OH, and WPTT-TV Pittsburgh, PA). Sellers are parents of buyers and own 72.6% of Sinclair Broadcast Group Inc., permittee of new TV in Omaha, NE, and WTTA(TV) St. Petersburg, FL. Buyers each own 6.8% of Sinclair Broadcast Group Inc. Filed July 30.

■ **KZEV(FM) Clear Lake, IA** (BTCH900801GJ; 103.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Dianne E. Hensley to John Linder for

\$150,000. Seller has no other broadcast interests. Buyer has interest in River City Television Partners Ltd., licensee of KDNL(TV) St. Louis, MO, and KABB(TV) San Antonio, TX. Filed July 31.

■ **WPRT(AM)-WKKZ(FM) Prestonsburg, KY** (AM: BTC900723GE; FM: BTCH900723GF; 105.5 mhz; 1.7 kw; ant. 390 ft.)—Seeks assignment of license from Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for \$300,000. Seller is headed by Ed Walters and has no other broadcast interests. Buyers have no other broadcast interests. Filed July 23.

■ **WBFF-TV Baltimore, MD** (BTCCT900730LA; ch. 45; 4,100 kw-V; 410 kw-A; ant. 290 ft.)—Seeks as-

ignment of license from Julian S. and Carolyn C. Smith to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for \$14.215 million (includes WTTE-TV Columbus, OH, WPTT-TV Pittsburgh, PA, and WIBB-TV Bloomington, IN). Sellers are parents of buyers and own 72.6% of Sinclair Broadcast Group Inc., permittee of new TV in Omaha, NE, and WTTA(TV) St. Petersburg, FL. Buyers each own 6.8% of Sinclair Broadcast Group Inc. Filed July 30.

■ **WUHQ(TV) Battle Creek, MI** (BALCT900731KF; ch. 41; 2,000 kw-V; 200 kw-A; ant. 1,076 ft.)—Seeks assignment of license from Channel 41 Inc. to Northstar Television of Battle Creek for \$10 million ("Changing Hands," Aug. 13). Seller is headed by

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CPs ¹	TOTAL ²
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses. ² Penetration percentages are of TV household universe of 92.1 million. ³ Construction permit. ⁴ Instructional TV fixed service. ⁵ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

John W. Lawrence and William Lawrence Jr., brothers, who will become stockholders in Northstar. Buyer is headed by Frank D. Osborn, Richard F. Appleton, Mark Vander Starre Sr. and Barry M. Wolper, and has interest in WZZM-TV Grand Rapids, WAPT(TV) Jackson, MS; WSEE-TV Eric, PA, and WNAC-TV Providence, RI. Osborn has interest in WJSU-TV Annapolis, AL; WIOI-FM Brunswick, GA; WNDR(AM)-WNTQ(FM) Syracuse, NY; WAZO(FM) Tarboro, NC; WAZU(FM) Springfield, OH; WTSJ(AM)-WTVN(FM) Jackson, TN, and WVVA(AM)-WVOK(FM) Wheeling, WV. Filed July 31.

■ **KJEZ-FM Poplar Bluff, MO** (BALH900801GL; 95.5 mhz; 100 kw; ant. 860 ft.)—Seeks assignment of license from K-W Broadcasting Inc. to ACI Broadcasting of Poplar Bluff Inc. for \$900,000. Seller is headed by Truman J. and Robyn S. Walker, husband and wife, and has no other broadcast interests. Buyer is headed by Vincent A. King, John W. Titus, William A. Pitney and John W. Perdue Jr., and has no other broadcast interests. Filed Aug. 1.

■ **KOFI-AM-FM Kalispell, MT** (AM: BTC900730EA; 1180 khz; 50 kw-D; 10 kw-N; FM: BTCH900730EB; 103.9 mhz; 3 kw; ant. 155 ft.)—Seeks assignment of license from KOFI Inc. to Crown Glacier Association for \$750,000. Seller is headed by William H. and Lois Patterson, husband and wife, and has no other broadcast interests. Buyer is headed by G. George and Iris A. Ostrom, Ronald J. and Katherine M. Hopkins, Douglas D. and Darlene P. Kohlbeck, and Curtis W. and Rolane Meyer. G. George Ostrom is currently news director of KOFI-AM-FM. Filed July 30.

■ **KAUB(FM) Auburn, NE** (BALH900731GM; 105.5 mhz; 3 kw; ant. 154 ft.)—Seeks assignment of license from PBK Communications Inc. to Coe-Coe Broadcasters for \$25,000. Seller is headed by Larry J. Patrick, Jim Kamerzell and A. James Moravek, and has no other broadcast interests. Buyer is headed by Judy J. and Ernest W. Coe and has no other broadcast interests. Filed July 23.

■ **WTTE-TV Columbus, OH** (BTCCT900730 kw; ch. 28; 1.916 kw-V; 191.6 kw-A; ant. 965 ft.)—Seeks assignment of license from Julian S. and Carolyn C. Smith to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for \$14.215 million (includes WBFF-TV Baltimore, MD, WPTT-TV Pittsburgh, PA, and WIIB-TV Bloomington, IN). Sellers are parents of buyers and own 72.6% of Sinclair Broadcast Group Inc., permittee of new TV in Omaha, NE, and WTTA(TV) St. Petersburg, FL. Buyers each own 6.8% of Sinclair Broadcast Group Inc. Filed July 30.

■ **WPTT-TV Pittsburgh, PA** (BTCCT900730; ch. 22; 5.000 kw-V; 500 kw-A; ant. 921 ft.)—Seeks assignment of license from Julian S. and Carolyn C. Smith to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for \$14.215 million (includes WBFF-TV Baltimore, MD, WTTE-TV Columbus, OH, and WIIB-TV Bloomington, IN). Sellers are parents of buyers and own 72.6% of Sinclair Broadcast Group Inc., permittee of new TV in Omaha, NE, and WTTA(TV) St. Petersburg, FL. Buyers each own 6.8% of Sinclair Broadcast Group Inc. Filed July 30.

■ **WVGO(FM) Richmond, VA** (BALH900801GK; 106.5 mhz; 7.6 kw; ant. 1,233 ft.)—Seeks assignment of license from Daytona Group of Virginia to Richmond Radio Inc. for \$5.5 million. Seller is subsidiary of Daytona Group Inc., which is headed by Norman Drubner, and has interest in WJLQ(AM)-WCOA(FM) Pensacola, FL; KXY(AM)-KZRC(FM) Portland, OR; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. Daytona Group is in process of selling KGRX(FM) Globe, AZ ("Changing Hands," April 2) for \$2 million; and KRGE(AM) Weslaco and KRHX(FM) Brownsville, both Texas ("Changing Hands," July 16) for \$1.1 million, and WPAP-FM Panama City, FL ("Changing Hands," Aug 13) for \$1.9 million. Buyer is headed by Aylett B. and Mary Kay Coleman, husband and wife, and P. Scott Quesinberry, who has interest in CEBE Inc., licensee of WJQI(AM) Chesapeake and WJQI-FM Virginia Beach, both Virginia. Aylett B. Coleman is 100%

stockholder of CEBE Investment Inc. and Radio WJQI Inc. Filed July 31.

■ **WMUL(FM) Huntington, WV** (BALED900803GI; 88.1 mhz; 1.75 kw; ant. -56 ft.)—Seeks assignment of license from Marshall University to West Virginia Board of Directors for no financial considerations (includes WSHC(FM) Shepherdstown and WWVU(FM) Morgantown, both West Virginia). Seller is headed by F.L. Blain, Andrew L. Clark, Edward H. Greene, Russell Isaacs, Albert Morgan and Verl W. Snyder, and has no other broadcast interests. Buyer is headed by David C. Hardesty Jr., Robert McMillan, A. Michael Perry, and Joseph F. Powell. Filed Aug. 3.

■ **WWVU(FM) Morgantown, WV** (BA-LED900803GH; 91.7 mhz; 380 w; ant. 30 ft.)—Seeks assignment of license from West Virginia Board of Regents (on behalf of West Virginia University) to West Virginia Board of Directors for no financial considerations (WSHC(FM) Shepherdstown and WMUL(FM) Huntington, both West Virginia). Seller is headed by F.L. Blain, Andrew L. Clark, Edward H. Greene, Russell Isaacs, Albert Morgan and Verl W. Snyder, and has no other broadcast interests. Buyer is headed by David C. Hardesty Jr., Robert McMillan, A. Michael Perry, and Joseph F. Powell. Filed Aug. 3.

■ **WSHC(FM) Shepherdstown, WV** (BA-LED900803GG; 93.7 mhz; 10 w; ant. 80 ft.)—Seeks assignment of license from West Virginia Board of Regents (on behalf of Shepherd College) to West Virginia Board of Directors for no financial considerations. (includes WWVU(FM) Morgantown and WMUL(FM) Huntington, both West Virginia). Seller is headed by F.L. Blain, Andrew L. Clark, Edward H. Greene, Russell Isaacs, Albert Morgan and Verl W. Snyder, and has no other broadcast interests. Buyer is headed by David C. Hardesty Jr., Robert McMillan, A. Michael Perry, and Joseph F. Powell, and has no other broadcast interests. Filed Aug. 3.

Actions

■ **KDJQ-FM Red Bluff, CA** (BALH900605HV; 102.7 mhz; 12 kw; ant. 1,017 ft.)—Granted app. of assignment of license from California Radio Inc. to ERA Communications Ltd. for \$725,000. Seller is headed by Wallace Heusser and Stephen Marriot. Heusser is sole shareholder of Pacific Quadracating, licensee of KKDJ(FM) Fresno, CA, and has interest in KDJK(FM) Oakdale, CA. Buyer is headed by Thomas Wilson and Thomas Embrescia, who each have interest in WWWE(AM)-WDOK(FM) Cleveland and WUPW-TV Toledo, both Ohio. Action July 31.

■ **WJMJ(AM)-WFAV-FM Cordele, GA** (AM: BAL880520HG; 1490 khz; 1 kw-D 250 w-N; FM: BALH880520HH; 98.3 mhz; 3 kw; ant. 300 ft.)—Dismissed app. of assignment of license from Silver Star Communications Inc. to Mattox-Guest Broadcasting Inc. for \$490,000. Seller is headed by John R.E. Lee and Willie Nanery and has interest in WJYZ(AM)-WJIZ-FM Albany, NY. Buyer is headed by G. Troy Mattox and Andrew J. Guest, and has no other broadcast interests. Action July 30.

■ **KVIB(FM) Maui, HI** (BALH900518HH; 94.3 mhz; 3 kw; ant. -22 ft.)—Granted app. of assignment of license from Visionary Related Entertainment Inc. to Cub Media Inc. for \$275,000. Seller is headed by John Detz, who is member of board of KRCB-TV Rohnert Park, CA. Buyer is headed by G.P. Sullivan, David Hoffman, J.F. McKeon and Tamara Durbin, and has no other broadcast interests. Action July 27.

■ **KAOI-FM Wailuku, HI** (BALH900518HP; 95.1 mhz; 100 kw; ant. 1,250 ft.)—Granted app. of assignment of license from KAOI Communications Inc. to Visionary Related Entertainment inc. for \$650,000. Seller is headed by Roger Whitehurst and has no other broadcast interests. Buyer is headed by John Detz, who is member of board of KRCB-TV Rohnert Park, CA. Action July 20.

■ **WAJN(AM) Ashland City, IN** (BAL900109EE; 790 khz; 500 w-D)—Granted app. of assignment of license from Josef Roberts, trustee, to Media Resource Group Inc. for \$82,100. Seller is headed by Kerry Reese McCarver, Al Bartlett and Clara Bell and has no other broadcast interests. Buyer is headed by A.K. Upadhyaya, Elisa Upadhyaya and Brett C. Forsyth and has no other broadcast interests. Action Aug. 3.

■ **KZKC-TV Kansas City, MO** (BALCT900420KE; ch. 62; 1.660 kw-V; ant. 1,120 ft.)—Granted app. of assignment of license from KZKC Television Inc. to Kansas City TV 62 Ltd. for \$10.525 million ("Changing Hands," May 7). Seller is subsidiary of bankrupt group owner Media Central, which is headed by Morton Kent and has interest WOAC(TV) Canton, Ohio and WKCH-TV Knoxville, Tenn. Steven B. Engles, general manager of KZKC(TV) Kansas City, Mo., has interest in Engles Communications, which recently bought KBSI(TV) Cape Girardeau, Mo. from subsidiary of Media Central ("Changing Hands," Jan. 1). First American National Bank of Tennessee holds notes and is headed by Tom Crocker. Buyer is headed by Abery Communications III Ltd., which is headed by Royce Yudkoff and Andrew Banks. It has interest in Cincinnati TV 64 Ltd., licensee of WIII(TV) Cincinnati, OH; WNUV-TV-54 Ltd. licensee of WNUV-TV Baltimore, MD, and TV translator W66AQ Dayton, OH. Action July 31.

■ **WECK(AM) Cheektowaga and WJYE(FM) Buffalo, both New York** (AM: BAL900612GP; 1230 khz; 1 kw-U; FM: BALH900612GQ; 96.1 mhz; 50 kw; ant. 480 ft.)—Granted app. of assignment of license from Williams Broadcasting Corp. to EBE Communications Ltd. for \$12 million. Seller is headed by Richard H. McGraw and has interest in WSOL(AM) Tampa and WSTU(AM)-WKRY(FM) Steubenville, OH. Buyer is headed by Ralph C. Guild, and is licensee of WJYE(AM)-WJYE(FM) Charleston, SC; KFRE(AM)-KNAX(FM) Fresno, CA, and WMQX-AM-FM Winston-Salem, NC. Guild is 20% stockholder of Williams Broadcasting Corp., and has interest in P.D. & G. Pacific Rim Broadcasting Ltd., licensee of KAZN(AM) Pasadena, CA. Action July 31.

■ **WGNY-AM-FM Newburgh, NY** (AM: BTC900608GN; 1220 khz; 5 kw-D; FM: BTCH900608GO; 103.1 mhz; 3 kw; ant. 275 ft.)—Granted app. of assignment of license from Advance Broadcasting Corp. to CVC Capital Corp. for \$10,000. Seller is headed by Kelly Guglielmi and CVC Capital Corp. Buyer is headed by Joerg G. Klebe, and has interest in Sunrise Broadcasting Corp., licensee of KBWH-FM Blair, is proposed assignee of WFSF(AM)-WNER-FM Ozark, AL; and has interest in WCKX Enterprises Ltd., licensee of WCKX(FM) London, OH. Action July 31.

■ **WVOT(AM) Wilson, NC** (BAL900518EB; 1420 khz; 1 kw-D, 500 w-N)—Granted app. of assignment of license from Voyager Communications Inc. to Career Communications Inc. for \$213,254. Seller is headed by Jack P. McCarthy, Carl V. Venters Jr. and George E. King, and has interest in WMIR(AM)-WMAG(FM) High Point and WWMG(FM) Shelby, both North Carolina. WECP(AM)-WLWZ(FM) Easley and WOIC(AM)-WNOK(FM) Columbia, both South Carolina, and WPIQ(AM)-WHJX(FM), GA. Buyer is headed by Eric R. Mendelson, David W. Woodard Jr., Charles H. Bedgood Jr. and John L. Dixon Jr., and has no other broadcast interests. Action Aug. 8.

■ **WKTJ(AM) Cortland, OH** (BAL900615EB; 830 khz; 1 kw-D)—Granted app. of assignment of license from Trumbull County Broadcasting Corp. to Tobin Communications Inc. for \$250,000. Seller is headed by Patrick Engrau, Albert Zippay, Steve Hannah and Steve Kramer. Zippay and Kramer have interest in Mercer County Broadcasting Co., licensee of WKTJ(AM) Mercer, PA. Buyer is headed by Jeffrey E. Tobin and Joseph S. Dobosh, and has no other broadcast interests. Action Aug. 2.

■ **WNRJ(FM) Marysville, OH** (BTCH900518HK; 105.7 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Riggs-Hutchinson and Associates Inc. to Robert Casagrande and Mark S. Litton for \$106,000. Seller is headed by Richard H. Riggs and Charles Hutchinson, and has no other broadcast interests. Buyers have interest in WCSJ(AM)-WCFL-FM Morris, IL, and WNRE(AM)-WTLT-FM Circleville and WNRJ(FM) Marysville, both Ohio. Action July 31.

■ **KPNC(FM) Ponca City, OK** (BALH900605HQ; 100.9 mhz; 3 kw; ant. 285 ft.)—Granted app. of assignment of license from First Radio Corp. to KPNC Broadcasting Co. for \$174,000. Station is in bankrupt-

cy proceedings, and is reorganizing company with minority shareholder becoming majority shareholder for assumption of debt. Seller is Ronald L. Bryant and has no other broadcast interests. Buyer is headed by Kenneth R. and Marian Greenwood, husband and wife. Action July 20.

■ **KBCH(AM) Lincoln City, OR** (BAL900105EA: 1400 khz; 1 kw-U)—Granted app. of assignment of license from Matrix Media Inc. to Occanlake Broadcasting Co. Inc. for \$250,000. Seller is headed by S. Michael Symons, Samuel E. Symons Jr. and A.S. Harvey and has interests in KCRF(FM) Lincoln City, OR and KCYX(AM) McMinnville, TN. Buyer is headed by Hal D. and Barbara M. Fowler, husband and wife, and has no other broadcast interests. Action July 31.

■ **WGTV(AM) Georgetown and WGTN-FM Andrews, both South Carolina** (AM: BAL900608GK: 1400 khz; 1 kw-U; FM: BALH900608GL: 100.9 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Fogel Media Inc. to Saltzer Broadcasting Co. Inc. for \$500,000. Seller is headed by Harry R. Fogel and has no other broadcast interests. Buyer is headed by Gerald L. Saltzer and Barbara A. Alpert, and has no other broadcast interests. Action July 27.

■ **WODI(AM) Brookneal, VA** (BAL900420EC: 1230 khz; 1 kw-U)—Granted app. of assignment of license from Solocom Inc. to WODI Inc. for \$7,500. Seller is headed by Digby and Ronald Solomon. Digby Solomon has 51% interest in Solomon and Lowe Communications Inc., licensee of WJMA-AM-FM Orange, VA. Buyer is headed by Graham L. and Hazel W. Jones, and has no other broadcast interests. Action Aug. 8.

■ **WXZY(FM) Ruckersville, VA** (BTCH900518HO: 92.1 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Ridge Broadcasting Corp. to Carl R. Colombo for no financial considerations. Deal reflects issuance of new stock. Seller is headed by Sandra R. Robertson, Robert R. Nelson and George R. Borsari Jr., and has no other broadcast interests. Buyer has interest in WYF(AM) Boynton Beach, FL. Action July 27.

■ **KJUN(AM) Puyallup, WA** (BAPL900608EF: 1450 khz; 1 kw-U)—Granted app. of assignment of license from 777 Broadcasting Inc. to Joy Broadcasting Inc. for \$350,000. Seller is headed by Ray E. Courtemanche and has no other broadcast interests. Buyer is new Washington corporation headed by Barbara Geesman and has no other broadcast interests. Action Aug. 1.

NEW STATIONS

Actions

■ **Fort Bragg, CA** (BPH880527MQ)—Granted app. of Susan I. Waters for 96.7 mhz; 1.741 kw; ant. 419 ft. Address: 1511 Campus Dr., Berkeley, CA 94708. Waters has no other broadcast interests. Action July 27.

■ **Greenfield, CA** (BPED890214ME)—Returned app. of Prunedale Educational Association for 91.7 mhz; 1.4 kw; ant. 2,384 ft. Address: 8145 Prunedale North Rd., Prunedale, CA 93907. Principal is headed by Elmer L. Moon, Raymundo Banuelos, Betty E. Moon, Janet Hanson and John Hanson, and has no other broadcast interests. Action July 27.

■ **Gallup, NM** (BPED900117MC)—Dismissed app. of Gallup Public Radio for 91.7 mhz; 1 kw; ant. 1,121 ft. Address: 910 Montgomery Ct., Gallup, NM 87301. Principal is headed by Roger Des Prez, Octavia Fellin and John Milligan, and has no other broadcast interests. Action July 27.

■ **Blue Mountain Lake, NY** (BPED900117NB)—Returned app. of St. Lawrence University for 91.3 mhz; 1.11 kw; ant. 1,728 ft. Address: Romoda Dr., Canton, NY 13617. Principal is headed by Carole L. Ashkinaze, Frank A. Augsburg Jr., Bruce W. Benedict, James N. Benedict, Mary Bijur, Karen D. Bruett and William H. Donaldson, and is licensee of non-commercial educational WSLU(FM) Canton and WSLQ(FM) Malone, both New York. Action July 20.

■ **Henderson, TN** (BPH890720MI)—Granted app. of Wanda Smith for 107.7 mhz; 3 kw; ant. 328 ft. Ad-

dress: Route 1, Box 193, Henderson, TN 38340. Smith is director and 50% shareholder of Chester County Broadcasting Co., licensee of WHHM(AM) Herderson, TN. Action Aug. 2.

■ **Marion, VA** (BPED900108NR)—Returned app. of Virginia Tech Foundation Inc. for 91.9 mhz; 3.2 kw; ant. 1,489 ft. Address: 220 Burruss Hall, Blacksburg, VA 24061. Principal is headed by Gordon D. Bowman II, T.A. Carter, G. Frank Clement, C.A. Cutchins III, Henry H. Dekker, Edward R. English, Horace G. Fralin, George R. Goodson, Charles O. Gordon, Lucian Y. Grove and Lee C. Tait, and licensee of non-commercial educational WVTF(FM) Roanoke and WVTU(FM) Charlottesville, VA, and translator stations W209AA Charlottesville and W209AG Roanoke County, both Virginia. Action July 21.

FACILITIES CHANGES

Applications

AM

■ **Green Valley, WV** WAMN(AM) 1040 khz—July 31 application for CP to change freq: 1050 khz; add night service with 250 watts increase day power to 1.43 kw and make changes in ant. system.

FM's

■ **Ozark, AL** WNER(FM) 103.9 mhz—July 20 application for CP to change ERP: 6 kw H&V; and to change TL: 3.5 km SE of Browns Crossroads. AL 31 23 46N 85 30 01W.

■ **Van Buren, IN** WCJC(FM) 99.3 mhz—July 20 application for CP to change antenna supporting-structure height.

■ **Omaha, NE** 105.9 mhz—July 27 application for mod. of CP (BPH870918MP) to change ERP: 5.2 kw H&V; change ant.: 347 ft.

■ **Huron, SD** KURO(FM) 92.1 mhz—July 24 application for CP to change freq: 99.1 mhz; ERP: 95.3 kw H&V; ant.: 803 ft.; TL: Town Rd. 3.3 km WNW of Wessington Springs, SD; change to class 256 (per docket # 89-94).

■ **Redfield, SD** KVCU(FM) 103.7 mhz—July 30 application for mod. of CP (BPH850711QL) to change ERP: 50 kw H&V; change ant.: 291 ft.; TL: 2.9 km NW of Redfield, SD; downgrade from C1 to C2.

■ **Jackson, TN** 90.1 mhz—July 31 application for mod. of CP (BPED881214MO) to change ant.: 531 ft.; change TL: 122 Radio Rd., Jackson, TN.

■ **Knoxville, TN** WIVK-FM 107.7 mhz—July 30 application for CP to change ERP: 96 kw H&V; ant.: 2,053 ft.; change TL: on Greentop Mountain, 4.7 km at 304.9 degrees (T) from Walden Creek, Tennessee.

TV

■ **Modesto, CA** KCSO(TV) ch. 19—July 27 application for CP to change ERP: 5,000 kw (vis); ant.: 1,935 ft.; TL: N. Edge of Lauffer Rd., .25 mile E. of Moke-lumne River, approximately 2 miles E. of Walnut Grove, CA; ant.: Andrew Corp. 63516 (custom DA). (DA)BT: 38 14 20N 121 28 52W.

Actions

AM

■ **Norfolk, VA** WNIS(AM) 850 khz—Aug 1 application (BMP900309AF) granted for mod. of CP to make changes in ant. system.

FM's

■ **Vernon, AL** WJEC(FM) 106.5 mhz—July 27 application (BMPH900427IF) dismissed for mod. of CP (BPH880712MK) to change ERP: 6 kw H&V; TL: just off Taylor Springs Rd., NE of Vernon, AL.

■ **Denver, CO** KMJ(FM) 100.3 mhz—Aug. 1 application (BPH870225IN) granted for mod. of CP (BPH831118AJ) to change TL: 1.5 miles SW of Eldorado Springs, Eldorado, CO; change ant.: 1,705 ft.; install DA and make changes in ant. system 39 54 48N 105 17 32W.

■ **Wailuku, HI** KKUA(FM) 90.7 mhz—July 31 appli-

cation (BPED9002121A) granted for CP to change ERP: 7.0 kw H&V; change to class C.

■ **Marseilles, IL** WKOT(FM) 96.5 mhz—July 27 application (BMPH900427IG) granted for mod. of CP (BPH851113MD) to change ant.: 328 ft.; TL: NW 1/4 of NW 1/4 of section 30, T33N, R4E, Fall River Township.

■ **Beloit, KS** KVSV-FM 105.5 mhz—July 31 application (BPH900308IB) granted for CP to change ERP: 43.8 kw H&V; change ant.: 518 ft.; TL: 1.62 km NE Beloit, KS., P.O.: .35 km N. of E. 8th St., .18 km E. of U.S. Hwy. 24, Beloit, KS; class: C2 (per docket #87-595).

■ **Louisville, KY** WZKS(FM) 103.9 mhz—July 3 application (BPH900314IE) granted for CP to change ERP: 1.35 kw H&V; increase transmitter power output.

■ **Perryville, MO** KRAA(FM) 106.7 mhz—July 30 application (BMPH900314II) granted for mod. of CP (BPH861124SMK) to change ERP: 1,606 kw (H&V); ant.: 619 ft.; TL: 11.5 km SW of Perryville on Hwy. 51, then 1.8 km E. on County Rd. 603.

■ **St. Joseph, MO** KKJO(FM) 105.1 mhz—July 27 application (BPH870225MG) granted for CP to change ant.: 1,000 ft.

■ **Point Pleasant, NJ** WADB(FM) 95.9 mhz—July 31 application (BMPH891024IB) granted for mod. of CP (BPH890327IB) to change ERP: 4 kw H&V.

■ **Little Falls, NY** WOWB(FM) 105.5 mhz—July 27 application (BMPH900420IB) dismissed for mod. of CP (BPH850712T3) to change ERP: 2,884 kw H&V; ant.: 469 ft.; TL: on Quinn Rd., 7 km from city of Little Falls on a bearing of 216 degrees (T).

■ **Mexico, PA** WJUN-FM, 92.5 mhz—July 27 application (BPH891012ID) granted for mod. of CP (BPH871118MB) to change ERP: 397 m H&V.

■ **Starview, PA** WHTF(FM) 92.7 mhz—July 27 application (BPH891012IC) granted for CP to change ERP: 1.42 kw H&V (equivalent 6 kw facilities).

■ **Green Bay, WI** WGBW(FM) 91.5 mhz—Aug. 1 application (BPED900116MI) granted for CP to change ERP: 16 kw H&V; change ant.: 328 ft.; TL: .2 km S. of Hwy. 54/57 and 1 km W. of Bay Settlement Rd., in City of Green Bay, WI; class: C3.

TV's

■ **Springfield, MA** WGBY-TV ch. 57—July 31 application (BPET900105KE) granted for CP to change ant.: 1,056 ft.; change ERP: 1,465 kw (vis); TL: atop Mount Tom, Holyoke, MA (3.2 miles NW of Holyok Center at 315 degrees); ant.: Dielectric Communications TFU-25G; 42 14 30N 72 38 54W; (DA) (BT).

■ **Rocky Mount, NC** WFXB(TV) ch. 47—July 31 application (BMPCT900507KG) granted for mod. of CP (BPCT870317KJ) to change ERP: 2,000 kw (vis); ant.: 610 ft.; TL: Temperance Hall Community, Edgecombe County, NC, at intersection of State Rd. 1124 and State Rd. 1003; change ant.: Multi-Sat MS36-G(DA)(BT) 35 48 40N 77 44 33W.

■ **Roanoke, VA** WBRA-TV ch. 15—July 31 application (BMPET900305KF) granted for mod. of CP to change ERP: 1,820 kw (vis); ant.: 634 m; TL: on Poor Mountain, 1.2 km W. of intersection of Rtes. 916 and 612; ant.: HarrisTWS-30 (DA)(BT); 37 11 45N 80 09 18W.

CALL LETTERS

Applications

Existing AM's

WOCC(AM) WGZB Radio Corydon Inc., Corydon, IN

WXLN(AM) WKXF Midwestem Broadcasting Association of Kentucky Inc., Eminence, KY

Existing FM's

KDBK(FM) KOFY-FM KOFY Inc., San Francisco, CA

KDBQ(FM) KLRS KOFY Inc., Santa Cruz, CA

Grants

New FM's

KMUS-FM William L. Moir. Burns. WY
KOUA(FM) Harlan Family. Mena. AR
KWHU(FM) Radio Ministries. Midland. TX
WFBR(FM) CWA Broadcasting Inc., Cambridge. MD
WLGL(FM) Cantorair Communications Co.,
Riverside. PA
WTNR-FM Pioneer Radio FM Inc., Waynesboro. TN
WXUT(FM) University of Toledo. Toledo. OH
WYFV(FM) Bible Broadcasting Network Inc.,
Cayce. SC

New TV

WWQR(TV) GNOL Broadcasting Inc.,
Morganton. NC

Existing AM's

KTFS(AM) KMLA KTFS Radio Inc., Texarkana. TX
WBUG(AM) WKOL William H. Walker III.
Amsterdam. NY
WDMF(AM) WMRE Church Point Ministries Inc.,
Knoxville. TN
WKNW(AM) WDHP Algoma Broadcasting Co.,
Saulte Ste. Marie. MI
WPLK(AM) WSUZ Radio Palatka Inc., Palatka. FL
WWW(AM) WOHQ Midwestern Broadcasting
Co., Toledo. OH

Existing FM's

KDBQ(FM) KLRS KOFY Inc., Santa Cruz. CA
KDBK(FM) KOFY-FM KOFY Inc., San
Francisco. CA
KHCA(FM) KSKT Wild-Rat Radio Inc.,
Wamego. KS
KHM(X) FM) KNRJ Nationwide Communications
Inc., Houston. TX

KKVU(FM) KUKF Vantage Communications
Inc., Omaha. NE
KMYC(AM) KRFD River Cities Radio. Ltd.,
Marysville. CA
KROG(FM) KHUG-FM Asteria Broadcasting
Corp., Phoenix. OR
KRSR(FM) KQZY Group W Radio Inc., Dallas.
TX
KTFS-FM KMLA-FM KMLA Radio Co.,
Ashdown. AR
KZSR(FM) KWNJ Susan Lundborg. Reno. NV
WBKW(FM) WPHH Golden Rule Organization
Workshop Inc., Dublin. VA
WJAZ(FM) WUCP Temple University.
Summerdale. PA
WKNW-FM WKNW Vector Broadcasting Inc.,
Canaan. VT
WOOO(FM) WSVL ARS Broadcasting Corp.,
Shelbyville. IN
WPVA(FM) WCQR Positive Alternative Radio.
Waynesboro. VA

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RADIO

HELP WANTED MANAGEMENT

Sales manager: Great opportunity for management position in medium size Montana market. Will carry your own list and lead team of five sales people. Our company is expanding, this could be your chance to move into GM's slot. Send resume today to Box M-58.

Midwest group is seeking GSM for an all new 50KW FM in Columbia-Jefferson City, MO. Must be leader with strong selling skills. Possess ability to hire, train, and motivate new sales staff. No ratings, new staff, and market leader on rates, promises to make this position challenging for right individual. Resume to Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63702 or call David Zimmer at 314-335-8291. EOE.

Liggett Broadcast Group: Exciting opportunity for experienced GSM who is success driven and goal oriented to lead and inspire our customer focused sales team. Successful applicant has strong organizational and people skills with an outstanding track record. Recruiting and training ability a must. Send resume and salary history to: Rod Krol, GM, WFMK, PO Box 991, East Lansing, MI 48826. EOE.

PD/operations manager - AM-FM combo: We are seeking an energetic person with live and satellite-led programing experience, who wants to do it all and get paid well for it. Experience with Audisk and Digi-sound Automation systems helpful. Excellent upward move for an underpaid, underappreciated PD in a small market in Tennessee, Kentucky, Indiana, Georgia, etc. All replies confidential, so let's talk! Send resume to Box N-28. We are an EOE, M/F.

Sales manager needed for big 100,000 watt FM in Albuquerque, NM. If you are an aggressive manager capable of training, maintaining and motivating a sales staff and street selling then you are just the right person. Send resume with letter...sell us on you! Confidentiality requested, EEO. Box N-27.

Local sales manager sought for #1 12 plus and market billing leader. Must have proven track record in similar or larger markets. This is a rare opportunity for the right leader. Send reply to: Brenda Selby, General Sales Manager, US-101 FM, PO Box 8799, Chattanooga, TN 37411. No fax or phone calls please. WUSY is an equal opportunity employer.

Sales manager for group's Vermont FM. Responsible for training/motivating staff, promoting/packaging, and carrying established list. Successful track record desired. Resume to Box N-56. EOE.

Operations manager for Dallas' Classical Radio Station, WRR-FM. Requires strong management ability, programing and production skills, knowledge of M/S DOS Computer Management System and Automation, a bachelor's degree in Communications (radio or television) and six years related experience. Prefer classical music background. Send resume and/or application by Friday, August 31, 1990 to: Staffing Manager, Personnel Department, 1500 Marilla, City Hall, 6AN, Dallas, TX 75201. Indicate on resume that you are applying for the Operations Manager position at WRR-FM. Include salary requirements. EOE.

General sales manager: Group Broadcaster, ENTERCOM, is seeking a GSM, for WDSY-FM, Pittsburgh's exclusive country station. We need a creative, driven sales professional capable of training and motivating a top-notch sales department. You must have excellent technical, research, and presentation skills, plus sales management experience in a top 60 market. You will have all the resources you need to succeed, including ratings. Resumes to: WDSY, Fulton Building, 107 Sixth Street, Pittsburgh, PA 15222-33771. EOE.

GM's! Will you have \$200,000 in your savings account in 1995? Achieve our 5 year goals and earn up to 20% of a 100KW sunbelt FM. Perhaps radio's biggest challenge. 12 signals. Under 120,000 people. Weak economy and ratings. Little capital. If you are honest, ethical, dominate local direct and can forgo a fat paycheck now for a big payoff later, rush resume to Box N-50.

HELP WANTED SALES

New 50KW FM in Columbia-Jefferson City, MO needs top notch sales reps to help build powerhouse. Salary plus commission and benefits. Resumes to Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63702 or call David Zimmer at 314-335-8291. EOE.

Broadcast Equities - a for-profit subsidiary of The Christian Broadcasting Network, Inc. - has immediate openings for radio sales personnel. These positions are with our owned-and-operated stations located in Silver Springs, MD; Charlotte, NC; Oklahoma City, OK; Orlando, FL; and Virginia Beach, VA. Applicants must be self-starters with a proven track record in media sales, experienced in lead generation, sales presentation and closing and conceptual sellability. Send your resume to: CBN Employment Department, Box Z-1, CBN Center, Virginia Beach, VA 23463. EOE.

The top radio station in coastal North Carolina is looking for an excellent salesperson. Good list available. Health & dental benefits. Send resume and sales history to: Roy Sova, WRNS, PO Box 609, Kinston, NC 28502. EOE.

Sales professional: Top rated/billing FM station in the beautiful Santa Barbara market, seeking talented, motivated sales professional. background in radio sales preferred but not required. Offer extensive training program, a chance to join a company with integrity and a mission to help companies through effective marketing. Send resume with cover letter to KTYD, 5360 Hollister Ave., Santa Barbara, CA 93111, Attn: Julie Seidell or call 805-967-4511. EOE/M/F.

Need proven pro who is honest, ambitious, aggressive and looking toward sales management. Send resume to GM, 401 E. Coal, Gallup, NM 87301. EOE.

Number 1 account list means excellent \$ potential for smart, proven street fighter at Fla. Mid-size AM-FM. Prefer Fla or Southeast experienced. Resume to Box N-52. EEO.

HELP WANTED TECHNICAL

Major suburban NYC combo seeks engineer. Experience and ticket required. Salary commensurate with abilities. Resume to GM, WHUD/WLNA, Box 188, Peekskill, NY 10566. EOE.

Engineer: Major market AM station seeks chief engineer experienced in installation and maintenance of broadcast equipment. FCC General Class Radio-telephone license required. Must have Hi-Power Directional experience. Send resume and salary requirements to Engineering Dept., 314 NE Park Circle, Kansas City, MO 64116 or call 800-438-6311. EOE.

Chief engineer for 100KW FM and DA AM in medium Southern market. Previous DA AM experience required. Will maintain transmitters, STLS, satellite receivers, all studio equipment. Must have leadership skills and ability to interact with other staff members on a daily basis. Group owned. Excellent benefits. Send resumes to Box N-48. EOE.

Chief engineer, KEDM, Monroe, LA: Install studio/transmission equipment for new public radio station. Experience in design/installation, FCC license/SBE certification, knowledge of FCC regulations desired. Application review begins immediately, deadline 8/31/90 or when filled. Send resume, cover letter, 3 letters of recommendation to: Mike Exinger, GM, KEDM/NELAPR, 225 Stubbs Hall - NLU, Monroe LA 71209. EOE/AA.

HELP WANTED ANNOUNCERS

Program director position with Enterprise Network stations in Montana. A proven track record with adult religious formats is needed. Two announcer positions AM also available. Resumes to Box 30455, Billings, MT 59107. EEO.

Full service/AC has immediate opening for announcer. Tape/resume. Dick Mountjoy, WINA, Box 498, Charlottesville, VA 22902. EOE.

Virginia, AM/FM in beautiful Shenandoah Valley looking for announcer for possible morning airshift. Tape and resume immediately to J. D. Cave, WLCC/WRAA, PO Box 387, Luray, VA 22835. EOE.

HELP WANTED NEWS

State radio network seeks anchor/reporter. Strong anchoring skills a must, some experience preferred. T/R to Ted Werbin, Tennessee Radio Network, 621 Mainstream Drive, Ste. 230, Nashville, TN 37228. No calls. EOE.

Managing editor for 15-station state public radio network. Host and produce daily newsmagazine and special projects. Excellent journalistic, production and interpersonal skills required. Tape and resume to Donovan Reynolds, Executive Director, Michigan Public Radio, 283 Communication Arts, Michigan State University, East Lansing, MI 48824-1212.

Radio reporter/host for public radio afternoon news program. Interviews for news, feature, business, and sports stories. College degree desired, accurate and creative reporting, strong writing skills, research and interviewing ability, excellent on-air sound, and strong production and editing skills required. Resume and tape to: Personnel, WMFE, 11510 East Colonial Drive, Orlando, FL 32817. EOE. Minorities are encouraged to apply.

Reporter - news: WNYC Public Radio is currently seeking a full-time reporter to work in the news department. Applicants should have a BA degree or satisfactory equivalent, a minimum of 3 yrs experience in radio news and excellent reporting, writing and feature length production skills. Knowledge of urban issues preferred. Sal: \$28,875 plus complete benefits. Please send resume, cover letter and a non-returnable cassette that includes a produced feature report to WNYC Personnel Dept., 1 Centre Street, 26th floor, New York, NY 10007. No phone calls please. EOE.

KPBS radio news reporter/producer: Two positions. KPBS-FM, San Diego's only Public Radio Station in the nation's 6th largest city, seeks two experienced, energetic and innovative news reporter/producers for its expanding newsroom. KPBS-FM is a professionally staffed NPR/APR affiliate with a major commitment to news and public affairs programming serving one of the country's fastest growing and most desirable markets. The news producers will gather, write and produce: long and short form news stories for local, regional and national air; also host local news programs, conduct interviews, create documentary and feature productions; and assist in developing the station's news agenda. Qualifications: A minimum of two years full-time, professional experience as a radio news reporter/producer or equivalent is required. Demonstrated experience in broadcast news gathering, writing and long form production as well as the ability to deliver news within a live network clock structure, combined with strong announcing and interviewing skills, is required. Prior network news submissions with public radio are important as are word processing skills and familiarity with public radio news programming. An appropriate bachelor's degree or equivalent is required. Salary: In addition to a full complement of benefits, the salary for this position starts in the mid 20's. Apply: Submit your letter of interest along with a resume and a request for an employment application directly to: SDSU Foundation Personnel Office, 6475 Alvarado Road, Suite 128, San Diego, CA 92120. Or you may call 619-594-5703 to request employment application materials. Completed employment application along with a cassette audition tape with aircheck and long and short form news production samples must be received at this address no later than September 7, 1990. EEO/AA/Title IX Employer.

News director: NPR stations KUNI/KUNY/KHKE need a news director. Directs staff, produces reports and live programs, and delivers newscasts. Must have good voice and delivery, professional production and interview skills. Position requires 4-year degree in Journalism or related field and a minimum of three years experience in news. Minimum starting salary \$21,960. Review of applications commences September 17, 1990. Send letter, resume and recent audition tape with news delivery and production samples to: Carl R. Jenkins, KUNI/KUNY/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. Open until filled. An affirmative action/equal opportunity educator and employer.

Radio traffic reporter: Person will be required to gather information and deliver live reports on WASH. Requirements are: prior traffic reporting experience, police and/or news reporter background, and a working knowledge of studio electronic equipment. **Radio announcer:** Requirements are: Person should have a minimum of (1) one year commercial radio experience and a smooth, natural vocal presence compatible with a soft adult-contemporary format. Rush audition tape, resume & references to: WASH, c/o Jerry Kane, 3400 Idaho Avenue NW, Washington, DC 20016. EOE M/F.

Entry-level news anchor/reporter. News/talk leader. 7/R. Roger Manning, KFRU, Box 718, Columbia, MO 65205. 314-449-4141. EOE.

News reporters wanted in great town. Send tape and resume c/o Cheri Preston, WZNF-FM P.O. Box 1095, Champaign, IL 61820. EOE.

SITUATIONS WANTED MANAGEMENT

Full service consultant for your station. 13 years experience in management, sales, programming, promotion. Specialists in FCC rules and regulations. Regardless of market size, can analyze and improve your operation. Reasonable rates, personal service. Call Gregory J. Eyerman today! 614-687-1080.

General sales manager available: 20 years experience, proven record of cash flow improvement and profit enhancement, sophisticated yield management controller. CRMC trained, demonstrated expertise in sales training, exceptional new business developer, former RAB Regional Director, excellent industry references. Please call Carl Kitts at 513-489-7163.

GM sales pro, leadership intensive, profit motivated, bottom line oriented, programming background, people skills, turnaround or start-up considered, prefer class C FM, 409-639-6040.

Has Glasnost got you in a language bind? Professional interpreter of Russian languages available to translate from Russian to English or vice versa any media - articles, science and technical journals, film, scripts, video, etc. On a per diem basis. 215-878-0645 or 878-3645.

Higher billing requires a strong sales staff with the right tools. Competent management pro (GM/GSM) will create the staff and tools needed for higher sales/profits. Medium/larger markets in S.E. preferred, but any situation with promise is a prospect. Equity/Ownership opportunities especially attractive. Box N-36

Need a group leader or GM? I've got the experience and people skills to make great things happen. Call Ken Patch, 508-775-7400 days 508-540-8216 nights and weekends.

General manager: Successful, sales-oriented GM 20 years experience. Thorough knowledge all phases-sales, programming, financial, engineering. Documented track record at increasing revenue, market share, tower construction/upgrade. Excellent references. Stations sold. Available Sept 1st. Call 704-876-4158.

Major market PD available now for PD or station manager position in medium to major market anywhere. Sales and programming experience in AC, Lite AC and Oldies formats. 21 years radio experience. Win with ratings and revenue! Call now: Neil Matthews at 619-672-2225.

SITUATIONS WANTED SALES

Salesman: Announcer combo 25 years sales experience in radio, retail, direct. Available in October. M. Leer, Box 67193, Rochester, NY 14617.

SITUATIONS WANTED ANNOUNCERS

Engineer/air talent: Will engineer AM/FM. Prefer airshift on rock FM; milder climate; medium to large market. Experienced. Eric, evenings 219-924-7004.

Experience in talk radio format. Looking for PD and or talk position. Box N-30.

Host of very successful small market, daily talk show. Looking to move up. Open phones, interviews. 6 years experience. Wayne Byers. 701-251-2336.

SITUATIONS WANTED NEWS

Imagine a sports talk show with insight, humor, knowledge and controversy that appeals to both the hardcore and casual fan. Your station could be a contender. Jim, 201-855-9171.

Sportscaster: Strong PBP. Versatile with production knowledge. News, host experience. College degree. Hard worker. Will relocate, Jay 312-528-8223.

Sports pro. 28 years experience. Seeking medium/large market or sports. Network challenge. PBP anchor, talkshow, reporter. Box N-39.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Let's make \$\$\$\$\$! Program director who knows how to help sales raise revenues and increase an audience seeks bigger and better challenges. Currently programming top rated AC/FSAC combo. Call 603-448-6589. EOE.

Seasoned professional seeks medium market programming position. Oldies/AC/CHR preferred. Box N-42.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Free traffic, logs, and billing software for IBM or MS-DOS compatible computers. Call Epilog toll free at 1-800-292-3569.

How to get work as a radio broadcast announcer. Informative manual now available. \$22.95. TOMA, Box 1483, El Cerrito, CA 94530.

Program service available. "Lifestyle Talk Radio." Fully automatable; 15 khz; revenue sharing; hourly news. Call for demo 813-579-8255. now!

TELEVISION

HELP WANTED MANAGEMENT

Creative services director: Seek a creative pro to become part of our management team. Winning candidate will have expertise in all aspects of advertising, graphics, and promotion with an emphasis on news promotion, as well as experience in campaign planning and departmental budgeting. Applicants should have five years television experience with at least two years managing a promotion department. Experience with promotion in a metered market a plus. Qualified applicants submit resume, sample reel and print ads to: KCRA-TV, Attn: Dept. CPG, 3 Television Circle, Sacramento, CA 95814-0794. No calls please! Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

Senior account executive: WKRN-TV, the ABC affiliate in Nashville, has an opening for a senior account executive due to a promotion from within. Experience in co-op and vendor programs, a strong desire and aptitude for new business development, and 2-4 years of local television sales experience is required. Join our friendly staff and experienced and supportive management in one of the nations' great places to live. Interested parties please contact by resume only: Mickey Martin, Local Sales Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EEOC.

General sales manager: KZKC-62 in Kansas City is looking for a dynamic general sales manager with a strong track record in independent television sales management. Send resume to: Jim MacDonald, General Manager, KZKC-62, 2111 Television Pl., Kansas City, MO 64126. EOE.

LSM, CBS affiliate, top 50 market in Southeast. Immediate opening, looking for assertive person with management experience to lead and motivate 8 person staff. 5 station market, candidate must be able to position and package for max. revenue. Station believes in creative and innovative sales ideas and concepts. Compensation package totals \$67,000 per year. Send resume and references to Box N-41. EOE.

General manager: For leading affiliate in Midwest. We're looking for a good manager possessing solid marketing/sales skills. Good salary and benefits with chance to grow. Send resume to Box N-51. EOE.

Traffic/data services manager. WTVT Television, a CBS affiliate in Tampa, Florida, is seeking an experienced manager for our traffic department. We are an Enterprise System station. Knowledge of Enterprise and IBM Query programs are requested. Accuracy, revenue, inventory maximization, speed, cross-training, efficiency and team work are the key elements of this department. Send resume and qualifications to: John Westberg, Director of Sales, WTVT-TV, PO Box 31113, Tampa, FL 33631-3113. EOE.

Traffic manager: Midwest Fox affiliate seeks Columbia experienced individual to lead staff of four. Great opportunity with growth potential. EOE. Mail resume in confidence to Box N-54.

Creative services director: Growing medium market station seeks individual to direct three person department. This challenging hands-on position requires a creative individual with a broad range of promotional/production experience. EOE. Send your detailed resume in confidence to Box N-55.

HELP WANTED SALES

Top 35 market in Southeast....NBC affiliate seeking sales oriented research person wanting to make home in vacation type climate. Send resume and salary requirements to: Box N-32. EOE.

Sales account executive: KTBS-TV has an immediate opening. Must have previous television sales experience and be a competent negotiator. Heavy emphasis on ratings and new account development. Send resumes to: EEO-LS1-BM. PO Box 44227, Shreveport, LA 71134. EOE.

Local sales manager: Mid-Atlantic Network affiliate is seeking a highly motivated, competitive individual to lead a seasoned local sales staff into the nineties. This individual should possess a strong background in local or national sales. Additionally, they should have exceptional people skills, innovative ideas for generating new revenue, as well as strong organization and communication skills. EEO. Send resumes to Box N-43.

Account executive: Independent in top 25 market seeks TV account executive with minimum 2-3 years local and/or national experience. Individual should possess exceptional communication and organizational skills as well as innovative ideas for generating new revenue. Experience in selling sports a big plus. Send resume to: Cathi Gillotti, WTXV-TV, 414 Meadow St., Waterbury, CT 06702. EOE.

HELP WANTED TECHNICAL

EFP editor/cameraperson: Programming Department seeks talented, flexible, and organized editor/cameraperson. Must be able to perform under tight deadlines and high pressure. Knowledge of BVE 600 editor and Betacam a must. Send resumes only to Joseph Cook, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

Due to expansion of facilities Atlantic Video is looking for qualified maintenance engineers to fill several openings. Qualifications should include Associate degree and/or 3 years experience with broadcast equipment. Computer networking literacy a plus. Please send resumes to Willy Halla, 650 Massachusetts Ave., NW, Washington, DC 20001. EOE.

Northeast market, network affiliate is seeking a hands-on chief engineer. This facility is being remodeled and we need someone with strong studio background and UHF experience. EOE. Reply to Box N-6.

MTCE engr: Need engr. to maintain 300-Kscope, Digital F/X200, 141, Post Prod., Harris 9100 AM-FM-TV Remote Control. VPR-2's, ACR's, 3's, 80's, FM 2, SCA's, AM Stereo, 5 ENG Remote Sites, Transmitter Sites. Not an entry level position. Experienced in all areas desirable. CMML lic or SBE certificate. Contact KFMB, John Weigand, AM-FM TV, PO Box 85888, San Diego, CA 92138. EOE.

Assistant chief engineer: Southwestern UHF Fox affiliate. Minimum 5 years experience. Component level repair and trouble shooting experience required. UHF Klystron transmitter experience preferred. We need a hands on television engineer who can maintain our studio equipment and transmitter as well as help supervise master control personnel. Send resumes to Rod Norris c/o KPEJ, Box 11009, Odessa, TX 79760. EOE.

Transmitter maintenance engineer: WFXT-TV FOX25 in Boston is seeking a qualified transmitter engineer with a strong background in RF. Previous experience with RCA-TTU110 UHF transmitter and studio equipment preferred. FCC license or SBE certification required. EOE. Please send resume to: Gunnar Rieger, Operations Manager, WFXT-TV, 100 Second Ave., Needham Heights, MA 02194.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

ENG remote crew and supervisory positions available for LA based operation. Betacam experience shooting entertainment news and events required. Submit resume with salary history/requirements (no tapes) to Box N-49. EOE.

TV maintenance engineer: Independent San Francisco UHF station seeks broadcast maintenance engineer. Duties include but not limited to: Maintenance (to component level) of C-Format, U-Matic, VTR's, studio and ENG cameras, switchers, computer based control, edit and DVE equipment. Microwave and satellite system experience a plus. Good mechanical skills required. Knowledge of UHF transmitters beneficial. Deadline for acceptance of resumes: 8/30/90. Send resumes to: KTSF Channel 26, 100 Valley Dr., Brisbane, CA 94005, Attn: Mike Fusaro. EOE.

SNV operator: Will operate and maintain station's Satellite News Vehicle. Applicants must be able to acquire DOT Commercial license and should hold FCC license. Technical knowledge of electronics required; experience in TV studio maintenance preferred. Resumes to Steve Hawkins, News Director, WCYB-TV, PO Box 2069, Bristol, VA 24203. EOE.

HELP WANTED NEWS

NBC affiliate accepting applications for news director. Mid-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Solid news background. Submit resume and salary requirements to: John McCutcheon, Vice President/General Manager, KPOM-TV, PO Box 4610, Fort Smith, AR 72914. No phone calls, please. EOE.

Producer: Early riser needed to produce one-month-old morning news/talk show. Must have minimum 2 years producing experience. Knowledge of microwave, satellite and computers a plus. Should be creative enough to make an hour long morning show interesting and informative. Send resume and tape to Gena Parsons, KOTV, 302 S. Frankfort, Tulsa, OK 74120. Applicant finalist will be required to furnish evidence of employment authorization and identification. EOE, M/F.

Reporter to research and deliver on-air studio and remote television reports for weekly legislative news broadcast headquartered in NY State Capital. Attractive recreational, educational, and cultural location and only hours from Boston, Montreal, and New York City. Position requires minimum of 3 years' experience as broadcaster print news reporter, preferably with background in legislative coverage. Degree in journalism, communications or related field desirable. Send resume with cover letter by August 31: Director of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. WMHT is an equal opportunity employer and encourages applications from minority group members.

Reporter opening at KCCI-TV, CBS affiliate in Des Moines, Iowa. Must have minimum two years experience with ability to do live. Tapes and resumes to: Dave Busiek, News Director, KCCI-TV, PO Box 10305, Des Moines, IA 50306. EOE.

Assignment editor: Looking for the best. Must be great with organization and people skills. Three years experience preferred. Send news philosophy, resume and salary requirement to Steven D. Hammel, News Director, WHEC-TV, 191 East Avenue, Rochester, NY 14604. WHEC-TV is an equal opportunity employer.

Aggressive news director to lead talented, young staff competing with top 30 market news. Must have strength in assignments and supervising reporters in developing significant local stories. Strength in small market news development helpful. Send resume to, Dave Tillery, Operations Manager, KQTV, PO Box 247, St. Joseph, MO 64506. EOE/M/F.

TV news producer: #1 rated ABC affiliate in the Southeast is looking for a 5 pm producer. The successful candidate must be a strong writer with proven production skills who takes the non-traditional approach to each newscast. Send resume, references, and non-returnable tape to Steve Minium, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201. EOE.

News director: Dominant NBC affiliate in Sunbelt. SNG Computerized newsroom. State-of-the-art operation. Successful candidate will need prior news management experience. Strong people and product skills essential. Send statement of news philosophy, recent newscast tape and resume to Ron Lowewen, Vice President and GM, WIS-TV, PO Box 367, Columbia, SC 29202. Cosmos Broadcasting Corporation is an equal opportunity employer.

KSBW-TV in Salinas/Monterey, CA, is accepting tapes for future photo-journalist positions. We are looking for people who know how to tell stories with great video and natural sound. Please send tape and resume to: Mitchell Jordan, Chief Photographer, KSBW-TV, PO Box 81651, Salinas, CA 93912. EOE.

Consumer reporter: Minimum 3 years experience as TV news troubleshooter. Top 50 Atlantic Coast market. Resume to Box N-44.

Special projects producer: To write and produce multi-part news series and special reports for daily newscasts and to produce other special news programming. Several years television production experience required. Applicant must be creative, a good writer with excellent production skills and work well with others. Resume and tape (no calls) to Dave Davis, News Director, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

Promotion writer/producer: Great major market opportunity! Minimum 1-2 years experience; strong writing and production skills; equally at home in edit suite or field; ability to produce under tight deadlines; organized, take charge, high energy individual - who can handle projects, priorities and people with finesse. Rush resume (tape requested later) and salary requirements to: Box N-38. EOE.

Senior producer-learning services: Responsible for supervision and management of the Learning Services Production Unit for statewide ETV Network. Bachelor's in Journalism, Mass Communications or Radio and Television or Film plus a minimum five years experience in television producing/directing required. Equivalency considered. \$29,958 minimum. Apply by September 21 to Personnel Coordinator, University Television, Box 83111 Lincoln, NE 68501. AA/EOE.

City Hall reporter: "Should we talk about the government?"-R.E.M. Yep. We should. After four and a half years, our city hall reporter is moving to Oklahoma City. We need another one. Here in Austin, city government is a spectator sport. They even keep "box scores". I'm serious. Serious inquiries only, please call first; 512-476-7777. Until next time...Tim G Gardner, News Director, KTBC-TV, PO Box 2223, Austin, TX 78768. EOE.

Top rated west Texas affiliate seeks a self-motivated chief photographer. Expertise in 3/4-inch ENG operation and editing. Degree preferred. Must be willing to train and supervise 3 entry-level photogs, oversee on-air quality control for 5 daily newscasts and maintain all ENG equipment. Seek person with good people skills who will compliment our 23-person news team. Send tape and resume to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Business news anchor and economic correspondent: Japan's largest television network, NHK, is looking for an anchor and an economic correspondent for a new daily English-language business program for broadcast in the United States, Europe and Japan. The successful candidate will be a native English-speaking anchor/reporter with at least three years experience, preferably in business and economic reporting, although not requirement. The position presents an exciting opportunity to work in one of the most dynamic cities in the world with a bi-lingual, bi-cultural staff producing first-of-its-kind programming from Japan for an international audience. Interested candidates should rush a resume and picture along with salary requirements to: Japan Business Today, c/o Jin Imaizumi, NHK Enterprises USA, Inc., 1 Rocketfeller Plaza, Room 1420, New York, NY 10020. No calls, please. EOE.

Commercial producer/director: Concept to completion. Hands-on GVG300, Kaleidoscope, Chyron. Creative writing, field and post experience mandatory. Top southwest Florida affiliate. Resume, references and non-returnable VHS to Robert Jones, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist: Top CBS affiliate seeks a creative "can do" artist to produce advertising and promotion print materials, and electronic news graphics. College degree or two years experience in commercial graphic design and production required. Send resumes and portfolio/tape to: Craig Spellerberg, Promotion Director, KLAS-TV 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Executive producer talk shows. Salary plus up to \$200,000 to \$400,000 incentive for right person with proven television talk track record sought to lead new major market in talk operation. Must be innovative, hard working, and experienced. No beginners or PA types. EOE. Send reply to Box N-29.

Production manager for an Independent TV station. We need an aggressive seasoned professional with hands-on experience in all aspects of commercial production with the ability to lead and develop a winning team. Send resume and demo reel to: Jim MacDonald, KZKC 62, 2111 Television Pl., Kansas City, MO 64126. EEO.

Promotion producer: Large market group-owned NBC affiliate seeks creative dynamo. Fun working environment, great Sunbelt lifestyle. Minimum three years television production success, strong news orientation, and ability to motivate others required. Must produce memorable and strategic spots at high output level. College degree, radio and print experience desirable. Reply to Box N-40. EOE.

Producer - special projects: Fox Television, KRIV, Houston is seeking an energetic, creative person to work in an award-winning special projects department. Applicants must have at least two (2) years producing experience, strong field production experience, and good writing skills. Ideal candidate combines skills with enthusiasm, a great attitude and a strong desire to work on a variety of projects. Immediate availability. Interested applicant should contact: Aprille Meek, Executive Producer, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE.

Senior writer/producer: Top 30 market seeks innovative news promotion producer. 2-3 years experience in writing and producing news promotion. Must have knowledge on top-shelf production techniques combined with award winning creativity and team player attitude. If it's time for a change...rush resume and tape to: Scott Steffey, WITI-TV6, 9001 North Green Bay Rd., PO Box 17600, Milwaukee, WI 53217. Please, no phone calls! EOE.

If you're a promotion Rambo, we've got the job for you! Senior producer, creative services/WJXT Post-Newsweek. Produce interesting programming and news spots, plus daily news promotion. Candidate must have 2 years hands-on experience; a head for marketing; snappy writing skills and proficiency in state-of-the-art equipment. Rush resume and tape to: Ann Pace, VP/Programming, WJXT, 1851 Southampton Rd., Jacksonville, FL 32207. EOE.

Promotion producer: Tulsa's #1 station and ABC affiliate needs a self-motivator who can keep all the plates spinning while creating great promotions. Must be able to conceive, write and edit promos for entertainment programming, station image and community affairs while maintaining on-air promotion scheduling. Organization skills a must! If you've got a creative mind that can prioritize and see things through, we want to see your resume and reel. Send to: KTUL-TV, PO Box 8, Tulsa, OK 74101. No phone calls, please. EOE. M/F.

Producer/director - Cable TV national award winning production dept. in scenic western Connecticut seeks hands-on creative artist for magazine, commercial and program production. Sony BVE 900 A/B roll editing, DVE. Rush resumes/tapes to: Manager of Video Operations, New Milford Cablevision, PO Box 1480, 2 East St., New Milford, CT 06776. 203-355-3143 (Donna). EOE.

Morning show producer: Established top-rated live morning show in Tampa, Florida is looking for an experienced producer. We need a creative person who wants to surprise our viewers. We're looking for a take-charge producer who can make idea sizzle. Prior morning show experience necessary and some remote experience helpful. Send resume and tapes to Larry Cazavan, Program Director, WTSP-TV, 11450 Gandy Blvd., St. Petersburg, FL 33702. An equal opportunity employer.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Promotion writer/producer: If your writing has flair, your pictures have the impact and your production experience is impressive, then you may be the writer/producer we need in our promotion department. Send tape, resume and salary requirements, no phone calls, please, to Terry Murphy, Promotion Manager, WPBF, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. EOE.

Air directors needed! WTBS is presently updating resume files for future openings in master control. Applicants must have a minimum of (5) five years of solid master control and/or LIVE directing experience. Must have an eye for quality and checking details. Operationally familiar and proficient with state of the art video switching and playback equipment. General technical knowledge would be helpful. Ability to work various shifts. TBS (Turner Broadcasting System) is an Equal Opportunity Employer with career mobility and benefits. No phone calls please! Send complete equipment familiarity and qualifications to: Turner Broadcasting System Inc., 1050 Techwood Drive N.W., c/o Robert Westall, TBS Air Operations, Atlanta, GA 30318.

Producer/director WQLN-TV, Erie, PA. Major responsibility for a monthly magazine. Hands-on experience in lighting, shooting, and editing. Must work well with people and be organized. Bachelor degree required. Five years TV experience and with a magazine style production preferred. Send cover letter with salary requirements, resume and videotape to: Producer/Director Position, WQLN-TV, 8425 Peach St., Erie, PA 16509. WQLN-TV is an affirmative action/equal opportunity employer.

Design manager: Progressive, network affiliate television station in Nashville is looking for a talented leader to join our award winning creative team. You will be responsible for designing and managing our on-air graphic look for news, promotion and public affairs. Knowledge of production skills and experience on Dubner paint system preferred. Rush your resume and tape to Mary Nelson, Marketing Director, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. 615-248-7251. EEO.

SITUATIONS WANTED MANAGEMENT

General manager: Hardworking, enthusiastic team-building, results-oriented, broadcast manager currently employed as sales VP with highly successful and diversified broadcast background seeking new challenge as television station general manager. If your station needs to be led into the 90's, write Box N-30.

18 year consumer veteran seeks position with station producing consumer segments, answering complaints, doing research, writing scripts. Am truly an expert in field. Reply Box N-46.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experience with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box M-63.

SITUATIONS WANTED NEWS

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216—929-0131.

Experienced news photographer: (3 years ENG), currently working in Charlotte, NC (30th market), is ready to make transition to reporter or reporter/shooter. This Columbia University grad is experienced at one-man-band. Ready to relocate. Call Steve at 704-527-7608 for reel and resume.

Reporter for hire: 12 years experience. Looking for position in top 125. Prefer Midwest area. Chad 713—484-3977.

Two years experience as sports producer at #1 station in top 25 market. Ready for first on-air job as reporter or anchor. Flexible. Tape available. Box N-45.

Talented sportscaster: Talk show host, 7 years radio experience, TV PBP, excellent writer, versatile knowledgeable, top references. Kevin, 516—288-0852.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

College grad looking for computer graphics position. Design degree, 1 yr. comp graphics experience (2 & 3D), IBM, Mac, Invion. Call Robert, 503—255-6221.

Creative-ambitious NY producer MBA-MFA, just produced powerful date rape PSA's. I'm ready for new challenges. Don 718—853-3025.

MISCELLANEOUS

Attention producers, Fact: Consumer help features raise ratings. Fact: Budget & staff restrictions make it impossible to effectively answer all complaints. Fact: Consumer dynamics with a track record of resolving over 1 million consumer complaints will refer, resolve, follow-up complaints in your name. For more info reply Box N-47.

Major market promo voice available for your station. Reasonable retainer, primo talent. Voice. Box 21293, So. Euclid, Ohio 44121.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant broadcast media coordinator: The University of Michigan - News and Information Services Department is seeking an experienced broadcast professional to assist in the coordination of electronic media coverage of major events and activities of the University. The selected candidate will plan, produce and distribute radio and television news programming, and maintain liaison with electronic media networks. Necessary qualifications include a Bachelor's degree in Journalism, Speech, Broadcasting or related field; a minimum of 3 years' experience in radio and/or television production; and considerable knowledge of the broadcasting industry. A working knowledge of computer operations and DOS is desired. Excellent staff benefits package include 5 weeks paid vacation, 11 paid holidays, complete health care coverage, group term life insurance, dental assistance plan, and an outstanding retirement program featuring immediate vesting. Please forward 2 copies of your resume along with salary requirements to: The University of Michigan, News and Information Services, 412 Maynard Street, Ann Arbor, MI 48109-1399, Attn: Roger Sutton. A Non-Discriminatory/Affirmative Action Employer.

Teach radio/television production, programing and management course to undergraduate and graduate students beginning January 1990. Tenure track position. Doctorate preferred. Master's and agreement to complete doctorate required. Teaching experience and a minimum of three years broadcasting experience required. Academic rank and salary (\$25K to \$34K) negotiable depending upon qualifications. Excellent benefits. Search to continue until filled. Resume and covering letter to Chair, RTV Search Committee, Department of Communication and Journalism, Shippensburg University of Pennsylvania, Shippensburg, PA 17257. Shippensburg University is an equal opportunity/affirmative action employer and encourages all qualified women and racial minorities to apply.

EMPLOYMENT SERVICES

Government jobs: \$16,412-\$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R. 7833.

Looking for a position in radio or television? Need personnel for your station? Contact Bill Elliott, Consultant - Head Hunter, 413—442-1283.

Attention: Government jobs - your area! \$17,840-\$69,485. Call (1) 602—838-8885, Ext. R-8435.

Intelligence jobs: CIA, US Customs, DEA, etc. Now Hiring. Call (1) 805—687-6000 Ext. K-7833.

EDUCATIONAL SERVICES

On-camera coaching & demo: Now in our 5th year helping entry level reporters. Call The Media Training Center 619—270-6808.

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914—937-1719. Eckhart Special Productions (ESP).

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", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301—694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Strobe parts: We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

Wanted: For export, used large C band antennas RX TX capable. 9.3 Andrew preferred but Vertex or Comtech acceptable. Call Frank at 608—326-6041.

FOR SALE EQUIPMENT

Computerized Classified Advertising System now available for radio stations. Information and demonstrations. Call Jonathan Aslett, Noah Systems, 303-758-0671.

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom, 215—884-0888. FAX 215—884-0738.

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215—884-0888. Fax: 215—884-0738.

FM transmitters: Wilkinson 25000E (1983), CCA 20000D (1972), RCA BTF 20E1 (1976), RCA BTF 10E1 (1975), Harris FM5H3 (1975), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Harris MWSA (1979), CCA 5000D (1974), McMartin BA 5K (1980), Cont. 315B (1966), Collins 828E-1 (1978), McMartin BA 2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916—383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916—383-1177.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding, 800-342-2093

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Copper: All sizes of wire and strap for AM, FM and TV. Construction, counter poise, grounding. 800-622-0022.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC. 800-726-0241.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000.00. Carpenter & Associates, Inc. Voice: 504-465-0908. Fax: 504-465-0910.

Radar System: Vitro automation ind. radar system, trans/rec. unit, control unit, T.S.C WRT-85A converter, T.S.C. E OL-76 overlay, Space L6344A magnetron and spare parts. WBRC-TV 205-322-6666.

60 KW Klystron for sale or lease. Newly remanufactured external cavity, broadband tube in stock. Telco Inc. 615-894-4989.

Refurbished transmission line - 20 ft. sections of 6-1/8", 75 ohm, EIA flange. 50 sections available @ \$500.00 each. Heavy duty hangers also available. Call 904-796-4531.

Low cost automation-never-used Systemation cassette automation system. Ready to install. 5 cassette decks, 1 Commodore 64 keyboard, connecting cords, and controller. Rex Jensen, Box 368, Kanab, Utah 84741. Call 801-644-5868.

Antennas, transmitters, coax towers: for AM-FM-TV-LPTV: All power levels. Financing available, call Jimmie Joyn, J & L Associates 800-279-3326 or 719-528-5862.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

RADIO

Situations Wanted Announcers

YOU NEED THIS MAN!

Morning drive host at news/talk powerhouse seeks new horizons in full-service, news/talk, or personality A/C. Sharp, versatile, educated, creative, funny, great phones, great interviewer, tons of experience, good team player, stable, nice guy. Enjoys present jobs, so serious & discreet inquiries only, please!

CONTACT "TALKHOST"
Phone: (313) 446-6889
FAX: (313) 259-6024

Miscellaneous

RADIO WEATHERCASTS VIA BARTER
EDWARD ST. PE. & NATIONAL WEATHER NETWORKS
AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
BY QUALIFIED METEOROLOGISTS
FREE TO STATION VIA SPOT BARTER. 7 day/week service.
National Weather Association Radio Contributor of the Year 1988. The professional weather solution for radio.
Complete Barter! 1-800-722-9847.
Over 250 affiliates online. Call NWN Today!

Help Wanted Sales

Do you have experience in radio advertising sales?

A nationally known broadcast organization is looking for individuals with radio sales experience who are interested in traveling and willing to relocate to pursue a rewarding career in sales and marketing. If that sounds right for you, please send a resume and salary requirements to Box N-1. EOE.

Help Wanted Programing Promotion & Others

CORPORATE CONTROLLER

Corporate Controller to run the financial operations of Boston based, 8 station radio group in medium and small markets. Qualified candidates should possess a minimum of a 4 yr acctg/business degree, 5 yrs in public acctg and a broadcast related industry (radio preferred). Expertise necessary in accounting, radio operations, financing and computers. Travel required. Excellent benefits. Please send resume with salary history to: Cathy Carlucci, Roth Communications, 3 Woodland Road, Stoneham, MA 02180. Fax: (617) 662-9675.

Help Wanted News

SOUTHERN CALIFORNIA'S NEWS LEADER

—KFWB NEWS 98—

A GROUP W ALL-NEWS STATION

is looking for the best anchor in the country. You must be contemporary, able to keep our listeners riveted to the radio, always be up and at 'em and follow the format. Send your tape and resume to Bill Yeager, KFWB News 98, 6230 Yucca Street, Los Angeles, CA 90028. NO calls please. EOE.

KFWB NEWS 98

CABLE

Help Wanted Programing Promotion & Others

Writer/Producer Marketing Promotions

Showtime Networks Inc., a leader in the pay cable television industry has an immediate opening for an experienced Writer/Producer of Marketing Promotions to be responsible for on & off air marketing promotional materials including monthly TV and radio spots, contests, sales training tapes and national previews.

Candidate must possess 3-5 years video production experience, working knowledge of marketing principles and good presentation skills.

Showtime Networks Inc., provides a generous benefits package including medical, dental and 100% tuition reimbursement.

Please send resume which MUST include salary requirement to: John Warrack, Showtime Networks Inc., 1633 Broadway, 15th Floor, New York, NY 10019. An Equal Opportunity Employer M/F.

SHOWTIME NETWORKS INC.

TELEVISION

Help Wanted News

SPORTS PRODUCER

Major market network station in midwest needs creative, knowledgeable producer to plan and produce daily sports-casts. Responsibilities include editorial content and production values in daily segments, assignment of stories for coverage, and arranging all satellite feeds. Strong editorial background and production skills a must.

Send resume, tape and references (NO phone calls) to:

Paul Beavers, News Director
WKYC-TV
1403 E. 6th Street,
Cleveland, OH 44114

EOE/M-F



Help Wanted News Continued

Director

Are you a Take-Charge director looking for a new challenge?

Are you bright, creative, energetic and just a bit cocky?

Are you confident and comfortable directing any type of live, multi-camera program?

Would you like to live and work in Southern California?

Then, we'd like to meet you.

We're a rapidly-growing exurban station group with a great plant and Fortune-500 backers.

We're looking for an **experienced director** of news, sports and talk programs.

Send Tapes & Resume to:

Ron Vandor
Director of Development
Riklis Broadcasting Co.
663 Maulhardt Avenue
Oxnard, CA. 93030



FOX BROADCASTING COMPANY

NATIONAL TELEVISION NEWS WASHINGTON D.C.

Fox Broadcasting Company has recently announced the launch of the Fox News Service and is in the process of building a national news gathering organization.

We are seeking experienced people in all areas of Television News.

Candidates must be willing to relocate to Washington D.C. Interested applicants should respond with resume and salary history to: Personnel Department MH-053, P.O. Box 900, Beverly Hills, CA 90213



**FOX
BROADCASTING
COMPANY**

Equal Opportunity Employer
No phone calls, please

FLORIDA SPOTLIGHT

FLORIDA'S TELEVISION NEWSMAGAZINE

You've got what it takes to investigate and report truly compelling stories but you're in a job where most days you only rush 1:30 packages on the air. Ready for a change? We're adding one reporter and one field producer to travel throughout Florida with the time and resources to do only quality, long-form stories good enough for prime time on the state's best stations.

QUALIFICATIONS: a long, solid track record (investigative, enterprise experience a big plus), a polished style and the ability to join us soon--we're already in production for the Fall! EOE

FAX resume/letter: (305) 846-9490

NEWS DIRECTOR

Experienced in building start-up news operation. Imagination and innovation a must for this non-traditional news approach with a powerhouse Fox O & O. Top 50 market, news management required, minimum five years successful news management track record.

Please forward news philosophy and resume to:

► KSTU News
P.O. Box 535207
Salt Lake City, Utah 84116

No Phone Calls Please

An Equal Opportunity Employer



EARLY DEADLINE NOTICE

Due to the Labor Day holiday, deadline for Classified Advertising for the Sep. 10 issue is Friday, Aug. 31.

Help Wanted Programing, Promotion & Others



▶ ON-AIR PROMOTION PRODUCER

Baseball, football, basketball, golf, tennis and the 1992 Winter Olympics. CBS Sports has the events—and the need for an experienced on-air promotion producer. Must have proven creative and production ability. Writing, graphics, and music. Knowledge of sports. A thinker, not just a cutter. 3 years experience.

Send reel and resume to: Flora Garcia

CBS SPORTS, Room 3024
51 West 52 Street
New York, New York 10019

No Calls, Please. Equal Opportunity Employer.

Executive Producer, Promotion

NBC Affiliate, Top Twenty Market, seeks experienced creative producer for Number Two position. Assist Promotion Director in managing the department. Write/Produce. Major emphasis & background in News Promotion. Minimum 3 years television promotion experience.

Send tapes with resumes to:
Steve Riley, WPXI-TV Promotion Director,
11 Television Hill,
Pittsburgh, PA 15214
EOE. NO CALLS!



CURRENT OPENING

June 29, 1990

We are an Equal Opportunity Employer. No person shall be discriminated against in employment because of race, color, creed, religion, sex, national origin, age or any other than individual merit. We solicit your assistance on these openings and further possible openings.

If you know someone who meets these requirements or you, yourself, would like to apply please contact the hiring manager listed below.

Position: Design Manager. Availability: Immediate. Posting Dates: 06/29/90. Posted at: Staff Bulletin Board - 3007 Tilden Street, N.W., Wash., DC 20008. Interviewer: Bob Casazza

Description & qualifications: Candidate must have prior management, direction, and design experience in a large or mid size market television station.

A thorough knowledge of print and on-air design is essential, particularly in regard to the electronic medium where a familiarity with paint and graphics systems as well as post production techniques is a must.

Along with a strong design vision, this individual must display strong organizational skills, including management of all design services, work flow procedures, daily priorities, staffing and technical needs.

The design manager will communicate with all station department heads and will report directly to the Vice-President of Marketing and Promotions.

Donna Cozzens
Director, Human Resources

ON-AIR PROMOTIONS PRODUCER

An established leader in the entertainment field has an immediate need for a dynamic broadcast professional to develop and manage our on-air promotions. The position would be in the greater New York area.

The successful candidate should have a broad knowledge of current computer graphic and industry trends. The candidate will have at least five years experience in producing promotional spots. You must have excellent communication skills, ability to meet deadlines, be cost effective and creative. We are looking for an enthusiastic person with a high energy level and superior interpersonal skills. The candidate will interface with graphic facilities and our marketing department. Our ideal candidate must be able to communicate their ideas to senior level management as well as execute concepts quickly.

Offers a competitive salary and benefits package. All correspondence will be held in strictest confidence. Send your resume with salary requirements to:

Box N-53

ON-AIR PROMOTION WRITER/PRODUCER

Tired of promoting tired fare? First run movie service seeks first rate writer/producer. 3 years experience plus a memorable rez and reel opens the door.

COMSAT offers competitive salaries and a flexible benefits plan that you can design to meet your personal family needs. To apply send salary history and requirements to:

Human Resources,
Dept. CVE-70,
COMSAT
22300 Comsat Drive
Clarksburg, MD 20871
Equal Opportunity Employer M/F/H/V

Blind Box Responses:

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Help Wanted Technical

BROADCAST SALES ENGINEER

WE HAVE A TREMENDOUS OPPORTUNITY IN OUR NORTHEAST TERRITORY.

HERE'S WHAT YOU CAN LOOK FORWARD TO WITH BTS:

- A BROAD, WELL-SUPPORTED PRODUCT LINE TO REPRESENT
- AN EXCELLENT TERRITORY IN THE NORTHEAST REGION
- OUTSTANDING PAY AND BENEFITS.

For prompt, confidential consideration, please send your resume to **Ken Oswald, Manager of Human Resources, Box 30816, Salt Lake City, Utah 84130** or call **Len Staskiewicz, our Zone Sales Manager, at (201) 529-1550**

BTS Broadcast
Television
Systems, Inc.

Equal Opportunity Employer

CHIEF ENGINEER KOAT-TV ALBUQUERQUE, NEW MEXICO

KOAT-TV, the number-one ABC affiliate serving the Land of Enchantment, is looking for an experienced Chief Engineer. The successful candidate must be skilled in all areas of broadcast engineering and technology, and must have demonstrated experience in personnel management and administration.

We need an individual committed to excellence in engineering who will not only support our dominant news operation, but who will effectively manage and enhance our extensive distribution system.

A desire for mild weather and breathtaking Southwestern sunsets is helpful, but not required.

Send resume and salary requirements to:

Fred Steurer, Vice President/Engineering, Pulitzer Broadcasting Company, One City Centre, 515 North Sixth St., Suite 2020, St. Louis, Missouri, 63101. EOE, M/F.

ALLIED FIELDS

Help Wanted Technical

CONSUMER SERVICE REPRESENTATIVE

Join the leader in computer services for the broadcasting industry. Responsibilities include learning our computer system, installing new systems, training and consulting with customers on site, and troubleshooting problems by phone. Heavy travel is required.

The ideal candidate will have knowledge of the BIAS system or radio/TV experience in traffic or sales. A degree is a plus.

We offer competitive salary and benefits. Send your resume to:

**PERSONNEL
Jefferson-Pilot Data Services, Inc.
785 Crossover Lane, Suite 141
Memphis, TN 38117
EOE**

JDS

DIRECTOR OF ENGINEERING

Are you ready for a challenge? Do you want to work for a recognized leader in broadcasting? Are you prepared to direct the overall efforts of the Engineering/Operations Departments of a TV, AM and FM facility? If so, King Broadcasting Company needs you to join our KGW AM TV/KINK FM team in Portland, OR.

As the Director of Engineering, you'll have responsibility for equipment maintenance and recommending technology improvements, development of operating and capital budgets, and recruitment/development/direction of maintenance and engineering staffs. In return, King Broadcasting Company offers an excellent compensation/benefits package, the opportunity to work with a winner, and the great lifestyle of the Pacific Northwest - we could go on.

If this sounds like the job for you and you possess at least five years of Radio/TV Broadcast Engineering Management experience, proven leadership skills, thorough understanding of planning/budgeting processes, and a related college degree, then tell us about yourself. Send us a cover and letter resume to:

Human Resources Director
KGW AM TV/KINK FM
1501 S.W. Jefferson Street
Portland, OR 97201.
An Equal Opportunity Employer.



For Sale Equipment

FOR SALE

1 Grass Valley GVG-300-2B switcher with 2 M/E units, downstream keyer, E-MEM and 16 primary video inputs. Best reasonable offer - Mr. Taylor 212-691-1300.

FOR SALE

2 fully loaded, fully operational BVE 5000's in perfect condition, both include mainframe with internal video, preview, audio and monitor switcher with BKE-5032 for printing or disk drive, black & white monitor and keyboard for system. Best offer above \$12,000. Mr. Taylor 212-691-1300.

Employment Services

THE MEDIA TRAINING CENTER
 NOW IN OUR
5th YEAR ASSISTING
ENTRY LEVEL TV REPORTERS
COACHING * DEMO *
EMPLOYMENT ASSISTANCE
 CALL: 619-270-6808

JOBPHONE

THE NATIONAL JOB LISTING SERVICE
 FOR THE COMMUNICATIONS INDUSTRY
1-900-234-INFO ext. TV (88)

\$2 per minute From any touch tone phone

SPORTS CAREERS



NEWSLETTER

Each issue shows you
HOW to build a career
 path with expert
 guidance and lists over
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JOURNALISM • ADMINISTRATION • MARKETING
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 To order: 1-800-776-7877

SPORTS CAREERS HOTLINE

1-900-420-3005 \$2/min.

JOBS

- TV and radio
- Updated daily
- Around the country

1-900-456-2626

\$1.95 for the first minute
 \$.95 for each additional

California

Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

TELEVISION CAREERS

An exclusive agency for entry level reporters,
 anchors, photographers and producers at a
 minimal cost.

PO Box 6637
 New Orleans, LA 70174
 504-467-0652

GET A JUMP ON THE COMPETITION!

MediaLine is your best source of job
 leads because you hear about jobs just
 hours after we do. A daily telephone report
 puts you in touch with the best jobs at the
 lowest prices. For more information call:

800-237-8073
 in CA: 408-648-5200



THE BEST JOBS ARE ON THE LINE
 PO Box 51909, Pacific Grove, CA 93950

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Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

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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



Sadicario

Steven Sadicario, senior general attorney, law and regulation, Capital Cities ABC Inc., New York, named VP, law for journalism.

Susan Costley, VP, financial forecasting and analysis, NBC, New York, named VP,

finance operations. **Thomas E. Spock**, director, financial planning, NBC TV Stations division, New York, named VP, financial planning.

Alan M. Angelich, chief financial officer, Jones Intercable Inc., and group managing director, finance, Jones International, Englewood, Calif., named chief executive officer, Jones Capital Markets Inc.

Noel C.R. Gunther, president, Enciar Press, joins WETA-TV Washington, as general counsel.

Stephen J. Youlios, VP, sales, CBS Radio Networks, joins KLZ(AM)-KAZY(FM) Denver, as VP and general manager.

William R. Cigich, VP, sales, marketing and programing, Multivision Cable TV Corp., joins NBC and Cablevision, New York, as VP, affiliate services, Pay Per View Olympics.

Members of NBC and Cablevision's Olympics Pay Per View, Specialty Markets Advisory Team, headed by **Esther Rodriguez**, vice president, programmer-studio relations and services for General Instrument Corp.'s VideoCipher Division: **David Beddow**, vice president-general manager, K Prime Partners; **Char Beales**, vice president, development, Comsat Video Enterprises; **Susan Denison**, executive vice president-general manager, Showtime Satellite Networks; **Bob Vogelsang**, president, National Satellite Programing Network, and **Bill Coleman**, VP, Spectradyn.

Jerry Condra, president, Triplex Communications Inc., Beaumont, Tex., joins KQTV(TV) St. Joseph, Mo., as executive VP and general manager.

Gary W. Sotir, general sales manager,

WCBI-TV Columbus, Miss., joins KDBC-TV El Paso, as VP and general manager. **Richard Pexton**, general manager, KKTO(TV) Santa Fe, N.M. (Albuquerque), joins KDBC-TV as director of operations.

Howard Castay Jr., special projects manager, WCCL(TV) New Orleans, joins KXOR(FM) Thibodaux, La., as general manager.

SALES AND MARKETING

Joseph Gangone, VP and group manager, affiliate sales, MMT Sales Inc., joins NBC, New York, as director, Eastern TV spot sales.



Gangone



Newman

Monte Newman, executive VP, Earle Palmer Brown Co., joins NBC Stations division, New York, as VP, sales.

Tom Cavallaro, VP, franchise advertising sales, Turner Broadcasting System sales, named senior VP, national sales, Turner Entertainment Networks, New York.

Gary Franks, executive producer, DDB Needham Worldwide, Chicago, named VP. **Virginia Washburn**, executive producer, DDB Needham, Chicago, named VP.

Greg Brown, national sales manager, WACH(TV) Columbia, S.C., named local sales manager. **Jeff Flynn**, account supervisor and copywriter, Phoenix Advertising, Milwaukee, joins WACH(TV) as national sales manager.

Sara McCormack, VP and media director, Waldbillig & Besteman, Madison, Wis., joins WMTV(TV) there as marketing specialist.

Jack Potter, national sales manager, WJXT(TV) Jacksonville, Fla., named local sales manager. **Jerry Campbell**, local sales manager, WJXT(TV) named na-

tional sales manager.

Paul Rossi, account executive, Katz Communications, New York, joins WJAR(TV) Providence, R.I., as national sales manager.

Fred Nemecek, account executive, WNFT(TV) Jacksonville, Fla., named local sales manager.

Alan H. Eisenstein, director of sales, WCAU-TV Philadelphia, joins Metrobase Cable Advertising, Frazee, Pa., as general manager and director of advertising.

Ann Ellis, account executive, WUHQ-TV Battle Creek, Mich., named local sales manager, South.

Anthony Madonna, research manager, Seltel, named account executive, red team, New York.

Scott Becker, account executive, WTMX(FM) Skokie, Ill. (Chicago), named national sales manager.

Scott Collins, research analyst, Group W, New York, named junior account executive, Group W Productions media sales.

Melanie Sargent, assistant media planner, Tatham-Laird & Kudner, Chicago, joins E! Entertainment Television, Chicago, as account executive, Midwest region.

Charles F. Verell, sales manager, New England region, Katz Independent Television, joins WFXT(TV) Boston, as account executive.

Hank Van Kalmthout, regional sales manager, KRON-TV San Francisco, joins KSCH-TV Stockton, Calif. (Sacramento), as local sales manager.

Appointments at Katz Continental Television: **Diedre Baily**, account executive, MMT Sales, Chicago, named sales executive, San Francisco; **Terry Dreher**, account executive, Los Angeles, named sales manager, silver team there; **Gerard Spinoso**, sales executive, East station group, named sales manager, South Central station group, New York; **Don Kirk**, sales executive, Katz American, Atlanta, named sales manager there; **Bill Sharpless**, sales assistant, named research analyst, New York. **Peter Goldstein**, account executive, WXTV(TV) Paterson, N.J. (New York), and **Fran Mazure**, account executive, Seltel Inc., join Katz American Television, New York, as sales executives. **Pasquale Guardi**, tax accountant, Bowery Savings Bank, joins Katz Communications, New York, as corporate tax manager.

PROGRAMING

Appointments at Lorimar Television, Culver City, Calif: **Steve Pearlman**, director, television research; named VP, television research; **Paul Alan Smith**, agent, Triad Artists, named VP, current programs; **Hank Cohen**, director, comedy development, named VP, comedy development, and **David Zucker**, supervisor, creative affairs, named manager, current programs.

Mary J. Healy, account executive, EBW Advertising, joins Viewer's Choice, New York, as director of marketing services. **Melissa Montouri**, former supervisor of promotions, Manhattan Cable TV, joins Viewer's Choice, New York, as manager of marketing services.

Appointments at Columbia Pictures, Los Angeles: **Andrew J. Kaplan**, senior VP, office of chairman, Columbia Pictures Television, named senior VP, production, finance and administration; **Eileen Stringer**, director of production, Price Entertainment Inc., named executive story editor, and **Donna L. Brainard**, director of script clearances, Columbia Pictures Entertainment, named VP, script clearances, legal affairs.

Allen Pinsker, president and CEO, United Artists Entertainment Co., Denver, named vice chairman of board, succeeded by **Pete Warzel**, senior VP, corporate operations.

Allyson Kennedy, producer, Oliver Productions Inc., Washington, named senior producer, *The McLaughlin Group*, and managing producer, *One on One*. **Ellen Masin Persina**, producer, *One on One*, named director of special projects, Oliver Productions Inc.

Douglas R. Donaldson, director of production, Citadel Motion Picture Group and Video Center, Washington, joins Blackwell Corp. television production company there as director of development.

Stephanie Beeman, executive assistant, Adam Productions Inc., joins Paradigm Entertainment, Beverly Hills, Calif., as director of business affairs.

William Padalino, VP, affiliate relations, Eastern region, Lifetime Television, New York, named VP, national accounts and affiliate relations.

Nancy Jacobs Miller, attorney, Paramount Pictures, joins Italtoons Corp. international producer and distributor of video and film, New York, as executive VP, programing.

Suzy Polse, senior talent coordinator, Kline & Friends, joins Buena Vista Pro-

CHANGES AT HBO

HBO has reorganized its 10 regional offices into five business units. The intent, according to HBO, is to increase accountability for marketing dollars spent at local systems. The New York and Philadelphia offices will be run by Steve Davidson, vice president, affiliate relations. Gail Sermerheim, vice president, affiliate relations, will head the Atlanta and Fort Lauderdale offices. The Chicago/Kansas City unit will be headed by Bruce Zeller, vice president, affiliate relations. Jack Hayes, vice president, affiliate relations, will oversee the Denver/Dallas region, and Janice Hull, vice president, affiliate relations, will supervise the Los Angeles and San Francisco offices.

Additionally, all of HBO's programing promotion activities have been placed under John Billock, promoted to executive vice president. Billock will also continue to oversee all HBO marketing activities. HBO's other programing operation departments will report to Lee deBoer, who has also been promoted to executive vice president.

Jeff Bewkes, currently executive vice president and chief financial officer, will have his responsibilities expanded to include management of E! Entertainment Network. E! Chief Executive Officer Lee Masters will report to him.

ductions, Burbank, Calif., as development executive.

Jeanne Apostol, producer, *Face the Nation*, CBS News, Washington, joins Mind Extension University, Washington, as director, Global Library Project.

Appointments at KWGN-TV Denver: **Ken Hoagland**, art director, named creative services director; **Rich Greene**, senior producer and director, named manager of broadcast promotion; **Tracey Harde- man**, general accountant, named financial analyst, and **Laura Nelson**, financial analyst, named program planning manager.

Ted Pappadopoulos, air personality, WBLM(FM) Lewiston, Me. (Portland), named music director.

Jeff Blake, operations manager, WYAV(FM) Conway, S.C. (Myrtle Beach), joins WESC-AM-FM Greenville, S.C., as program director, succeeding **Allen Power** ("Fates & Fortunes," April 16).

Randell R. Economy, manager of affiliate regions, Western region, Viewers Choice, Los Angeles, named director of affiliate relations. **Bill Furrelle**, manager of affiliate regions, Viewers Choice, named associate director, sales planning and development, New York.

Bill Hanson, international news broadcaster, Voice of America, Washington, joins WKYU-FM-WDCL-FM-WKPB(FM) Bowling Green, Ky., as air personality. **Naomi Lewin**, actress and singer, New York, joins WKYU-FM-WDCL-FM-WKPB(FM) as air personality.

David Cunliffe, managing director, ITC Productions, joins D.L. Taffner/U.K. Limited, London, international division of DLT Entertainment, as VP, Europe.

Dean Scheu, regional sales manager, KTLA(TV) Los Angeles, joins MTM Television Distribution there as Southwest regional sales manager.

Bob Kaake, program director, Viacom Radio, Detroit, named regional VP, programing.

Julia Mair, director of programing, National Geographic Television, New York, adds duties as series producer, *Explorer*.

Mitch Ackerman, VP, television production, Walt Disney Television, Burbank, Calif., named senior VP, television production. **Grady Jones**, director, post production, Walt Disney Television, named VP, post production.

Betsy T. Green, executive VP, marketing, Genesis Entertainment, Encino, Calif., resigns to pursue independent marketing projects for cable and broadcast industries.

NEWS AND PUBLIC AFFAIRS

Robert Hadlock, anchor and reporter, KVUE-TV Austin, Tex., joins KXAN(TV) there as 6 and 10 p.m. weekday co-anchor.

Steven Springer, supervising producer, Cable News Network, Washington, named assistant director, special events, CNN, Atlanta.

Bruce Halford, freelancer, Dallas, joins KHOU-TV Houston as general assignment reporter.

Elizabeth Stevens, executive producer, KIMA-TV Yakima, Wash., joins KGUN(TV) Tucson, Ariz., as 10 p.m. producer.

Terri Barr, anchor, WSAW-TV Wausau, Wisc., joins WLUK-TV Green Bay, Wis., as morning co-anchor, succeeding **Marti Spittel**, named 5 p.m. co-anchor. **John Vigeland**, political corre-

spondent, WICS(TV) Springfield, Ill., joins WLUK-TV as 5 p.m. co-anchor.

Kris Sell, reporter and anchor, KTVH(TV) Helena, Mont., joins KPAX-TV Missoula, Mont., as weekend anchor. **Julie Shepard-Lovell**, weekend anchor, reporter and producer, KPAX-TV, named anchor-producer.

John Chapman, city hall reporter, WOWT(TV) Omaha, named weekend sports reporter and anchor.

Bob Brunner, executive news editor, WSAZ-TV Huntington, W. Va., resigns.

Rick Sykes, producer and senior anchor, WJBF(TV) Augusta, Ga., joins WRDW-TV Augusta, S.C., as 6 and 11 p.m. assistant news director and co-anchor.

Cathy Egan, reporter and anchor, KTIV-TV Sioux City, Iowa, named weather director.

Dan Modlin, president and general manager, Rural Radio Inc., Indianapolis, joins non-commercial WKYU-FM, WDCL-FM, WKPB(FM) Bowling Green, Ky., as news director. **Jeanine Howard**, news producer, WKYU-FM-WDCL-FM-WKPB(FM) named assistant news director.

Norm Lewis, meteorologist, WBAL-TV Baltimore, joins WMAR-TV there in same capacity.

Appointments at WLVI-TV Boston: **Jim Smith**, Washington correspondent, Cox Broadcasting, named reporter; **Wayne Barbin**, assignment editor, WTIC-TV Hartford, Conn., named special projects producer, and **Michael Buckley**, producer, WTNH-TV New Haven, Conn., named writer, and **Patrick Durkan**, videographer and editor, WLNE(TV) New Bedford, Mass. (Providence, R.I.), named photographer and editor.

ONE MORE TIME

FCC Commissioner James Quello, 76, wants another go-round at the FCC. "It's a little early," said Quello, whose term expires June 30, 1991. "But as long as I feel as good as I do and enough people are interested in my sticking around, I wouldn't mind a couple of more years," Quello said. "However, for me to get two years it looks like I'd have to take a reappointment for five," he said. Among those he hopes to count as allies in his reappointment campaign: FCC Chairman Alfred Sikes and "most" of the other commissioners.

TECHNOLOGY

Peter Dare, VP, product management, Sony Communications Product Co., Teaneck, N.J., named VP, technology. **Anthony Gargano**, VP, product operations, Sony Communications Product Co., named VP, marketing, business and professional group.

Carolyn Connerat, director of sales, Eastern region, STARS, joins Great American Broadcasting Co. satellite services division, Boston, as national sales manager.

David L. Ball, production director, creative services director and air personality, WIMZ-FM Knoxville, Tenn., joins Audio Animation Inc., there as applications engineer.

Carl J. Cangelosi, VP and general counsel, GE Americom, Princeton, N.J., joins MicroNet Inc., microwave common carrier and satellite earth station services provider, Jamison, Pa., as president.

Robert A. Pritchard, chief engineer, WTVE(TV) Reading, Pa., joins WHSP(TV) Vineland, N.J., in same capacity.

Ted Wilson, technical instructor, chief instructor and director of education, Video Technical Institute, Dallas, joins Electronic Industries Association, Consumer Electronics Group, Washington, as technical trainer, product services department.

Dennis McLaughlin, general manager, Acrian Inc., Sunnyvale, Calif., joins GAMMA Microwave Inc., Santa Clara, Calif., as VP, operations. **Martin Schwartz**, chief financial officer, Cerdyn Inc., Sunnyvale, Calif., joins GAMMA Microwave, as VP, finance and administration, and chief financial officer.

Carrie Ings, administrative manager, IDB Communications Group Inc., Los Angeles, named director of personnel. **Beth Morris**, executive assistant, IDB Communications, named manager, advertising and public relations.

Robert Corrigan, marketing manager, studio recorders, Ampex Recording Systems Corp., Redwood City, Calif., named VP, marketing, Ampex marketing, sales and service. **Matthew Doyle**, worldwide director, customer service operations, Sun Microsystems, Mountain View, Calif., joins Ampex, as VP, worldwide service and support.

Broadcasting

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Gary M. Savadove, manager of new brand development, Thomson Consumer Electronics Sales & Marketing-Americas, Indianapolis, named general manager, customer satisfaction and business development, succeeding **Richard E. James**, who resigned to become president of JBL Inc.

Jim Sensenbach, acting chief engineer, KUSC(FM) Los Angeles, named chief manager.

PROMOTION AND PR

Ennette Morton, public relations coordinator, Stephen J. Cannell Productions, joins Lippin Group, Los Angeles, as account executive.



Braen

Beth Braen, director of West Coast public relations, Showtime Networks Inc., joins Brogliatti Co., Burbank, Calif., as VP.

Marit Spisany, promotion assistant, WXTX(TV) Columbus, Ga., named promotion

manager. **Louly Diaz-Verson**, public service assistant, WXTX(TV), named community affairs director.

Gary Kaplan, publisher, *Southwest Cycling*, Los Angeles, joins SSA Public Relations there as account executive, entertainment division.

Bob Ubelhor, VP, audio visual services, Keller-Crescent Co., Evansville, Ind., named VP, director, graphics and audio visual services.

Scott Seomin, publicist, L'Ermitage Hotels, Beverly Hills, Calif., joins E! Entertainment Television, Los Angeles, as public relations manager.

ALLIED FIELDS



Luongo

executive VP; **Cynthia Tague**, of ABC Entertainment, named corresponding secretary, and **Dolores White**, of MMT Sales, named treasurer and president-elect.

Diane Friday Begala, director of state outreach, National Cable Television Association, Washington, named director of public affairs and special projects.

Linda L. Oliver, attorney, Office of General Counsel, FCC, Washington, named legal advisor, common carrier matters for FCC Commissioner Ervin Duggan.

Christopher Spano, account executive, KPLR-TV St. Louis, and **Michael McCollum**, general sales manager, KOCR(TV) Cedar Rapids, Iowa join Arbitron Television Station Services division, Chicago, as account executives.

Tom Sullivan, client service representative, radio station services division, Arbitron Co., New York, named account executive. **Debbie Story**, national sales coordinator, CBS Spot Sales, Atlanta, joins Arbitron Television Station Services there as client service representative.

Lori J. Aldrete, director of communications, California Association of Hospitals and Health Systems, Sacramento, Calif., named VP.

Elected officers, North Carolina Cable

Officers named at American Women in Radio and Television, New York:

Lucille Luongo, VP, corporate relations, Katz Communications, re-elected as head;

Audrey Tanzer, of Station Representatives Association, named executive VP;

Television Association: **Jeff King**, of ATC, Charlotte, N.C., president; **Adrian Cox**, of Summit Cable Services, Winston-Salem, N.C., VP; **Joe Haight**, of Asheville Cablevision, Asheville, N.C., secretary, and **Larry Ott**, of Outer Banks Cablevision, Kill Devil Hills, N.C., treasurer.

DEATHS

Charles M. Warren, 77, television writer, died August 11 at Humana Hospital, West Hills, Calif., of complications after surgery for an aneurysm. Among television shows Warren wrote for were *Gunsmoke*, *Rawhide*, *The Virginian*, *Playhouse 90* and *Iron Horse*. He is survived by his wife, Mildred, three daughters and four grandchildren.

Thomas J. McDermott, 65, television producer and executive, died of heart attack at his home in Santa Monica, Calif. Beginning career in 1940's as advertising executive with Benton & Bowles, McDermott later was co-founder of Four Star Television Inc., production company sold in 1970. McDermott's credits include *Father Knows Best*, *As the World Turns*, *The Edge of Night*, *Wanted: Dead or Alive*, *The Rifleman* and *The Big Valley*. He is survived by his wife, Anne; daughter, Maggie; two sons, Burr and Michael and sister, Mary.

Lewis Brooks, 55, bureau chief, WSOC-TV Charlotte, N.C., died of heart attack August 11 at his home in Belmont, N.C. Joining WSOC-TV in 1966 after stint as news director at WHKY-TV Hickory, N.C., Brooks held various positions as reporter, editor, photographer and news director. He is survived by his wife, Judith; two daughters, Laura and Teresina, and stepdaughter, Tracy.

Roger A. Clark Sr., 66, radio announcer and owner, Roger Clark Productions, died of heart attack in Norfolk, Va., hospital August 14. Since 1949, Clark was an air personality with radio stations including WFOG(FM) Suffolk, Va., WNOR-AM-FM Norfolk, Va., WGH-AM-FM Newport News, Va. and WTJZ(AM) Newport News, Va. He is survived by his wife, Janie; son, Roger Jr.; brother, Laurence; and two grandchildren.

Sara Seegar, 76, actress, died of cerebral hemorrhage at St. Mary's Hospital, Langhorne, Pa., August 12. For six years, Seegar played several radio roles on husband, actor, Ezra Stone's serial *The Aldrich Family*, and in 1962-1963 played Mrs. Wilson in CBS's television series *Dennis the Menace*. She is survived by her husband, Ezra; daughter, Francine; son, Joseph, and two sisters, Dorothy and Miriam.

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FIFTH ESTATE

JIM THOMPSON: GOING WHERE THE ACTION IS

Last year, Group W tapped one of its television executives to head what was to become the largest independently owned radio group in the country. Jim Thompson, former vice president and general manager of KYW-TV Philadelphia, officially took over the radio group on Jan. 1 of this year.

Born and raised in Philadelphia, Thompson is a softspoken man who thrives on challenge and action. Judging from the list of his civic contributions, it is a life philosophy as well as a business plan.

"I happen to believe," says Thompson, "that if you are in this business, you have a responsibility to the community you are in." During his tenure at KYW-TV, Thompson was involved with the Police Athletic League of Philadelphia, the Maxwell Club (a football club dedicated mainly to safety issues for high school football players), the Philadelphia Ad Club (which earlier this year named him Ad Club Man of the Year), the Urban League of Philadelphia and the Northern Home for Children.

Time constraints are never a reason not to get involved, says Thompson. Or as he puts it: "There is an old saying: 'Give a busy person something to do and he'll get it done.'" More importantly for Thompson, the key to an interesting existence is balance. "You have to have a balance. You can look at ratings books and worry about where the station is going forever, but if you are not responsive to the people in your community, or if you have no outside interests, you are rather boring and I don't think you bring as much to the party."

Thompson graduated from high school in 1964 and enrolled in night classes at St. Joseph's College. In 1966, the Army drafted him and he served a two-year tour of duty in Vietnam. Upon his return, he went back to school at Temple University in Philadelphia but left to take a job selling computers for the National Cash Register Co.

But the pace at NCR was too slow for Thompson, and he took a job selling time for Group W's WJZ-TV Baltimore. "I thought it was a job with a lot of activity—you could close every day or every couple of days. Selling computers, it would take you almost six months



to close an order. I liked the action in the [broadcasting] business, and the people seemed to be a lot of fun. It looked like a good opportunity."

In 1973, Thompson joined KYW-TV as an account executive and remained in that position until 1978, when he left Group W to form a partnership with Bill Selwood.

Sel-Thom Communications (not Thom-Sel by virtue of a coin flip) purchased WMVB(AM)-WREY(FM) Vineland, N.J. "I wanted to go into radio," he said, "because I think there is action here. It is an exciting medium to create and causes things to happen much quicker. You kind of hang out there on your own, in plain sight. You either make it or you don't. You can't hide."

The formation of Sel-Thom also satisfied Thompson's entrepreneurial inclinations. "You haven't been in your own start-up business until you are standing on your head at three a.m. to keep yourself sane—wondering how you are going to make payroll on Friday, and its Wednesday."

Sel-Thom's original charter was to go out and buy stations "and create one of

the great groups." The partners had the financial backing, but Thompson was going through a divorce and "couldn't give 100%." Thompson left Sel-Thom in 1982, rejoining KYW-TV as national sales manager. In 1984, he was named vice president and general manager.

During this period, "Philadelphia Jim and the Temple of Cume" was born. Says Thompson, "We had not been performing with the market, so we came up with an idea for a fall sales party" whose theme was the "Raiders" sequel and featured Thompson in the modified Indiana Jones role, down to the trademark hat and whip. Sales picked up. The most important outcome of that effort, he said, was the development of the sales staff into a team. "Every year since I make a cameo appearance at the party."

The success of KYW-TV, combined with Group W's "openness to ideas," led Thompson to make the move from television to radio. The largest task he faced was the marriage of the Metropolitan "rock and roll radio group" with the news and information stations of Group W. "We never guessed that we would move as quickly as we have," he said. "I think it has a lot to do with the people in this company."

Looking down the road for Group W, Thompson would like to see the company branch out into other markets. He thinks there are opportunities in program distribution and international radio.

For Thompson, this is a good time to be in the business. "There was a time when you could ride the coattails of the business and

make money. Now it is extremely challenging, and to me that is the fun. Now you can see who is going to make something out of this. That part is really exciting."

James Bernard Thompson

President, Group W Radio, New York; b. Feb. 6, 1947, Philadelphia; course work at St. Joseph's College and Temple University, Philadelphia; graduate, Harvard Business School Advanced Management Training Program, 1989; Sergeant, U.S. Army, Vietnam, 1966-68; account executive, National Cash Register, Philadelphia, 1969-71; account executive, WJZ-TV Baltimore, 1971-73; account executive, KYW-TV Philadelphia, 1973-78; owner, president, Sel-Thom Communications, Vineland, N.J., 1978-82; national sales manager, KYW-TV, 1982-83; general sales manager, 1983-84; VP, sales, 1984-85; VP and general manager, 1985-89; present position since January 1990; m. Cindy Mercer, April 4, 1987; children, Jimmy 2; (from previous marriage) Meghan 19; Shannon, 16; Katie, 13.

IN BRIEF

NBC said late Friday it was **sending Today host Bryant Gumbel to Saudi Arabia** to join gathering flock of western journalists there, including NBC colleague Tom Brokaw. CBS is represented by correspondent Bob Simon, with Dan Rather and Allen Pizzey still in Baghdad as of Friday (Aug. 17). ABC's Sam Donaldson is in Saudi Arabia, while Ted Koppel is in Amman, Jordan. ABC's Forrest Sawyer was in Baghdad as of Friday.

Three pending FCC rulemaking proceedings dealing with technical improvement of AM radio have been dismissed by commission.

Proposals to change method for calculating nighttime protection ratios for AM stations and to enhance operations of Class II-S and III-S stations have been incorporated into overall AM improvement rulemaking package adopted by FCC last spring (BROADCASTING, April 16). Third proceeding dealing with techniques to reduce AM adjacent-channel interference has been replaced by different proposals in new rulemaking. Comments on AM improvement proceeding, which also proposes implementation plan for expanded AM band, are due Oct. 15.

Effective Aug. 27, U.S. TV households will number 93,100,000, according to latest estimates issued by Nielsen Media Research. New universe estimate, to be used for 1990-91 season, represents increase of one million households from 1989-90 to 1990-91 season. Estimates also indicate changes in key demographics: women 35-64 showed largest percentage increase, up 2.1% to 44,140,000; women 18-24 declined 2.5% to 12,330,000; men 35-64 increased 2.0% to 41,120,000; men 18-24 showed largest percentage decrease, down 2.7% to 12,190,000.

Concerned that FCC may wrongly initiate enforcement actions against some of 30 stations it visited to check for compliance of equal time and lowest unit charge laws, **NAB President Eddie Fritts sent letter to FCC Chairman Alfred Sikes** last week asking that FCC request "clarification of facts" from any station it is considering issuing notice of apparent liability (NAL) to or taking any other

action against. "While FCC issuance of NAL is but the first step in formal commission enforcement, to elected officials, the press and the public at large the NAL seems like an absolute determination that the station has been "fined" for breaking the law," Fritts said. Letter came same day 30 stations were to submit to FCC additional information of political advertising rates and practices with commission. Preparation of materials cost stations "millions of dollars" and reflects "complexity" of implementing laws, Fritts said. Milton Gross, chief of FCC's political broadcasting branch, could not predict how long it would take his staff to wade through material to search for violators. "I just don't know."

Act III Broadcasting's WUHF(TV) Rochester, N.Y. will continue to be reped by Blair Television and not Seltel because of waiver FCC granted Act III to purchase WUTV-TV Buffalo, N.Y., which said that Act III must sell WUHF(TV) Rochester (because of overlap) and cannot have

same sales staff or rep selling for both stations. Switch does not change Seltel-Act III agreement for other stations.

Arbitron said **May cable penetration reached 57.3%**, or 52,599,800 homes, jump of nearly 800,000 homes since February's count of 56.5%.

Committee to Preserve American Color Television (COMPACT) has filed petition with the Commerce Department to investigate possible dumping of color TV picture tubes by Japanese and Korean manufacturers. COMPACT claims that since 1988 government finding that companies from Japan, Korea, Singapore and Canada were in violation of U.S. dumping laws for TV tubes, Japanese and Korean companies have been dumping through Mexican subsidiaries, which have exported TV sets with tubes made in Far East.

LBS Communications will distribute 65 original half-hours of The New Adventures of He-Man, animated children's series, for fall 1990. Produced by ParaFrance Communication, *He-Man* has cleared 65 markets, representing over 70% of U.S., including WPIX-TV New York, KCOP-TV Los Angeles, WPWR-TV Chicago, WPHL-TV Philadelphia, KBHK-TV San Francisco and WLVI-TV Boston.

Memories...Then and Now, new half-hour nostalgia series from NBC News Productions, **has been cleared in more than 110 markets**, including all of top 30, representing over 80% of U.S. TV households. Syndicated by LBS Communications Inc., *Memories* is scheduled to debut Sept. 15.

Bureau of Labor Statistics reported cable prices jumped 1.4% in July, largely because of termination of discounted installation offers. Bureau said cable rates are up 12.1% this year, on annual basis, and since last July, 12-month increase has been 11.8%. Bureau spokesman said much of shift comes from promotions, but some reflects underlying increase in rates.

New NCTA Chairman Jerry Lindauer told North and South Carolina cable operators

MORE TIME

Scotti Brothers last week received an extension until Sept. 14 to exercise its right to acquire all of the shares of certain principal shareholders of All American Television Inc.

In May, the two companies entered into an option agreement giving Scotti the right to acquire all of the shares owned by Optioners (approximately 42.5% of All American's outstanding shares), for \$6.25 per share. The option agreement contemplates a merger, business combination or similar transaction between the two companies, and Scotti is currently negotiating with a group of investors. The option's original expiration date was Aug. 16.

Scotti Brothers is a privately held entertainment corporation based in Los Angeles. New York-based All American is a publicly traded company that distributes television programming.

that although cable is involved in battle in Washington, it can win "by telling the cable industry's positive story again and again." To meet cable's competitive challenges, Lindauer said cable "must improve customer service...develop and implement new technologies" and "produce the very best in original programming on television."

Richard Hoffman, currently supervisor of development, television, at Hanna-Barbera Productions' network sister division, Bedrock Productions, has been named director of development.

Former KHJ-TV Los Angeles (now KCAL-TV) General Manager **Walt Baker** and independent producer **Lee Schulman** have formed **TeleVision Consultancy (TVC)**, full-service consultancy firm for TV stations, producers and syndicators.

Robert Short has been signed to direct several episodes of *Super Force*, Viacom Enterprises' first-run half-hour weekly, which is set for special two-hour debut Oct. 6.

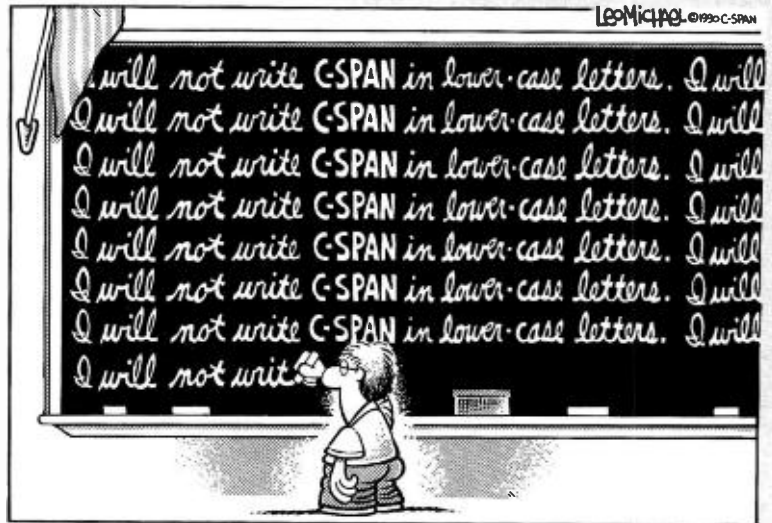
Douglas Friedman will be leaving post as VP of advertising and publicity at Cannel Distribution to accept vacancy at Genesis Entertainment after Betsy Green resigned last week as executive VP of marketing.

FCC has until Aug. 27 to come up with new fiscal 1991 budget as directed by Office of Management and Budget. OMB is calling on all agencies to find ways to cut expenses by 31.9% to meet deficit reduction requirements under Gramm-Rudman-Hollings law which will take effect unless White House and Congress can come to terms on package of budget cuts. FCC Managing Director Andrew Fishel said most of cuts would be in personnel area and could lead to furloughs but that nothing is definite. "Any time you talk about reducing the agency's budget 31%, it's going to have an impact on salaries," said Fishel. He said 80% of FCC budget goes toward salaries and benefits. Fishel said FCC has gone through this exercise every year since 1986.

RTNDA President David Bartlett called on FCC to reject American Family Association call for obscenity-indecency charges against WGBH-TV Boston concerning station's July 31 story on Robert Mapplethorpe photography exhibit (see page 59). AFA head "Reverend Wildmon is entitled to watch whatever news programming he pleases," said Bartlett. "but

'OPERATION UPPERCASE'

C-SPAN is launching a cartoon campaign to promote the correct inscription of C-SPAN as an all capital letter acronym. "We have been trying to get people to write C-SPAN correctly for the past 11 years with decidedly mixed results: it seemed time for a concerted effort," said Nicole Vanasse, promotions



YOUNG BILLY MUST STAY AFTER SCHOOL FOR "CAPITAL" PUNISHMENT, and publications director. It has engaged cartoonist Leo Michael of Akron, Ohio, to illustrate the campaign, being sent to press, cable affiliates and political press secretaries nationwide.

pressure groups cannot be allowed to interrupt the free flow of news to the rest of us. Any interference by the government in legitimate news programming," he added. "would be a flagrant violation of the First Amendment."

Hughes Television Network leased second, third and fourth C-band transponders on AT&T's Telstar 301 satellite. Now scheduling time on total of 20 transponders on four birds, HTN, division of IDB Communications, attributed acquisition to increased demand from broadcast TV syndicators. HTN did not reveal value of contracts which extend through end of 301's life, estimated to be late 1993.

Telemundo signed licensing agreement late last week with ITC Domestic Television to broadcast 84 motion picture titles dubbed in Spanish. Carlos Barba, senior VP of Telemundo, said it is "one of the most significant film syndication deals ever for the U.S. Hispanic market." Films from package, which is being licensed for three runs over three years, will initially be aired on broadcast network's *Cine Millonario* and *Cine Mundo* film blocks weekdays and Sundays in prime time. Features from ITC library

include "On Golden Pond," "Sophie's Choice," "Megaforce," "Cassandra Crossing," "The Boys from Brazil," "The Tamarind Seed," "Raise the Titanic" and "The Eagle Has Landed." ITC and Telemundo officials declined to comment on financial terms of deal.

Zenith Electronics Corp., Glenview, Ill., was among six companies chosen last week to receive grants to develop HDTV display technologies from Defense Advanced Research Projects Agency. Zenith grant will be used for development of company's flat tension mask cathode ray tube, which is currently marketed for computer workstations and is being designed for future consumer HDTV sets. Amount of grant is subject to negotiation, but Zenith expects it will amount to over \$1 million. Others picked for grants last week include Tektronix Inc., Beaverton, Ore.; Ovonic Imagen Systems Inc., Troy, Mich.; Norden Systems Inc., Norwalk, Conn.; MRS Technology Inc., Chelmsford, Mass., and Microelectronics & Computer Technology Corp., Austin, Tex. Total of 16 companies have been chosen to receive grants under DARPA program, which was started in December 1988.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

BETTER MOUSETRAP

Before cable television gets around to wiring the District of Columbia you may be able to receive 24 hours a day of pay-per-view movies via DBS. Thus does new television technology steal a march on the old, rewriting the rules of the game as it goes.

We are inspired to comment by the plans of SkyPix Corp. to launch an ambitious PPV service in the first quarter of 1991 ("more choice than cable TV, more convenience than video stores"). It anticipates programming 80 channels initially (the receiver can accept 250), with viewers offered 40 to 50 major Hollywood films at the start in a fashion that is described as virtually on demand (titles are said to be available every 15 minutes). The receiving antennas will be 22 to 36 inches in diameter; the transponders will be standard Ku band. The price (\$699) will be formidable but perhaps not preemptive.

Readers can go elsewhere in this issue to find the full account of SkyPix; they will make their own estimate of its chances. But we are impressed that so many DBS entries are lining up at the starting gate, in both the medium and high bands. It becomes increasingly likely that one or more of them will actually launch, and that the world of television will be populated by still greater choice.

And still greater competition.

MORE MEAT AND POTATOES?

There was little to applaud in a recent Times Mirror poll, entitled The Age of Indifference, that found young people losing interest in politics and public policy, and betraying that indifference in their declining interest in the news (see story, page 64). It is a disturbing cycle. Yet, strangely, it comes at a time when there are more information outlets than ever before.

The study points to a disillusionment with government and, perhaps, a problem with the educational system as reasons for the declining interest. "Their limited appetites and attitudes," it says of the study group, "are shaping the practice of politics." We fear that they may also be shaping the practice of some broadcast "journalism."

It is undeniable that if viewer attention spans are shortening, the packaging of a program becomes increasingly important to those whose livelihoods depend on attracting those viewers. An audience must be hooked before it can be reeled in. But if the package becomes too important, the news is in danger of being lost or forgotten. We are not suggesting that all news must be delivered like a dose of castor oil. But in softening and candying the news to make it more palatable (or in packaging soft candy as a news-like substance), the media are in danger of contributing to the cycle of indifference to substance, rather than helping break it.

-LZ

The death of Leonard Zeidenberg, chief correspondent for BROADCASTING and a reporter for this magazine since 1960 (see story, page 65), leaves a void both professionally and personally. The first will be difficult to fill, the second impossible.

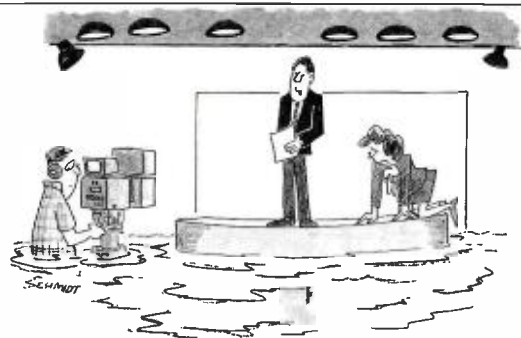
An "LZ" at the end of a story was a definite signal to the copy desk. It said the piece was thorough, well written and usually could be cut only with the "cooperation" of the author, who had a protective parent's devotion to the words he had so carefully chosen.

Most recently, Len had traveled to Eastern Europe in the wake of the turbulent changes there, and in anticipation of the role that communications will play in rebuilding the region. The result was a five-part series that was readable and lively. So lively, in fact, that even after Len had been back from the visit for several weeks, he was still racing by phone to various East European venues to keep up with mercurial changes, making certain that each story was as up to date as possible, even as each was in its final proof.

Throughout his career at BROADCASTING, Len was devoted to the First Amendment, tracking the evolving rights of the Fifth Estate in his coverage of libel, obscenity and indecency cases in courts at every level, as well as other First Amendment issues.

Next to Sol Taishoff, the magazine's founder, Len was probably its most prolific writer (in fact, two of his stories are in this issue, one written the Friday night before he was admitted to the hospital in anticipation of what we all expected to be a short absence). He was also Sol's measure of the ideal reporter; one colleague remarked that if Sol had not met Len, he would have had to invent him. Another recalled weeks when Len produced the lion's share of the magazine's editorial content, with stories that might have ranged from an FCC meeting, court decision or White House news briefing to an international communications conference or analysis of how broadcast journalists did their job.

How Len did his job was fairly and accurately. He loved the truth and he wrote it. We can think of no higher tribute to the reporter, or the man.



Drawn for BROADCASTING by Jack Schmidt

"And now for an update on that flash flood."

Radio. Special Reports.

Sep10. Radio '90 Special.

(Bonus distribution at Radio '90 Convention)

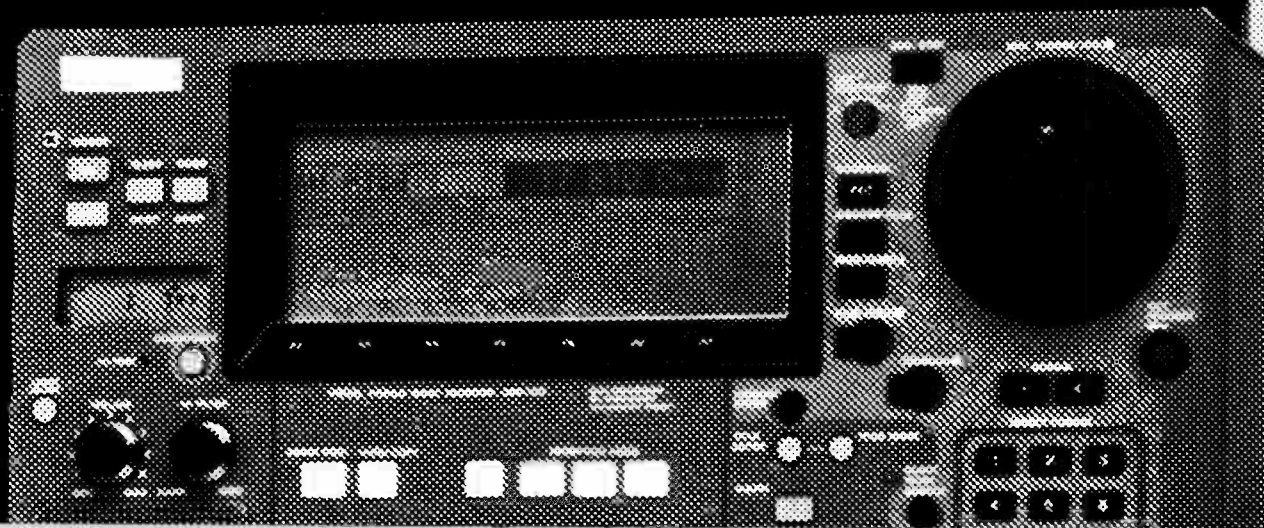
- State of the medium in Boston, Phoenix, Chicago, Miami and Seattle.
- Top 10 stations in top 50 markets.
- Radio '90 advance and agenda.

Nov12. Business Special.

- State of the radio industry in 1990. Examine projections for radio in 1991 from brokers, financial institutions, NAB and RAB.
- Group, network and rep predictions for radio sales in 1991.

Broadcasting

**Deadline for materials:
10 days prior to publication date.**





“At first we considered digital too costly and exotic for our needs. In reality, it was neither.”

— Bill Dowd, Operations Manager, KTUU-TV, Anchorage

We all know that perception can differ from reality. Just mention Alaska and it conjours up images like the one above. Cold and remote. But can you imagine temperatures reaching 90 degrees, a rain forest, or even a desert in the arctic?

To truly appreciate the beauty and diversity of Alaska, you need to talk to an expert. Like Bill Dowd of KTUU-TV in Anchorage. Who, as a broadcast professional, also has some surprising things to say about D-2.

“Our initial response to digital was — do we really need it and why? We’re comfortable with our 1” equipment and it does the job. But like most stations, the customer is our first priority. Which means we need to offer the highest quality services available.



The Sony DVR-10’s primary application is with Syntax, our commercial production

group. Aside from the superior quality that digital offers, the DVR-10 opens a whole new world of creative options. With features that enable us to offer an expanded selection of in-house services to our clients.

As for compatibility, the DVR-10 fits right in with our analog and Betacam® machines. Which not only increases our creative flexibility, but it gives us the consistent quality we never had with our analog equipment alone.

But there was still something else we didn’t expect. That the cost of upgrading to digital was comparable to that of analog equipment. Which means we didn’t have to raise our commercial production rates. So that was it. The decision was made”

... Bill Dowd

It’s no surprise that broadcasters everywhere are realizing the benefits of going digital. And in markets of all sizes, they’re going with a Sony DVR-10.

Experience the reality of digital for yourself. For more information, contact your Sony Broadcast Sales Engineer or call 1-800-635-SONY.

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