

Broadcasting Nov 19

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60th Year 1990

TELEVISION / 27

*MGM/UA syndication
future in doubt;
local look for CBS*

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consumer cycles;
DAB prudence urged*

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*Hearst Corp. makes
concentrated push
in cable programing*

BUSINESS / 43

*TVB prepares its
membership
for recession*

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NOV 20 1990

Vol. 119 No. 21

**Broadcasters, cable
close the gap
with news**

#

ACR

After only six weeks on the air, "Tiny Toon Adventures" passed all of its animated competition to rank as the #1 Kids' strip. Not only in homes. But also in Kids 2 to 5. 6 to 11. 2 to 11. And in Persons 2 to 17.

This accomplishment is all the more significant when you realize that the Toons rose to the top of the national pack without the benefit of being in the middle of the same block of programming in all markets. No consistent lead-in. No consistent lead-out. Only consistent growth and consistently strong numbers from day #1.



BOSS The Board.

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	HH		K2-11		K2-5		K6-11		2-17	
	Rank	Rtg.	Rank	Rtg.	Rank	Rtg.	Rank	Rtg.	Rank	Rtg.
Tiny Toon Adventures	#1	4.7	#1	9.4	#1	10.2	#1	8.9	#1	7.6
Chip N' Dale	#2	4.4	#4	8.4	#2	9.8	#4	7.5	#4	6.6
Talespin	#2	4.4	#2	8.8	#3	8.8	#2	8.8	#3	7.1
Teenage Ninja Turtles	#2	4.4	#3	8.7	#3	8.8	#3	8.6	#2	7.2
Ducktales	#5	3.8	#5	6.4	#5	7.3	#5	5.8	#5	5.3
Merrie Melodies	#6	2.6	#6	5.2	#6	6.9	#6	4.1	#6	4.1
Muppet Babies	#7	2.3	#7	4.7	#7	5.8	#7	3.9	#7	3.4
Gummi Bears	#8	2.2	#9	3.3	#9	4.2	#10	2.7	#9	2.8
Alvin & the Chipmunks	#9	1.9	#8	3.7	#8	4.5	#8	3.2	#8	2.9
G.I. Joe	#10	1.7	#10	3.2	#10	3.1	#8	3.2	#10	2.6
Wake Rattle & Roll	#11	1.2	#11	2.2	#11	2.1	#11	2.2	#11	1.6
Jetsons	#12	1.1	#13	1.7	#12	2.0	#14	1.4	#13	1.3
Super Mario Bros.	#13	1.0	#12	1.8	#13	1.9	#12	1.7	#12	1.5
Video Power	#13	1.0	#14	1.6	#14	1.6	#13	1.5	#13	1.3
How He Man	#15	0.8	#15	1.0	#15	1.5	#15	0.8	#15	0.8
Mighty Mouse & Friends	#16	0.6	#16	0.7	#16	0.8	#16	0.6	#16	0.5

SOURCE: NIS/SON week ending 10/26/90

Steven Spielberg
Presents



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THIS WEEK

19 / EXTRA!, EXTRA! BROADCAST/CABLE PARTNERSHIPS

The look of local news is changing. From 'Headline News' inserts to full-fledged newscasts, broadcasters are teaming with cable systems to spread the news.

21 / CAPITAL IDEA

Allbritton Communications is planning to launch a 24-hour cable news service in the Washington metropolitan area in the summer of 1991. The company has signed affiliation deals with five of the area's eight cable systems.

22 / COST CUTTING

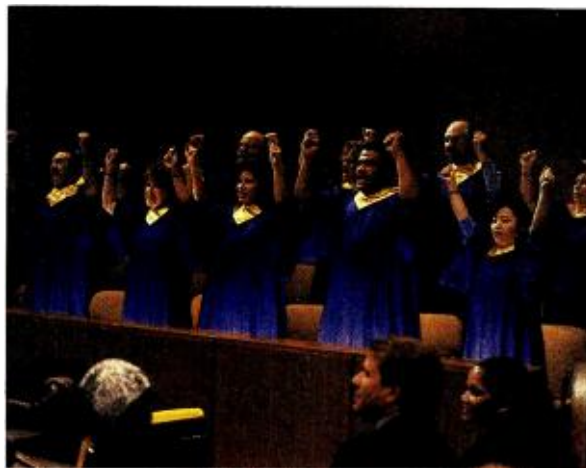
CBS cuts its affiliate compensation as part of a general budget tightening. The network is also abbreviating its annual affiliate meeting and moving it from Los Angeles to New York.

23 / CNN'S TALE OF THE TAPE

News network takes its case to the Supreme Court after lower courts bar it from airing tapes of conversations between Noriega and counsel. In a new twist, the FBI seizes relevant documents either from CNN reporter (says network) or from hotel lost and found department (says FBI).

24 / DEMO REPORT

October books reveal bleak syndication



Jury is in; 'Cop Rock' is out (page 24).

performances for new first-run strips, solid numbers for new and returning sitcoms and strong showing by children's programs.

24 / COP ROCK DROPPED

ABC's patience ran out last week as it cancelled its much vaunted musical/drama series. ABC meanwhile ordered nine more episodes of the enigmatic 'Twin Peaks.'

24 / DAY SHIFT

NBC is set to announce this week that it will launch a one-hour block of 'infotainment' programming in its daytime schedule beginning in January. Plans allow for the expansion of the block to two hours.

27 / MGM/UA SHAKEOUT

Syndication President Dick Cignarelli and his pared down division are apparent casualties of the latest round of staff cuts following the studio's

purchase by Pathe. The network TV division appears to have been spared the cost-cutting ax, although rumors of its possible sale to either Paramount or Columbia continue.

27 / CBS EYE LOOKS LOCAL

For the first time in several years, CBS owned stations are producing programs for potential runs elsewhere, including the station group, network and possibly syndication. Among those is *Studio 22*, the first show produced by KCBS-TV to air on the network's owned station group.

29 / MCA CASTS VOTE FOR REAGAN

MCA has teamed with Fox Stations for a nighttime talk entertainment strip hosted by Ron Reagan, son of the former President. The show will be carried on all Fox Stations.

30 / JOY IN MUDVILLE?

CBS's Sports division president says it has been a "stellar year," but a soft advertising market, the high price it paid for its marquee events and some uncontrollable bounces of the ball have taken some of the magic out of the network's 'Dream Season.'

30 / NUMBERS FLAP

'Captain Planet's' status as number one barter syndicated children's program for past several weeks is questioned by some who believe its double runs make for unfair comparison.

32 / CONSUMER CYCLES

A new Radio Advertising Bureau research study, "Consumer Cycle Marketing," tracks consumer cycles, examines behavior patterns according to time of day and day of week and suggests specific media strategies for radio advertisers to best take advantage of these habits.

33 / PROGRAM CONTROL

ABC Radio Networks Vice President/Programming Corinne Baldassano has a two-fold mission: reassess current features and develop new radio programs for ABC's six networks, while keeping firm control on research and development costs. Baldassano concedes that changing demographics and tight economic conditions leave little room for experimentation.

34 / SLOW GOING

A number of broadcasters and industry groups, concerned with the pace of change in digital audio broadcasting, filed comments last week urging the FCC to move cautiously in developing the new broadcast band. Concerns focused on spectrum requirements, homesteading of current radio broadcasters, a proliferation of satellite and terrestrial services and continued local service to the public.

36 / UNCERTAIN FUTURE

Public radio is bracing for the economic downturn and its effects on funding sources. In part to help boost its listenership, NPR is looking at shifting its classical-oriented musical image to one "more multicultural, innovative and diverse."

37 / SAYING GOOD-BYE TO A LEGEND

More than 1,600 Fifth Estaters paid their respects to the late CBS Chairman

'Jekyll and Hyde,' a Hearst production (page 38).



William S. Paley at a memorial service in New York. Among those delivering eulogies were Frank Stanton, David Rockefeller and Henry Kissinger.

38 / HEARST PUTS CABLE ON PAGE ONE

Media company is placing increasing emphasis on its cable programming efforts, with the most recent example its purchase of 20% of ESPN.

40 / GOING WEST

The cable industry heads to Anaheim for the annual Western Cable Show (Nov. 8-30). It is preceded by a PPV conference sponsored by the Cable Television Administration & Marketing Society.

41 / TALKING STRATEGY

Time Warner chiefs Steve Ross and Nick Nicholas discuss the virtues of vertical integration and strategic partnerships and offer opinions on how policymakers should approach cable legislation in the next Congress.

43 / REPORT FROM TVB

The Television Bureau of Advertising held its annual convention in Dallas last week and recession was on its mind. Advice to broadcasters for survival in tough economic times: Do not fight each other—unite against other media.

48 / GAO BLASTS TV MARTI STUDY

General Accounting Office calls USIA studies on viewership of government's TV service to Cuba "flawed." One study was never released, but a second was used in the report to the President supporting TV Marti's feasibility. USIA counters that GAO's conclusions are "inaccurate."



Frank Stanton on William Paley (page 37).

50 / PRESSING THE CASE FOR FIN-SYN EXEMPTION

Fox President Jamie Kellner tells National Press Club audience that new networks such as his shouldn't be under the same regulatory restraints as ABC, CBS and NBC and again urges exemption from the fin-syn rules.

51 / BRITISH CABLE BOUNCING BACK?

The cable industry in the

UK is hoping the recent government decision ending the telephone duopoly held by British Telecom and Mercury will spur increased investment.

52 / APRIL SET FOR START OF HDTV TESTS

Richard Wiley announced that ATTC's "final" schedule for testing of HDTV transmission systems will start in April 1991 and expects to finish a year later.

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Incorporating

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CLOSED CIRCUIT

Washington

Buyer for UPI?

Word has it that letter of intent to buy ailing UPI wire service was signed late last Friday (Nov. 16). Move followed vote by UPI Wire Service Guild members to accept 35% pay cut. UPI had said it would close up shop if pay cut were turned down. Company has lost more than \$4 million (or about \$2.5 million monthly) since UPI parent Infotech and co-owned FNN troubles became public (BROADCASTING Oct. 8). Much of wire service's losses are due to declining revenue and customer base. Rumors that UPI was to fold last Saturday despite vote were denied by company spokesman Milt Capps.

UPI management had been saying that at least 12 companies were interested in wire service, but sources last week said that one of three companies generally considered prospective buyer—CNN, Time Warner or Group W—is interested in UPI only as part of larger buy of FNN. No action, even from company believed to have signed letter of intent, is expected until after Thanksgiving, when Infotech audit is complete. Although some UPI managers have resumes out, many believe UPI will have new owners by year's end. Meanwhile, Associated Press has increased efforts to woo UPI clients.

Encore

Following success of last week's three-part special on Persian Gulf, C-SPAN expects to do more such programming. Aside from its domestic coverage of public events, C-SPAN has devoted much air time to international

CABLE'S \$5 MILLION FACIAL

Determined to do something about cable industry's tarnished public image, National Cable Television Association, at board meeting last week, outlined plans for \$5 million public relations effort.

Those plans call for creation of bureaucracy of some 20 persons, including eight regional representatives. Board is expected to approve effort, sources said, but not necessarily at magnitude outlined last week. Both number of new staffers and budget could be scaled back, they said. Even if downsized, initiative would likely be unprecedented at NCTA. With 11% dues increase approved last week, association's budget for fiscal '91 is \$14 million. If \$5 million for PR is added, budget would swell 36% to \$19 million. Committee, tentatively chaired by Bob Miron of Newhouse, has been formed to flesh out proposal and recommend ways of funding it. Effort's goals: improve image in national media, provide support to local PR efforts of cable operators and counter telephone industry's well-financed campaign to eliminate barriers to telco entry.

and comparative politics programming that looks at government and culture of nations with direct connections to American foreign policy. Persian Gulf program, which ran three hours each night last Monday through Wednesday (Nov. 12-14) and was moderated by Susan Swain, was much more successful than C-SPAN anticipated. Network is likely to rebroadcast program in upcoming weeks.

Freed at last

FCC expects to rule favorably, or at least be as accommodating as possible, on Christian Voice of Central Ohio's petition to change its class from A to B1 and to change its city of license from Zanesville to South Zanesville (upgrading its power at current site would violate FCC's minimum distance separation rules). Christian Voice's petition, which FCC turned into report and order in April 1989, allowed stations to improve

service, even if that meant changing city of license. That in turn set off rash of move-in petitions such as Tom Gammon's request to move WHMA(FM) Anniston, Ala., to Sandy Springs, Ga. There is considerable sympathy at FCC for Christian Voice's, and a few others, plight because National Association of Broadcasters fight against Gammon-like move-ins kept Christian Voice in limbo.

California New gold rush

California broadcasters may be able to buy that new antenna after 1992 election year because there will be two Senate campaigns and as many as seven new Congressional seats. How so? Well, California politicians have a penchant for spending huge sums of money, including reported \$42 million in this year's gubernatorial race, \$20

million in 1988 Senate race, and up to \$2 million in some state senate races. Congressional candidates spend, on average, about \$500,000 every election. With Alan Cranston's retirement due to health reasons, and with current junior Senator Pete Wilson having just won governor's race, Californians will get to choose two senators, one with, at most, two years incumbency. Wilson's term would have expired in 1994, but his successor (who Wilson gets to pick), can only serve until next general election. Political insiders believe campaign costs in senate races alone will dwarf \$81 million spent on insurance ballot propositions in 1988.

St. Louis

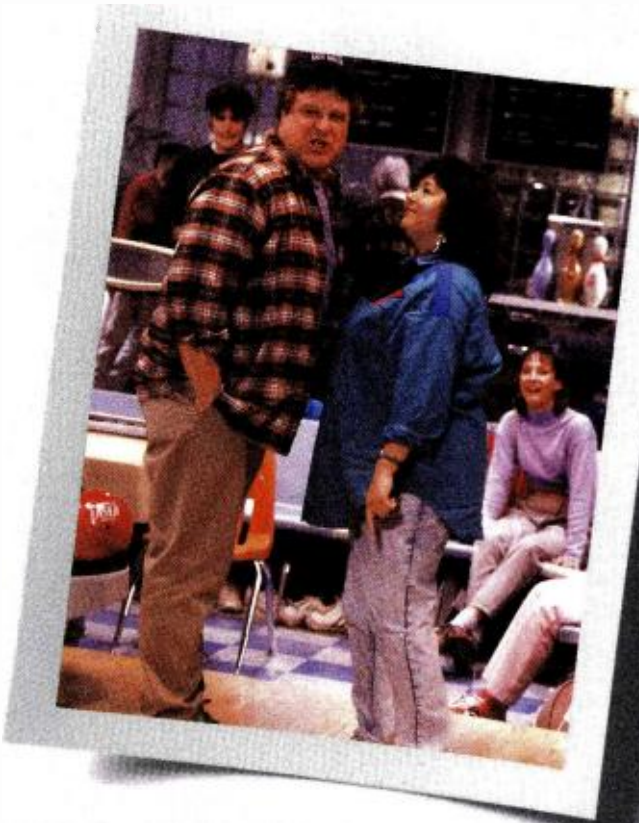
Anchors away

NBC's 24-hour "raw" news-feed service, scheduled to launch on Jan. 1, could feature anchored segments as early as March. Date surfaced last week during affiliate board meeting in St. Louis, where presentation by NBC News Channel President Robert Horner drew standing ovation. Stations have been calling for anchored segments to allow for easy insertion into programming.

Prime mover?

NBC affiliate board ran out of time last week before completing discussions on moving Pacific rim prime time to 7 p.m.-10 p.m. from current 8 p.m.-to-11 p.m.. Nonetheless, possible turn in protracted negotiations may have occurred resulting in question being left at doorstep of FCC. Latest suggestion is that

Get Real!



“Working class people are not well represented on TV. They don’t worry about what Jaguar to buy. They think about how they are going to pay their

bills. That’s how I lived, and that’s how my parents and everyone in my neighborhood lived. I wanted to create a positive picture of working people ‘cause those are the people I love.” Roseanne on **ROSEANNE**

Get Roseanne.



HEALTHY CONTRIBUTION

Washington's Departmental Auditorium was the site of a screening last week for *Once a Year...For a Lifetime*, a half-hour drama on breast cancer and its effects on the lives of five women. The film, produced by New World Entertainment's subsidiary, The Learning Corporation of America, was funded by the Revlon Foundation and features NBC's Jane Pauley and Phylicia Rashad, co-star of NBC's *Cosby*. The National Association of Broadcasters will send the film via satellite to its 950 member stations. (It will be fed Nov. 29 at 12:30-1:30 p.m. on Telstar 301.) Among those at the Nov. 14 screening were (l-r) Pauley; Revlon Chairman Ronald Perlman; Surgeon General Antonia Novello; Dr. Samuel Broder, director of the National Cancer Institute (which also is distributing the film), and Lilly (Mrs. Brandon) Tartikoff, who is associated with the Revlon/UCLA Women's Cancer Research Program.

prime time hours be treated as definitional question by commission, which would have benefit of moving all three network schedules simultaneously. Joint approach to commission by all three affiliate boards could develop if idea gains support.

Hollywood

On tap

David Salzman, who recently departed as president of Lorimar Television to form Millennium independent production house affiliated with Warner Bros. Domestic Television, said that studio is readying announcement of new first-run adult strip to be offered at NATPE conference in January. Program will be Millennium production in association with Telepictures and Warner Bros. Salzman also said strip based on Time

Warner-owned *People Magazine* is being placed on shelf for time being.

Daytime opening?

Station rep sources indicate that NBC programmers are not planning to renew struggling daytime, *Marsha Warfield Show* (1.7/8 average in fourth quarter). In addition, fate of *Generations* soap opera remains to be decided (see story, page 55), which could leave affiliates with half-hour or perhaps hour in which to program in daytime with locally originated or syndicated programming. "NBC might just decide to cut back its daytime network schedule," one New York station rep related. "Game show syndicators are lathering like a pack of wild dogs to get their game shows out of [late night or early morning] cellar slots."

NBC spokeswoman indi-

cated, however, that network will not decide on "exercising option" until end of November, adding that *Generations'* (2.1/8 in fourth quarter) future is also "up in the air." NBC could still fill one or both of those half-hour slots with projects from NBC News Productions or from outside producers King World Productions and Warner Bros. Domestic Television ("In Brief," Nov. 5).

Courting the kids

Producer-director Steven Spielberg is developing cartoon show with MCA, based on series of "Back to the Future" films. Project will be presented to three networks for Saturday morning consideration, could go to syndication as fallback. MCA and Spielberg's Amblin Entertainment have joint venture animation facility in London,

where project would be produced.

Bummer, man

Financial heads at Fox Broadcasting have found new way to save both money and environment. Departments are being instructed to put end to Bart Simpson-emblazoned cover sheets when sending faxes. Nothing personal, Bart, but Fox insider said move could save company about \$100,000 annually.

Philadelphia

Reformat

KYW-TV Philadelphia news staffers' layoff fears are being fueled by pilot newscast said to feature extensive actuality footage in place of several field reporters. Group W station testing several news pilots has results of tests but has yet to draw conclusions, or at least make them public. Management is targeting 1991 revamp. Other executive news discussions at station have included possible elimination of noon and 5:30 p.m. newscasts, as well as possible addition of morning news program. Source at KYW(AM) said radio station itself is bracing for personnel changes.

Columbus

Deal doings

At least two station transactions were in process last week, both involving ABC affiliates. Conversations were continuing between Columbus, Ohio-based Nationwide Communications and Anchor Media over latter's WSYX(TV) Columbus. And in Rochester, N.Y., plan for WOKR Rochester part-owner Ed Karrels to buy out partner, George Gillett, was no longer considered most likely option. Instead former Viacom broadcasting head Paul Hughes has surfaced as possible buyer.



THE PEOPLE'S COURT

Some Things Endure Forever.

An Edwards / Billett Production



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DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

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. 19—*Academy of Television Arts & Sciences* forum, luncheon. Speakers: Russell Goldsmith, Republic Pictures Corp.; Leslie Moonves, president, Lorimar Television, and Frank von Zerneck, von Zerneck/Sertner Films. Beverly Hilton Hotel, Los Angeles. Information: (818) 953-7575.

Nov. 20—*Federal Communications Bar Association* monthly luncheon. Speaker: Paul Tagliabue, NFL commissioner. Washington Marriott, Washington. Information: (202) 833-2684.

Nov. 20—*International Radio and Television Society* newsmaker luncheon. Speaker: Tom Johnson, president, CNN. Waldorf Astoria, New York. Information: (212) 867-6650.

Nov. 20—"The New Media Marketplace," reception and panel discussion sponsored by *American Women in Radio and Television, New York chapter*. Panelists: Russell Naiman, MTV

Networks; Pat Mastandrea, News Corp.; Richard Lorber, Fox/Lorber Associates; Russell Kagan, International Program Consultants, and moderator: Elizabeth Guider, *Variety*. Union League Club, New York. Information: (212) 481-3038.

■ **Nov. 20**—"Television and Eastern Europe," symposium sponsored by *International Council of the National Academy of Television Arts and Sciences*. Moderator: Gene Jankowski, former president, CBS/Broadcast Group. Warner Theater, New York. Information: (212) 371-0798.

■ **Nov. 20**—*Advertising Club of Metropolitan Washington* meeting, "Sweepstakes Marketing." Washington Hilton, Washington. Information: (301) 656-2582.

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.

ALSO IN NOVEMBER

Nov. 26—*Arts & Entertainment Network* regional level local ad sales presentation and work-

shop. Ritz-Carlton, Marina Del Rey, Calif. Information: (212) 210-0532.

Nov. 27—"Current Legal Issues in Broadcasting and Sports," sports division seminar of *International Radio and Television Society*. Panelists: Philip Hochberg of Baraff, Koerner, Olender & Hochberg; Gary Bettman, NBA; Edwin Durso, ESPN; John Ertmann, NBC Sports, and Stephanie Vardavas, ProServ. Time Warner Auditorium, New York. Information: (212) 867-6650.

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

Nov. 27—"How Does the Press Cover Economic Abuse?" seminar sponsored by *Center for Communication*. Panelists include Lou Dobbs, CNN, and Robert Krulwich, correspondent, CBS News. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Nov. 27—*American Women in Radio and Television* celebrity auction, to benefit AWRT's "Soaring Spirits" program, which "provides quality programming for children in Los Angeles area hospitals." Laugh Factory, Los Angeles. Information: (818) 888-3378.

■ **Nov. 27**—*Illinois Broadcasters Association* col-

MAJOR MEETINGS

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

Jan. 3-5, 1991—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1992, Fairmont Hotel, Stanford Court and Mark Hopkins Hotel, San Francisco.

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

Jan. 21-23, 1991—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

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 13-16, 1992, and Las Vegas, April 19-22, 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 Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

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. Future convention: May 27-30, 1992, Phoenix.

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

June 11-13, 1991—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

June 18-21, 1991—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

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

Aug. 25-27, 1991—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 11-14, 1991—Radio '91 convention, sponsored by *National Association of Broadcasters*. San Francisco.

Sept. 25-28, 1991—*Radio-Television News Directors Association* international conference and exhibition. Denver.

■ **Oct. 1-3**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

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

Oct. 10-14, 1991—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-30, 1991—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

July 2-7, 1992—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

WHO

**sold Saddam Hussein the capability to
create an atomic bomb?**



NOW

IT CAN BE TOLD.

WHAT

**employee drug ring jeopardized security
at the country's Star Wars nuclear facility—
and left cocaine near the space shuttle?**



NOW
IT CAN BE TOLD.

WHEN

did the Mafia's godfathers forge their secret
alliance with Colombia's drug lords?



NOW
IT CAN BE TOLD.

WHERE

did U.S. Congressmen spend your tax dollars
while visiting Bangkok?



NOW

IT CAN BE TOLD.

WHY

did Charles Manson use college graduates
to commit mass murder?



NOW
IT CAN BE TOLD.

HOW

did James Dean's bizarre secret life contribute
to his tragic death?



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lege seminar. University of Illinois, Champaign-Urbana, Ill. Information: (217) 753-2636.

Nov. 28—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Topic: "The Realities of International Co-Production." Speaker: Marla Ginsburg, senior VP, international co-production and television development, Compagnie Luxembourgeoise de Telediffusion, Copacabana, New York. Information: (212) 768-7050.

Nov. 28-30—Western Cable Television Conference & Exposition, sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

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

Nov. 29—"An Evening with John Callaway (Chicago Tonight and Callaway Interviews)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at Museum of Broadcast Communications. Museum, Chicago. Information: (312) 987-1500.

Nov. 29—"Under 30's seminar," sponsored by International Radio and Television Society. Conference room A, NBC, New York. Information: (212) 867-6650.

Nov. 29—Harold Anderson Lecture, sponsored by Center for Strategic and International Studies in association with World Press Freedom Committee, to be delivered by Binyan Liu, Chinese journalist and writer, "Impact of Media on Political Change: A Chinese Perspective." International Club, Washington. Information: (202) 775-3102.

Nov. 30—"Marketing to Youth: New Forms of Communication," seminar sponsored by Center for Communication featuring executives of Fred/Alan Inc., entertainment-based "youth advertisers" associated with MTV. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Nov. 30—Deadline for entries in 15th annual Television Bureau of Advertising/Automotive Commercial Competition, for automotive dealers and dealers associations, their ad agencies or TVB member TV stations. Information: Lauren Schachter, TVB, (212) 486-1111.

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. 1—National Broadcasting Society-Alpha Epsilon Rho New England regional meeting. Framingham, Mass. Information: Donna Walcovy, (508) 626-4698.

Dec. 1—Michigan AP Broadcasters Association regional meeting for southern Michigan. Ann Arbor, Mich. Information: Geoff Haynes, (313) 259-0650.

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

Dec. 3-4—"Litigating Copyright, Trademark and Unfair Competition," seminar co-sponsored by Practising Law Institute and California Continuing Education of the Bar. Beverly Hilton, Los Angeles. Information: (212) 765-5700.

ERRATA

Several revised paragraphs were missing from Nov. 5 story on research pieces attacking Maury Povich and his new Paramount-backed talk show. As result, Story inadvertently implied that King World and Buena Vista Television published research. In fact, station sources indicated only that research was passed along to them by representatives of those companies, that origin of research was unclear and that they could not state with certainty who published it. King World and Buena Vista spokesmen denied publishing pieces.

Dec. 3-4—Financial Times 11th conference on World Telecommunications. London. Information: 071-925-2323.

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

Dec. 4—"An Evening with Bill McCarter (president, WTTW)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at Museum of Broadcast Communications. Museum, Chicago. Information: (312) 987-1500.

Dec. 4—Advertising Club of New York Christmas party. Plaza hotel, New York. Information: (212) 935-8080.

Dec. 4-5—"The Economic Outlook for 1991," conference for journalists sponsored by Washington Journalism Center. Watergate Hotel, Washington. Information: (202) 337-3603.

Dec. 4-6—Cable Television Administration and Marketing Society service management master course. Los Angeles. Information: (703) 549-4200.

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—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Topic: "To See Ourselves As Others See Us ...Cable for the Viewer, Operator and Advertiser." Speaker: Bill Scott, president and chief executive officer, The Travel Channel. Copacabana, New York. Information: (212) 768-7050.

Dec. 5—Federal Communications Bar Association annual chairman's dinner, featuring FCC Chairman Al Sikes. Capital Hilton, Washington. Information: (202) 833-2684.

Dec. 5-8—Poynter Institute for Media Studies seminar, "Broadcast: News Graphics for Producers." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 6—Salute to Roy Mehman, former vice president, affiliate realtions. Group W Satellite

Communications, sponsored by Women in Cable. New York chapter, and Cable Television Administration and Marketing Society. Hudson Theater, New York. Information: Tracey Murdoch, (212) 697-3335.

Dec. 6—"The Oil Crisis: Will It Produce a National Energy Policy?" conference sponsored by Washington Journalism Center. Watergate Hotel, Washington. Information: (202) 337-3603.

Dec. 6-7—"Telecommunications Policy and Regulation: The Year Ahead," seminar co-sponsored by Practising Law Institute and Federal Communications Bar Association. Among speakers: FCC Chairman Al Sikes; FCC Commissioner Ervin Duggan; FCC Common Carrier Bureau Chief Richard Firestone; FCC General Counsel Robert Pettit; House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), and subcommittee member Mike Oxley (R-Ohio). Capitol Hilton, Washington. Information: (212) 765-5700.

Dec. 6-7—"Ratings at a Crossroads: The Tradeoffs of Research Realities and Marketplace Demands," electronic media and research technologies workshop, sponsored by Advertising Research Foundation. New York Hilton, New York. Information: (212) 840-1661.

Dec. 7—Deadline for entries in Edward R. Murrow Award, which honors an individual whose work has fostered the growth, quality and image of public radio, sponsored by Corporation for Public Broadcasting. Information: (202) 879-9772.

Dec. 8—Texas Associated Press Broadcasters regional seminar. Corpus Christi Marriott, Corpus Christi, Tex. Information: Diana Jensen, (214) 991-2100.

Dec. 11—"New Technologies: Fiber Optics and the Opening of Communications," seminar sponsored by Center for Communication. Among speakers: Reese Schonfeld, president, Current Trends Productions; former president, CNN, and past president, Optic Fiber in America. Center auditorium, New York. Information: (212) 836-3050.

Dec. 12—Academy of Television Arts and Sciences forum luncheon. Speakers: J. Nicholas Counter III, Alliance of Motion Picture and Television Producers, and Alfred DiTolla, International Alliance of Theatrical Stage Employees. Topic: "New Technologies and Industry Changes." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Dec. 12—American Women in Radio and Television, Washington chapter, Christmas party. Washington. Information: MacKenzie Kearney, (202) 820-2048.

Dec. 13—"Broadcast Ratings: What Are They and Where Are They Going?" seminar sponsored by Federal Communications Bar Association and Continuing Legal Education Committee. Washington Marriott, Washington. Information: (202) 833-2684.

Dec. 13—International Radio and Television Society Christmas benefit. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 13—"Is There a Future for Public Television? What Should It Be?" seminar sponsored by Center for Communication. Speakers: William Baker, WNET Newark, N.J.; Jennifer Lawson, PBS; Lawrence Daressa, Independent Television Service; Nickolas Davatzes, A&E. Macklowe Conference Center, New York. Information: (212) 836-3050.

"Datebook" continues on page 63

OPEN MIKE

MORE ON FEES

EDITOR: I read with amusement David Levy's Oct. 29 letter to your magazine concerning the possibility of a "spectrum fee" and the obligation of broadcasters to pay such a tax. It is clear that Mr. Levy is far removed from the realities of the real world of broadcasting.

A couple of friends, family members and I started KLQP(FM) back in 1983. Last month our profit was \$47—that's right, \$47. Some months we make a couple of thousand...some months we lose a couple thousand. Nothing is predictable. We don't do this for the money...we do it because we love rural Minnesota and we love providing radio service to our friends and neighbors. We enjoy serving our listeners who number somewhere around 5,000 to 10,000.

I am the general manager, morning

DJ, chief engineer, news director, promotion director, sales representative and part-time custodian. We operate from a 14 by 70 mobile home a mile north of town...that's our permanent studio. We do lots of local news, funeral notices, lost pet announcements and who knows what else. We provide "public service" in unlimited amounts...but that's where it stops. Monetarily we don't owe the public a damn dime.

The "airwaves" belong to whomever invested thousands (or millions) of dollars to put up a studio, transmitter and tower to do something with them. What good are the airwaves without radio and TV stations?

To say that we must pay to use the "airwaves" is like saying that Mr. Levy must pay for each cubic inch of air that he breathes.

If Mr. Levy is on the board of direc-

tors of a TV station that is very profitable and he wishes to contribute to the resolution of the national debt...more power to him. Leave us out of it. A spectrum fee would leave a blank space at 92.1 mhz in this area and would leave 5,000 to 10,000 people wondering what to do with their "airwaves."—*Maynard R. Meyer, general manager, KLQP(FM) Madison, Minn.*

EDITOR: The Oct. 29 letter from David Levy of Wilshire Productions was written from a selfish point of view.

To advocate the enactment of a spectrum fee for broadcasters, when one-third of all commercial radio stations are already operating in the red, or are marginal operations, shows insensitivity towards those who continue to serve the needs of their communities in spite of the hard times they are having.

A spectrum fee will certainly increase the demise of those proud broadcasters. We need a spectrum fee like we need a plague.—*Mike Petrizzo, executive vice president/general manager, KCOH(AM) Houston.*

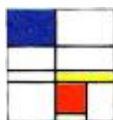
EDITOR: I read James C. May's Nov. 5 reply to my Oct. 29 letter on spectrum fees and that of Michael McGann in the Nov. 12 issue. I will concede that in endorsing a spectrum fee I used the word "revenue" when the appropriate word "profit" would have been more relevant. On that basis, of course, many broadcasters would be exempt from the proposed congressional spectrum fee.

As to 5% being regressive, well then, how about suggesting a formula which converts the basic objective to progressive tax, say 5% on top 25 markers, a lesser percent on the next 25 and so on.

It's the principle of the matter that is pertinent. A modest tithe affecting only prosperous broadcasters seems to be an appropriate nexus (to use Mr. May's word) between broadcasters and the American people for the privilege accorded to broadcasters through the Federal Communications Commission. I think that, perhaps, now that we have settled the matter of revenues and profits, and that we would apply such a spectrum fee only to those showing net profits, Mr. May might find himself more in agreement with my basic argument.

As to the \$2 billion dollars worth of public service, let's take that with the

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proverbial grain of salt. This probably consists of a good deal of unsold inventory of spots. Measured against the tonnage of violence, gratuitous sex, and coarse street language broadcasters also contribute, that public service contribution may wind up as only a drop in the ocean.

I doubt, too, that local news, public affairs, and the like would be affected at all by a spectrum fee levied only on net profits. At any rate, I had the opportunity to discuss this with Pat Boone, president of Golden Orange Broadcasting and found him to be quite receptive to my proposal, namely that KDOC-TV Anaheim, Calif., take the lead in championing such a fee system as a modest and fair way to thank the American people for the opportunity to serve them. We do, of course have fiduciary responsibilities to our shareholders; we have, perhaps, even greater responsibilities to those who made it possible for us to perform as broadcasters; the American people.—*David Levy, Wilshire Productions Inc., Beverly Hills, Calif.*

RACE ISSUE

EDITOR: Mary Hutchings Reed's Oct. 29 "Monday Memo" stated that our initial victory against the Boston Athletic Association, WBZ-TV Boston and ProServ had "raised the concerns of broadcasters...." We at WCVB-TV feel that broadcasters should be much more concerned about attempts to limit full and free news coverage of events that transpire on the public streets.

The case brought by WCVB-TV against the Boston Athletic Association, WBZ-TV and ProServ raises some essential First Amendment issues. The Boston Marathon is run entirely on the public streets. The race could not be run without the hard work and cooperation of the Massachusetts State Police and the police of the eight cities and towns through which the race is run. The race is a key element of the local Patriot's Day holiday which begins with recreations of Paul Revere's ride and the battles of Lexington and Concord. Yet the Boston Athletic Association and WBZ-TV contend that they can enter into a contract that would exclude other television stations from having free and equal access to this major local news event.

Fortunately, other broadcasters are also concerned about the dangerous First Amendment precedent which would be set if our initial victory were to be overturned on appeal. Chronicle Publishing Co., The WGBH Educational Foundation and the Post-Newsweek Stations Inc. have filed an *amici curiae* brief on

our behalf with the United States Court of Appeals for the First Circuit.

We believe that the federal courts will continue to recognize the essential constitutional issues in this case. The right of the media to gather and report news is central to a free society.—*S. James Coppersmith, president and general manager, WCVB-TV Boston.*

PIRATE PURPOSE

EDITOR: I find it curious that Dick Smith, Director of the Field Operations Bureau of the FCC is now able to psychoanalyze the motivations of pirate broadcasters here in the United States (BROADCASTING, Nov. 5). Does he have background in psychology as well as old-fashioned bureaucratic skills?

I feel it needs to be stated that perhaps the *misguided, overzealous* actions of the FOB and the FCC are wasting the taxpayers' money in chasing after pirate broadcasters, who operate with no more than 100 watts on unused shortwave frequencies. I seriously doubt that the fines levied on these operators pay for the cost of "rounding them up." It would seem a far better use of the FCC budget to expedite the processing of applications and rulemakings, which as we all know take far too long!

I understand and agree with enforcement actions taken against broadcasters that are causing interference to legitimate and emergency services. But it seems that pirates broadcast for reasons beyond the understanding of bureaucrats like Dick Smith. Could it be that a large number of Americans are frustrated by the lack of services provided by local licensed stations and our government in general? The pirate broadcaster may well fill a legitimate need for free expression in this world of multi-million dollar radio and television facilities.

The operation of Zoom Magic Liberation Radio in Springfield, Ill., is a good example of a pirate station providing a service to deprived residents of a housing project. They operate with half a watt of power and cause no interference to any licensed station. And they have hundreds of listeners, including the local police department. If Springfield is being adequately served by all the local licensed media, why is this tiny station so popular?

I would hope that the FOB find better ways to spend our tax money, especially considering the severe budget cuts already being felt by the FCC and other agencies in Washington.—*Fred Oyster, The Secret Mountain Laboratory Ltd., Hilo, Hawaii.*

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Founder and Editor
Sol Taishoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone 202-659-2340
Editorial fax 202-429-0651 □ Administrative fax
202-331-1732 □ Advertising fax 202-293-3278

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Yearbook

David Seyler, manager.
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Francesca Tedesco, Amy Thewes, Angela Callahan,
editorial assistants.

Advertising

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MONDAY MEMO

A political broadcasting commentary from Jonathan D. Blake, Covington & Burling, Washington.
Covington & Burling represents two stations that were subject to the political audit.

The FCC's recent political audit demonstrated more than licensee confusion and some apparent instances of candidates being overcharged. The audit and subsequent FCC rulings demonstrate that the political rules are too complex; that the FCC has improperly interpreted the law; that the regulatory process as applied to political broadcast issues is dangerously flawed, and that even political candidates have been diserved by the FCC's recent rulings.

The FCC is not solely to blame; the staff that administers the political rules is, for example, first rate. Congress in legislating unduly complex political rules and the Court of Appeals in its wholly unrealistic *Carter-Mondale* decision have also contributed mightily to the political broadcast mess.

Rules should be especially clear-cut where they must be applied in a volatile, fact-paced marketplace, where the legally significant facts shift from day to day, even hour to hour, and where by definition the campaign environment is charged with confrontation and conflict. The lowest-unit charge and reasonable access rules fail this test.

Clarity is also required because of how the FCC administers the rules. Candidates and the stations must be able to obtain speedy answers from the FCC. But as a result, factual and other arguments are presented orally to the staff (often without each side hearing the other's presentation) and ruled upon hastily and non-publicly. This leads to two consequences. When similar situations arise, other stations don't have the benefit of knowing the staff's previous rulings. It is also difficult to challenge or clarify verbal, non-public rulings.

But even the FCC misapplies the political broadcast rules. Consider two examples. *First*, over the years stations which sold only preemptible spots to commercial and political advertisers were often asked by political candidates to make available fixed spots (at higher rates), as well as preemptible spots. The practice was in strict compliance with the lowest unit charge principle because the stations were not selling any class of spots to political advertisers at rates that were higher than the same class of spots being sold to commercial advertisers.



But the FCC has now ruled that fixed candidate spots are illegal in this circumstance. Recently, the commission went even further, ruling that stations cannot give *lower* fixed rates to candidates than to commercial advertisers because the effect might be to induce political advertisers to purchase fixed spots. Given the clear preferences of candidates for fixed time, this is a truly perverse result, and one with no basis in the lowest-unit rate principle or in any other legal principle.

Second, the FCC has now indicated that if a station has ever given a make-good to a commercial advertiser for a time-sensitive spot (e.g. in connection with a holiday sale or a movie opening), it must always provide make-goods to political advertisers. This ruling effectively converts preemptible spots for politicians into fixed spots, particularly as election day grows closer. It is also wholly unsupported by the lowest unit charge principle. Under that principle, the determinative issue is what "bargain" was struck by the most favored commercial advertiser. If no time-sensitive commercial advertiser was *guaranteed* a make-good, political advertisers should not be entitled to guaranteed make-goods. If the commission's legal reasoning were correct, the fact that a single commercial advertiser's preemptible spot ran as originally scheduled would mean that all po-

litical preemptible spots would have to be run as scheduled, i.e., treated as fixed spots.

The *Carter-Mondale* decision compounds the make-good problem because it changed a "reasonable access" provision into an "unreasonable access" standard. Even in the hectic last days of a campaign, stations can't safely allocate time to various political races in order to accommodate the commission's make-good ruling.

Commission rulings have also diserved candidate interests. They have deprived candidates of the clarity provided by special political rate cards (now deemed to be unlawful), the assurances of fixed spots (as an alternative to preemptible spots), and the benefits of low fixed rates. Also, candidates or their buyers must now listen to long spiels (mandated by a commission ruling) about the terms and conditions of station selling practices. No wonder they are confused and angry.

What should be done? Congress should amend the lowest unit rate rule and undo *Carter-Mondale's* interpretation of the reasonable access requirement. In the meantime, the FCC should promptly convene a series of panels with station sales managers, buyers of commercial time and buy-

ers of political time to understand the environment in which its rulings have to be applied. The commissioners en blanc should also hear from communications attorneys about the defensibility of recent staff political rulings and other problem areas. In addition, the commission should consider ways of publicly reporting its oral staff rulings and of enabling interested parties to review, question and challenge them.

The political broadcast rules have run amok. It is unfair and inaccurate to point the finger at broadcasters. Instead, Congress and the FCC must make fundamental changes in the law and how it is administered. ■

"The political broadcast rules have run amok. It is unfair and inaccurate to point the finger at broadcasters."

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Fresno.....	KJEO.....	CBS	Topeka.....	WIBW.....	CBS
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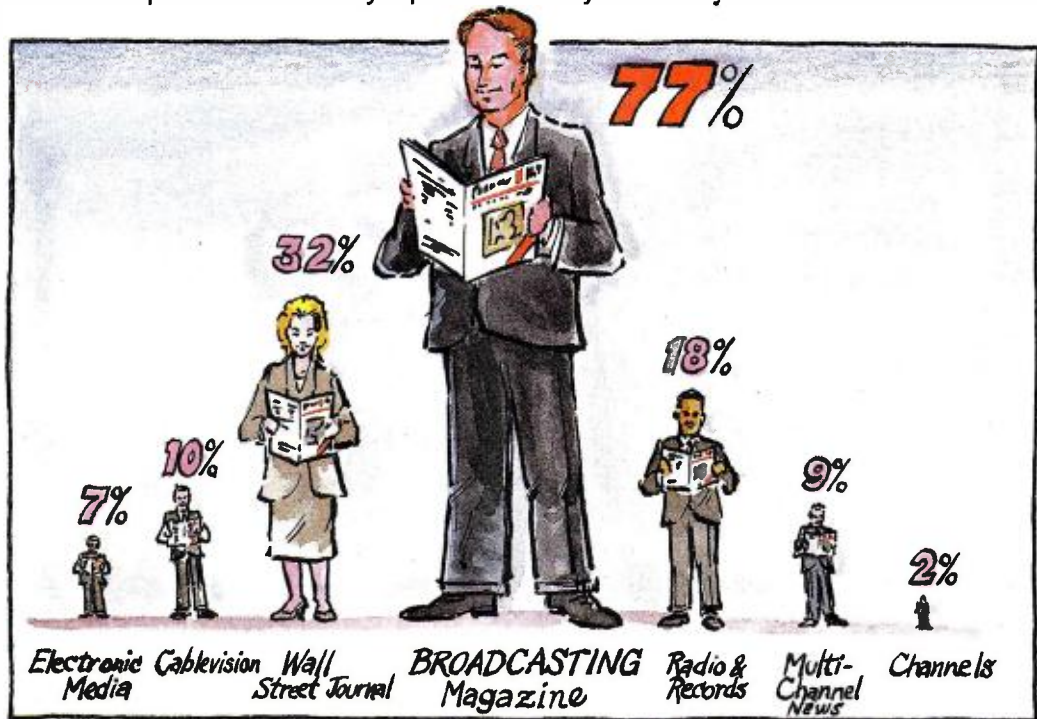
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TOP OF THE WEEK

BROADCAST/CABLE: LOCAL TV'S NEWEST ANCHOR TEAM

Across the country, TV stations and cable systems are increasingly developing joint ventures to provide local news

Local TV news is breaking the bounds of its single-channel world: Seeking to expand reach and profitability, an increasing number of television stations is producing news for carriage on cable systems.

From news inserts on CNN Headline News to full-scale, 24-hour channels, broadcaster-produced local news on cable has become a mini-growth industry over the past year that shows no sign of abating.

In perhaps the most ambitious move yet, Allbritton Communications, owner of WJLA-TV Washington, announced last week plans to launch a 24-hour, Washington-area cable news service next summer (see page 21). Its sheer numbers—200 staffers and multiple feeds—would make it more complex and probably more costly than the two largest existing cable news operations, Cablevision Systems' Long Island News 12 and the *Orange County Register's* 24-hour channel in Orange County, Calif. Neither have direct broadcast involvement.

"As a general principle, I can't see any negative," said David Bartlett, president of the Radio-Television News Directors Association, of the broadcast-cable news ventures. "The broadcaster

gets more potential revenue to amortize its fixed costs, the cable operator gets another value-added service and the customer gets more variety," he said. "It's win-win-win."

The rush by broadcasters and cable operators to provide local and regional news is not without pitfalls, however. A number of media companies have looked at the potential of cable news—NBC, Group W, Scripps Howard, Knight-Ridder, Hearst, Chronicle and Frontier, among them—only to scale back or fundamentally change their initial plans and beliefs.

But the cautious seemed to be outnumbered by the bold.

■ Fox affiliate WFLD(TV) Chicago and Tele-Communications Inc. plan to launch Chicago Cable News next year (BROADCASTING, Sept. 24). Tribune Broadcasting, licensee of WGN-TV Chicago, is also pitching the city's cable operators a 24-hour news service called Chicagoland that would also include games of the Cubs.

■ Hearst's WCVB-TV Boston and Continental announced three weeks ago they would launch the New England News-channel late next year.

■ Twenty-six television broadcasters

are providing four-and-a-half minutes of news for insertion into the local feeds of CNN Headline News (see page 20). Those broadcasters are reaching 3.5 million homes.

■ Some broadcasters are using the Headline localized segment model and are overriding their own signal on certain cable systems within their ADI. KYW-TV Philadelphia launched a several-minute insert in September to 110,000 cable homes. KETK(TV) Jacksonville, Tex., with the help of a local newspaper, has created a separate newscast for the Longview, Tex., portion of its ADI. NBC's Q&O's and affiliates have been considering providing five-minute regional feeds, much like the Headline News inserts. WMAQ-TV Chicago is the furthest along in developing such a venture, a source said.

■ Other broadcasters are simply rebroadcasting their most recent newscast on local cable channels. WWL-TV New Orleans will celebrate next February its first anniversary of retransmitting its latest newscast on a 24-hour channel on Cox Cable. Officials from both companies are expected to decide by year's end whether that experiment will continue or change to a different form.



KYW-TV Philadelphia anchor team Beverly Williams and Steve Bell (left) anchor the station's Citycast edition, a special segment for city cable systems. (Right) Ross Cavitt, a reporter for WFTV(TV) Orlando,



Fla., stands in front of the set that WFTV used to provide election night coverage for Brevard county, which was seen on a separate cable channel of Cablevision of Central Florida.

TV STATIONS WITH HEADLINE NEWS LOCAL EDITIONS

ADI	Market	Station	Type	Cable Co.	Subs
1	New York	WWOR-TV	Ind	Maclean Hunter-E.Ornge,N.J.	216,000
2	Los Angeles	KCAL-TV	Ind	Times Mirror-Orange County Comcast-Orange County Colony-Newport Bch./Irvine Multivision-Anaheim	116,000 86,000 72,000 38,000
5	San Francisco	KPIX-TV	CBS	Heritage-San Jose	141,000
6	Boston	WMUR-TV	ABC	Continental-Portsmouth,N.H.	94,000
16	Miami	WTVJ-TV	NBC	Continental-Pompano Beach	124,000
20	Phoenix	KTSP-TV	CBS	Times Mirror United Cable TV-Scottsdale	260,000 30,000
24	San Diego	KGTV-TV	ABC	Cox Cable ATC	318,000 137,000
25	Orlando, Fla.	WFTV-TV	ABC	ATC	185,000
27	Portland, Ore.	KGW-TV	NBC	KBLCOM	95,000
28	Milwaukee	WITI-TV	CBS	Warner Cable	84,000
29	Kansas City, Mo.	WDAF-TV	NBC	ATC	160,000
31	Charlotte, N.C.	WSOC-TV	ABC	ATC	99,000
		WSOC-TV	ABC	Catawba Services-Rock Hill	18,000
56	Jacksonville, Fla.	WJXT-TV	CBS	Continental	155,000
59	Shreveport, La.	KTAL-TV	NBC	ATC	58,000
61	Wichita, Kan.	KSNW-TV	NBC	Multimedia	92,000
66	Des Moines, Iowa	WHO-TV	NBC	Heritage Cablevision	73,000
70	Lexington, Ky.	WKYT-TV	CBS	Telecable	69,000
72	Rochester, N.Y.	WGRC-TV	Ind	ATC	160,000
74	Portland, Me.	WMTM-TV	ABC	ATC	55,000
77	Spokane, Wash.	KHQ-TV	NBC	Cox Cable	62,000
78	Moline, Ill.	KWQC-TV	NBC	Cox Cable	54,000
81	Cedar Rapids, Iowa	KCRG-TV	ABC	Cox Cable	38,000
91	Las Vegas	KLAS-TV	CBS	Prime Cable	93,000
94	Baton Rouge, La.	WBRT-TV	ABC	United Artists	90,000
104	El Paso, Tex.	KVIA-TV	ABC	Western Comm.-Las Cruces	20,000
121	Eugene, Ore.	KMTR-TV	NBC	TCI	53,000

■ A few broadcasters are moving extensive news coverage of certain events to cable channels to avoid preempting regular programming. WBZ-TV Boston and WFTV-TV Orlando, Fla., each carried extensive election night coverage on separate cable channels earlier this month. "It was very successful. We're pleased with the results, and we hope to expand it in the near future," said Chris Schmidt, news director of WFTV. The station has also used that vehicle for extensive coverage of Claude Pepper's funeral and for other election races.

Additionally WCPX-TV Orlando provides ATC with a 10 p.m. cable exclusive newscast, and WESH-TV Orlando supplies weather updates in the Weather Channel. "We're very happy with all three ventures," said Jim Rozier, vice president, marketing and business development for ATC's Cablevision of Central Florida. NBC affiliate WTVG-TV Toledo, Ohio, has its local news carried on Toledo Vision, a cable channel programmed by the system operator, Buckeye Cablevision.

■ Broadcasters in both Florida and Alabama are looking at creating statewide news feeds. WBRC-TV Birmingham, Ala., plans to launch Alabama Cable News on Jan. 1. ACN will provide cable systems with five-minute newscasts of statewide news, five to six times daily. Roughly 15 cable systems serving 310,000 subscribers, including most of the state's major cities, will carry the service, either at the top of the hour on Headline News, on access channels or elsewhere.

And more, no doubt, is on the way. Time Warner, which has launched its own "broadcast type" station in Rochester, N.Y., complete with its own newscast, is looking at regional operations in many other markets. In New York, a Time Warner source said, the company is listening to proposals from broadcasters to develop a cooperative news venture.

"We think the timing of so many Fox affiliates getting ready to go into the news business at the same time cable operators are seeking to do the same thing makes

for a marriage made in heaven," said Preston Paddon, senior vice president, affiliate relations, Fox. "We have been facilitating discussions between our affiliates and cable," he said, citing the WFLD-TCI deal in Chicago.

Putting together a broadcast-cable venture is not a slam dunk as some broadcasters have learned. In San Francisco, a proposed channel by KRON-TV and noncommercial KQED-TV fell through when the broadcasters and the area's cable operators couldn't agree on ownership terms.

KNBC-TV Los Angeles had begun several years ago to talk with area cable operators about providing localized news updates to supplement broadcast news. But, according to Bill Cullen, senior vice president, United Artists Cablevision, KNBC-TV decided the venture was too expensive, and backed out.

Hubbard Broadcasting's Conus Communications' All News Channel has signed 26 TV and seven LPTV stations, plus two cable systems for its service, which allows them to provide local news within the ANC window.

NBC, after it bought a half interest in Long Island News 12, looked to apply that concept elsewhere. It examined Philadelphia, New England, Cleveland, Los Angeles and northern New Jersey, with the last perhaps the most promising. But a source said the New Jersey talks have broken down because the needed financial support from operators was not there.

That cuts to the heart of nearly all local news discussions—the economic model to justify the expense. News inserts represent low risk, but full 24-hour service can run to yearly budgets of \$10 million or more. Sources say it's a tall order to expect local advertising to cover such costs.

Not all broadcasters have been bitten by the cable bug. KARE-TV, NBC's affiliate in Minneapolis, was approached by cable operators to supply Headline News inserts, but decided it prefers "to do our own news on our own station," said Janet Mason, news director. In August, the station began doing its own 30 second updates on the hour, 24 hours a day.

As one cable source said, many of the 20 and 30-year broadcast news directors and general managers view cable with suspicion and are reluctant to enter such ventures. Many in the newer generation of broadcast executives, who have grown up with cable, see things differently. Getting these deals done, one source said, "is a credit to the executives involved."

—MS,SDM

ALLBRITTON TO LAUNCH ALL NEWS CABLE CHANNEL IN D.C.

Plans call for separate feeds to systems in District, Maryland and Virginia to be staffed by 200 employees; launch set for second quarter '91

Allbritton Communications has logged in with the latest entry in local cable news, announcing a 24-hour service to begin in the second quarter of next year in the Washington metropolitan area.

Allnewsco, as the venture will be called, differs from other ventures in that Allbritton's WJLA-TV Washington will not be involved in the project. Allnewsco will have a separate newsgathering, editorial, sales and technical staff. Additionally, the service will feature regionalized editions for Virginia, Maryland and, it is hoped, the District of Columbia.

"This venture represents an alliance of very specific skills: the Allbritton organization as a broadcaster and newspaper publisher [it once published the now-defunct *Washington Star*], and the cable systems as multichannel program distributors to growing communities in the Washington metropolitan area," said John Hillis, president and chief operating officer of Allnewsco.

Allnewsco has signed 10-year affiliation deals with five of the area's eight cable operators—Hauser (Arlington, Va., and Montgomery County, Md.), Metrovision and Multivision (both Prince George's County, Md.) and Media General (Fairfax, Va.)—which encompasses 500,000 of the area's 625,000 subscribers. Talks continue with the others, including Jones in Alexandria, Va.; Warner in Reston, Va.; and District Cablevision in Washington. Operators receive no equity in the venture. Allbritton is 100% owner of the service, which Hillis said, "is the way Joe Allbritton likes to do business."

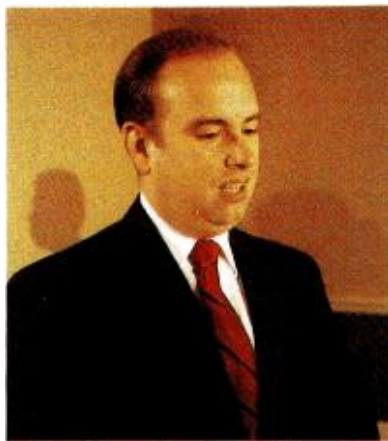
But Tele-Communications Inc., which controls District Cablevision, has its own plans for a District-only cable news service. Ellen Spangler, managing director of TCI News, said TCI's plans remain on track, which will be a less costly endeavor than Allnewsco. TCI is concentrating on launching its Chicago area news service, she said, after which it will address other markets.

Hillis, who has worked for CNN and was also general manager of Cablevision Systems' Long Island News 12 in New York, said the service will be primarily supported by advertising, although there will be subscriber fees. He declined to discuss the budget, other than to say it

runs into "several million dollars."

But the service's ambitious nature—200 employees and three localized feeds—probably put it at the high end of local cable news operations. Sources say the budget could easily be upwards of \$15 million.

According to sources, cable operators would not be paying any subscriber fees for the first five years. The rate card begins at 28 cents per month in year six.



John Hillis, president, Allnewsco

and increases a few pennies each year until year 10, one source said. Cable operators also stand to see money rebated to them after year 10. Given the venture's nascent ad sales operation, and worsening economy, it would appear the venture could be operating in the red a long time before breakeven. Local operators will receive two minutes of local advertising to sell.

Allbritton's cable news effort comes at a time when its broadcast news operation at WJLA-TV is foundering in last place among the market's three network affiliates and handing out pink slips.

Hank Yaggi, president and general manager of Gannett's WUSA(TV) Washington, was eager to learn more about Allbritton's cable plans. "I think it is a fascinating idea," he said. "The big question is: Is there a business to support a business of the dimensions they are describing? Two hundred people is far bigger than any of the broadcast news [operations in the city]," he said.

One thing Allnewsco may have going for it, Yaggi said, is the ability to go

after advertising dollars that are not going into suburban newspapers. By offering "local local news in the outer perimeters," he said, it can appeal to advertisers now using print to reach targeted markets.

Allnewsco is looking at several studio sites in Virginia. It plans to transmit its localized feeds, via either microwave or fiber optic cable, to cable systems during prime time. But Hillis said prime time for News 12 meant 6 to 9 a.m. and 5 p.m. to midnight.

Whether Allnewsco will gain an affiliation with District Cablevision remains unclear, but it believes it has several advantages. One is that it will operate in the suburbs, a more lucrative advertising area. Additionally, if it reaches agreements with all operators except DC, it will put greater pressure on them to carry the service.

Allbritton's interest in regional cable news was sparked in the fall of 1988 by former CNN President Reese Schonfeld, who was instrumental in the development of News 12 and who describes himself as the "Johnny Appleseed" of local cable news.

According to Schonfeld, he was involved in the early planning and organizational efforts, but dropped out in 1989 after concluding—wrongly as it turns out—that Allbritton would be unable to bring area cable operators on board without giving them equity interest.

"I'm pleased" Allbritton was ultimately able to pull it together, Schonfeld said. "I'm sure it will work and become very important to subscribers in the counties and, in the long run, very profitable to all concerned."

Allbritton's ambitions in cable news first became public in May 1989, when TCI President John Malone spilled the beans to reporters following a speech on broadcasting-cable cooperation at the National Association of Broadcasters convention (BROADCASTING, May 8, 1989). Allbritton had "no comment" at the time and had stuck to that public posture until last week.

Hillis, who took up where Schonfeld left off, and Allbritton had help in enlisting the area cable operators. Trygve Myhren, president of Myhren Media and former head of American Television & Communications, was brought in as a consultant.

—MS,NAJ

CBS CUTS AFFILIATE COMPENSATION, TIGHTENS BUDGET

All three networks ponder economizing; CBS's June affiliate meeting moved to New York for shorter, no-spouse all-business affair

CBS is expected to propose a significant cut in affiliate compensation today at a special meeting of the affiliate board in New York. The expected announcement comes as staffing and other budget reductions continue at the network, which was still in the process of establishing its 1991 budget last week. The network had already blamed the bad business climate for its decision two weeks ago to abridge its upcoming annual affiliate meeting and changing its location from Los Angeles to New York. Both NBC and ABC are expected to plan affiliate meetings that will also partly reflect a poorer business environment.

Although CBS affiliate board members said they were not given a preview of the networks' exact plan, they were prepared for bad news. Having met only six weeks ago in New York, the necessity for a follow-up meeting now—while station operators are still preparing budgets—rather than waiting for the next regularly scheduled meeting only two months away was seen as a bad omen. Said E. Berry Smith, chairman of the CBS affiliate board: "Common sense.

says that it isn't going to be a gift." If a cut was announced, board member Phil Jones, president of Meredith Corp.'s broadcasting group, said he would be "steadfastly and stubbornly opposed...I think it would send the wrong signal."

For its part, the network spoke in general terms. CBS affiliate relations president, Tony Malara, said the meeting would discuss "environmental business conditions," but he did say some "specific" suggestions would be presented to the board. Programming and clearances will be discussed as well, Malara said. CBS chief financial officer, Peter Keegan, is expected to make a presentation describing the network's outlook for the next several years, suggesting CBS might pitch a compensation cut as only a temporary expedient until business improves.

CBS currently pays more than \$150 million in compensation, roughly \$30 million more than either ABC or NBC. However, higher compensation has been credited with helping the network maintain, despite being in third place, ties to stations with superior technical facilities. Thus, some observers were asking

last week whether a compensation cut might result in further defections from the network—CBS has had defections in recent years in Rochester, N.Y., Louisville, Ky., and Knoxville, Tenn. Asked about that prospect, one network executive said: "...There are other ways [other than direct compensation] to take care of that."

By holding a shortened, mostly business, affiliate meeting in New York and excluding spouses, CBS will save money on travel, meeting space, food and entertainment costs. If the production values of program presentations are scaled back as well, the total savings could easily exceed \$1 million or roughly half of the amount one executive at a rival network estimated was typically spent on the annual affiliate meeting.

Smith termed the affiliate meeting decision "unfortunate. I've been around this business long enough not to be impressed being around Hollywood stars but some people feel the meeting symbolizes the network affiliate family...sort of like a class reunion."

ABC will be watching CBS developments as it prepares for an affiliate board meeting in Palm Springs, Calif., several weeks from now. While ABC is under similar bottom-line pressure—the company recently canceled its annual management meeting in Phoenix—the network has, so far, held to a bargain it struck with affiliates to maintain the general level of compensation in exchange for better station clearances of the network program lineup.

George Newi, senior vice president, affiliate relations, ABC, said last week the agreement has worked so far and that preemptions of the network schedule are down about 40% in prime time and have improved "significantly" in daytime and weekend sports. Still, Newi said it would "reserve" a final determination on its compensation plan until the Palm Springs meeting, at which the subject will be discussed. Another topic of discussion, confirmed affiliate board chairman, Ed Quinn, general manager of KGTV(TV) San Diego, is likely to be how the network can further improve the lead-in to the stations' late local news. ABC has already announced the cancellation of one poorly performing 10 p.m. show, *Cop Rock*.

CBS NEWS LAYOFFS

CBS News, following weeks of budget review sessions, has eliminated as many as 40 positions in the division. The network last week acknowledged its latest round of cutbacks on the heels of similar moves by rival network news divisions (BROADCASTING, Oct. 29).

"We're in a belt-tightening period," said a CBS News spokesman, citing economic strains caused by multi-million dollar coverage of the Persian Gulf crisis and a weak advertising environment. "We are not immune to what is going on in the economy," he said.

Staffs most affected include that of *Face to Face With Connie Chung*, which has been scaled back from a weekly series to a number of proposed 1991 specials. As one CBS executive described the situation at *Face to Face*, the division was "not about to keep 80 people to do a series of specials." Some staffers on the show were moved to *America Tonight* and *Nightwatch*, both among the network's current late-night news offerings.

Other affected areas include *CBS This Morning* and the network's domestic news bureaus, with sources pointing at Chicago and Denver as possible targets for reorganization in the near future. Coincidentally, *60 Minutes* late last week restructured the newscast to adjust for next season's departure of correspondent Harry Reasoner, resulting in the elimination of these producer positions.

Virtually all of the affected personnel have been contacted within the last few weeks, according to the spokesman, adding that efforts are being made, wherever possible, to reassign staffers.

One long-time CBS News insider noted the recent cutbacks arrived as the division had grown back in size to its 1987 level, when the company laid off more than 200 news employees in a well-publicized housecleaning.

NBC's compensation total for 1991 is being reduced 10% the result of audience delivery declines during the three sweeps ended last May. The first of the sweeps that will determine 1992 compensation has already begun and based on initial indicators—although not the same ones that will be used for a final determination—audience delivery, and thus compensation, could be down again if the pattern continues.

NBC's affiliate meeting was discussed at least week's affiliate board meeting in St. Louis. The network is said to be considering three different sites, Los Angeles, Chicago and New York. If the latter site was chosen, the affiliate meeting might be combined with the network's annual program presentation to advertisers, for which the network is said to have rented Carnegie Hall. —GF

CNN APPEALS GAG ORDER TO SUPREME COURT

In latest development, network claims its materials were seized by FBI

Cable News Network last Thursday filed an emergency appeal with the U.S. Supreme Court seeking to overturn lower court decisions barring it from airing tapes of telephone discussions between deposed Panamanian dictator Manuel Noriega and his attorneys.

Adding further intrigue to the situation, CNN reported the same day, on air, that FBI agents had appeared at the Atlanta hotel where CNN investigative reporter Marlene Fernandez was staying and seized a box of documents relating to the case. Fernandez had broken the original story about the tapes.

According to CNN, a network lawyer on the scene at the Omni International Hotel said the FBI agents refused to answer questions and would not produce a search warrant. CNN attorneys last week were demanding release of the materials from the FBI, while the agency maintained its stance that the information was legally obtained from the hotel's lost and found department.



Daniel Waggoner
CNN Attorney



Frank Rubino
Noriega Attorney

Attorneys face off over CNN telecast of private phone call

Media watchers have been closely following the CNN-Noriega case because the Supreme Court has never upheld prior restraint against the press. Court decisions on prior restraint have historically sided with the press, as in the landmark 1971 Pentagon Papers ruling, which prohibited the government from halting publication of classified documents about U.S. involvement in Vietnam.

CNN has chosen as its attorney Floyd Abrams, who served as co-counsel for *The New York Times* in the Pentagon Papers case. In his Supreme Court filing on behalf of CNN last Thursday, Abrams cited the Pentagon Papers decision as well as that of a 1976 Supreme Court case, *Nebraska Press Association v. Stuart*, in which newspapers were allowed to write about pretrial proceedings relating to a local criminal case.

In the CNN case, the tapes in question were allegedly made by federal officials tapping prison telephone lines in Miami, where Noriega continues to await trial on drug trafficking charges. Last week's Supreme Court filing by CNN seeks to overturn a Nov. 10 decision by the 11th U.S. Circuit Court of Appeals in Atlanta, in which the cable network was told not to air any of the said telephone conversations and was asked to turn the tapes over to the court.

The Supreme Court last Thursday promptly ordered the Justice Department and Noriega's defense team to reply to CNN's filings by Saturday, leading to speculation that a decision could be made as early as this week.

The legal whirlwind surrounding the case began Nov. 8 in federal district court in Miami, where Judge William H. Hoeweler temporarily barred the network from airing any tapes. Noriega's defense team, which, a day before the decision had been told of the tapes by CNN, expressed concern that airing of the material would damage their client's Sixth Amendment right to a fair trial.

The day after Hoeweler's ban, CNN defied the order by airing an exchange

between Noriega and a secretary for defense attorney Frank Rubino. In defending the decision to defy the court, CNN President Tom Johnson labeled the order "an unconstitutional restraint," which should be considered "invalid" under the First Amendment.

CNN then went a step further filing its Nov. 10 appeal in Atlanta, where the Miami decision was upheld and the network was ordered to turn over the tapes. CNN—which, as of last week had not volunteered any tapes to the courts—two days later reached an agreement with Noriega's lawyers, pending a U.S. Supreme Court ruling on the matter. Under the terms of the compromise, CNN would not play any tapes of conversations between Noriega and his attorneys; Noriega's defense would delay an earlier request for contempt penalties of up to \$300,000 per CNN broadcast of the said tapes and the court would delay its order that CNN turn over the tapes.

CNN, under those conditions, filed its appeal to the U.S. Supreme Court last Thursday. In filing its latest appeal, CNN issued a statement that the court orders were so vague as to what the network could and could not telecast that the network felt a "freeze" on its reporting on possible government misconduct.

The network also said in its statement that the courts should have considered other alternatives to silencing CNN, suggesting that they might have insulated the prosecution team and prospective jurors from hearing the news that the courts thought might be harmful.

Several of the nation's top news operations promptly rallied behind CNN in planned friend-of-the-court briefs, including one prepared by Washington attorney Timothy B. Dyk on behalf of a group that included ABC, CBS and the National Association of Broadcasters.

"Everybody in the media has a stake in this," said Richard Wald, senior vice president, ABC News. "Basically, everybody thought the matter had been settled."

Offering a variation on the dispute was *New York Times* columnist Anthony Lewis, a frequent writer on constitutional issues, who chastised CNN for its "provocative and lawless behavior" in the situation. "To put it plainly," said Lewis, "CNN's decision to violate the court order has put all of the press in jeopardy. It runs the risk of inflaming judges against an arrogant press."

The Radio-Television News Directors Association labeled the court rulings against CNN "flagrantly unconstitutional," commending the network for its stance and vowing to urge the Supreme Court to quickly overturn the decision.

"A long tradition of First Amendment rulings clearly forbids the government from exercising this sort of prior restraint on the press," said RTNDA President David Bartlett. "What is the government trying to hide?"

"The First Amendment means what it says," said Bartlett. "Freedom of the press and the American public's right to know are not subject to the whims of politicians, bureaucrats or even federal judges." -RB

OCTOBER DEMOS ARE MIXED BAG

First-run strips struggle, new and returning sitcoms, kids are solid

The October books are in, and the news is mostly bad for new first-run strips. However, the bleak performances turned in by shows in that category were offset somewhat by the solid performance of new and returning sitcoms. Returning strips appear to be holding their own, while new and returning children's programs turned in strong ratings.

According to an analysis of the October Nielsen books by Petry Television, *Golden Girls*, new to syndication this season, was the top-ranked sitcom in households (7.7 rating 17 share), and also tops in the key female demos. *Cheers*, which led the off-network sitcom pack a year ago in households, was second this October (6.3/15), and tops in the key male demographics.

Who's the Boss was third with a

6.2/13, just edging out *Night Court's* 6/13 household performance. *Boss* was tops in teens.

Cosby, which led the household race among sitcoms in October 1989, dropped to fifth place this year, with an average 5.6/14. The show also dropped 8 share points in the Nielsen books among women 18-34, falling from first place to a tie for second in that demo among sitcoms.

A handful of new game shows, which have become known in station circles as "the terrible five," did as poorly in the October books as the early returns in September suggested they might. Only one, *Challengers*, had an average double-digit share.

None of the new games, which also include *Trump Card*, *Jokers Wild*, *Tic Tac Dough*, and *Quiz Kids Challenge*

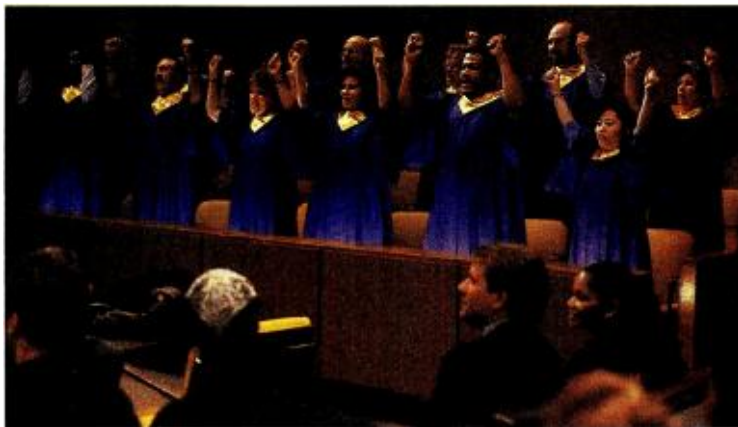
SWAN SONG FOR 'COP ROCK'; NEW LIFE FOR 'TWIN PEAKS'

The fat lady has sung for ABC's *Cop Rock* (pictured below), which ABC canceled last week and replaced in the Wednesday 10 p.m. slot with Orion's *Equal Justice*.

Considered a gamble since its inception, the musical/drama from Steven Bochco will get its last airing on Dec. 26, with two preemptions of the show scheduled between now and its final performance. The show, the second in a 10-series contract between Bochco and ABC, has failed to attract a strong audience since it premiered on Sept. 26. In fact, the night it debuted, viewers abandoned the show after sampling the first half-hour, and further research showed audience levels dropped off as soon as an episode turned to a musical number. In its seven airings so far the series has averaged a 7.2 rating/13 share.

Not only was the show the most highly visible of the network's new series this fall, but it was also the most costly. ABC reportedly paid about \$20 million for 13 episodes, making the per-episode license fee around \$1.5 million.

"I'm sad that *Cop Rock* didn't generate enough audience interest to survive, but I feel that the show succeeded creatively



and that everyone involved, including ABC, has reason to be enormously proud of their efforts. *Cop Rock* may be over but I hope the melody will linger on," said Bochco.

Just three weeks ago, Bob Iger, president, ABC Entertainment, gave the show a temporary vote of confidence (BROADCASTING, Oct. 29), saying he was sufficiently pleased with the schedule to show patience with it and other struggling shows. He suggested *Cop Rock* would be "held up in years to come as brilliant, although maybe ahead of its time."

Equal Justice, which was a mid-season replacement last season, returns to its Wednesday 10-11 time slot. The series averaged a 10.7/20 in its 13 airings last year.

In addition to *Equal Justice*, making its way back onto the schedule, ABC also gave *Twin Peaks* a back-end order for nine more episodes. The episode on Nov. 10, which revealed the killer of Laura Palmer (her father), averaged a 10.4/20. That number was a significant improvement on the 14 share the series had been averaging. Other ABC series getting back-end orders are *Father Dowling*, *Gabriel's Fire*, *Going Places*, and *America's Funniest People*. -SC

had saleable demographics in the 18-34 and 25-54 categories based on October book averages. (A two rating is generally considered the minimum in terms of saleability.)

"There were no pleasant surprises," said Bill Carroll, vice president, programming, Katz American Television. "The demos we saw in October for the new first run entries were in proportion to the low household numbers we were seeing earlier. Everyone is trying to find a pulse among the new shows and they're just not finding one. I think the fate of most of these new adult strips is sealed."

Meanwhile, new and returning children's programs scored high ratings in the October books. According to the Petty rundown, *Tale Spin*, new from Buena Vista, had a 40 share among children (aged 2-11) and a 28 share among teens. *Tiny Toon Adventure*, new from Warner Bros., wasn't far behind, averaging a 37 share among children and 24 share among teens.

Fox's new afternoon cartoon strip, plagued by production problems and early repeats, managed to generate a 25 share among children, although that represented a 14% decline from the time period a year ago.

Group W's *Teenage Mutant Ninja Turtles* averaged the highest children's share among new and returning cartoon strips in October, with a 46 share, followed by two returning Buena Vista shows, *Duck Tales*, (42 share) and *Chip 'N' Dale's Rescue Rangers* (41 share).

Among new weekly cartoons, Turner's *Captain Planet*, averaged a 28 share among children. The new *Widget*, which is expected to go to strip next season, averaged a 19 share among kids.

In the magazine category, *Entertainment Tonight* held on to the top spot in the household ratings race, and also led the key demos. *Current Affair* dropped one household share point, and more significantly, three share points in the key female demos and four share points among men 18-34. In October of 1989, the show was anchored by Maury Povich, while this October, Maureen O'Boyle anchored.

Among new magazines, King World's *Instant Recall* averaged a household 3.3/12, down an average four share points from its time period a year ago. The program's key demographic ratings were all below a 2 rating.

Fox's *Personalities* averaged a household 2.3/8, while TPE's *Preview: Best of the New* averaged a 2/7. In both cases, the key demos were all below a 2 rating. -SM

NIELSEN 'ENHANCES' ITS PEOPLEMETER SERVICE

In response to recommendations made by the Committee on Nationwide Television Audience Measurement (CONTAM), Nielsen Media Research announced "enhancements" to its national peoplometer service. The ratings company said it would try to improve household cooperation with regard to providing accurate data, overcoming language barriers using alternative households. Nielsen is also looking at using recruiting specialists to choose Nielsen homes.

The company will also try to improve the cooperation level of viewers—especially children—through letters, questionnaires and games. Nielsen will also try to identify homes or people who are "inconsistent in their use of the peoplometer."

Nielsen wants to improve its measurement of multi-set households. The company said it now "attempts" to measure televisions under five inches and televisions/VCR's in boarders' rooms. The company is working on a wireless system to collect set usage information in multi-set homes. Nielsen will begin testing electronic diaries to measure out-of-home viewing next year. Full field testing of Nielsen's passive meter is due to start in 1992.

Reaction to the Nielsen announcement was lukewarm. Robert Niles, NBC vice president, research, said that Nielsen was taking "pretty basic steps" and that there are "major concerns still outstanding," including measuring visitor viewing and response to fatigue, as well as doing even more on the cooperation level.

L.A. BUYS 'ROSEANNE,' 'WONDER YEARS'

Independent stations in the Los Angeles market stepped up their acquisitions of new off-network programming in a big way last week, with Chris-Craft/United Television's KCOP(TV) buying Viacom Enterprises' *Roseanne* and Fox Television Inc.'s KTTV(TV) purchasing Turner Program Services' *The Wonder Years*, both for fall 1992 launches. In addition, another Fox O&O, WFLD(TV) Chicago, was included in the *Wonder Years* deal, as part of a station group strategy to place the sitcom into key access time periods.

Although KCOP(TV) and Viacom officials would not confirm that the station was the bidding winner (sources said competing indies KCAL(TV) and KTLA(TV) turned in slightly lower offers), Los Angeles station sources placed KCOP(TV)'s weekly cash price in the \$80,000-\$100,000 range or up to \$23 million for its initial four-and-a-half year (234 weeks) licensing term. *Roseanne*'s cash license is also tagged with 30 seconds of national barter advertising for the length of the initial term and up to six years (with extensions), depending on how many seasons ABC renews the show for beyond a minimum of five.

The deal apparently marks the first market bid accepted by Viacom since *Roseanne*'s sales launch (BROADCASTING, Oct. 29), but one Los Angeles station source said KCOP(TV) took *Roseanne* as

part of an off-network package deal for *A Different World* launch and the second cycle renewal of *The Cosby Show*, the latter coming on top of a current *Cosby* cycle believed to have cost the station approximately \$220,000 per week.

According to sources, another *Cosby* player, MCA Inc.'s New York superstation, WWOR-TV, turned in the winning offer for *Roseanne*. A WWOR-TV spokeswoman had no comment. Fox-owned WNYW(TV) and Tribune Co.-owned WPIX(TV) were also believed to be active bidders.

In the case of *Wonder Years*, a Los Angeles station source said Fox's KTTV(TV) more than doubled WPIX-TV New York's sole \$25,000 market bid two weeks ago, with an approximate \$50,000 weekly cash license fee (\$104,000 per episode) or an initial four-year package valued at \$10.4 million.

No estimates were available for what Fox's WFLD(TV) Chicago agreed to pay for the show, but it was believed to be below the New York figure and a Tribune Co. station source said his group's Chicago superstation, WGN-TV, did not turn in a bid; neither did any of the market's network affiliates.

KTTV(TV) Los Angeles, which bought *Married...with Children* for a reported \$130,000 per week from Columbia Pictures Television, will pair that program with *Wonder Years* in the 6-8 p.m. slot for fall 1992. -MF

NBC TO BEGIN INFOTAINMENT BLOCK IN JANUARY

*Show featuring
Faith Daniels
first show in line
for daytime block*

NBC is expected to announce to affiliates next week its plans to launch an hour block of infotainment programming beginning in January. According to sources, plans allow for the block to be expanded to two hours; the NBC News project hosted by Faith Daniels should be the first show in block. The plans were partially unveiled to NBC's affiliate board members in a meeting last Tuesday in St. Louis.

Apparently, the infotainment programming will air in the 10 a.m.-noon time block, with the first hour set to roll out in January. Although a number of projects are being developed by a variety of suppliers and are still under consideration, the network has decided on the Daniels show. "They've taken it to pilot and they're pretty well committed to her," said one source who attended the meeting.

NBC is also considering rolling out one program at a time instead of launching an hour block to start. "They've got far more projects than time periods," said one source, who suggested that NBC would plug in half-hour series as needed as they go along.

The infusion of new programming into the third-place daytime schedule will also apparently signal the demise of *Generations*, the half-hour soap which has failed in its attempts to attract an

audience since it debuted in January 1989. "I think it's already been decided. The focus has been on what NBC's decision will be regarding the show, but the audience has already made its decision," said one source. In addition to *Generations*, *The Marsha Warfield Show* is also considered to be a prime candidate for replacement. The network has until the end of this month to renew the show and so far NBC has not done so. □

CABLE SELLING WBZ-TV AVAILS

Station making headway with unusual ad plan

WBZ-TV Boston is gaining momentum in its plan to have area cable systems sell four of the station's local news avails (BROADCASTING, July 9). The station has signed deals with Greater Media and United Cable (150,000 subscribers) to participate in the advertising venture and is very close to signing with Cablevision Systems, which serves 110,000 subscribers in the city and another 100,000 in the suburbs, according to Bill Everett, cable relations director for WBZ-TV. Talks continue with Continental, which serve 655,000 subscribers in the region and handles ad sales for another 150,000

subscribers, but Group W officials are hopeful the MSO will also be on board.

Nancy Jackson, vice president, marketing and programming for Continental's New England region, said discussions continue but no deal has been signed. She said Continental is looking "to do some testing in the first quarter" in a small number of systems.

The cable operators will be able to sell one 30-second local avail in the *Today* show, *Eyewitness News* at noon, *Live on 4* at 5:30 and *Eyewitness News Evening* at 6 p.m., in return for a flat fee they will pay the station. The cable operator gets spots in programming with double-digit ratings to package with other spots, and the station draws in advertisers who may not be able to afford a full DMA buy. Everett hopes the initial experience will draw at least some advertisers eventually to make a full station buy.

Cable operators do have some concerns, the principal one being cannibalization of their existing sales efforts. Everett said "we are sensitive to the cable operators' needs," but he said gaining retail dollars is important to their ad sales success. Many local advertisers are looking for only segments of their markets, said Everett. While local newspapers can communicate information, such as a product's price or sales details, they "don't work in the image area. Broadcasters have built a powerful image."

Everett said the financial terms of the deal have changed slightly since it was first offered. All systems will pay a flat fee, regardless of system size. He added that the deal "is a fairly equitable split" between WBZ-TV and the cable operators, but that both sides will be able to make a profit.

WBZ-TV is also talking with TCI, which serves 50,000 subscribers on Cape Cod, and Adelphia and Harron about local insertions.

-MS

MORE STATION GROUPS REPORT MODEST THIRD-QUARTER RESULTS

Recent financial statements from publicly held group owners revealed additional examples of slow advertising growth, or even decline, with most of the blame being put on local advertisers. Political advertising and relatively better national spending helped some group operators, as in previously reported results (BROADCASTING, Oct. 29). Cosmos Broadcasting said operating earnings were "restrained by a continuing weakness in advertising, primarily local." Earnings of the Liberty Corp. subsidiary benefited from "a noncompete payment from the sale of a television property and reduced interest cost due to debt payoff." Jefferson-Pilot Communications said earnings from operations fell 39%, to \$1.5 million, on a 1% increase in revenue, to \$29 million. Outlet Communications cited improved performance at its existing two TV stations as a reason for increased earnings to \$2.7 million on revenue of \$11.3 million. Park Communications said broadcasting revenue was up 1%, to \$17.2 million, of which television revenue increased 2%, while radio revenue was off 1%. Operating income was down 3%, and up 3%, respectively. At Tribune Co., broadcasting and entertainment revenue was up 6%, to \$172 million, of which television revenue was up 11% while radio inched up 1%. Operating profit for the segment was off 9%, despite a "slight improvement in both television and radio..." Viacom said TV revenue was flat, "reflecting the effects of a soft local broadcast advertising market," while TV earnings increased 13%, "reflecting reduced program costs." Radio revenue for stations existing in both periods were up 11%, producing operating income gain of 16%.

PROGRAMMING

CIGNARELLI IS OUT, MGM/UA SYNDICATION FUTURE IN DOUBT

Further cuts include apparent folding of division; network division may be spared

Less than two weeks after completing his \$1.36 billion acquisition of MGM/UA Communications, and less than a week after cutting 110 employees from MGM/UA's home video division, MGM-Pathe Communications Chairman Giancarlo Parretti made additional cuts in various divisions—with estimates ranging from 150 to 225 staffers—including syndication President Richard Cignarelli, fueling speculation that Parretti may now be poised to discontinue the studio's already pared down syndication division altogether.

Parretti has expressed his interest in keeping the theatrical division, but one MGM/UA Television Group executive says "floor-by-floor layoffs" have raised "serious doubts" about the future of employees within the network and syndication divisions, although another senior executive at MGM/UA said a meeting between MGM/UA Television President David Gerber, Pathe Director and Co-President Yoram Globus and other Pathe officials produced an agreement that Gerber's network TV division will be "left untouched."

Despite that assessment, yet another MGM/UA TV executive said that Parretti is entertaining inquiries from Paramount Pictures Corp. and Columbia Pictures Entertainment to sell the network division for approximately \$100 million.

Gerber started the network television division from scratch in 1986 and currently has four continuing prime time network series (Fox's *Against the Law*, NBC's *In the Heat of the Night* and ABC's *thirtysomething* and *Young Riders*), midseason commitments and exclusive production deals that could be sold in a tidy package.

Since the syndication division's most recent off-network series offering was limited to *The New Twilight Zone* and other feature film packages (MGM/UA still owns the 1,000-title United Artists library, in addition to post-1986 MGM/UA film releases and recently completed MGM-Pathe films), a senior MGM/UA executive said that the "domestic situation will be curtailed or possibly eliminated," with international distribution to be handled by Globus and domestic syndication farmed out to Turner Program Services. Cignarelli and Globus did not return calls.

The apparent folding of the MGM/UA Television syndication arm would mark the second such contraction in recent weeks. Although Columbia Pictures Television has yet to publicly acknowledge it, the Sony Corp.-owned company closed down Guber-Peters Television sales offices ("Closed Circuit," Nov. 5) and has kept first-run game show *Quiz Kids Challenge* on an indefinite production hiatus. As the syndication marketplace has continued to tighten over the last few months, much of the industry fear has centered on the fate of

Continues on page 28

CBS LOOKS TO LOCAL TRAINING GROUND

Network is turning to owned stations for programs with wider potential



Studio 22

For the first time in almost five years, the CBS-owned stations have begun a coordinated effort to produce programs locally, for export to co-owned stations, and possibly, syndication and network as well.

In October, all five CBS-owned stations began airing a weekly entertainment magazine, produced at KCBS-TV Los Angeles, called *Studio 22*. It's the first show ever produced by KCBS-TV that has been picked up by the entire owned station division.

A second project under way is a co-production venture with CBS Entertainment to produce a new game show called *Everybody's Equal*. The show, a British import, is a game in which all 200 people in the studio audience participate as contestants, answering multiple choice questions via computer. Throughout the program, contestants are eliminated from play until a final round consisting of 10 finalists.

CBS Television Stations acquired the U.S. rights to the program in 1989 when Eric Ober, then president of the division, caught the show on London's ITV Network. The U.S. rights were acquired from Celador Productions Ltd.

Executives at the CBS network, including Howard Stringer, president, CBS Broadcast Group, screened the program and concluded it might make a contribution to the daytime schedule. Thus, the two divisions agreed to co-produce the project.

According to Ed Spray, vice president, program development, CBS Television Stations, Marty Pasetta Productions, Los Angeles, will produce a pilot shortly after the first of the

MGM/UA

medium-sized and smaller syndicators, but recent developments have indicated that major studios are trying to eliminate burdensome operating costs and consolidate subsidiary units.

"Why keep an operation fully staffed and hardly any product coming out of it," questioned Dennis McAlpine, media analyst with McAlpine Associates. "Parretti has to trim operating costs, and the first places to cut are home video and syndication. Even though the video division returned pretty good revenue, Pathe can sell off distribution rights for advance fees to service short-term debt." Since the network television division produces network hours through deficit financing, McAlpine said Pathe could still make a profit in its international markets, but said that he has also heard that Turner Broadcasting System is interested in acquiring MGM-Pathe's network TV arm.

TBS, in a deal that Ted Turner struck with then-MGM/UA Chairman Kirk Kerkorian, acquired the coveted 2,400-title

MGM library (including pre-1950 Warner Bros. and RKO titles), and recently (BROADCASTING, Oct. 29) guaranteed Parretti \$200 million for exclusive cable rights (on TBS) to the MGM/UA library to help the Italian financier close his deal with Kerkorian. The elimination of employees from the home video division was widely expected, since Parretti had already sold the videocassette rights (12½ years) to the MGM/UA and Pathe Cannon film libraries to Warner Bros. Home Video for a reported advance payment of \$150 million.

Industry analysts have said that Parretti is facing a cash crunch and is looking to further cut costs, but Pathe officials have not revealed how much financing Parretti lined up to acquire MGM/UA and the lion logo. At roughly the same time that MGM-Pathe served 60-day severance notices to 110 MGM/UA Home Video staffers (Nov. 9), Parretti struck an approximately \$55 million deal with United Communications, a Paris-based distribution company, for the foreign distribution rights (Belgium, Switzerland and France) to the MGM/UA film and TV libraries. —MF

CBS LOOKS TO LOCAL

year.

Studio 22, known as *Hollywood Inside Out* before expanding to the entire owned stations division, is hosted by entertainment reporter Steve Kometko and reporter Dorothy Lucey, with contributions from two WCBS-TV New York news personalities, critic Dennis Cunningham and entertainment correspondent Jill Rappaport.

According to both Arbitron and Nielsen ratings, the show's performance to date has been mixed since its debut on all five CBS stations Oct. 13. However, two of those stations, WCBS-TV and WCAU(TV) Philadelphia, have upgraded the program to weekend access.

According to Spray, the station group will continue to look for ways to exploit in-house station talent. Ultimately, he said, the plan is to take *Studio 22* and other shows developed at the station and group level, to syndication. "Development like this provides us with a number of opportunities," he said. "Our local news teams generate so much footage that doesn't make it to air locally, it makes sense to create additional programs and outlets for it. It also gives us an opportunity to promote our own talent."

The last time the CBS station group developed a program for groupwide use was in 1986, when an interview show called *Up Front* with Greg Jackson aired for 16 weeks. That show was jointly produced by CBS Stations Inc. and WCBS-TV New York.

The NBC station group has been perhaps the most aggressive among the three network O&O groups in developing programming. Earlier this year it launched a show with Group W called *House Party* that was cancelled several months later, although the two companies have vowed to continue their efforts. The NBC group has also launched local station talents such as consumer reporter David Horowitz and sportscaster George Michaels into their own syndication programs.

The ABC-owned stations have had a less orchestrated effort in developing shows locally, for group use or beyond. But WLS-TV Chicago found lightning in a bottle several years ago with a local talk show hosted by Oprah Winfrey. Two years ago, a morning talk show on WABC-TV New York, *Live with*



Karen Miller



Ed Spray

Regis and Kathie Lee, went to syndication.

The CBS station group meanwhile, will soon have two key program executives based in Los Angeles. Joining Spray by the end of the year (or thereabouts) will be Karen Miller, vice president, programming, who will be in charge of advising stations, and station group president, Jonathan Rodgers, on program needs, acquisitions and scheduling.

Miller had served as program director at WBBM-TV Chicago since 1986, and earlier this year served briefly as interim general manager of the station after Jonathan Rodgers was named to the presidency of the owned station group. Both Miller and Spray will report directly to Rodgers. Miller replaces Gene Lothery, who left the group programming spot 10 months ago to run WCAU-TV Philadelphia.

So far, the CBS stations have not acquired much in the way of new product for 1991. Three of the stations have picked up *Maury Povich*, but Miller said the stations are in no hurry to rush out and buy programs. "We all predicted last fall what is happening this fall," she said. "There are far too many programs that look alike."

While the group is making a greater effort to coordinate programming activity, division president Rodgers said his goal is, "to have five different television stations reflective of their marketplaces." Everything else is icing on the cake, he said. —SM

MCA BANKS ON REAGAN IN P.M.

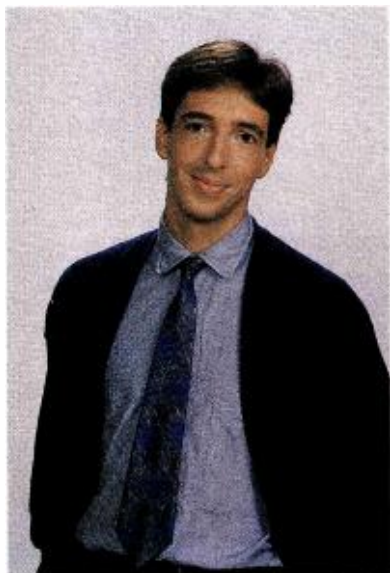
MCA and Fox Stations Inc. have teamed for a third co-production venture for syndication—a proposed one-hour late-night talk entertainment strip hosted by Ron Reagan, son of the former President.

The show, a 50-50 partnership between MCA and Fox Stations Inc., will be cleared on all seven Fox O&O's, which cover about 25% of the country, and is scheduled to debut in fall 1991. The show will be offered at the NATPE convention in January, but MCA and Fox have agreed to proceed with the program regardless of the clearance tally beyond the Fox group, an MCA spokesman said.

Fox also has an investment interest in MCA's new sitcom, *What a Dummy*, which debuted this fall, and a new weekly series debuting in January, *Harry and the Hendersons*, based on the theatrical film.

Kevin Bright will serve as executive producer of the Reagan-hosted late night strip. Bright won an Emmy as supervising producer of the Fox network's *In Living Color*. Bright also served as co-executive producer of HBO's well-received comedy series, *Dream On*.

MCA and Fox have agreed on an initial one-year commitment for the series, with between 30 and 39 weeks of original production, said Shelly Schwab, president, MCA TV. Schwab said the show is being offered in syndication on a



Ron Reagan

barter basis (6.5 minutes local/6.5 minutes national).

In addition to Reagan, the program will have an on-air musical director and band. Each night the show will feature multiple guests and one or more music or comedy acts.

According to Schwab, the program will differentiate itself in that guests and musical artists each night will address a

specific theme. "For example, we might have Tipper Gore as a guest with two rap groups, one of which would be controversial like 2 Live Crew, and the other would be more main stream."

Reagan was a co-host (with Cristina Ferrare) of a talk show pilot, *Studio 33*, that MCA tried to launch for syndication this season but which did not go forward. Reagan's contract with ABC's *Good Morning America* expired this summer and he opted not to renew. He was a special correspondent for the program and tended to do off-beat pieces with a comedic skew.

Reagan will have competition, notably from Paramount's *Arsenio Hall Show*, which continues to deliver strong ratings in late night. In addition, Paramount is launching a companion show in January, *Party Machine with Nia Peeples*.

The Reagan strip, as yet untitled, is the second new syndication program MCA has announced in the last two months. *Roggin's Heroes*, a weekly half-hour videoclip show, was announced in late August and has now been cleared by 131 affiliates covering 87% of the country.

In addition to the Reagan strip, MCA will be aggressively marketing its *Hollywood Premiere Network* at NATPE. The network consists of three first-run, one-hour dramas—*She-Wolf of London*, *They Came From Outer Space* and *Shades of L.A.*—currently airing on WWOR-TV New York and KCOP-TV Los Angeles. —SM

CAPTAIN PLANET: TO BE OR NOT TO BE NUMBER ONE

Although trade advertisements taken out by Turner Program Services last week were trumpeting the weekly half-hour *Captain Planet* as "the number one barter syndicated kids show two weeks running," some syndication ratings researchers and station reps are disputing that claim. Although *Captain Planet* indeed had a top-rated Nielsen Syndication Service 5.7 rating (gross audience average) for the week ending Oct. 28, industry analysts say the figure is inflated due to simultaneous double runs on many of its 223 client stations in syndication and on cable superstation WTBS.

According to Lenny Bart, vice president of research, Warner Bros. Domestic Television Distribution, *Captain Planet's* play on basic cable, on average, adds .5 to something over 1 rating point to Nielsen's measuring.

"We [Warner Bros.] have *Tiny Toon Adventures* going head-to-head in markets with *Talespin* [from Buena Vista Television] and *Teenage Mutant Ninja Turtles* [Group W Productions] in single runs," added Warner Bros.'s senior vice president of research, Bruce Rosenblum. "I don't think it is fair to compare *Captain Planet's* airings in noncompetitive Saturday and Sunday morning time periods when Monday through Friday strips are battling in a much more hotly contested early fringe."

John Walden, senior vice president of sales and marketing, Turner Program Services, said information in the *Captain Planet* advertisement was "submitted and passed through A.C. Nielsen Co. to validate our claim as the top-rated children's barter program." Walden added: "These are our viewers...it is not inflated numbers. The fact that we allow

stations to air double runs, which our affiliates have been good enough to support us, and cable exposure on WTBS, is Warner's and Buena Vista's problem."

In terms of multiple exposures, Walden said that Paramount Domestic Television's *Star Trek: The Next Generation* has double runs weekly on a number of its client stations "and nobody else squawks about it."

Although syndicated exclusivity is taken advantage of by few *Captain Planet* stations, Walden says other superstations like WGN-TV WWOR-TV routinely air programs free of syndex rules in most markets, such as the latter's off-network repeats of *The Cosby Show*. "I am not going to apologize for the fact that we air more often than not free of syndex black outs [on WTBS-TV], and that Nielsen adds cable to overall numbers."

CBS SPORTS: DREAM SEASON OR RUDE AWAKENING?

Staff cutbacks may loom; CBS asserts 'stellar' year

CBS Sports, which has had its share of tossing and turning during its 1990 "dream season," might be looking at staff cutbacks as it evaluates its 1991 budget.

The network's 1990 sports line-up, with its impressive collection of high-priced franchises, had originally been dubbed the dream season. But uncontrollable factors, including Major League Baseball's unusually short post-season and a soft advertising market, has dimmed the excitement.

CBS Sports has faced the same problems faced by its competitors throughout the year, said Richard Kostyra, executive vice president for media services, J. Walter Thompson, pointing to soft advertising, an overabundance of TV sports and escalating TV rights fees.

"CBS is hit the hardest because they have the most sports," said Kostyra. And many of the problems currently plaguing CBS Sports and the other network sports divisions will continue next year, he added.

"At this point, I don't see anything positive about 1991," said Kostyra. "If anything, it's getting gloomier and gloomier."

Problems are continuing with current National Football League coverage by the networks, with TV sports executives privately acknowledging losses caused by an expanded NFL inventory and a soft advertising picture.

"There are virtually no scatter dollars for the fourth quarter," said one top advertising executive.

Assessing CBS Sports performance in 1990, the ad executive said the network faced a series of problems, including blowouts at January's Super Bowl XXIV and March's NCAA Basketball Championship as well as rain delays at July's All-Star baseball game. The biggest problem was baseball's unusually short post-season in October, resulting in losses which many industry observers placed in the area of \$100 million. "No matter what they did, nothing seemed to work," he said. "That has an impact, in terms of what they can sell for next year."

CBS Sports's Jay Rosenstein, vice president of programming, painted a somewhat rosier picture. He said that with the exception of post-season baseball, the year has been a "stellar" one for the division, with events meeting all

ratings and revenue expectations. "It was a year that will never be repeated, in terms of the opportunity we had to cover so many meaningful events," said Rosenstein.

A CBS Sports spokeswoman said the division plans to close 1990 under budget, adding that next year's budget should be finalized within the next month. Sources have indicated, however, that cutbacks could be on the way. "Given the current advertising climate, we're looking for new ways to make it work," said the spokeswoman. Staff cutbacks, she said, are not necessarily in

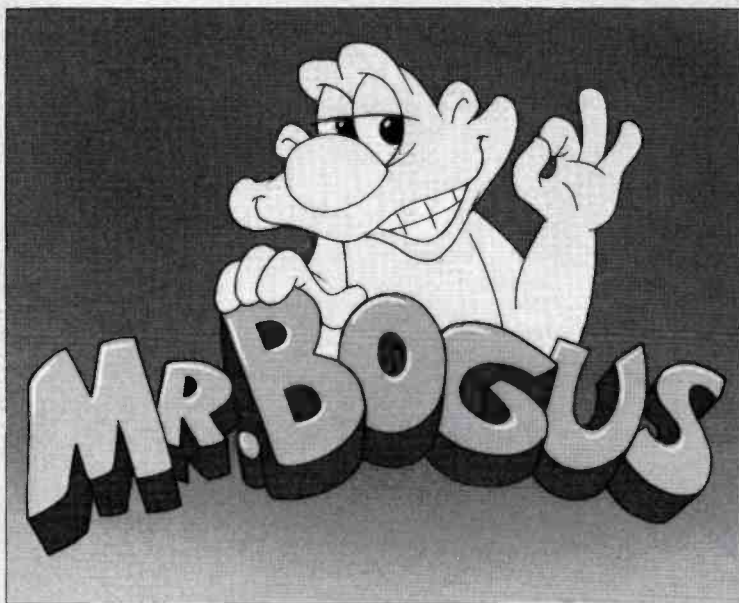
the works. "You can never say never, but as far as I know, that's not in the plans."

Rosenstein offered no comment on the possibility of layoffs, but noted that CBS Sports is already a "very lean" operation. "We have an enormous amount of quality programming yet to come," he said, "and we're not in a position to take draconian measures because we have an obligation to broadcast those events that we have acquired."

Layoffs in news and sports divisions

continues on page 56

REALLY 'BOGUS'



Zodiac Entertainment is launching a new weekly animated children's program called *Mr. Bogus*, scheduled to debut in fall 1991. In effect, the show would replace Zodiac's *Widget*, which launched as a weekly this season and is expected to go to strip next season. *Widget* has performed well in the top markets, such as New York, where it is averaging a Nielsen 5 rating and 16 share on WWOR-TV. In Los Angeles, on KCOP-TV, the show has averaged a 7/21. *Mr. Bogus*, which will be offered to *Widget* incumbents first, features a whimsical gremlin-type character who dwells in the nooks and crannies of a home, wreaking havoc on its unsuspecting human inhabitants. The program will be offered on a barter basis, most likely with 2.5 minutes of national barter time. Zodiac, which has funding from England's Central Television, is run by partners Peter Keefe (Studio City, Ca.) and Brian Lacey (New York). The company is also launching its first adult strip next season, an adaptation of the *National Enquirer* called *The Gossip and Fame Show* (BROADCASTING, Nov. 12).

RATINGS ROUNDUP

Special programming on NBC, the one-hour episode celebrating the 200th installment of *Cheers*, and the first part of *The Big One: The Great Los Angeles Earthquake*, powered NBC to its third consecutive weekly win. NBC averaged a 13.7 rating and 22 share, followed by ABC with a 12.8/21 and

CBS in third with a 12.0/20, despite having three of the top five shows for the week. Fox averaged a 5.9/10. In taking the week, NBC won Tuesday, Wednesday, Thursday and Saturday nights. ABC won Monday and Friday nights, and CBS won Sunday night.

Week 8

Nov. 5–Nov. 11

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	29.5/44	N	Cheers
2	21.1/34	C	60 Minutes
3	20.0/30	N	A Different World
4	▲ 18.9/28	C	Designing Women
4	▲ 18.9/28	C	Murphy Brown
6	▲ 18.6/33	N	Empty Nest
7	18.5/27	A	Amer. Funniest Videos
7	▼ 18.5/27	A	Roseanne
9	▼ 18.4/27	C	Murder, She Wrote
10	▲ 18.2/29	N	Unsolved Mysteries
11	▲ 18.1/32	N	Golden Girls
12	▼ 18.0/27	A	Amer. Funniest People
13	▼ 17.9/27	N	Cosby
14	▼ 17.4/30	N	L.A. Law
15	▼ 17.1/26	N	Movie:The Big One, Pt. 1
16	▲ 16.7/29	A	Full House
17	▲ 16.3/28	A	Family Matters
18	▲ 15.9/24	A	Movie:Call Me Anna
18	▼ 15.9/27	A	Monday Night Football
20	▼ 15.8/24	C	Major Dad
21	▲ 15.5/25	A	Doogie Howser, M.D.
22	15.4/24	A	Wonder Years
23	15.2/24	A	Growing Pains
24	▼ 15.1/23	N	Matlock
25	▼ 14.9/22	F	Simpsons
26	▼ 14.8/22	A	Coach
27	▲ 14.7/24	C	Movie:Fatal Attraction
28	▼ 14.4/21	A	Head Of The Class
28	▼ 14.4/22	N	Heat Of The Night
28	▼ 14.2/22	A	Who's the Boss?
31	▲ 14.3/25	A	Perfect Strangers

32	▲ 14.1/24	C	Knots Landing
33	▲ 14.0/23	A	Macgyver
33	▲ 14.0/26	A	20/20
35	▼ 13.8/26	N	Carol & Company
36	▲ 13.5/22	C	Jake And The Fatman
37	▼ 13.4/21	N	Novie:On Thin Ice
38	▼ 13.2/25	N	Hunter
39	▼ 13.0/20	N	Fresh Prince Of Bel Air
40	▲ 12.4/21	C	Trials Of Rosie O'Neill
41	12.2/21	N	News Spec.:Earthquake
42	12.1/19	C	Uncle Buck
43	▼ 11.9/19	A	Married People
44	▲ 11.6/18	N	Dear John
44	▲ 11.6/17	A	Father Dowling
46	▲ 11.5/20	A	Going Places
47	▼ 11.3/16	F	Married...With Children
47	▼ 11.3/17	C	Rescue: 911
49	▼ 10.8/20	C	Dallas
50	▼ 10.5/18	C	Over My Dead Body
51	10.4/16	N	Ferris Bueller
51	▲ 10.4/20	A	Twin Peaks
53	▲ 10.3/17	A	Life Goes On
54	▲ 10.0/19	C	WIOU
55	▲ 9.8/20	N	American Dreamer
56	▲ 9.7/16	N	Fanelli Boys
56	▼ 9.7/15	F	In Living Color
58	▼ 9.5/16	N	Night Court
58	9.5/16	A	Primetime Live
60	▼ 9.4/17	C	Evening Shade
60	▲ 9.4/14	C	Flash
62	▼ 9.3/17	A	Young Riders

63	▼ 9.2/17	N	Working It Out
64	9.1/16	C	Bagdad Cafe
65	8.8/14	N	Unsolved Mysteries-Sun.
66	8.7/14	C	48 Hours
66	▼ 8.7/13	A	Gabriel's Fire
68	8.5/13	C	Top Cops
69	▼ 8.3/12	F	Get A Life
70	▼ 8.2/14	N	Quantum Leap
71	8.1/14	N	Wings
72	▼ 7.9/15	N	Parenthood
73	▼ 7.8/14	N	Midnight Caller
74	▼ 7.3/14	C	Hogan Family
75	7.2/13	A	China Beach
76	▲ 7.0/13	C	Family Man
77	6.9/12	A	'90 Vote-10:00 PM
78	■ 6.8/13	C	Wiseguy
79	▼ 6.7/10	F	Babes
80	▼ 6.4/10	C	Doctor, Doctor
81	▲ 6.2/11	F	Cops
81	▲ 6.2/9	N	Lifestories
83	▼ 6.0/9	F	Good Grief
84	▼ 5.8/10	F	Amer. Most Wanted
85	▼ 5.7/11	A	Cop Rock
86	▼ 5.4/10	F	Totally Hidden Video
87	▼ 5.0/8	F	Parker Lewis
88	4.3/7	F	Comic Strip Live Spec.
88	▼ 4.3/8	F	Haywire
90	▼ 4.2/7	F	True Colors
91	▼ 3.9/6	F	Beverly Hills, 90210
92	▼ 3.8/5	F	American Chronicles
93	▼ 2.6/4	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Nov. 4

Rank	Program (Syndicator)	Rtg	Sns	Covg	8	9	10	11	12	13	14
1	Wheel of Fortune, syn. (King World)	14.0	220	98	Wheel of Fortune, wknd. (King World)	7.6	185	84			
2	Jeopardy! (King World)	12.9	216	99	Univ. Pict. Debut Network (Universal)	6.1	145	93			
3	Star Trek: Next Generation (Paramount)	11.4	237	98	Inside Edition (King World)	5.6	128	81			
4	Oprah Winfrey (King World)	9.8	222	99	Donahue (Multimedia)	5.4	230	98			
5	Entertainment Tonight (Paramount)	8.6	176	95	Star Search (TPE)	5.4	170	94			
6	Cosby Show (Viacom)	8.5	207	98	21 Jump Street, syn (Cannell Dist.)	5.3	131	92			
7	Current Affair (20th Century Fox TV)	8.1	193	96	Captain Planet (Turner Prog. Svcs.)	5.1	218	99			
					Pegasus II (Televentures)	5.1	95	81			
					Super Force (Viacom)	5.1	173	94			

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

RAB STUDY TRACKS CONSUMER BUYING CYCLES

Association's marketing strategy seeks to improve effectiveness, efficiency of radio advertising through understanding consumer perceptions and habits

The Radio Advertising Bureau in New York has introduced a new marketing strategy based on consumer buying patterns. "Consumer Cycle Marketing" was developed from a market research study conducted by Laurence Norjean, RAB senior vice president of sales and marketing, and Joel Steckel, associate professor of marketing at New York University. It tracks the who, what, when, where and why of consumer habits and, according to Norjean, applies them directly to radio advertising strategies.

"Consumer Cycle Marketing determines not only who a potential customer is, but when he or she thinks about buying actually buys, and uses a product," Norjean said. "These three phases of the consumer/product experience offer the opportunity to reach the consumer when he or she is most receptive to advertising about that product."

According to Norjean, the consumer cyclical study upon which the CCM strategy is based focuses primarily on behavior during specific times of day or days of the week, and examines specific media strategies to best take advantage of these cycles.

Norjean said that consumer cycles have become a necessary tool in consumer marketing because of the vast information and advertising clutter that dominates the American media. "The average consumer is being hit by over 2,000 advertising messages a day, and they have become expert at tuning them out," he told BROADCASTING. "We came up with a strategy that would hit the consumer when he was most receptive to a particular message. Consumer Cycle Marketing is designed to reach the consumer when his time schedule puts him in the proximity of that product's usage, purchase, or consumption—or even when he's thinking about buying it." By targeting these three stages, messages are better received and registered in the consumer's mind, and thus have a greater effect, Norjean said.

The CCM study reviews the scope

and applicability of previous marketing studies and makes general conclusions about consumer cycles. In it, authors Norjean and Steckel explain: "It [is] useful for strategic planning purposes to draw correspondence between these behavioral phenomena and the formal structures of time that govern a consumer's life.... Delineating factors such as the fact that consumers think about different products at different times may prove...to be the key to formulating possible trends and appropriate strategies."

For example, the study suggests that restaurants are of greater concern to consumers at mealtime, entertainment is a topic during the evening, and banking is considered during the day. Thus, advertising targeted to consumers at or close to those specific times may have greater impact than those that are not.

The CCM strategy is based on understanding the consumer and how he structures his life to best meet his needs. "A lot of research shows that people scheduled their lives to cut down on the anxiety level," Norjean said. "They go to the bank the same day; they go to the cleaners the same day. The more structured life can be, the less anxiety. Likewise, there are scheduled interactions with specific products and services."

By learning when a consumer is most

likely to have structured specific "interactions," radio stations and advertisers can most effectively reach that consumer, the study said. For instance, by knowing that 78% of all McDonald's customers decide to visit the restaurant within two hours of that visit—and more than half within two minutes—McDonald's knows when it can best target prospective customers. Likewise, Ore-Ida has instituted an advertising campaign that centers on p.m. drive so it can target working mothers stopping off at the supermarket after work.

Norjean also said that the CCM study suggests that consumers have different perception levels throughout the day and certain products or marketing approaches are best scheduled to coincide with those levels. "Sale items or items of short retention are best advertised in the morning, because people have a short attention span and pay attention only to those items that are applicable to that particular day," he said. "On the other hand, long-term products—capital goods, brand imaging—are best advertised in the afternoon and early evening." By understanding these and other patterns, CCM "takes radio's bottom line benefits and features targetability, prices efficiency and flexibility, and molds them into a strategy that advertisers could use," Norjean said.

From the CCM study, Norjean said that advertisers and agencies can plan media strategies that relate to specific consumer habits. These include:

- Employ advertising at optimal times for consumer interest and retention.
- Schedule spots as close to the time of action as possible.
- Advertisers can change their message and media during the day, depending on class of customer that is usually on his or her way to the store at that time.
- Media used at a certain time should coincide with what media prospective consumers are using at that time.
- Marketers should schedule advertising to be consistent with consumers' shopping patterns.

—REB

BIA PUBLISHES '91 GUIDE

Broadcast Investment Analysts in Washington has released its 1991 *Broadcast Services Guide*, a profile of some 320 firms serving the broadcast community. According to a BIA spokesman, two notable changes contrast this volume with the 1990 one: a considerable decline in the number of banks wishing to be listed as potential lenders to the broadcast industry, and a significant decline in the dollar amount of most (but not all) brokerage transactions.

ABC PROGRAMING HEAD BALANCES PROGRAMS, COSTS

New VP/Programing Corinne Baldassano is charged with developing new program features while keeping eye on costs

As the newly appointed vice president of programing at the ABC Radio Networks, Corinne Baldassano oversees the ABC Radio Entertainment Programing department, the Watermark studios in Los Angeles, and the company's Radio Tour Marketing and Merchandising (BROADCASTING, Sept. 17). Under new network President Robert Callahan (BROADCASTING, July 30), she expects to be charged primarily with examining new programing ventures while carefully eyeing budgets and costs. "At this point I expect to be keeping more control on what we are doing and developing a little bit more slowly," she said. "This is a good time to assess what we have and where we can go."

Baldassano, who landed her first job in radio in 1970, as a part time (\$2 per hour) newsroom staffer at WHN(AM) New York while waiting to get her teaching license, said her current network mandate is to develop programing across all formats and all age demos—admittedly a rather broad scope. She concedes that much of the advertising dollars are beginning to fall into the older demographic cells, which will lead ABC to focus more heavily on adult-oriented programing while still serving the younger listeners. "We're not going to avoid the young adult audience, but obviously if there's new money to be spent on new types of programing, it will be in the adult arena," she said.

Youth-oriented radio stations—those targeting a primarily 18-34 audience—are going through a difficult transition, Baldassano said. "CHR [listenership] is down and stations are leaving the format, but that doesn't mean we'll never do another CHR program," she said. "It just means we're watching some of the shake-out to see where the format is headed and target our programing more specifically to those demos that are growing."

The well-publicized aging baby boom generation poses a fundamental challenge for programers in all phases of radio, Baldassano said. "We grew up with rock 'n' roll and with radio as a constant companion," she said. "We are not going to just turn off our radios and move to television. We may not go to as many concerts as we did, but we still listen to Springsteen." She said—this demographic shift is similar to (but more pronounced than)—other shifts that led to radio's programing evo-



Corinne Baldassano

lution: "Even older-skewing Easy Listening stations have changed as more listeners who grew up with Big Bands and Elvis Presley moved into that demo."

To improve affiliate services, ABC intends to operate with greater cooperation between entertainment programing and station relations, Baldassano said. "In the past, the programing side was kept separate because in essence it was a syndication arm," she recalled. "But now, with the networks consolidating and the competition getting rougher, a lot of what we do is to develop services that will help attract and maintain affiliations."

ABC intends to accomplish this, in part, by merging the efforts of the Entertainment and Network Programing wings—the latter which encompasses such nonmusic programing as the Morning Show Prep services. "That's a side of programing that a lot of people don't think about," she said, adding: "but countdowns and concerts and specials aren't the only programs that service our affiliates—and service is what's most important."

ABC also intends next year to integrate its programing, news and affiliation sales efforts, Baldassano indicated. "I would really like to make it more of a total service," she said, rather than keeping the departments separated and not knowing what the other is doing. "We are all one network and there is no reason that we should operate at odds, although we've never operated at odds on purpose."

Integration of these elements has been an ongoing challenge for Baldassano ever since she was named director of the Entertainment Network. Realizing that country-formatted stations were not served as well as they could be, she involved the news department. ("I made a lot of noise," she said, adding: "I came to understand country radio and [realized] that we weren't doing enough for the stations that represented a large proportion of our adult radio network.") Today the network delivers features and news about country music and artists, and also distributes a program series during country music month. ABC also just introduced a production package for country stations.

Baldassano said that program research and development is a constant challenge because, at best, it is a short-term endeavor. Twenty years ago, most syndicated entertainment programing was offered on a cash basis, but today more than 90% is barter. Likewise, five years ago many stations voiced great interest in one to two-minute short-form features, which today are a rarity. "Some adult stations 35-plus are still interested, as are some urban stations. But it's difficult to get clearances for short-form shows because most stations don't want to step down. If they do, they want to get their commercials on and then get back to music," she said.

Looking ahead to 1991, Baldassano mapped out some of her strategies for ABC. "The commitment to developing programing is here," she said, "not only concert programing, but things like the comedy service." Don't look for ABC to rush out and sign up 20 new programs, she said, but do look for the network to reassess features it already provides and to look for ways to improve those programs and services. "We're looking at a number, but nothing is ready to be signed, sealed and delivered," she said.

Current economic factors necessitate a slowdown in network program research and development, Baldassano said. "It's a very tight advertising marketplace for 1991," she said, "but with things being as tight as they are, our focus will be on something that's saleable, high quality, and that stations are interested in carrying. There's not a lot of room for experimentation."

-LC,REB

BROADCASTERS TO FCC: EASY DOES IT ON DAB

Comments to commission urge slow going in establishing new digital audio service, with existing stations getting first crack at new allocations; other services object to spectrum being taken away

Broadcasters urged the FCC to move cautiously in its establishment of a new digital audio broadcasting (DAB) service. There was a heavy response, about 60 filings, to an FCC DAB inquiry, with a large majority of the comments coming from broadcasters or organizations representing broadcasters. Most of the respondents were excited about DAB, but as Shamrock Broadcasting Inc., Burbank, Calif., Capitol Broadcasting Corp., Mobile, Ala., and 20 other radio stations said in a joint filing: "DAB technology is still nascent. Careful scrutiny of its possible uses is just beginning. It is highly likely that additional DAB applications will emerge in the coming months and that new refinements of DAB technology will be developed at a rapid rate."

Broadcasters also asked for more time to consider what the spectrum requirement for DAB will be. Many said that more time will be needed to determine what effects DAB could have on the current radio marketplace, especially if some form of national or regional satellite DAB service is approved side-by-side with local service.

"Should radio's national/regional advertising revenues migrate to new satellite-delivered audio services, this could translate into a potential loss of almost a fifth of the total economic base of the

entire radio broadcasting industry in the United States," the National Association of Broadcasters said.

The proliferation of new radio services, both satellite and terrestrial, was a common broadcaster fear. Bonneville International Corp., Salt Lake City, owner of five AM and seven FM stations, said the FCC "must question whether it is necessary (or, on the contrary, counterproductive) to consider using digital technology for additional terrestrial or satellite digital audio services."

Most broadcasters agreed with NAB's position that current AM and FM stations should get preference when the commission allocates DAB frequencies. "Affording existing broadcasters migration or transition will enable them to integrate terrestrial digital audio into their operations," said Capital Cities/ABC, owner of 11 AM and 10 FM stations. "The substantial time and investment stations have made over long years to the needs of their local communities qualifies them to introduce digital audio service to the public."

An even more extreme position was taken by Westwood One Stations, which said that AM and FM stations should not only be given priority for new DAB frequencies but should be the exclusive candidates for those channels. If it takes

any other course of action, "the commission will be directly responsible for the wholesale 'bankruptcy' of the present radio broadcasting industry. Basic economic indicators confirm that the commission cannot arbitrarily open up DAB availability to all newcomers without destroying the viability of radio broadcasting," Westwood One said.

The industry group representing consumer radio manufacturers, the Electronics Industries Association/Consumer Electronics Group, seemed to align itself with the broadcasters. "Their emphasis on local and regional news and information and their responsiveness to localized issues and concerns clearly should weigh heavily in the balance when the attributes of terrestrial and satellite systems are evaluated. The valuable experience that incumbent broadcasters have gained through years of service to the public should also be taken into account," EIA/CEG said.

Another voice from the consumer electronics world, General Motors, a manufacturer of car radio receivers through its Delco Electronics subsidiary, did not share the majority of broadcasters' views on satellite DAB. While listeners in cars will want to continue to receive their local news and weather reports, national service will provide more diversity of programming with formats that are not now available in many markets becoming available to all, GM said. Also, satellite DAB will be beneficial to drivers traveling long distances. "Even in many areas with good radio service, long distance drivers must continually change radio stations as they enter and leave the coverage area of particular stations," GM said.

Satellite DAB supporters also say that such implementation will provide radio service to currently underserved, low-population areas. As an alternative to satellites, Tribune Broadcasting Co., Chicago, proposed "supplementing any DAB system ultimately adopted with conventional AM service.... In relatively large markets, the commission permits the intentionally redundant broadcast of an individual station's signal by both digital and wide-area AM transmission systems." This plan would serve the dual purposes of providing high-

THE STING

Premiere Radio Networks and the Los Angeles Police Department successfully conducted a sting operation resulting in the arrest of an alleged swindler on charges of grand theft and attempted grand theft.

LAPD officials said the suspect was part of a phony financial trust company whose partners allegedly bilked a number of individuals and companies out of at least \$500,000. According to Premiere, the suspect offered the company long-term financing of up to \$10 million for radio station acquisitions. The investment "scam" involved the purchase of treasury bills and annuities by the phony trust company (in this case with Premiere's intended equity), which were to be placed in trust and then pledged to the financial institution providing the bank financing. However, once the treasury bills were purchased, the trust company reportedly would convert them and disappear.

Premiere President Steve Lehman and network general counsel Harold Wrobel traced the "trust company" to an efficiency suite in San Francisco, and eventually discovered that one of the company's partners was awaiting trial in California on a similar attempted scam. Following the sting in Premiere's Los Angeles offices by the LAPD's bunco-forgery squad, Lehman said: "This exemplifies the old adage that if something sounds too good to be true, it usually is."

quality audio over wide-band AM clear channels to underserved areas and provide radio service to listeners in heavily populated areas also who can't afford a digital receiver.

Also unlike most broadcasters responding to the inquiry, Bonneville was "not wholly opposed to satellite digital radio." It opposed the establishment of several dozen national satellite services, which has been suggested by some DAB system proponents. "We suggest, as an alternative, the possibility of a limited satellite approach with emphasis on regional rather than national service." Bonneville proposed the authorization of 12 regional satellite channels with three services to go to four different regions of the U.S. Such a compromise "gives recognition to the critical need to avoid the introduction of numerous new satellite stations in a market and also attempts to accommodate in part the interest in satellite service," Bonneville said.

After the broadcasters, most of the other inquiry responses were from systems proponents restating their DAB implementation plans and from spectrum users in other industries that fear DAB could interfere with their businesses.

Spectrum is expected to be discussed in much greater detail in comments due Dec. 3 on the FCC's second inquiry on positions to take at the 1992 World Administrative Radio Conference (WARC) in Spain. In that proceeding, the FCC has proposed three bands for satellite and terrestrial DAB: 728-788 mhz (within UHF-TV band); 1493-1525 mhz (L-band) and 2390-2450 mhz (S-band).

The second informal working group (IWG-2) of the FCC's WARC advisory committee is preparing a report to the commission for Dec. 3 which evaluates each of the three proposals. The report has not yet been finished, but indications from members of IWG-2 are that the S-band option is considered the least favorable option for either satellite or terrestrial propagation. The UHF-TV option would be the best technical choice for terrestrial delivery and L-band for satellite service. But both of those options are strongly opposed by current users of those bands.

The UHF-TV spectrum proposed in the FCC inquiry is being planned for implementation of a simulcast HDTV system in the mid-1990's and there is currently an FCC freeze on allocation of UHF spectrum. Broadcasters responding to the inquiry, especially large companies with both radio and TV interests, joined Tribune in urging the FCC "to resolve the uncertainty interjected into the ATV (advanced television) develop-

FUNNY VALENTINE

Melcor Broadcasting has announced plans to distribute a two-hour special highlighting the music of Barbra Streisand, scheduled for broadcast Valentine's Day weekend. *Streisand Coast To Coast* will be hosted by New York radio personalities Claire Stevens and Johnny Knox and will intersperse a profile of Streisand's life and career with her music.

ment and implementation process by renewing the commitment to a UHF reallocation freeze pending the outcome of its ongoing ATV proceeding."

The opposing view was taken by the Aerospace & Flight Test Radio Coordinating Council (AFTRCC), a trade organization representing the users of flight testing equipment that uses spectrum in the proposed L-band frequencies. "The most appropriate frequencies for digital broadcasting would be the unused channels within the UHF television band," AFTRCC said. "Frequencies already al-

located for entertainment and information services should be considered first when seeking to carve out spectrum for yet another entertainment and information service. The last frequencies to consider should be those allocated for national defense and public safety-related purposes, such as the flight test telemetry allocation."

COMSAT also wrote to oppose DAB in the L band. "Much of that frequency band has been suggested for possible reallocation to meet critical mobile-satellite service needs that are of much greater significance than the incremental improvement in radio listening quality and coverage that CD radio services would provide," it said.

NAB said that spectrum issues are another area where the FCC should move cautiously. It has commissioned an outside consultancy to complete a \$40,000 study of the spectrum requirements for DAB. "We expect to have results of this study by the end of the year [probably after Dec. 3] and, in the interim, we urge the commission not to rush to any decisions on the critical issue of spectrum requirements," NAB said in its comments.

-RMS

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PUBLIC RADIO GEARS UP FOR RECESSION

Corporate, private support for noncommercial radio unpredictable for 1991; demographic shift forces reassessment of classical music programming

As many economists look toward the first quarter of 1991 with an eye on a national recession (BROADCASTING, Nov. 12), commercial radio broadcasters are gearing up for tough times. So are noncommercial radio broadcasters, said Douglas Bennet, National Public Radio president.

Bennet said that, in light of public broadcasting's funding sources and the direct relationship those sources have with national economic factors, non-commercial radio's financial outlook is just as unclear as that for the commercial sector. Bennet explained that public broadcasting gets half its funding from various public sources; the other half comes from corporate, foundation and individual supporters.

Because of forward funding, Bennet said the federal contribution to noncommercial broadcasting, which roughly is 15% of its total operating budget, is a known—and flat—figure. The other 35% of public funds—those coming from state and local government—are facing severe cutbacks. Private sector support, however, is relatively recession-proof, even though corporations are not, Bennet noted.

"Corporations and foundations have learned that underwriting is important in bad times as well as good," he said. "Just as I wouldn't expect a big drop-off of advertising in a recession, I don't anticipate a major decrease in corporate underwriting." The unknown element is the 20% of the public broadcasting budget that comes from private individuals. "We can't make any predictions about individual contributions, but if the recession

of 1982 is any indication, they should hold up," he said.

NPR derives 70% of its operating revenue from station payments, and 30% from underwriting and foundation contributions, with virtually no money from the federal government "except for an occasional NEA grant," Bennet said.

Partly as an effort to attract more listeners (which, in turn, could yield more financial support), NPR is beginning to shift its image from that of a just classical music outlet to one that is "more multi-cultural, innovative and diverse," Bennet said. "Our demographic for news is a little younger than for the rest of our listening, and our research suggests that first-time donors are quite a bit younger than the average. The typical NPR listener isn't just a pair of classical ears. They have a curiosity and interest in a wide range of cultural things."

Peter Pennekamp, NPR vice president, cultural programming, program services, said NPR's greatest mission over the next 20 years is to serve the nation's changing demographics with "a mix of programming that attracts people of...different outlooks."

One of NPR's goals is to broaden the age range of its audience, which Pennekamp said tends to be mid-20's to mid-40's. "We're not trying to target an age niche and exploit it; we try to go to the broadest age range possible and bring new people in all the time," he said. Because of this demographic shift, NPR is rethinking its concentration of classical music programming, Pennekamp said. "We have more of a mix now than in the past," he noted.

Not so on American Public Radio in Minneapolis. APR President and Chief Executive Officer Steve Salyer said that classical has been, and remains, an important part of the noncommercial broadcasting program mix. "APR doesn't view classical as the dodo bird," he said. "There's still a very strong audience for classical, and we see a lot of room to grow in classical music rather than to dump out of it." Salyer said APR intends to reinvest in classical, including efforts to attract a wider audience while avoiding "the cynical experiments of some of the commercial classical stations." Salyer said classical shouldn't be formatted like top 40, nor played directly from CD's all day. "We have to develop classical for radio and present it in an innovative way."

Having said this, Salyer quickly noted that APR was not putting all its eggs in one classical basket. "We serve 392 affiliates and not all are classical music-oriented," he said. "So we're looking at a range of new program possibilities that might appeal to our younger listeners."

Salyer said that two-thirds of APR's operating budget is derived from fees and program payments from these 392 stations, and indicated he is concerned that the current economic climate might dry up some of its hard-won listener support. "While the impact [of a recession] is one step removed, the economic climate certainly will affect us as it affects our stations," he said. "A lot will depend on how willing listeners are able to provide support."

Corporate underwriting also could suffer, Salyer said, because "in recessionary times companies find it easiest to cut their softer expenditure categories, including foundation and philanthropic budgets." Salyer expects to see a tightening of funds available for public radio over the next year.

As with NPR, APR receives no direct governmental funding, but funding cutbacks or reductions most likely would affect APR as they would its stations. Still, Salyer isn't expecting a "disaster scenario" in 1991, but predicts even further cost reductions. "Our stations are anything but flush," he said. "They've been into muscle and bone for awhile, so this is not a fat-cutting exercise. The climate is tight, tough, and hardly one of rapid growth." -REB

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REQUIEM



Industry pays solemn good-bye to Bill Paley at New York memorial service

More than 1,600 industry leaders, performers, friends and family paid their respects last week to the late CBS chairman, William S. Paley, who died Oct. 26. Speaking at Temple Emanu-el in New York, CBS President Emeritus Frank Stanton (above right) praised Paley as a defender of broadcasting's freedoms and said that "programing was his life and his genius." Walter Cronkite said ultimate credit for the news division's independence and integrity belongs to Paley: "I know that it happened on Bill Paley's watch." Also delivering eulogies were David Rockefeller and CBS board mem-

bers Marietta Tree and Henry Kissinger. Tributes at the hour-and-a-half service (a televised feed of which was sent to CBS affiliates) were delivered by sons William C. Paley and Jeffrey Paley. Several dozen CBS executives served as ushers, whose ranks also included Capital Cities/ABC Chairman Tom Murphy; designer Oscar de la Renta, and Time Warner Chairman Steve Ross.

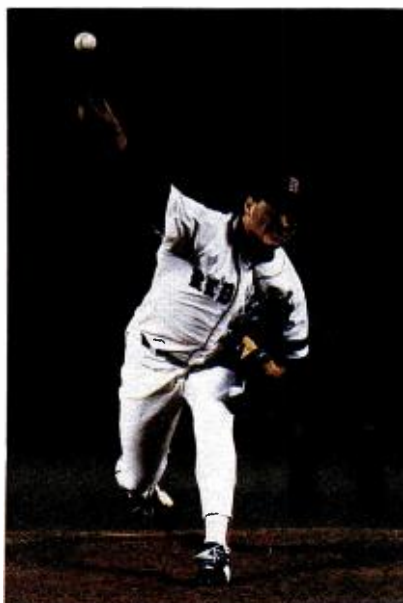
The crowd attending included (below, l-r, top row): CBS President and CEO Laurence Tisch and his wife, Wilma; Robert Sarnoff, former RCA CEO and son of that company's founder and Paley rival, David Sarnoff; former CBS Chair-

man Tom Wyman, who at one point was considered Paley's heir apparent, and Ed Ney, U.S. ambassador to Canada and former advertising executive arriving with Capcities/ABC CEO Dan Burke.

Bottom row: Former CBS News President Bill Leonard with commentator Eric Sevareid; former President Richard Nixon; CBS anchor Dan Rather, and ABC News's Barbara Walters with Tom Leahy, senior vice president, CBS/Broadcast Group. Also attending: former ABC Chairman Leonard Goldenson, Douglas Fairbanks Jr., author Kurt Vonnegut and FCC Commissioners Sherrie Marshall and Ervin Duggan. —Gf



CABLE



Hearst's expanding world: (at left) Cheryl Ladd and Michael Caine in the ABC movie "Jekyll and Hyde" from Hearst Productions; (center) Major League Baseball on ESPN; (right) "Sudie and Simpson," an original movie on Lifetime.

HEARST PUTS CABLE ON PAGE ONE

Media company has made development of cable programing a priority

In 1898 William Randolph Hearst cabled his newspaper artist Frederick Remington in Cuba with the message, "You furnish the pictures and I'll furnish the war." In today's media wars, Hearst is increasingly banking on providing the pictures, with the company's largest revenue growth in the past decade coming from its broadcasting and entertainment divisions. And now it has put cable programing at the top of its things-to-do list.

"We're going like a house afire on cable programing right now," said Frank Bennack Jr., Hearst's president and chief executive officer for 11 years. "There will be a point when we'll say, 'Enough,' and it'll be time to grow our newspapers or some other part of our business." Cable programing is an especially attractive medium in the current economy, said Bennack, because license fees mean it is not solely dependent on advertising revenue. But he said, "A

company gets exposed by putting too much business in one basket."

For now though, Hearst is filling its basket with cable eggs; its latest acquisition, 20% of ESPN. The service is 80% owned by Capital Cities/ABC which has close cable and broadcasting ties with Hearst. The 20% stake, which sources say sold for \$160 million to \$170 million, gives Hearst two seats on ESPN's 10-member board but offers no management control in a service some say has reached its peak. But according to Raymond Joslin, group head, Hearst Entertainment & Syndication Group, growth will come to ESPN in the form of increased cable penetration and advertiser revenue. Joslin does not subscribe to the theory of 100 channels. Fifteen to 20 channels will dominate, he said, and with its involvement with Arts & Entertainment, Lifetime Television, and now ESPN, Hearst wants to be well-represented in that top 20 playlist.

A central reason for the ESPN buy is the international opportunity it affords. "While I can't say half our business will be international by the year 2000, it wouldn't surprise me if it was," said Bennack. ESPN has a 25% stake in European Sports Network (ESN), which has four affiliates, one each in the United Kingdom, Germany, the Netherlands and France. Hearst's European production and distribution partner in a venture called Ellipse Programing, the French pay TV network Canal Plus, bought equity in August ranging from one third to 10% of three of the networks. According to Joslin, Canal Plus's investment was motivated by Hearst's involvement in ESPN. Now three more channels are planned—in Scandinavia, Spain and possibly the Soviet Union. Bernard Guillou, director of development, Canal Plus, said: "While there is no precise plan related to Hearst and Canal

Plus's involvement in ESN, it is possible to cooperate and progress together," possibly in the form of increased equity.

Corporate bonding

The ESPN buy further cements the already formidable ties of Hearst and ABC. It is a relationship that first began in 1958 when Hearst bought ABC affiliate WTAE-TV in Pittsburgh. Now, five of Hearst's six TV stations are ABC affiliates, making the company the largest owner of ABC stations after the network itself. "We're bound at the hip," said Joslin of the relationship. Personal relationships have emerged and helped create new business relationships. Bennack had close ties with Leonard Goldenson, who chaired ABC before Capcities bought it in 1986. And when Tom Murphy and Dan Burke walked in the door with Capcities, they heralded from the publishing business, a club in which Hearst has long held membership.

Observers say Hearst's interest in ESPN also stems from a possibility of swapping interest with ABC or other partners in its other co-owned cable networks, Arts & Entertainment and Lifetime Television. While Hearst does not rule out consolidating services, Bennack said, "There are no plans for that sort of change right now." There have in the past been discussions about restructuring of ownership, but nothing has come of it, according to Thomas Burchill, president, Lifetime Television, which is owned by Hearst/ABC-Viacom Entertainment Services (HAVES), a joint venture of those three companies. Burchill declined to specify how recently those talks have occurred.

A&E (also owned by NBC) and Lifetime, Joslin stressed, are owned by only two, not three, partners, and Hearst/ABC is the majority partner. He counts Hearst and ABC as one entity; the companies formed Hearst/ABC Video Enterprises in 1981 and own 78% of A&E and 66 1/3% of Lifetime. But according to Burchill and Nickolas Davatzes, president, A&E, they each work for three separate entities, although the owners believe in hands-off, decentralized management. When issues do arise, "ABC and Hearst often come down on opposite sides of the fence," said Burchill, noting that most major decisions require unanimity among the three partners. But Herb Granath, president, Capcities/ABC Video Enterprises, said when Hearst/ABC votes on the board, it votes as a unit. "We must come to our consensus beforehand," he said. While major ex-



The braintrust behind Hearst Corp. was on hand to sign the ESPN deal with Daniel Burke, president and chief executive officer of Capital Cities/ABC. Seated (l-r): Herb Granath, president, Capital Cities/ABC Video Enterprises; Burke, and Frank Bennack Jr., president and chief officer of Hearst Corp. Standing (l-r) are Hearst Corp. executives Raymond Joslin, vice president and group head, entertainment and syndication group, and Gilbert Maurer, executive vice president and chief operating officer.

penditures require unanimity among the three partners, film packages or series buys, for example, that don't top a certain dollar amount, are decided by majority.

While Hearst and ABC continue to be linked as partners in future cable deals, they don't approach every possible cable deal hand in hand. "There's no requirement that we consult on opportunities with which we're approached separately," said Granath. "We are still two separate companies, obviously."

Ready for more

With the ESPN deal complete, Hearst looks to be ready to plump up its cable portfolio, once again involving partnerships. "One is more inclined to do alliances in the so-called new media because there are heavy early investment stages. It spreads the risk and it allows you to do more things," said Bennack. Joslin confirmed that Hearst/ABC Video Enterprises is one of the prospective buyers for troubled FNN, officially put up for sale two weeks ago. Hearst's interest in FNN is nothing new. "We've spent a lot of time in due diligence, over the past two years, looking at FNN," said Joslin.

If Hearst/ABC does end up purchasing the 35 million cable-household network, Joslin said plans are to leave FNN as a business news network. Due to the nature of affiliate agreements, "if you decide to put on something else, you don't automatically get those 35 million homes," said Joslin.

Hearst has also become interested in The Learning Channel, along with ABC and Viacom, its Lifetime partners. HAVES has put in a \$50 million bid on TLC, 51% owned by Infotech, parent of FNN, although Infotech's ever-changing fiscal problems, including the SEC investigation, have put a damper on things. "There's a reasonable chance that The Learning Channel deal will go through, but it's not cut and dry," said Joslin.

HAVES's original intentions have been to put Lifetime Medical Television, now seen Sundays in Lifetime's 50 million homes, onto TLC ("Closed Circuit," Nov. 12). While Burchill professed concern at having Lifetime Medical's household reach drop from 50 million to TLC's 18 million, Joslin said, "it's not right to use 50 million homes to deliver something for 400,000 prescribing doctors. It doesn't make sense." Joslin said Hearst is interested in adding other programming targeted to professionals, for example reaching lawyers or accountants or perhaps educational programming. The name of the service, if bought, will stay the same. "The Learning Channel is a great name. How can you say it any simpler?" he asked.

MTV Network's HA! has also been mentioned as a contender to fill Hearst's burgeoning basket of cable goodies. While Joslin confirmed that Hearst had looked at HA! as a possible equity investment, he said Hearst looks at everything available. Hearst decided, like many others, to watch the comedy wars

on the sidelines, convinced that two comedy channels can't survive and unsure which would emerge the victor.

The recently announced New England Newschannel is another example of a Hearst venture created via an alliance, and one that requires cable operator equity participation. Although not scheduled to launch until the end of 1991, Philip Balboni, special assistant to the president for special projects, said the announcement was made early to ward off potential competitors. Bennack said the other markets where Hearst owns TV stations might also be appropriate for similar ventures. He included as well the possibility of using a Hearst newspaper to create a cable news channel, much as Freedom Newspapers has done in Orange County. Balboni named San Francisco, Houston, San Antonio and upstate New York as the most likely newspaper markets for such a venture.

Plenty of ideas for new cable channels continue to circulate in the corridors of Hearst's offices. Most notably is one called The Racing Channel, which Hearst is keeping under tight wraps. Joslin would only say the channel is in the consumer research phase. Launching any new channel now would require MSO equity, he said.

Uncertain future

Hearst, through its cable networks and production and distribution arms, is interested in programing, not delivery systems. Bennack seeks preparedness for any and all delivery systems, be it cable, DBS or fiber optics. He is not convinced any one will dominate and instead is prepared to service all of them. "No one really knows moving ahead 10 years exactly what the distribution systems will look like," said Bennack. "We believe there will be a greater emphasis on some delivery systems and part of our long term corporate strategy is to be in a position to take advantage of that." Cable networks and Hearst productions can be aired on any and all delivery systems, he said.

Not wanting to hitch its future to a delivery system that may or may not hold its own is the main reason Hearst got out of the cable business late last year. The company owned several cable systems in northern California, totalling 60,000 subscribers, which it sold later last year. According to Bennack they "appeared to have sold at the high point of the market." But price was not the only reason the company got out. Hearst was unwilling to expend its resources to become a large MSO, preferring instead

to put its dollars into programing rather than a distribution system. Observers said a minority tax certificate the company got for selling the systems to InterMedia, a minority-owned and TCI-backed concern, was put into ESPN, since the certificate had a time limit.

Free over-the-air broadcast is one electronic distribution system Hearst plans to stick with. Its six stations, concentrated in the Northeast, cover 7% of the country. Hearst wants to expand its reach into the south and extend its national coverage to between 10% and 15%. Among other things, that will make it financially feasible to produce programing of those stations, according to Bennack. TV station ownership currently makes up 13% to 14% of Hearst revenue, compared with 40% for its magazines. Because most of Hearst's cable activities are partially owned, they are not calculated into Hearst's revenue base.

Hearst has been a large producer of made-for-television movies and mini-series for the broadcast networks, producing 14 this year, but it is a market that may be peaking, according to Joslin, so Hearst Entertainment Productions (HEP) is turning to the made-for-cable market, for both Hearst-owned cable services and others. Hearst produces less than 5% of A&E programing. Lifetime, which will air 15 original movies next year, is having five each produced and distributed by its three parents. HEP has also produced movies for HBO, Showtime and TNT and is talking with USA Network about future projects. Hearst

bought HEP, formerly Phoenix Entertainment Group, last year, and essentially left it intact. One observer said Phoenix has had a reputation for quality productions but needed financial backing to achieve success. The organization is still run by its former owners, Gerald Isenberg and Gerald Abrams.

HEP is also expanding into network series. It hired Chad Hoffman, whose tenure as head of drama development at ABC produced the likes of *thirtysomething*, *China Beach* and *Twin Peaks*. Twenty scripts are in development, although Hearst expects only one in 10 to make it to production.

Hearst is also expanding its presence in the syndication marketplace and is looking to increase its reality-based programing. It is already syndicating its WCVB-TV Boston's *Great Expectations*, which has cleared 50% of the U.S. HEP's foreign-produced *Neon Rider* has also cleared 50% of the country and 26 episodes of its animated *Prince Valiant* have been sold to The Family Channel and will be sold in foreign markets.

Bennack had visions of as many of Hearst's 135 businesses as possible to move a product through the chain, starting with the publishing of a potential script at its William Morrow division and then going through the Hearst production and distribution chain. Synergies between its print and electronic media businesses are already beginning with Lifetime doing four promotional tie-ins with several magazine titles this year, and plans to do at least as many in 1991.

-SDM

WESTERN SHOW LOOKS TO YEAR 2000

Turner, Malone, Wussler, Staniar, Mooney speaking; customer service and regulatory issues on agenda; CTAM to hold PPV conference day before show starts

The cable industry heads for its yearend review next week in Anaheim, Calif., for a late November Western Cable Show (Nov. 28-30), several weeks earlier than its traditional December date.

Registration is on track to match last year's 10,000. More than 200 companies will be exhibiting at the Anaheim Convention Center, taking up 130,000 square feet of space.

The day before the show begins, the Cable Television Administration & Marketing Society will hold a PPV conference, a series of panel sessions follow-

ing the opening keynote address by Robert Wussler, president and chief executive officer of Comsat Video Enterprises.

The Western Show kicks off Wednesday with an opening session that looks at the year 2000 and features John Malone, president and chief executive officer of Tele-Communications Inc.; Ted Turner, chairman of Turner Broadcasting; Burt Staniar, chairman and chief executive officer of Westinghouse Broadcasting, and Comsat's Wussler.

The regulatory issues facing cable will be addressed in several forums, in-

cluding Thursday's luncheon speech, to be delivered by National Cable Television Association President Jim Mooney. There will be a Hill panel Wednesday afternoon featuring Terry Haines and Larry Irving, House Telecommunications Subcommittee staffers; David Leach, House Commerce and Energy Committee staffer, and Michael Perko, legislative assistant to Senator Tim Wirth (D-Colo.).

An FCC panel on Thursday will include Pete Belvin, advisor to FCC Chairman Alfred Sikes; Byron Merchant, advisor to Commissioner Andrew Barrett, and Ron Parver and John Wong, chief and assistant chief, respectively, of the FCC's cable branch.

Several sessions will look at cable's core business, with Wednesday's "Rebuilding the Basic Pay Infrastructure" perhaps the most critical. Moderated by Virginia Westphal, vice president, marketing and programming, Viacom Cable, the panel will include John Billock, HBO senior vice president, marketing; William Grumbles Jr., executive vice president, Turner Cable Network Sales; Steve Brookstein, senior vice president marketing and consumer affairs, Comcast, and Chris Moseley, senior vice president, marketing and communications, The Discovery Channel.

The importance of customer service to the industry is reflected in the caliber of the panel on that topic Thursday morning: Warner Cable President Jim Gray, Cox Cable President Jim Robbins and Times Mirror Cable President Larry Wangberg.

A Thursday afternoon panel will focus on broadcaster-cable programming deals, with Michelle Gault, director of cable relations, Group W Television; Tom Wolzien, senior vice president, cable, NBC; Ellen Spangler, managing director, TCI News; Bob Jones, senior vice president, programming, Nostalgia Network, and Preston Padden, senior vice president, affiliates, Fox Broadcasting.

The closing panel will feature Community Antenna Television Association President Stephen Effros conducting an open forum with William Cullen, senior vice president, United Artists; Brian McCauley, president, SkyPix; Thomas Gillett, vice president, business development and technology transfer, Cable-Labs, and Donald McClellan, legislative assistant to Senator Conrad Burns (R-Mont.).

Two international panels will look at programming, marketing and building opportunities. Technical sessions include fiber optics, system rebuilds, interdiction and digital compression. —MS

ROSS, NICHOLAS OUTLINE TW'S BUSINESS, CABLE STRATEGIES

The two chief architects of the Time Warner merger, Chairman and Co-Chief Executive Officer Steve Ross and Co-Chief Executive Officer Nick Nicholas Jr. were in Washington last week, discussing the benefits of vertical integration and strategic partners, and how policymakers should approach cable legislation in the next Congress.

Ross spoke at the International Women's Media Foundation conference, and said although he was against protectionism, Sony's purchase of Columbia and Matsushita's desire for MCA "doesn't make any sense unless you allow co-management." He added: "No one should buy 100% of a software company" when it is a foreign company doing the buying. Time Warner is looking at international partnerships, but at deals where it takes a minority stake in a foreign firm. He said it makes more sense to buy a smaller stake in a French company than to buy the French company completely. That gives the foreign company time to learn about the culture and appreciate the political ramifications of a buy-in, he said. U.S. companies should look for opportunities abroad, he said, but "we should do it on the subsidiary level, not on the parent level."

Nicholas told a Washington Cable Club audience that when Congress returns next year "there are new realities which must be confronted." The first, he said, was the FCC rulemaking on effective competition, which could result in a significant portion of cable systems having their basic rates regulated. Although Nicholas said cable already is regulated—through local franchise requirements and fees—the critics who say cable is largely unregulated will have even less of an argument after the FCC finishes its rulemaking.

A second change will be the advent of DBS as a viable competitor to cable. He pointed to the "deep pockets" of General Motors and General Electric behind Sky Cable, and the launch next year of SkyPix. The FCC has also loosened restrictions on MMDS operators, he said. "These developments represent significant changed circumstances and must be central to next year's debate," he said.

Regulators also must be careful not to make a mistake as the economy heads toward a downturn, which could effect jobs and shareholders, he said. "A mistake now could be magnified and even-

tually prove catastrophic to the more than one-half million people we employ and to the customers we serve and the banks and bondholders who finance our wiring of America," he said.

Nicholas said that although there wasn't a cable bill, the debate helped clarify certain issues. He said only a minority of operators abused rate increases, that there was no support for heavy handed municipal regulation nor for letting the telcos into the video business and that satellite programming services should remain unregulated. "No one should be allowed to wrap the repeal of program exclusivity in the guise of reregulation," he said. Congress "should be talking about fine tuning" the Cable Act, addressing the bad actors when it returns next year, he said.

In answers to questions, Nicholas said the storm in the capital markets is something the industry will have to ride out, although the direction of advertising is a dark cloud on the economic horizon. Although Time Warner stock is down 46% over the past year, nearly all the major media companies were down between 35% and 60% over that same time, including pure cable, print and production stocks. "Everything gets thrown out. There's no attention to quality," he said of those who are unloading media stocks. "The ones who will come back strong are the ones who have their act together," he said.

Cable, by investing in fiber optics, will have greatly expanded channel capacity and the ability to offer interactive services that DBS operators can't, Nicholas said. But DBS may be very effective in rural areas, he said.

Ross said that although being big does not necessarily guarantee success, mass is critical if it's combined with vertical integration that is intelligently managed. Vertical integration allows for "the critical depth and resources" needed to sustain new high-quality ventures, he said.

Ross also indirectly addressed the issue of Time Warner's stock price, hovering in the low 30's after a recent split. The company will keep its eye on the long term, he said, and "will not be run to please the short-term financial community." Those critical of the company's short-term results are missing the point, he said, as the company concentrates "on building for the future." —MS

CABLECASTINGS

BRITISH FAMILY

The Family Channel will begin a weeklong experiment in Britain in December whereby it will provide several operators a six-hour feed.

Ron Harris, vice president, new business development, said Family will program a 6 p.m. to midnight block in the East Side and Aberdeen cable systems serving 18,000 subscribers the week of Dec. 17. Harris said the programming will be original, including westerns, and British and Canadian produced material. The service will gauge reaction and fine tune the schedule, as it looks toward a more permanent launch in 1991, he said.

Harris believes 1991 will be a good year for distribution, and hopes Family Channel programming will help cable operator's penetration and provide the service with some subscriber fees.

It's unclear what the merger of Sky Television and BSB will mean to the service, Harris said, but the combination may allow basic services to start charging fees to satellite carriers. Until now, basic services have been offered free to subscribers.

Harris said Family Channel is also looking at the Pacific Basin and is negotiating with several countries in central Europe for carriage.

THIRD-QUARTER STATS

Turner Broadcasting posted net income of \$1.3 million in the third quarter of 1990, with revenue of \$415.8 million and operating profit of \$50.3 million. Last year's third quarter found revenue at \$269.2 million but operating profit at \$90.2 million, which included a \$38.8 million nonrecurring gain from settlement of a tax matter.

For the first nine months of 1990, revenues are up substantially, from \$766 million to \$1.03 billion, but operating profit has dropped from \$202 million to \$146 million. Overall, the company's net income has dropped from \$40.3 million in the first nine months of 1989 to a loss of \$2.6 million in 1990. That \$43 million difference

closely mirrors the losses on the Goodwill Games.

The third-quarter revenue rise was attributed to TNT and the Goodwill Games. The company said subscriber fees and advertising for the games accounted for 24% of the company's entertainment segment revenue of \$228 million in revenue, or \$55 million. TNT's third-quarter revenues of \$46.8 million also helped push the segment's overall revenue up 175% over the previous year's quarter.

Higher costs in other divisions lowered earnings. Operating profits in the news division dropped from \$28.6 million to \$24.1 million, primarily because of increased Middle East coverage. Operating profit also fell by \$4.3 million in the sports segment, primarily because of an increase in legal reserves, the company said, but also due to losses associated with the startup of SportSouth. □

Cablevision Systems reported revenue of \$141 million in the third quarter, up 14% from the year-earlier figure of \$124 million. Operating cash flow was also up 14%, to \$60 million, but net losses rose from \$58 million to \$74.5 million this year. The reason, Cablevision said, related to additional interest, depreciation and amortization expenses, as well as to a one-time gain on the 50% sale of Rainbow to NBC.

OHIO TOWN CONSIDERS SECOND FRANCHISE

Delhi township, a suburb of Cincinnati, is considering granting a second cable franchise to Metrovision to compete directly with United Video Cablevision, the incumbent operator in the township.

Dusty Rhodes, a township trustee, said a series of incidents have resulted in dissatisfaction with United Video, and has caused them to begin public hearings about bringing in Metrovision, which operates in neighboring Green township.

Rhodes said citizens have been concerned with the quality of service, a couple of rate increases and

switchouts in programming. The systems dropped WPIX(TV) New York in June, said Rhodes, in the middle of baseball season. Several Dayton stations were dropped because of syndex, but the services UV added, Eternal Word Television, Travel Channel and SportsChannel Cincinnati, were less popular than those dropped, Rhodes said. UV also planned an \$8 lifeline service for portions of the community, but with a \$200 installation fee, which made it cost prohibitive, said Rhodes. UV eventually pulled back the install fee to \$25, he said.

United Video said its \$19.95, 35-channel service amounts to 57 cents per channel, the same per channel fee as Metrovision's offering of \$16.95 for 30 channels in Green township. In addition to more channels, UV said it has the exclusive cable rights to NFL football on TNT and ESPN in the market.

UV said it is committed to the NCTA's customer service standards, has installed new phone and MIS computerized subscriber informationsystems, improved staffing, extended service and office hours and cut down on the time for repairs and new installations. UV also pointed to its 67% penetration rate, higher than the national average of 60%, indicating the level of customer satisfaction.

Metrovision serves about 13,000 subscribers in Green, while UV has about 10,000 subscribers in Delhi, said Rhodes.

AFFILIATION UPDATES

E! Entertainment Television will be added to 180,000 subscriber Garden State (Cherry Hill, N.J.) cable system in December. ■ NuStar has signed affiliation deals with Hauser and Colony totaling 350,000 subscribers.

CTPAA SPEAKERS

FCC Commissioner Ervin Duggan and Jerry Lindauer, chairman of the National Cable Television Association, and senior vice president, Prime Cable, will be the keynote speakers at the Cable Television Public Affairs Association conference in Atlanta Feb. 13-15.

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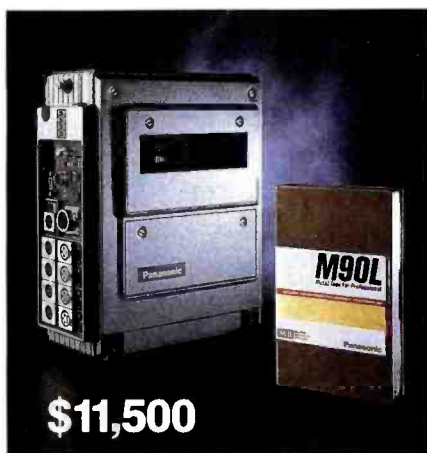
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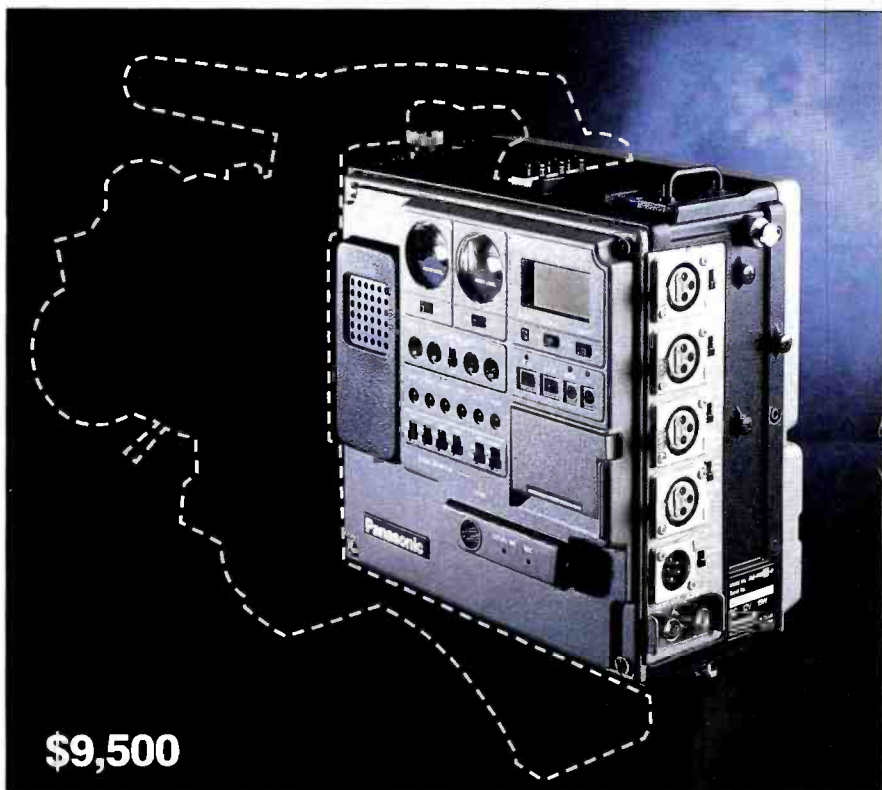
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AU-410 Dockable Recorder mates with camcorder cameras of all the major brands.

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The new AU-410 Dockable Recorder can mate to virtually any video camera designed for camcorder operation. Now, your favorite camera can make pictures with quality that rivals that of one-inch VTRs. The AU-520 Field Recorder provides *all* the high-end production features required in the real world, and, unlike 3/4-inch, offers full 90-minute videocassette record capability in the field.

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To ensure reliability, all new MIIc machines feature self-cleaning heads, a drum motor confidence check during edits, a modular power supply, plus a Super Dropout Compensation* (SDOC) system, which corrects for up to one field.

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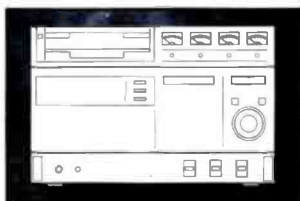
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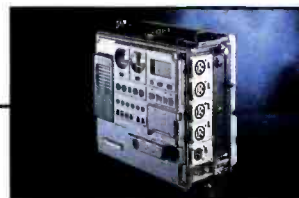
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BUSINESS

TVB TO MEMBERSHIP: BROADCASTERS, UNITE

As recession encroaches, broadcasters must stop internal sniping and fight the war against other media

If broadcasters are going to survive in tough economic times, they must stop fighting battles with other broadcasters and start fighting the war with other media. That's the message Television Bureau of Advertising President Jim Joyella delivered at the association's 36th annual membership meeting last week in Dallas.

"If we spend our time sniping at our fellow broadcasters, the much talked about and much predicted recession of 1991 will surely bite us in the budget. As an industry, we have enormous collective power. We have the ability to influence the psychology of the advertising marketplace."

Joyella told attendees to redefine market share: "It's important that we define what we mean by share....If the answer is that we are measuring ourselves and others by our share of television dollars, we are doomed. The number of dollars going into TV advertising is not growing fast enough for any of us to consider a big share a meaningful achievement. You may get to keep your job this quarter and next but, I assure you, the clock will be ticking."

Joyella emphasized the importance for broadcasters to define their competition. "Is it the affiliate across the street or the independent across town? Is it the network absorbing spot dollars or perhaps the barter syndicators doing the same?" Broadcasters, he said, are doomed if they think like that. "That's fighting within the family. We've got bigger battles, with far, far bigger stakes."

Joyella, who has spent much of his first year in office rejuvenating TVB to meet the needs of broadcasters, also described how TVB has positioned itself. "TVB is committed to the belief that the station-based broadcast television system, and all its components, are the pre-eminent suppliers of advertising to American business. And, in that context, our competition is not within the system. It is everything else outside of it."

If broadcasters fail to unite against all other media, he said, then recession will hurt broadcasters even more than antici-



TVB President Joyella

pated. But, Joyella said, broadcasters are in a position to prevent that: "If a recession does occur, we choose not to participate," he told attendees, quoting what another broadcaster told him.

To do that, broadcasters must influence the psychology of the marketplace. Said Joyella: "Advertising hall-of-famer Ed McCabe has said, 'There's no more exciting time to be in the advertising business than during a recession. It makes people focus on what they are doing. All great enterprises move forward in a recession and the weaklings move back. The dumbbells cut back on advertising and the smart people don't.'" -JF

NEW ON TVB BOARD

The Television Bureau of Advertising (TVB) elected four new members to its board last week. The new members are: William Boster, president, Multimedia Broadcasting Co.; Dennis FitzSimmons, vice president and general manager, WGN-TV Chicago; Wayne Freedman, vice president, marketing and sales development, Gannett Television, and Jack Sander, president and general manager, WAGA-TV Atlanta and vice president, SCI Television Inc. Also, Edward Riley, president, McGraw-Hill Broadcasting Co., was elected to a full four-year term.

Members leaving the board are: James Babb, president, Jefferson-Pilot Communications; Ron Collins, general sales manager, WPLG(TV) Miami; John Conomikes, vice president and general manager, broadcasting, Hearst Corp.; Paul Hughes, president, broadcasting, King World Productions; John Long, executive vice president, general manager, WJLA-TV Washington and Gerald Mulderrig, senior vice president and general sales manager, WPIX-TV New York.

Congratulations . . .

. . . to April Broadcasting, Inc., on their acquisition of
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Beasley Broadcasting for \$5,250,000 plus a tax certificate.
April Broadcasting's CEO is Philip J. Giordano. Exclusive
brokers in this transaction were

A. B. La Rue, Media Brokers

NEW YORK • BEVERLY HILLS

CHANGING HANDS

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

KWSS(FM) San Jose, Calif. ■ Sold by Shamrock Broadcasting to Kool Communications Inc. for undisclosed price believed to be between \$5 million and \$6 million. KWSS was recently acquired by Shamrock in swap for Nationwide Communications' KMGC(FM) Dallas. **Seller** is headed by Bill Clark and owns 14 radio and three TV stations. **Buyer** is headed by Marty Loughman, Shamrock shareholder. KWSS has a CHR format on 94.5 mhz with 1.15 kw and antenna 2,580 ft.

WFBG-AM-FM Altoona, Pa. ■ Sold by Empire Radio Partners Ltd. to Radio Altoona Inc. for \$2.1 million asset sale that includes noncompete covenant. Stations were acquired in August 1988 for \$3.9 million ("Changing Hands" May 23, 1988). **Seller**, headed by Dennis Israel, has interests in WGY-AM-FM Albany-Schenectady, N.Y.; WJTT(FM) Concord and

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$2,677,719 □ 5

FM's □ \$5,650,000 □ 2

AM-FM's □ \$2,850,000 □ 2

TV's □ \$235,000 □ 1

Total □ \$10,912,719 □ 9

Year to Date:

AM's □ \$94,593,905 □ 347

FM's □ \$462,430,221 □ 221

AM-FM's □ \$348,990,227 □ 199

TV's □ \$799,076,900 □ 83

Total □ \$1,705,091,253 □ 750

For 1989 total see Feb. 5, 1990 BROADCASTING.

WRCI(FM) Hillsborough, both New Hampshire. **Buyer**, headed by Kerby Confer and Carol O'Leary, also has interests in WNNK(FM) Harrisburg, Pa. WFBG(AM) has adult contemporary format on 1290 khz with 5 kw day, 1 kw night. WFBG-FM has easy listening format on 98.1 mhz with 30 kw and antenna 1,020 feet.

KLIF(AM) Dallas, Tex ■ Sold by KLIF Co. to Greystone Broadcasting Inc. for \$2 million. Price includes \$900,000 cash at closing, of which \$400,000 is for four-year noncompete covenant; \$100,000 escrow deposit, and \$1 million promissory note at 10% for first two years, 10½% for next six months, increasing ½ of 1% every six months for remaining term of note. **Seller** is headed by Louis Appell Jr. and Arthur W. Carlson and is subsidiary of Susquehanna Radio Corp., licensee of 10 FM's and 6 AM's. **Buyer** is headed by William R. Johnson, Susan Porter Johnson, Michael K. Russell and Carol Russell, and has interests in KNHN(AM) Kansas City, Kan. KLIF has talk format on 1190 khz with 50 kw day and 5 kw night.

KGGF(AM)-KQQF(FM) Coffeyville, Kan. ■ Sold by Midwest Broadcasting Co. to KGGF-KQQF Inc. for \$750,000 cash at closing. **Seller** is headed by Richard M. Seaton, Gladys D. Seaton, Robert L. Pratt and Edward L. Seaton, and also has interests in KMAN(AM)-KMKF(FM) Manhattan, Kan.; KHAS-AM-TV Hastings, Neb., and KFYO(AM)-KZII-FM Lubbock, Tex. **Buyer** is headed by John B. Mahaffey, Fredna B. Mahaffey and Robert B. Mahaffey, and has interests in KRMS(AM)-KYL(FM) Asage Beach and KTTR(AM)-KANN(FM) Rolla, both Missouri. KGGF is fulltimer with news/talk format on 690 khz with 10 kw. KQQF has adult contemporary format on 98.9 mhz with 6 kw and antenna 300 feet above average terrain. **Broker: Dale Cowle of W. John Grandy Media Brokers.**

KSWM(AM) Aurora, Mo. ■ Sold by Aurora Broadcasting to Galen O. Gilbert for \$268,000. Price includes \$150,000 cash. **Seller** is headed by A. Dale Hendrix and John Mitchell. Mitchell also has interests in KNES(FM) Fairfield and KLLI(FM) Hooks, both Texas. **Buyer** is headed by Galen O. Gilbert and has interests in KWHW(AM)-KRKZ(FM) Altus and KYFM(FM) Bartlesville, both Oklahoma; KDNT(AM) Denton, KDXE(FM) Sulphur Springs, KTXJ(AM)-KWYX(FM) Jasper and KIOL-FM Lamesa, all Texas. KSWM has country format on 940 khz with 1 kw day and 25 w night.

CLOSED OCTOBER, 1990

This Announcement Appears as a Matter of Record Only.

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TVB: BATTLE PLANS FOR RECESSION

Trade press panel warns broadcasters that to weather financial storms ahead, they are going to have to search for inventive solutions that include cable

Recession was on the minds of broadcasters at the 36th annual Television Bureau of Advertising membership meeting last week in Dallas, and much of the conference was geared towards helping broadcasters keep afloat during tough times.

In his opening remarks, outgoing TVB Chairman and QNI Broadcast Group President Thomas Oakley told attendees that the reorganization of the TVB, under President Jim Joyella, has made the association the "most aggressive, most professional sales development organization of any media."

Broadcasters will need that aggressiveness if they are going to survive in the next decade—a decade that will probably radically change the way they operate.

Addressing those changes was a panel aptly titled "Mass Communications in Transition," comprising Donald West, BROADCASTING managing editor; Ron Alridge, editor and publisher, *Electronic Media*; Gerry Byrne, publisher, *Variety*, and Dawson Nail, executive editor, *Television Digest*. It was moderated by Edward T. Reilly, president, McGraw-Hill Broadcasting Co., and incoming TVB chairman.

Discussion topics ranged from the effects of changes in the financial interest and syndication rules and how broadcasters must adapt to the way cable has changed the Fifth Estate.

The panelists disagreed on the length and the severity of the impending recession. West said that this recession is "going to be a lot longer and a lot deeper than most people expect, especially for the broadcasting business." He added that many people are waiting for a new rising tide to raise all boats. That, he said, is not going to happen because the business will have changed during the recession. Said West: "If you stay in the same place waiting for good times, I think that you will be looking over your shoulder to see the other guys enjoying them."

Nail disagreed, saying that 7%-8% growth (compared to double-digit growth of a few years ago) will make the impact of a recession minimal. West said the recession has been going on for the last two years in the broadcasting

business: "The values have gone down tremendously and the bigger fool theory has long since caught up with the industry and that's where your recession starts."

The panel was in agreement that the FCC will change the financial interest rules in the networks' favor. Said West: "The good news is that in a year from now financial interest will be a part of the industry and not something that the trade press keeps writing about." West said the question is how great the relief for the networks will be. "Even though the FCC is trying mightily to cut the baby in half, there will be one portion larger than the other and that will belong to the networks in the long run." West told those present (mostly sales managers) that they would not be "tremendously affected" by the change. "It's essentially a financial matter, whether most of the money goes to the West Coast or the East Coast and those in the middle aren't going to play."

Alridge agreed that some relief would be forthcoming and that it would change the dynamics in the way networks select their programming.

Nail said that he thought that the networks will get 50% of the rights, perhaps including domestic syndication. Nail also said that he hopes the FCC will eliminate the prime time access rule when it is through deciding on the fin-syn rules.

The growth of cable and how that is altering the playing field was also discussed. Said West: "The channel capacity that cable has fielded in this country is going to be an ever dominant force and the network organizations are going to be up against those cable networks." West said the industry is on its way to 100 cable networks. "When television begins to look like that, those who make their living in a business that's predicated on one outlet are going to have to change."

Those changes, the BROADCASTING managing editor said, have been "remarkably slow in coming to the television business." Examples of those changes, he said, can be seen in the decision of Allbritton Communications to start up a 24-hour news service in Washington serving five to eight cable

CLOSED!

WPAP-FM, Panama City, Florida to Southern Broadcasting, Paul Stone, President, from Norman S. Drubner.

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FOCUS ON FINANCE

Most media stocks rode general market buying which saw indices averaging 5% gains for week ending last Wednesday (Nov. 14). Network stocks participated, including CBS, up 5%, and 25%-owner Loews, which gained 10.2% and had Monday morning opening delay due to excess of buy orders. Other gainers included LIN Broadcasting, which jumped 29% to \$59; Gannett, up 7% to 34 1/8, and Tribune, up 16% to 38 3/4. Entertainment sector saw gains by studios, such as Paramount (up 8%), while many smaller issues fared less well. MCA for

week was up four points, three on Wednesday, as published report said merger negotiations with Matsushita were continuing. Spelling Entertainment, jumped 35% to 3 7/8, coincident with company's announcing one million share repurchase authorization. Spelling had 33.1 million shares as of July 31. Cable stocks mostly improved with big gainers including American Television & Communications, up 15%; C-Tec, up 21%, and Cablevision Systems, up 24%. Agency stocks were mixed.

	Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

	Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
A (BHC) BHC Comm.	41 3/4	41 1/4	1/2	01.21	-8	1,222
N (CCB) Cap. Cities/ABC	394	386 1/4	7 3/4	02.00	13	6,828
N (CBS) CBS	165 1/8	158 5/8	6 1/2	04.09	12	3,909
A (CCU) Clear Channel	10 3/4	10 3/4		00.00	-63	61
O (JCOR) Jacor Commun.	115 1/6	1 3/4	3/16	10.71	-1	19
O (OSBN) Osborn Commun.	6 1/2	6 1/2		00.00	-9	45
O (OCOMA) Outlet Comm.	9 3/4	10	- 1/4	-02.50	12	63
A (PR) Price Commun.	3/8	1/2	- 1/8	-25.00		3
O (SAGB) Sage Bsg.	1 1/2	1 1/2		00.00	-1	5
O (SCRIP) Scripps Howard	35 5/8	38	- 2 3/8	-06.25	15	367
O (SUNNC) SunGroup Inc.	3/4	3/4		-00.00	-1	5
O (TLMD) Telemundo	3 1/2	3 1/8	3/8	12.00	-1	79
O (TVXGC) TVX Group	9 3/16	9 1/4	- 1/16	-00.67		67
O (UTVI) United Television	30	29 1/4	3/4	02.56	3	325

PROGRAMING

	Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
O (IATV) ACTV Inc.	2 7/8	2 3/4	1/8	04.54		2
O (ALLT) All American TV	2 1/8	2	1/8	06.25		4
N (CRC) Carolco Pictures	5 1/2	5 7/8	- 3/8	-06.38	8	166
O (DCPI) dick clark prod.	3	3 1/2	- 1/2	-14.28	13	24
N (DIS) Disney	94 7/8	91	3 7/8	04.25	16	12,616
O (FNNIE) FNN	3 3/8	3 3/16	3/16	05.80	9	57
A (FE) Fries Entertain.	9/16	1/2	1/16	12.50		2
A (HHH) Heritage Ent.	1	1 1/8	- 1/8	-11.11	-1	7
N (HSN) Home Shop. Net.	4 1/2	3 1/2	1	28.57	112	405
O (IBTVA) IBS	1 1/4	1 1/4		00.00	15	4
N (KWP) King World	22 7/8	22 3/8	1/2	02.23	10	869
O (KREN) Kings Road Ent.	5/32	5/32		00.00		0
N (MCA) MCA	65 3/4	61 1/2	4 1/4	06.91	25	4,943
A (NNH) Nelson Holdings	2	1 3/4	1/4	14.28		8
O (NNET) Nostalgia Net.	1/2	9/16	- 1/16	-11.11		2
N (OPC) Orion Pictures	11 5/8	11 1/8	1/2	04.49	33	211
N (PCI) Paramount Comm.	37 1/4	37 1/4		00.00	25	4,391
N (PLA) Playboy Ent.	3 5/8	3 7/8	- 1/4	-06.45	19	67
O (QNTQE) Qintex Ent.	1/8	1/8		00.00		26
O (QVCN) QVC Network	4 1/4	4 3/8	- 1/8	-02.85	-11	73
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-16	85
O (RPICA) Republic Pic.'A'	5 1/8	5 3/8	- 1/4	-04.65	28	21
O (SP) Spelling Ent.	3 7/8	2 7/8	1	34.78	19	128
O (JUKE) Video Jukebox	5 3/4	4	1 3/4	-43.75	-44	54
O (WONE) Westwood One	3	3 1/8	- 1/8	-04.00	-1	44

	Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
N (BLC) A.H. Belo	28 7/8	29 3/4	- 7/8	-02.94	24	539
N (AFL) American Family	15	14 7/8	1/8	00.84	11	1,220
O (ACCMA) Assoc. Comm.	24 1/2	17	7 1/2	44.11	62	457
N (CCN) Chris-Craft	28	27 1/8	7/8	03.22		713
O (DUCO) Durham Corp.	26	27 1/2	- 1 1/2	-05.45	13	219
N (GCI) Gannett Co.	34 1/8	31 7/8	2 1/4	07.05	13	5,392
N (GE) General Electric	55 1/4	52	3 1/4	06.25	11	49,096
O (GACC) Great American	3 1/8	2	1 1/8	56.25	-1	109
A (HTG) Heritage Media	3 3/8	2 3/4	5/8	22.72	-7	152
N (JP) Jefferson-Pilot	35 1/2	35	1/2	01.42	8	1,268
N (LEE) Lee Enterprises	21 7/8	22	- 1/8	-00.56	12	510
N (LC) Liberty	42 1/2	40	2 1/2	06.25	9	332
O (LINB) LIN	59	45 3/4	13 1/4	28.96	-19	3,031
N (MHP) McGraw-Hill	48 3/8	46 1/8	2 1/4	04.87	120	2,354
A (MEGA) Media General	16 7/8	16 5/8	1/4	01.50	24	427
N (MDP) Meredith Corp.	22 1/2	21 3/8	1 1/8	05.26	-15	413
O (MMEDC) Multimedia	55 1/8	55	1/8	00.22	16	624
A (NYTA) New York Times	18 1/2	17 1/4	1 1/4	07.24	6	1,409
N (NWS) News Corp. Ltd.	9	8 7/8	1/8	01.40	5	2,416
O (PARC) Park Commun.	13 1/4	11	2 1/4	20.45	14	274
O (PLTZ) Pulitzer Pub.	17	17		00.00	6	178
O (STAUF) Stauffer Comm.	130	130		00.00	48	144
N (TMC) Times Mirror	24 7/8	23	1 7/8	08.15	13	3,197
N (TRB) Tribune Co.	38 3/4	33 1/2	5 1/4	15.67	13	2,552
A (TBSA) Turner Bestg.'A'	11 7/8	10 3/4	1 1/8	10.46	-79	1,771
N (WPO) Washington Post	178	171	7	04.09	11	2,142
N (WX) Westinghouse	27 1/4	25 3/8	1 7/8	07.38	8	7,932

CABLE

	Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
A (ATN) Acton Corp.	4 7/8	5 1/2	- 5/8	-11.36	-3	7
O (ATCMA) ATC	32	27 3/4	4 1/4	15.31	33	3,489
A (CVC) Cablevision Sys.'A'	13 5/8	11	2 5/8	23.86	-1	302
A (CTY) Century Comm.	4 5/8	4 1/8	1/2	12.12	-4	302
O (CMCSA) Comcast	10 7/8	9 3/4	1 1/8	11.53	-7	1,227
A (FAL) Falcon Cable	10 1/4	9 1/2	3/4	07.89	-7	65
O (JOIN) Jones Intercable	6 1/2	5 3/4	3/4	13.04	-3	81
N (KRI) Knight-Ridder	40 7/8	37 3/4	3 1/8	08.27	12	2,050
T (RCLA) Rogers'A'	8 1/2	9	- 1/2	-05.60	-17	349
O (TCAT) TCA Cable TV	10 3/4	10 3/8	3/8	03.61	46	260
O (TCOMA) TCI	11 7/8	10 1/4	1 5/8	15.85	-17	4,227
N (TWX) Time Warner	78 3/8	74 7/8	3 1/2	04.67	-5	4,504
O (UAECA) United Art.'A'	11	10	1	10.00	-15	1,545
A (VIA) Viacom	19 3/4	17 3/8	2 3/8	13.66	-23	2,107

systems (see "Top of the Week").

The health and quality of the syndicated programming market was also a topic of discussion. Said Alridge: "Prices are probably still under some downward pressure and in the long run it is going to make people work a little harder to make money than they did before." Alridge said that *Star Trek: The Next Generation* is the most interesting "and, in some ways, the most successful syndication venture to come along in a while," adding that the show is both a critical and economic success with great staying power and could even spin off into movies. "That show flies directly in the face of the trend in first-run syndication in general which is to make it cheap, make it quick and put the deal ahead of the product."

As for regulation of the broadcast industry, West said that FCC Chairman Al Sikes' initiative was to change the duopoly rules and the broadcaster/cable crossownership rules to permit broadcasters into cable and cable into broadcasting. "That," West said, "could revolutionize our business." Broadcasters, he added, have got to have multiple opportunities to participate in the business.

Alridge said that there are "ample opportunities for broadcasters to get involved in cable now without some

NAB UPDATE

National Association of Broadcasters President Eddie Fritts brought the TVB audience up-to-date on the many important legislative issues facing broadcasters. And he had a warning for them—Fritts told attendees that they must get involved in the lobbying process: "Quite frankly ladies and gentlemen, we have to get up off our wallets so that we will have the resources to be competitive in the lobbying marketplace."

change in Washington." He pointed to Chicago where the NBC O&O is selling news programming to local cable operators as an example. Said Alridge: "Any of you out here who don't really know what is going on in cable are probably going to fall woefully behind in your respective areas of expertise."

Alridge, with some prompting from Nail, criticized CBS for not getting into the cable game. Said Alridge: "I think CBS is making a major mistake by excluding themselves from what I think is the electronic media marketplace.... By retrenching and trying to concentrate strictly on the business of broadcasting

CBS runs the risk of missing out on what the real marketplace is going to be."

On the subject of telco entry into cable, Nail said that broadcasters will see that before they see broadcast deregulation. Nail predicted that within two years telcos would enter the marketplace.

West disagreed with Nail and said that telco entry will not happen in the next five years. Said West: "Many of these so-called revolutionary processes take a long time. Cable took 40 years to get where it is today and high-definition television will take a long time to get there too."

On the subject of HDTV, Byrne said that the real revolution will not be making the 26-inch screen look a little sharper, but rather taking the screen to a larger size which will "fundamentally change the way we consume and produce television in this country," adding that HDTV is going to make "electronic delivery the number-one means of delivering all types of visual communication in this country." Added West: "We may face a transparent television future where it is truly not associated with any one medium.... You won't know whether it's cable, direct broadcast satellite or whether it is over the air." **-GF**

STOCK INDEX (CONT.)

	Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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	Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N	(MMM) 3M	80	1/2	78	7/8	1	5/8	02.06	14	17,868
N	(ARV) Arvin Industries	16		15				06.66	22	300
O	(CCBL) C-Cor Electronics	5	1/2	4	1/4	1	1/4	29.41	4	23
O	(CTEX) C-Tec Corp.	14	1/2	12		2	1/2	20.83	-53	238
N	(CHY) Chyron		9/16		11/16		1/8	-18.18	-1	6
A	(COH) Cohu	8	3/4	8			3/4	09.37	6	17
N	(EK) Eastman Kodak	42		38	7/8	3	1/8	08.03	16	13,626
N	(HRS) Harris Corp.	18	1/4	16	1/2	1	3/4	10.60	5	731
N	(IV) Mark IV Indus.	7	5/8	7	1/2		1/8	01.66	1	106
O	(MATT) Matthews Equip.	1	7/16	1	1/8		5/16	27.77	71	8
O	(MCDY) Microdyne	3	1/8	3	1/4		1/8	-03.84	44	13
O	(MCOM) Midwest Comm.	1	3/4	1	3/8		3/8	27.27	5	5
N	(MOT) Motorola	56		55			1	01.81	14	7,365
A	(PPI) Pico Products		1/2		3/8		1/8	33.33		1
N	(SFA) Sci-Atlanta	11	1/8	9	1/2	1	5/8	17.10	5	248
N	(SNE) Sony Corp.	46	1/4	46	1/4			00.00	24	15,351
N	(TEK) Tektronix	17	1/8	16		1	1/8	07.03	6	497
N	(VAR) Varian Assoc.	31	1/4	27	5/8	3	5/8	13.12	-35	598
O	(WGNR) Wegener		3/4		5/8		1/8	20.00	4	5
N	(ZE) Zenith	6	1/8	5	7/8		1/4	04.25	-2	163

SERVICE

O	(AFTI) Am. Film Tech.	3	5/8	4		-	3/8	-09.37	11	35
O	(AGRPC) Andrews Group	2	3/8	2	3/8		3/8	-09.37	-1	21
O	(BSIM) Burnup & Sims	7	1/8	6	7/8		1/4	03.63	79	89
A	(CLR) Color Systems	1	1/2	1	1/2			00.00	-1	9
N	(CQ) Comsat	21	3/8	21	7/8		1/2	-02.28	6	399
N	(CDA) Control Data	10	3/8	9	1/4	1	1/8	12.16	-2	441
N	(DNB) Dun & Bradstreet	40	1/8	38	1/4	1	7/8	04.90	14	7,321
N	(FCB) Foote Cone & B.	21		19	5/8	1	3/8	07.00	11	226
O	(GREY) Grey Advertising	128		127			1	00.78	11	144
O	(IDBX) IDB Commun.	7	1/4	6	3/4		1/2	07.40	80	45
N	(IPG) Interpublic Group	31	3/4	31	7/8		1/8	-00.39	14	1,098
O	(OMCM) Omnicom	26		26				00.00	13	682
O	(RTRSY) Reuters	38	3/8	34	5/8	3	3/4	10.83	18	16,542
N	(SAA) Saatchi & Saatchi	2	3/8	2	1/4		1/8	05.55	-2	376
O	(TLMT) Telemation		1/2		1/2			00.00	1	2
O	(TMCI) TM Commun.		3/16		7/32		1/32	-14.28	-1	4
A	(UNV) Unitel Video	5	3/4	5	3/4			00.00	-9	8
O	(WPPGY) WPP Group	15	1/8	16			7/8	-05.46	7	610

Standard & Poor's 400	375.22	358.15	17.07	4.7
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WASHINGTON

GAO REPORT SLAMS USIA TV MARTI STUDIES

Report in answer to query by TV Marti critic Representative John Dingell (D-Mich.) says USIA studies were effectively invalid; USIA counters that only one study was released, and it was as good as could be obtained from "closed society."

The General Accounting Office has branded as "flawed" a United States Information Agency-commissioned survey concluding that more than a quarter million Cuban homes can receive the daily broadcasts of USIA's TV Marti.

President Bush used the survey in asserting to Congress last July that TV Marti was "technically feasible." The law creating the television service required such a declaration as a condition for permanent funding.

In an informational five-page report sent to Congress Aug. 9, the GAO said the survey the Bush report cited and an earlier one that found that TV Marti's potential audience was as great as 7.3 million Cubans were "flawed because they make projections on the reception of TV Marti based on incorrect application of generally recognized methodological techniques. Moreover, the survey results differ widely from information reported by the U.S. Interest Section in Havana."

Using a transmitter attached to a bal-

loon tethered 10,000 feet above Cudjoe Key, Fla., TV Marti has been broadcasting via channel 13 a mix of news, sports and entertainment programming to Cuban since March 27. It broadcast the four games of the World Series last month on a taped delay basis.

The younger cousin of the five-year-old Radio Marti, TV Marti airs its programming between 3:30 a.m. to 6 a.m., the only time the channel is not being used by a Cuban station. For much of its two-and-a-half hour broadcast day, TV Marti's signal is subject to jamming by the Cuban government.

Most of the political support for Radio Marti and TV Marti has its roots in the vocal Cuban-American population of southern Florida.

Offsetting the Cuban-American support is the opposition of much of the broadcasting industry, which fears reprisals in the form of Cuban interference to U.S. broadcast stations.

Stung by the GAO report, USIA Director Bruce Gelb, in an Oct. 9 letter to GAO head Charles Bowsher, sharply

criticized the GAO report and asked Bowsher to review it and issue "an amended account correcting its inaccuracies."

"While the GAO report raises a few appropriate issues, it is on the whole inaccurate and misleading, applies a double standard, and ignores key findings and information that would refute the claims made by GAO, or which should have caused GAO to have arrived at different conclusions," Gelb said, citing the USIA's own internal post-GAO review of the report conducted by USIA's director of research, Ronald Hinckley.

And according to some USIA officials the GAO hurt more than the agency's pride. "I think it contributed to the loss of funding for TV Marti, although it was not the sole factor," said one.

As it moved toward adjournment last month, Congress trimmed \$2.1 million from TV Marti's budget for fiscal 1991, leaving it with \$16 million.

Although just 11% of its requested funding, the cut will hurt, said Tony Navarro, director of the Voice of America's Office of Cuban Broadcasting. VOA is the international broadcasting arm of USIA.

Plans to produce more in-house public affairs programming will have to be scaled back, Navarro said. The service will have to continue to rely heavily on entertainment programming that its owners have been making available "free or for very little money."

Congressional sources did not believe the GAO affected TV Marti's budget. "That's nonsense," said one House aide. TV Marti fell victim to Congress's desire to trim the fat to meet deficit-reduction goals, he said. "Everybody's budget got cut."

GAO began looking at GAO audience surveys last April in response to an April 4 request by House Energy and Commerce Committee Chairman John Din-

MURDOCH'S MUSINGS

News Corp. chief executive Rupert Murdoch, speaking at the annual Chet Huntley memorial lecture at New York University, said the rationale for setting up the FCC's licensing system was "always fundamentally flawed." The FCC places "significant restrictions" on the television industry's First Amendment rights, he said, citing efforts by Congress to restore the fairness doctrine and a licensing process which, in effect, is allocated through politicians. "These inhibitions essentially preclude editorial campaigns and generally leave the industry much more at the mercy of political interests than are newspapers," he said.

The advent of satellites and cable television has broadened the broadcast spectrum, he said, so the argument for licensing and regulating broadcasting media is the same as the argument for licensing and regulating the press. "And, as any graduate from NYU's journalism department can tell you, that was settled a long time ago," he said.

He also proposed that Washington establish property rights in broadcast spectrum and auction off the rights. "The treasury could receive significant financial benefit," he said. "Or maybe the federal budget is no longer a concern."

gell (D-Mich.), one of TV Marti's critics on Capitol Hill.

Dingell apparently viewed with skepticism claims by TV Marti supporters that the service's signal was pervading Cuba. The same day Dingell sent his request to the GAO, Representative Larry Smith (D-Fla.) told reporters in Miami that a USIA survey found that TV Marti "is reaching nearly half the Cuban population."

According to USIA officials, Smith's statement was based on information relayed to him outside normal USIA channels by Jorge Mas Canosa, chairman of the Advisory Board for Radio Broadcasting to Cuba.

According to USIA, two surveys of Cuban visitors and emigres arriving in Miami were conducted to assess the reach of TV Marti. The GAO report roundly criticizes both.

The first was conducted by the Miami-based Radio Marti Department of

Research between March 28 and April 18 and involved about 1,000 interviews; the second was by Belden & Russonello (under contract from the Washington-based Radio Marti Office of Audience Research) between April 17 and May 12 and involved more than 500 interviews.

Although preliminary results from the first survey provided the fodder for Smith's press conference and triggered Dingell's letter to GAO, USIA officials said they neither accepted them as accurate nor included them in any official reports.

In his letter to Bowsher, Gelb criticizes GAO for "reporting on USIA internal working documents as official findings and mixing material from these internal documents with those of the Agency's official report in a way that confuses even knowledgeable readers."

USIA is standing behind the results of the second survey, which were the basis

of the quarter-million-home finding included in the President's report to Congress. That finding and others were distilled from the interviews by another private contractor, Schulman, Ronca & Bucuvalas Inc.

Gelb also criticizes the report for applying a double standard—"uncritically" accepting the findings of the U.S. Interest Section's conclusions on TV Marti reception, but not USIA's—and for ignoring the "key finding" that both found evidence of reception of TV Marti. According to Bush's report to Congress, the interest section, the State Department's post in Havana, concluded that between 50,000 and 70,000 people "could occasionally view TV Marti."

Gelb defends the survey's methodology, saying "the sampling and analytical techniques applied are accepted social science tools in the study of closed societies." —NAJ

TROUBLES CONTINUE FOR THOMAS ROOT

Renewal fate for station in which Root family holds interest is in limbo pending outcome of FCC investigation

The fate of WSWR(FM) Shelby, Ohio, is up in the air, its license renewal having been granted and then rescinded in an unusual move by the FCC. That status is somehow appropriate, however, for yet another piece of the puzzling story of communications attorney Thomas Root.

As part of its investigation into Sunrise Management Services, the Columbus, Ga.-based company that set up partnerships—most represented by Root—to apply for new FM stations, the FCC has deferred a decision on renewing WSWR's license until it has determined whether Root, a former shareholder in the station, exercises control of the station and whether the transfer of his shares in the licensee company, The Petroleum V. Nasby Corp., to his immediate family was done to shield his interest from the FCC during the license renewal period.

If FCC investigators find that Root has inadequately or improperly divested his interests in the station, the license could well be in jeopardy. Having been convicted of fraud, Root is likely disqualified from owning any part of a license.

Complicating matters somewhat is the fact that the FCC granted the renewal on



Thomas Root and his wife Kathy

April 27, 1990, only to rescind it a month later. The license had expired Oct. 1, 1989. According to Jim Shook, an attorney in the Hearing branch of the FCC Mass Media Bureau, the commission can change its mind within 30 days of the action being released on public notice.

Jan Gay, assistant chief, FCC Audio Services Division, audio services division of the Mass Media Bureau, said no decision will be made until the hearing branch completes its investigation of Root and Sunrise. "We're just sitting on it," he said.

According to WSWR's June 1, 1989

ownership filing, Tom Root owned or controlled 120.25 of the 500 shares (24%), including his custodianship of 25 shares each for Thomas P.J. Root and Leslie J.L. Root, two of his three children.

His parents, Thomas F. and Joanne L. Root, owned 25 shares. Kathy G. Root, his wife, owned 31.50 shares. Kathy Root's mother, Arlene T. Geer, is trustee of 100 additional shares for the Root children (50 are for the Root's third child, Travis S.C.). Root's sister and brother-in-law, Susan and Timothy Moore, held 60 shares. All told, the Root family accounted for 336.75 shares (67%).

A year later, Tom Root had disappeared from the ownership report, but not his family. And it was during that year that Root made headlines by plunging his single-engine Cessna into the Atlantic. The crash and rescue turned the spotlight on Root and Sunrise and began the legal troubles that could land Root in prison.

In an April 26, 1990, amendment to the station's license renewal application, Tim Moore, president and general manager and Root's brother-in-law, reported that Root had resigned as an officer and director. And according to an annual

ownership report, filed May 23, 1990, Root had transferred his 120.25 shares to members of his family—50 to his wife as the new custodian to children and the remaining 70.25 shares to his parents.

Through his attorney, Root declined to comment on any of the state or federal proceedings that have targeted his business or legal activities. Moore also declined comment, telling BROADCASTING he was "not going to answer any questions."

Although Root has listed himself as an officer of several other radio stations, he apparently has no broadcast interests at this time. His wife, Kathy, however, is an applicant for new FM's in Brandon, Vt., and Old Forge and Henderson, N.Y. Shook said that the Sonrise investigation is a higher priority than the license renewal, and that The Petroleum V. Nasby Corp. still has operating authority to run the station.

Problems with the license renewal may be the least of Root's troubles.

Root pled guilty to 364 counts of securities fraud and conspiracy in North Carolina and was sentenced to 15 years and a \$5,000 fine by Superior Court Judge Frank Brown there late last month (BROADCASTING, Oct. 29). And under a reciprocal discipline rule, the Ohio Supreme Court disbarred Root on Oct. 31, essentially because he had been disbarred by his own consent last April 12.

However, the beleaguered attorney may not yet have faced the worst. January will likely bring him a sentence on five federal counts, including fraud and forgery, to which he pled guilty last June. And prosecutors are preparing to take Root to trial Jan. 22 in Florida, where he faces a maximum 22 years to life in prison.

On Aug. 8 in Tallahassee, Fla., the Office of Statewide Prosecutor handed up a multicount indictment encompassing Sonrise Management Services' formation of FM partnerships and sales of interests in bogus FM construction permits and cellular telephone enterprises. Root, the state alleges, also kept monies rightfully belonging to Sonrise investors from settlement of competing applications, said Melanie Hines, assistant statewide prosecutor of the case. The indictment charges Root and Sonrise principals Ralph Savage, Eugene White and Carl Hurlbeus not only with securities fraud and organized fraud, but also with racketeering and the sale of unregistered securities. All four defendants are charged with at least two counts of racketeering based on Florida statutes written by the author of federal racketeering laws.

"Root is more likely to plead," she said, saying that plea bargaining so far has led to no final agreement.

By stipulation of Judge Brown in North Carolina, Root would serve the 15-year sentence concurrently with any sentence handed down by U.S. District Court Judge John Garrett Penn on five counts of wire fraud and forgery. According to Assistant U.S. Attorney David Eisenberg in Washington, Judge Penn could sentence Root by January, depending on the extent

of hearings next month.

The five convictions from the original 33-count federal indictment include Root's forging and submitting to the FCC a Federal Aviation Administration FM station antenna height document and his forging of an administrative law judge's signature on an FCC order. Judge Garrett will also handle sentencing on one of four other federal charges to which Root pled guilty and which were brought by the U.S. attorney in East St. Louis, Ill.

-PJS, PDL

KELLNER PRESSES FOX'S CASE FOR FIN-SYN EXEMPTION

He says new networks will never emerge if forced to comply with same regulations as ABC, CBS and NBC

To realize the enormous promise of competition and diversity, emerging networks must be permitted, in fact, to emerge," said Jaime Kellner, president of the "emerging" Fox network in a speech prepared for delivery last Friday (Nov. 16) at Washington's National Press Club.

But threatening to stifle emerging networks such as Fox are the FCC's financial interest and syndication rules, Kellner said. "[N]ew networks will never emerge if they are subjected to the existing maze of regulations designed to restrain the behavior of the three dominant players [ABC, CBS and NBC]," he said.

The FCC is in the middle of a proceeding to relax the so-called fin-syn rules to one degree or another. Among the many issues it is considering is at what point any remaining rules should apply to Fox and other new entrants.

As now written, the rules prohibit networks from acquiring equity interest in network programming or engaging in the domestic and, for the most part, international syndication businesses.

Allowing Fox to maintain its lucrative programming and syndication business and to expand its network, the FCC last May granted Fox a one-year waiver to the fin-syn rules.

In its comments to the FCC, Fox has argued that the rules should not be applied to Fox or other new networks until they approach parity with the big three by some meaningful measure—either revenue or viewership.

Kellner cited several reasons why the

newcomers to the network business should escape the programming restrictions.

"First, since the rules were designed to encourage new networks, it would be ridiculous to apply them in a way that would have the opposite effect," he said. "It's hard enough to blaze this trail without the government actively hindering us."

"Second, emerging networks like Fox do not share the networks' unique history of market dominance and abusive practices," he said. "The factual record that sustained imposition of these rules to ABC, CBS and NBC does not exist with respect to new entrants."

"Third, the competition and diversity spawned by new networks is itself the best antidote to the historical problems of network dominance," he said. "In other words, we're the solution, not the problem."

Noting the big three networks' opposition to allowing only Fox to escape the fin-syn rules, Kellner said they "fear competition from Fox more than they fear perpetual regulatory enslavement."

In their comments to the FCC, Kellner said, the big three charge that letting Fox off the fin-syn hook would give it an unfair advantage. "They've got to be kidding," he said. "Having spent the last four years struggling against all the handicaps emerging networks face, I truly can't believe they now have the gall to allege that we have an unfair advantage," he said. "By the reasoning the networks employ, the only people with a greater unfair advantage than Fox must be the homeless." -NAJ

INTERNATIONAL

BRITISH CABLE IS ON A REGULATORY REBOUND

Government's end to telephone duopoly by British Telecom and Mercury has put the bloom back on the wired rose with investors regaining some faith in the medium's future following merger of DBS services

The British cable industry, two weeks after a potentially painful blow from the unification of two rival satellite TV services, got good news last week when the UK Office of Telecommunications (OFTEL) proposed to end the nation's telephone duopoly, clearing key obstacles for cable industry growth and restoring a measure of investor faith in the new medium.

Telecom services, which UK cable operators can provide under their franchise grants, were a critical factor in attracting North American telephone and cable companies, whose massive commitment here over the last two years has revived a once-moribund industry.

Revenue from telecom services, particularly in franchises with substantial business communities, has been expected to help make up for Britain's relatively low home penetration rates.

But as operators begin building systems that will eventually cover 14 million of the UK's 22 million TV households, concern was high that barriers to phone revenue could hamper capital investment at a time when cable cannot afford to lose ground to the expanding home dish industry.

Now, under the OFTEL proposal (which is open to comments through mid-January and expected to become regulation soon after), cable operators will be able to interconnect with any long distance phone company, not just British Telecom and Mercury, as provided for under current law. Operators had complained that BT was generally unwilling to negotiate for interconnections, leaving them in an weakened negotiating position with Mercury.

In another important break for cable operators, the proposal also ensures that Britain's telephone utilities will not be able to provide competing entertainment services over cable for 10 years. However, the government retained the option to review that restriction in seven years.

"This is very good for cable. We got

everything we wanted," said Richard Woolam, managing director of the London-based trade group Cable Television Association. "Investor confidence is very high. It has changed overnight. Operators are upbeat and buoyant on construction."

The CTA's main concern, said Woolam, were provisions that would allow the entertainment restriction on telecom operators to be reopened after seven years. Said Woolam: "If cable doesn't keep its promises, that is fine. But we need some guarantees that if cable does what it promised, it is protected."

Among other provisions of the OFTEL proposal is one that releases cable operators from the requirement to have phone service plans approved by BT and Mercury, which had led to long delays as disputes between the service providers were arbitrated by OFTEL.

Another section of the proposal would allow parents, subsidiaries and associates of national public telecom operators to bid for the soon-to-be-auctioned regional broadcast TV franchises under the wide-ranging media deregulation bill enacted earlier this month.

Meanwhile, on the satellite front, layoffs began early last week following the merger two weeks ago of Rupert Murdoch's Sky Television and British Satellite Broadcasting (BROADCASTING, Nov. 12). The initial scope of the cuts was unknown, although one representative said job losses would eventually number in "the hundreds."

Also last week in a possible precursor to Sky management maneuvering for control of the new service, senior BSB executive Ian Clubb, who was to serve as joint deputy managing director for the new venture, resigned the post. Also still unknown is the role former BSB programing head John Gau will play at the new channel.

Regarding the merger's effect on cable, CTA's Woolam said that while the opportunity had passed to take advantage of the

Sky's and BSB's incompatible home receive technology by offering both service's nine channels on cable, other marketing stratagems would emerge.

"This is a golden opportunity to prove cable is future proof, technology neutral and consumer friendly. Prior to the merger, the man in the street was very confused [by the two systems incompatibility]. Now, he is afraid. Confusion has turned to fear over investing in a dish."

One investor in UK cable, Robert Clasen of Comcast, agreed that while the merger may be negative in the near term, it would eventually be a plus. "Five strong channels are better than nine weak ones," said Clasen, who added that several of the channels lost in the merger duplicated services available either on Sky or on the Astra satellite.

Clasen acknowledged the industry would need to change its pitch to consumers, focusing now on cable-exclusive product, but he added the industry "will have to move pretty quickly."

Even before the merger, Woolam said, there was a growing demand within the industry for cable program exclusivity. "It's not a panic situation," he said, "But now we have four [vacant] channels and the opportunity to fill them."

Both Clasen and Woolam see relations with Sky as positive, however, despite the probable loss of leverage in negotiating margins with the program provider. "They [at Sky] are tough negotiators, but they are thorough and knowledgeable," said Clasen. "If they know my business, then they know I will deliver customers."

Woolam noted, too, that cable's relationship with Sky had been "extremely good," and added that there was a "strong degree of trust" between the two industries.

Added Clasen: "This is probably not the end of the sorting. This is normal shakeout for distribution channels. I believe cable is the most effective distribution form where it is built, but more than one way to distribute makes a lot of sense."

-AAG

TECHNOLOGY

HDTV TRANSMISSION TESTS SET TO BEGIN NEXT APRIL

'Final' schedule is announced by Wiley for ATTC examination of six systems vying to become standard, hopefully by spring of 1993

Richard Wiley, senior partner in the Washington law firm of Wiley, Rein & Fielding, and chairman of the FCC's advisory committee on advanced television service, gathered system proponents and the press to the FCC's meeting room last Wednesday (Nov. 14) to announce the advisory committee's high-definition "final" transmission testing schedule. Laboratory tests at the Advanced Television Test Center (ATTC) in Alexandria, Va., are now set to begin in April 1991 and end almost exactly a year later.

FCC Chairman Alfred Sikes appeared with Wiley to reaffirm that the commission's goal is to set a high-definition television transmission standard by spring of 1993.

Simultaneously with Wiley's announcement was word from the Advanced Television Research Consortium (ATRC), an alliance formed earlier this year by NBC, Thomson Consumer Electronics, Philips Consumer Electronics and the David Sarnoff Research Center, that it will send an all-digital simulcast HDTV system to ATTC for testing ("Closed Circuit," Nov. 12). ATRC became the second group to propose an all-digital system, following the introduction of General Instrument Corp.'s DigiCipher (BROADCASTING, June 4).

Last week marked the second time that Wiley set a schedule for testing HDTV transmission systems. One year ago, the advisory committee and ATTC had planned to begin tests of nine different systems in May 1990 and finish them in September 1991 (BROADCASTING, Oct. 2, 1989).

Since that time, several developments have delayed the beginning of the tests. The advisory committee needed more time than expected to complete its lab test procedures and there have been delays in building the ATTC facilities needed for testing. In the meantime, four proposed systems were dropped from schedule for various reasons and one new system, DigiCipher, was added. The lessened number of systems to test aided the advisory committee in its

goal to complete its final report by September 1992.

The new schedule provides for testing six systems (see chart)—one enhanced-definition television system (Sarnoff's ACTV) and five simulcast HDTV systems. Of those five, one is an analog system (Narrow-MUSE) two are hybrid digital-analog systems (SC-HDTV and Channel-Compatible HDTV) and now two are all-digital.

"I think the fact that General Instrument introduced a digital system caused many proponents to go back to the drawing board to review their plans and may be find out that they also could go to a digital form," Wiley said. In fact, engineers for ATRC had already been at the drawing board working on an all-digital system when the DigiCipher announcement was made in June. As late as September the group had said that there was

only a 50% chance that it would replace its earlier proposal, a Philips-developed simulcast analog system, with a digital system (BROADCASTING, Sept. 10).

"I think that other proponents are thinking about this concept, but I have no announcements in that regard. We'll just have to see who comes forth," Wiley said. There have been rumors that at least one of the hybrid digital-analog system proponents is also considering a shift to an all-digital system. The analog simulcast proponent, NHK, is definitely not planning to propose an all-digital version of its Narrow-MUSE, according to Keiichi Kubota, senior scientist, NHK, New York. Because NHK has an early test slot there is relatively little time to alter the Narrow-MUSE system. Kubota said that NHK had readied its system assuming testing start-up in Jan-

HDTV TRANSMISSION SYSTEM TEST SCHEDULE

TEST SLOT	INTERFACE CHECK	START TEST	END TEST	SYSTEM PROPONENT	SCANNING FORMAT*
1991					
1	April 8	April 12	June 12	Advanced Compatible Television, David Sarnoff Research Center	525/59.94; 1:1
2	June 13	June 19	August 12	Narrow MUSE, NHK/Japan Broadcasting Corp.	1,125/60; 2:1
3	August 27	September 3	September 24	DigiCipher, General Instrument Corp.	1,050/59.94; 2:1
4	October 25	October 31	December 27	Spectrum Compatible HDTV, Zenith Electronics	787.5/59.94; 1:1
1992					
5	December 31	January 8	March 3	Digital Simulcast HDTV, Advanced Television Research Consortium †	1,050/59.94; 2:1
6	March 4	March 10	April 30	Channel Compatible HDTV, Massachusetts Institute of Technology	787.5/59.94; 1:1

* 1:1 = Progressive scanning; 2:1 = Interlaced scanning

† Subject to precertification by advisory committee

uary 1990, but that it was not planning to do any major redesign on it with the extra time before testing of Narrow-MUSE begins in June.

But before any of those new all-digital systems (including the ATRC system) can be placed on the schedule, they will have to be precertified for ATTC testing. All of the systems currently on the testing schedule have undergone an extensive review by the advisory committee to confirm that they are feasible and will interface with the ATTC. In a letter sent to the proponents last week, Wiley said in the "re-precertification" process, the advisory committee must be informed of any changes in systems by Dec. 31, 1990, and have detailed written descriptions of the new systems by Feb. 28, 1991.

"We feel that the testing schedule is realistic, but at the same time ambitious. Even though it is later than we had earlier hoped for, we can still meet the [Spring 1993] deadline," Sikes said. The release of the final test schedule was delayed for several reasons.

The sudden interest in all-digital implementation was one of the factors in the delay. To ready its all-digital system for testing, ATRC asked for and received a late test slot. Compromise positions had to be worked out with Zenith and MIT, which also indicated that they would be working well into 1991 to perfect their systems.

Other delays have resulted from difficulties the advisory committee had in setting testing procedures and that ATTC had in the development of new equipment for its lab. "We're dealing with new, state-of-the-art taping equipment that has never been achieved or manufactured before," Wiley said.

Perhaps the most notable example has been the building of the "format converter," a box that will provide for the recording and playback of videotape images in each of the four scanning parameters required by the systems proponents (see chart).

The system was designed by ATTC Chief Scientist Charles Rhodes and Tektronix, Beaverton, Ore., was contracted to build the box, originally scheduled for delivery last June. Because of the complexity of the device, a final version has still not been completed. But ATTC Chairman Joel Chaseman, vice president, Post-Newsweek Stations, and Peter Fannon, ATTC executive director, announced during the press conference last week that initial tests of the system in Beaverton had been successful. (ATTC has applied for a patent on the format converter, which it hopes to mar-



Richard Wiley and Alfred Sikes

ket for related video fields.)

During the press conference, Sikes, Wiley and Chaseman signed a "memorandum of understanding" of the current status of the testing process and the goals of the tests. (The document was also signed by Brian James, an engineer for Cable Television Laboratories Inc. representing CableLabs President Richard Green. CableLabs is participating in the systems testing with ATTC at the lab.)

In the memorandum is a provision for other proponents to apply for eventual inclusion on the test schedule. The advisory committee is to develop a plan to consider technologies "that appear to offer important benefits to the public and are sufficiently concrete so as to be tested contemporaneously with the precertified system." The memorandum calls for the advisory committee to submit a report in early 1992 listing any new systems worthy of testing and describe the impact those systems would have on completion of the advisory committee's final report by the planned Sept. 30, 1992, deadline.

Flexibility in the inclusion of other systems has been developed because, "any time you are engaged in standard-

setting, one of the fears is that you're going to set a standard prematurely," Sikes said. "We're trying the best way we know how to avoid acting prematurely, but at the same time that fear can preclude us from acting."

Following the lab tests, "some form of over-the-air evaluation is absolutely essential to the selection by the FCC of a new ATV transmission standard," Wiley said in his letter to the proponents. Wiley said that he will call a meeting of the proponents in Washington in early 1991 to discuss provisions for field testing.

Most of the burden for the field testing is expected to be placed on the proponents. "As I see it, proponents necessarily must play a key role in this process, especially in the development and construction of equipment needed to field test their individual systems," Wiley said in the letter.

Over the last year there has also been some discussion on Capitol Hill about federal funds to support the field tests. "I don't want to rule that out," Sikes said. He pointed out that the FCC has been conducting HDTV allocations studies and working closely with the ATTC in several areas and that, therefore, Congress has been funding much HDTV work.

If federal money does not come for field testing, it is expected that they will still be performed in some form. Chaseman pointed out that field tests are chiefly meant to verify the results of the lab tests and will not be as complicated or long as the lab tests. He also expressed great confidence in the quality of the systems that have been installed at the ATTC lab. "We would not expect the field tests to yield vastly different results from the laboratory tests," Chaseman said.

-RMS

ON THE ROAD WITH HDTV

High-definition satellite demonstrations in the U.S. are being organized by the Public Broadcasting Service (BROADCASTING, Oct. 22). The demonstrations will be similar to the daily one-hour HDTV transmissions by Japanese Broadcasting Corp. (NHK) that have been available in Japan since June 1989. "The entire HDTV initiative in the United States is based on a reaction from the public. Well, the public has heard a lot about high-definition but they haven't seen it," Howard Miller, senior vice president, broadcast operations and engineering, PBS, Alexandria, Va., told BROADCASTING.

The plan calls for cooperation between public TV stations, cable systems, transmission systems developers (besides NHK, Scientific-Atlanta and General Instrument have been contacted) and equipment manufacturers. Mobile HDTV receive vehicles will travel the country to set up the demonstrations, which will be held either at civic auditoriums or at public TV stations. PBS hopes to start the program in first quarter 1991 at 20 cities and to continue it over two years.

SATELLITE

Ku it is. With the U.S. Congress last month approving almost all the \$200 million federal funds for replacement of non-commercial broadcasting's satellite systems, the Public Broadcasting Service can now recommend a move from C-band to Ku-band TV distribution to the PBS board when it meets Nov. 28. Out of approximately \$197 million appropriated over three years, public TV will use about \$148 million to purchase space and ground segments for the next generation, including one C-band and five Ku transponders aboard Telstar 401, which is to become operational in July 1993. Public radio will spend about \$50 million to fly aboard a Hughes Communications Galaxy bird.

Howard Miller, PBS senior vice president of broadcast operations and engineering, said PBS is preparing to enter some "very hard negotiations" with vendors and is prepared to spend "roughly" about half of the \$148 million on outfitting 180 PBS affiliates with Ku receiving equipment. Miller said the wider bandwidth (54 mhz), higher power (from 60 to 120 watts) and interactive technologies associated with Telstar's Ku capacity drove the decision to join NBC as the only two networks to distribute in that band. A 120-watt transponder designated initially for distribution to the rainy Southeast will likely become the conduit for any high-definition TV that PBS delivers, he said.

PBS, whose capacity aboard Hughes's Westar IV is expected to go dark early next year, will move its network distribution feeds to interim C-band capacity aboard GTE Spacenet's Spacenet I Jan. 3 and 4, where they will remain until Telstar 401 is launched.

Conspiracy theory. Pan American Satellite Chairman Rene Anselmo apparently believes that some European parties are conspiring to preempt his business until they can start their own commercial international separate satellite system, specifically Orion Network Systems. Less than a week after PanAmSat (PAS) asked the FCC to approve plans to operate two satellites over the Pacific Ocean, in a Nov. 8 letter to FCC Chairman Alfred Sikes, Anselmo complained of "all this 'confidential' cutesy in [Orion's] applications when it comes to revealing who their limited partners are."

Requesting that the FCC force Orion to identify those partners, Anselmo said, "I know I'm up against British Aerospace in the Orion deal. What I would like to know is what other European partners are involved, because I think this would account for some of the trouble we have had in breaking into certain European countries."

Agreeing that "there are parties in Europe who object to separate systems," Christopher Visas, vice chairman of Orion, insisted "that does not include our partners." According to Visas, Orion has actually identified prospective partners in advance of the required deadline (now extended from early November to the end of January) to aid the FCC process. The \$500 million contract negotiations in their final stages are subject to six legal jurisdictions, including Germany, France, the United Kingdom and United States, he said, adding, "We don't have a deal until the whole deal is closed."

If the FCC approves PAS's plans to operate two birds over the Pacific Ocean, that system would grow to five birds by the mid-1990's. Now operating one hybrid satellite over the

Atlantic, PanAmSat has authority to launch a second in early 1993, and has requested authority to launch and operate a third there. The first Pacific bird, PAS 4, would also fly in 1993. Long-term strategy calls for Indian Ocean interconnectivity to complete a world system, said PAS President Fred Landman.



Network video compression goes public. Lin-nan Lee, above, principal scientist and manager of image processing for Comsat Laboratories, fine tunes side-by-side demonstrations of standard one-signal-per-transponder and 3-to-1 satellite transmissions of broadcast video for onlookers at Staten Island Teleport, Nov. 7. In what Comsat said is the first public demonstration of video compression technology using live network (ABC, CBS and NBC) broadcast feeds, attendees saw the end results of Comsat's Time Multiplexed Television (TMTV) and British Telecommunications' Narrow-Mac analog-digital systems. The compressed feeds traveled from London to New York via a 36 mhz transponder aboard Intelsat 332.5. Comsat has licensed the TMTV system to Ikegami Inc. of Japan for the manufacture and sale of video compression units.

Home satellite hot potato. Satellite Broadcasting and Communications Association President Chuck Hewitt said the board of directors has approved a formula now circulating among satellite TV programmers to "voluntarily add a surcharge" to program packages at the retail level to fund SBCA Anti-Piracy Task Force (APTF) activities, including education, public relations and investigations of suspected signal thieves. Hewitt denied published reports that the board had considered a surcharge on home satellite equipment. "We have never proposed a tax on the module," he said. "We can't; it would be an antitrust violation." A coalition of manufacturers discontinued funding APTF public relations earlier this year, and General Instrument, manufacturer of the industry standard VideoCipher II decoder, has significantly reduced its support of APTF law enforcement efforts.

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Continued from page 30

at any of the networks would not come as a particular surprise as advertising revenues contract, said John Reidy, managing director, Smith Barney, Harris Upham & Co. "News and sports are areas that are expandable and contractable," he said.

A CBS executive recently told affilia-

te owner Retlaw Broadcasting that the network is looking at reevaluating staff sizes in all departments, according to Benjamin Tucker, executive vice president of the company, and CBS News last week acknowledged the elimination of several positions in its division, believed to affect about 40 employees (see story, 'Top of the Week').

"It's endemic for the business," said

Tucker. Staffing at his own station group is down 5% as a result of economic conditions, he said.

"I'm disappointed for CBS that we didn't get the kind of competitive events that would have made it a dream season," said Tucker. "Based on the events that were there, the dream season was an appropriate marketing concept." -RB

SYNDICATION MARKETPLACE

Republic Pictures Domestic Television's *Beauty and the Beast* has added KUSI-TV San Diego, KVVU-TV Las Vegas and WHP-TV Harrisburg, Pa., to give the off-network hour a total of 93 stations and 73% coverage of the U.S., and is now cleared in nine of the top 10 markets. *Beast* is set to trigger in fall 1991 for two years in syndication following its current one-year cable window on The Family Channel. Previous top clearances include WNBC-TV New York, KCAL-TV Los Angeles, KRON-TV San Francisco, WTVT-TV Tampa and KDVR-TV Denver. Republic is bartering the program, with five minutes national/seven minutes local.

ITC Distribution has launched *Movie of the Month*, a package of 12 titles with a broadcast window starting in March 1991. Kicking off the monthly features will be "Oceans of Fire" starring Gregory Harrison and Billy Dee Williams. Other first-time syndication entries include "Burning Rage" (featuring Barbara Mandrell, Tom Wopat and Eddie Albert), "Haunted by Her Past" (Susan Lucci) and "Romance on the Orient Express" (Cheryl Ladd and John Gielgud). Each film will be offered on a straight barter basis within a 30-day broadcast window.

Clearances for the second airing of **Group W Productions'** *There Really is a Santa Claus* has reached over 139 stations and 87% of U.S. The hour special, which has a November 22-December 16 broadcast window, is a lighthearted investigation into whether Santa Claus is man or myth, and features Louis Gossett Jr., Florence Henderson, Loretta Lynn, Mickey Mantle, Ed McMahon, Olivia Newton-John, Edward Olmos and Stevie Wonder. Group W Productions and Buccaneer Productions originally produced special for 1989-90 season, and will again make it available on an uneven six minute national and local barter split basis.

Worldvision Enterprises is launching *Tarzan*, a half-hour first-run series revival for fall 1991. John Ryan, president and CEO, Worldvision, says slant on Edgar Rice Burroughs' classic tale will be jungle hero's efforts to protect humans and animals from modern environmental villains. Casting has begun to pick nineteenth Tarzan star, and principal photography is slated to begin in spring 1991. *Tarzan* will be Balenciaga/William F. Cooke Production in association with Producciones Telemex, and is being offered on a yet to be determined barter basis by Worldvision.

GGP Sports is expanding its annual coverage of championship winter sports competitions with an 11-hour *World Cup Winter Sports Weekend* package. For the past eight seasons,

GGP has produced and syndicated *World Cup Skiing*, which featured downhill, slalom and super G skiing events, but will be adding freestyle skiing, ski jumping, bobsledding and eight other traditional skiing events. Hour specials will be satellite fed to stations starting December 15. GGP is offering *Sports Weekend* on a six minute national/six-and-a-half minute local barter basis. Top clearances already include WABC-TV New York, KABC-TV Los Angeles, KRON-TV San Francisco, KCNC-TV Denver and WJW-TV Cleveland.

New York-based **Atlas Media Corp.** has cleared *Golfing America*, a half-hour links magazine, on WNBC-TV New York, in addition to signing renewals with KSTP-TV Minneapolis and KUSA-TV Denver. The host is Joe Roberts, who freelanced as a golf announcer on ESPN telecasts. After two-month trial this past summer on KSTP-TV and KUSA-TV, Atlas Media is slating *Golfing America* for a March 1991 launch and is making the monthly half-hour available on a three-minute national/three-and-a-half minute local barter basis. Total Video is handling national barter sales.

Cannell Distribution, the established distributor of long-form and hour dramas, has entered into an agreement with comedienne Carol Burnett to serve as distribution agent of *Carol & Friends*. The edited down half-hour off-network version of *The Carol Burnett Show* (CBS, 1967-78, and ABC, 1979) was syndicated originally by C.B. Distribution to 125 stations, but is currently airing in only 20 markets. Those incumbent stations' existing contracts will continue until their expiration in fall 1994.

Pat Kenney, president of Cannell Distribution, said 175 half-hour episodes will be made available on a cash basis. Kenney said the deal does not include eventual distribution rights to *Carol & Co.*, Burnett's sitcom, which Disney Television owns the rights to, currently airs Saturday at 10 p.m. ET on NBC.

Mark Goodson Productions has replaced *To Tell The Truth* host Gordon Elliott with former pro football player, and current ABC Sports announcer, Lynn Swann. Swann has been a panelist on show, which debuted on NBC's daytime schedule in the third quarter. Last month, a New York court ruled that Elliott breached his contract with another game show producer, Zink Communications, New York, which hired him to host a game show it was developing for the Fox station group. When Elliott pulled out to host *Truth*, the Fox project fell through. Zink sued and the court ruled in its favor. The final decision bars Elliott from hosting any game show not produced by Zink, or being a guest on the same, for five years.

FOR THE RECORD

As compiled by BROADCASTING from Nov 8 through Nov 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—presurre 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

■ **KTIM(AM)** Wickenburg, AZ (BAL901031ED; 1250 khz; 1 kw-D, 202 w-N)—Seeks assignment of license from Interstate Broadcasting Systems of Arizona to Circle S. Broadcasting Co. Inc. for \$47,500. Seller is headed by Paul J. Toberty and Joyce K. Toberty. Seller is a subsidiary of IBS Holding Corp., licensee of KRDS(FM) Wickenburg, AZ. Buyer is headed by Harold Ray Shumway and Sharon Ellen Shumway, and has no other broadcast interests. Filed Oct. 31.

■ **KCIN-AM** Victorville, CA (BAL901030EA; 1590 khz; 500 w-D, 135 w-N; FM)—Seeks assignment of license from Sidney King to Island Broadcasting Corp. for \$1,575,000 ("Changing Hands" Oct. 29). Sale includes KATJ(FM) George, CA. Seller is headed by Sidney King and Mattie Brown. Buyer is headed by Scott A. Brody and Richard L. Sadowsky. Sadowsky has interests in Eagle Communications Inc., licensee of KECI-TV Missoula, KCFW-TV Kalispell and KTYM-TV Butte, all Montana; and Precht Communications Inc., parent of Eagle and Precht Television Associates Inc., licensee of KIEM-TV Eureka, CA. Filed Oct. 30.

■ **KKGD(AM)-KZKS-FM** Rifle, CO (AM: BTC901031EB; 810 khz; 1 kw-D; FM: BTCH901031EC; 105.3 mhz; 100 kw; ant. 1,740 ft.)—Seeks assignment of license from Western Media Inc. to David R. Smith and Steven L. Albrecht for undisclosed price. Seller is headed by Steven Humphries and has no other broadcast interests. Buyers have no other broadcast interests. Filed Oct. 31.

■ **WLTG(AM)** Panama City, FL (BAL901031EA; 1430 khz; 5 kw-U)—Seeks assignment of license from Faith Broadcasting, general partner to Hour Group Broadcasting Inc. for \$212,219. Seller is headed by Clarence Gay, Peggy Gay and Carson Dugger Sr. and has no other broadcast interests. Buyer is headed by J. W. Hunt, Bill A. Corbin, A. D. Whitehurst Jr. and Clarence Gay. Gay also has interests in the seller. Filed Oct. 31.

■ **WGGA-FM** Cleveland, GA (BAPLH901019GG; 101.9 mhz; 1.45 kw; ant. 453 ft.)—Seeks assignment of license from 226 Main St. to ADVANTAGE MEDIA Inc. for \$1.18 million ("Changing Hands" Nov. 5). Sale includes WGGA(FM) Gainesville, GA. Seller is headed by Terry W. Barnhardt and has no other

broadcast interests. Buyer is headed by C. B. Rogers, Richard N. Hubert and Alan A. Aycock. Filed Oct. 19.

■ **WMDT(TV)** Salisbury, MD (BTCCT901029KK; ch. 47; 3470 kw-V; 347 kw-A; ant. 1,000 ft.)—Seeks assignment of license from Delmarva Broadcast Service general partner to Marion Brechner in transfer of estate. Buyer has interests in Northeast Kansas Broadcast Service Inc., licensee of KTKA-TV ch. 49 Topeka, KS, and Southwest Ohio Broadcast Services, licensee of WKFI(AM)-WSWO(FM) Wilmington, OH. Filed Oct. 29.

■ **WTIQ-AM** Manistique and WTIQ-FM Gulliver, both Michigan (AM: BAL901022HT; 1490 khz; 1

kw-U; FM: BALH901022HU; 94.7 mhz; 100 kw; ant. 443 ft.)—Seeks assignment of license from American Peakes Ltd. to WSHN Inc. for \$150,000. Seller is headed by Frances Jo Curtis and has no other broadcast interests. Buyer is headed by and is the licensee of WSHN-AM-FM Fremont, MI, and has an application pending to assign WSHN-AM-FM from Stuart P. Noordyk to WSHN Inc. Filed Oct. 22.

■ **KSWM(AM)** Aurora, MO (BAL901025EB; 940 khz; 1 kw-D; ant.)—Seeks assignment of license from Aurora Broadcasting to Galen O. Gilbert for \$268,000. Seller is headed by A. Dale Hendrix and John Mitchell. Mitchell has interests in KNES(FM) Fairfield and

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP% ¹	TOTAL ²
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

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. [†] Penetration percentages are of TV household universe of 92.1 million. ² Construction permit. ³ Instructional TV fixed service. ⁴ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

LLI(FM) Hooks, both Texas. Buyer is headed by Galen O. Gilbert, and has interests in KWHW(AM)-KRRZ(FM) Altus and KYFM(FM) Bartlesville, both Oklahoma; KDNT(AM) Denton, KDXE(FM) Sulphur Springs, KTXJ(AM)-KWYX(FM) Jasper and KIOL-FM Lamesa, all Texas. Filed Oct. 25.

■ **KOLT-FM Santa Fe, NM** (BALH901026GE; 105.9 mhz; 100 kw-H; ant. 590 ft.)—Seeks assignment of license from Mesa Grande Broadcasting Co. Inc. to Clairmor Broadcasting Inc. for \$1 million ("Changing Hands" Nov. 5). Seller is headed by James M. Ellis, Melvin P. Hemmer and Jack Kelly, and also owns KQM-Q-AM-FM Honolulu. Buyer is headed by Bonnie B. Gordon, Sharon B. Seinfeld and Morton Braiker, and has no other broadcast interests. Filed Oct. 26.

■ **WFIL-TV Florence, SC** (BAPCT901022KH; ch. 21; 5000 kw-V; ant. 1,989 ft.)—Seeks assignment of license from Tri-Star Communications to Coastal Television, Inc. for \$235,000. Seller is headed by Lenoir Sturkie and Paul Creel, and has no other broadcast interests. Buyer is headed by Edward L. Young, and has interests in WELY Inc., licensee of W56CC-TV, LPTV licensed to Florence, SC. Filed Oct. 20.

■ **KLIF(AM) Dallas, TX** (BAL901031EE; 1190 khz; 50 kw-D, 5 kw-N)—Seeks assignment of license from KLIF Co. to Greystone Broadcasting Inc. for \$2 million. Seller is headed by Louis Appell Jr. and Arthur W. Carlson. KLIF Co. is a subsidiary of Susquehanna Radio Corp., licensee of 10 FM's and 6 AM's. Buyer is headed by William R. Johnson, Susan Porter Johnson, Michael K. Russell and Carol Russell. Greystone Broadcasting Inc., formerly Johnson Broadcasting Inc., has interests in KCBR-AM Ltd., licensee of KNHN(AM) Kansas City, KS. Filed Oct. 31.

■ **KYKM(FM) Winfield, TX** (BAPLH901022GF; 97.7 mhz; 3 kw; ant. 217 ft.)—Seeks assignment of license from CMS Media Group Inc. to Parker-Hill Communications Inc. for \$150,000. Seller is headed by Gene G. Holmes, Donald E. Rohde and J. Leon Smith, and has no other broadcast interests. Buyer is headed by Donna Rhea Hill, Bobby Gregg Hill and Gene G. Holmes. Holmes also has interests in the seller. Filed Oct. 22.

Actions

■ **WHZI(AM) Hanceville, AL** (BAL900913ED; 1170 khz; 460 w-D)—Granted app. of assignment of license from Betty Jane Morgan Stinedurf to Rojo Inc. for \$45,487. Seller is headed by B.J. Morgan and has no other broadcast interests. Buyer is owned by Rolland French and Jo French and has no other broadcast interests. Action Nov. 2.

■ **WKAX(AM) Russellville, AL** (BAL900907ED; 1500 khz; 1 kw-D)—Granted assignment of license from William Perkins for \$50,000. Seller has interests in WPKY(AM) Dora, AL. Buyer is headed by Ron Underwood and has no other broadcast interests. Action Oct. 24.

■ **KFTY-TV Santa Rosa, CA** (BALCT900910KJ; ch. 50; 302 kw-V; 60.4 kw-A; ant. 3,080 ft.)—Granted assignment of license from Sonoma Broadcasting Inc. to KFTY Broadcasting Inc. for \$2.25 million. Seller is headed by Wishard A. Brown and has no other broadcast interests. Buyer is headed by Gary B. Heck, Marsha K. Heck, and George I. Hoffman and has no other broadcast interests. Action Oct. 26.

■ **KBNO(AM) Denver, CO** (BAL900801EE; 1220 khz; 1 kw-D, 17 w-N)—Granted app. of assignment of license from Paul Drew Stuber, Trustee, to Colorado Communications Corp. for \$250,000. Seller has no other broadcast interests. Buyer is headed by Zee Ferruffino, Frank Ponce, Kenneth Salazar and Marc O. Hand, and has no other broadcast interests. Action Nov. 6.

■ **WBG(AM) Chipley, FL** (BAL900904ED; 1240 khz; 1 kw-U)—Granted app. of assignment of license from Panhandle Radio Corp. to Ashley Norman Davis Jr. for \$170,000. Seller is headed by Homer L. Rhoden. Buyer has interest in LPTV W24AM and WZEP(AM) DeFuniak Springs and WBG(AM) Chipley, both Florida, and holds CP for new TV at Luverne, AL. Action Nov. 1.

■ **WZEP(AM) DeFuniak Springs, FL** (BA-

L900913EA; 1460 khz; 5 kw-D, 186 w-N)—Granted assignment of license from Wyatt V. Cox to Ashley N. Davis Jr. for \$70,000. Seller is headed by Wyatt V. Cox. Buyer is headed by Ashley Norman Davis, Jr., and has interest in TV-W24AM and WZEP, both DeFuniak Springs, FL.; and holds CP for new TV in Luverne, AL, and WBG(AM) Chipley, FL. Action Oct. 26.

■ **WBZS(AM) Eatonville, FL** (BTC900711EC; 1270 khz; 5 kw-U)—Granted assignment of license from WORL Radio Inc. to SE Broadcasting Inc. for \$15,000. Seller is headed by Royal H. Barber, Mark Makulinski and Willie J. Martin. Buyer is headed by Royal H. Barber Jr. and Mark Makulinski. Barber owns 11% of Lanci and Associates Inc., which has 79% interest in Fort Wayne Media Ltd., permittee of WAWK(AM)-WBTV-FM Kendallville, IN (see "Changing Hands," July 23). Action Oct. 25.

■ **WFXP(AM) Gulf Breeze, FL** (BAL900913EE; 980 khz; 2.5 kw-D, 1 kw-N)—Granted app. of assignment of license from The Main Street Broadcast Group to Media One Communications Inc. for \$284,000. Seller is headed by Samuel Showah and John Deep. Buyer is headed by Robert and Linda E. Hill, husband and wife. Bernice Horison, and Robert Hill, and has interest in Bob Carl Bailey Broadcasting Service, licensee of WTQX-AM Selma, AL. Action Oct. 30.

■ **WXRS-AM-FM Swainsboro, GA** (BAL900814HS; 1590 khz; 2.5 kw-D; 25 w-N; FM: ALH900814HT; 103.9 mhz; 3 kw; ant. 299.9 ft.)—Granted app. of assignment of license from Lacom Communication Inc. to Roy A. Thompson for \$500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 1.

■ **WLOV(AM)-(FM) Washington, GA** (AM: BAL900917HJ; 1370 khz; 1 kw-D; FM: BALH900917HK; 100.1 mhz; 2.4 kw; ant. 321 ft.)—Granted assignment of license from Scorpio Enterprises Inc. to Ptak Broadcasting Inc. for \$355,000. Seller is headed by Oscar and Dorothy B.H. Wisely, husband and wife. Buyer is headed by Thomas Ptak and Treia Alice Ptak, husband and wife. Thomas Ptak is general manager of WRXR-AM-FM Aiken, SC. Action Nov. 2.

■ **WKRO(AM) Cairo, IL** (BAL900905EC; 1490 khz; 1 kw-U)—Granted assignment of license from Cairo Broadcasting Co. to WKRO Inc. for \$148,000. Seller is headed by William T. Crain and has no other broadcast interests. Buyer is headed by Danny A. and Mary L. Mohler, and has no other broadcast interests. Action Oct. 30.

■ **WGZB(AM) Corydon, IN** (BAL900711ED; 1550 khz; 250 w-D)—Granted app. of assignment of license from Power Communications Inc. to Radio Corydon Inc. for \$5,000. Seller has no other broadcast interests. Buyer is headed by Donnie C. Butter, Raleigh Lee Gramlett II, Ila Pollock and F. Michael Wix, and has no other broadcast interests. Action Nov. 5.

■ **WPDJ(AM) Huntington, IN** (BAL900530EB; 1300 khz; 500W-D, DA; ant.)—Granted app. of assignment of license from Acme Inc. to Williams Radio Inc. for \$60,000. Seller is headed by Allen C. Moore and has no other broadcast interests. Buyer is headed by Willie D. Williams and has no other broadcast interests. Action Nov. 2.

■ **KANS(AM)-KQDF(FM) Larned, KS** (AM: BAL900608EB; 1510 khz; 1 kw-D; FM: BALH900608EC; 96.7 mhz; 3 kw; ant. 290 ft.)—Granted app. for assignment of license from First National Bank & Trust Co. to C&C Consulting Inc. for \$325,000. Seller is headed by B. Kent and Stanley A. Moffet and has no other broadcast interests. Buyer is headed by Ed Lipson, Opal Lipson and Cindy Hoover and has no other broadcast interests. Action Nov. 6.

■ **KNOC(AM)-KDBH(FM) Natchitoches, LA** (AM: BAL900912EB; 1450 khz; 1 kw-U; FM: BALH900912EC; 97.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Mark K. Sutton, trustee, to Cane River Communications Inc. for \$267,000. Seller is headed by Karl F. Bailey and B. Hillman Bailey Jr. and has no other broadcast interests. Buyer is headed

by Joseph P. Cunningham Jr., Terri E. Cunningham, Joseph P. Cunningham Sr., and Marva G. Cunningham, and has no other broadcast interests. Action Oct. 25.

■ **WFDF(AM)-WDZZ(FM) Flint, MI** (AM: BAL900914HD; 910 khz; 5 kw-D, 1 kw-N; FM: (BALH900914HE; 92.7 mhz; 3 kw; ant. 260 ft.)—Granted app. of assignment of license from Erie Coast Communications Inc. to McVay Broadcasting of State College, for tkttktk. Seller is headed by Earle C. Horton. Buyer is headed by Michael A. McVay (see WRSC(AM) State College, PA) Doris E. McVay, Chesley Y. Maddox and Osborne Mills Jr. Michael McVay is licensee of WDZZ-FM Flint, MI, and has interests in Vista Communications Inc. and Naples Radio Partners Ltd., licensee WCOO-FM Immocatee and WKWF(AM)-WAIL(FM) Key West, both Florida. Action Nov. 1.

■ **KBMW(AM) Breckenridge, MN** (BAL900813EB; 1450 khz; 1 kw-U)—Granted assignment of license from T&J Broadcasting Inc. for \$750,000 ("In Brief" Aug. 27). Seller is headed by Thomas E. Ingstad and has interest in KLTA(FM) Breckenridge, MN; K1-T(AM)-KATS(FM) Yakima, WA; KPXR(AM) Anchorage, AK; KXIC(AM)-KRRQ(FM) Iowa City, IA; KIMM(AM)-KGGG(FM) Rapid City, SD, and KFKA(AM)-KSQL(FM) Greeley, CO. T&J sold KKA(AM)-KQAA(FM) Aberdeen, SD to CD Broadcasting Corp. for \$850,000 ("Changing Hands," Aug. 27). Buyer is headed by Thomas Vertin, Jay Schuler, Robert Comstock, Dean Aamodt and Les Guderian, and has interest in KGWB(FM) Whaperton, SD. Action Oct. 25.

■ **KKUL-AM-FM Hardin, MT** (AM: BTC900803EC; 1230 khz; 1 kw-U; FM: BTCH900803ED; 95.5 mhz; 100 kw; ant. -13 ft.)—Granted app. of assignment of license from Andrew Golding to George J. Beaudet for \$73,500. Seller has no other broadcast interests. Buyer is headed by George J. and Bridget A. Beaudet and Donna M. Gazzana. George J. Beaudet has interest in KKUL-AM-FM and Regency Communications Ltd., licensee of KFBN(AM) Laurel, MT. Action Nov. 5.

■ **KICA(AM) Clovis, NM** (BAL900810EE; 980 khz; 1 kw-U)—Granted app. of assignment of license from Amigos Radio Inc. to Southwestern Broadcasting Corp. for \$30,000. Seller is headed by Philip Mendoza, Joaquin and Natividad Madril, and Christopher and Gloria Lopez, and has no other broadcast interests. Buyer is headed by Thomas J. Crane and has interest in KMUL-AM-FM Mulshoe and KLCU-FM Brownfield, both Texas. Action Oct. 31.

■ **KMIK(AM) Santa Fe, NM** (BAL900803EB; 810 khz; 5 kw-D)—Granted assignment of license from Classic Radio Inc. to La Voz Broadcasting Co. for tkttktk. Seller is headed by William R. Sims and has interest in WSNQ(AM)-WJMZF(M) Gaylord, MI. Buyer is headed by Celina V. Gonzales and George Gonzales, and has CP for new AM at Santa Fe, NM. Action Oct. 23.

■ **WLEA(AM)-WCKR(FM) Hornell, NY** (AM: BAL900822GE; 1480 khz; 2.5 kw-D; FM: BALH900822GF; 92.1 mhz; 1.25 kw; ant. 512 ft.)—Granted assignment of license from Channick Broadcasting Co. to PMJ Communications Inc. for \$538,000. Seller headed by Herbert Channick, who has interest in Crest Hill Broadcasting, licensee of WCCQ(FM) Crest Hill, IL. Buyer is headed by Keven P. Doran, who is general manager of the stations. Doran headed WLEA(AM) from 1971-1980. Action Oct. 18.

■ **WDSL(AM) Mocksville, NC** (BAL900913EC; 1520 khz; 5 kw-D, 1 kw-CH)—Granted assignment of license from WDSL Inc. to WDSL Radio Inc., for \$52,000. Seller is headed by Roland B. Potter, who has interests in WATA(AM) Boone and WZJS(FM) Banner Elk, both North Carolina. Buyer is headed by Ouida B. Watts, Noble B. Mills II and Jeff L. Watts Sr., and no other broadcast interests. Action Oct. 26.

■ **KYNG(AM)-(FM) Coos Bay, OR** (AM: BAL900917ED; 1420 khz; 1 kw-D; FM: BALH900917EE; 105.5 mhz; 3 kw; ant. 400ft.)—Dismissed application of assignment of license from Calegon Broadcasting Inc. to Ray Sparks for \$330,000.

Seller is headed by Richard J. and Susan G. Behrendt, husband and wife. Buyer has no other broadcast interests. Action Oct. 25.

■ **WBFD(AM)-WRAX(FM) Bedford, PA** (AM: BAL900924EA: 1310 khz; 5 kw-D; 85 w-N; FM: BAL900924EB: 100.9 mhz; 3 kw)—Granted app. of assignment of license from B & N Broadcasting Inc. to Kessner Broadcasting Corp. for \$325,000. Seller is headed by Bernard J. and Nancy B. Rock, husband and wife. Buyer is owned by Lawrence Kessner and Virginia Carson has no other broadcast interests. Action Nov. 5.

■ **WSCR(AM)-WBRC(AM) Scranton and Wilkes-Barre, both PA** (WSCR: BAL900917EB: 1320 khz; 1 kw-D; 500 w-N; WBRC: BAL900917EA: 1340 khz; 1 kw-U)—Granted assignment of license from Gore-Overgaard Broadcasting Inc. to Source Communications Inc. for \$400,000. Seller is headed by Harold W. Gore and Cordell J. Overgaard and has interests in WTAC(AM) Flint, MI; WTRM(AM) Camden, NJ and WRDZ (AM) Cleveland. Buyer is headed by Scott B. Korb and James J. Blumer, Jr. and has no other broadcast interests. Action Oct. 29.

■ **WRSC(AM) State College and WQWK(FM) University Park, both Pennsylvania** (AM: BAL900914HF: 1390 khz; 2.5 kw-D; 1 kw-N; FM: BAL900914HG: 97.1 mhz; 3 kw; ant: 403 ft.)—Granted assignment of license from Tmz Broadcasting Co. to Mcvay Broadcasting of State College, for \$6 million. Seller is headed by Robert E. Tudek, Everett I. Mundy and Robert Zimmerman, and have interests in WTAD(AM)-WQCY(FM) Quincy, IL; WEST(AM)-WLEV(FM) Easton, PA; WRKZ(FM) Hershey, PA; WVAZ(AM)-WWLI(FM) Providence, RI; LPTV W50 BA Bellefonte, PA. Buyer is headed by Michael A. Mcvay [see WFDF(AM)-WDZZ(FM) Flint, MI, above] Doris E. Mcvay, Chesley Y. Maddox and Osborne Mills Jr. Michael Mcvay has interests in Erie Coast Communications Inc., licensee of WFDF(AM) and WDZZ-FM Flint, MI; Vista Communications Inc. and Naples Radio Partners Ltd., licensee of WCOO-FM Immocalee, FL and Vista Communications Inc., licensee of WKWF(AM) and WAIL-FM Key West, FL. Action Nov. 1.

■ **WTNI(AM) Hartsville, SC** (BAL900919EA: 1490 khz; 1 kw-U)—Granted app. of assignment of license from Hardison Broadcasting Co. Inc. to J & H Broadcasting Inc. for \$28,528. Seller is headed by Jerry T. Hardison, and has no other broadcast interests. Buyer is headed by James A. Jackson and Walter J. Hunter and has no other broadcast interests. Action Nov. 2.

■ **WYSH(AM) Clinton, TN** (BTC900911EA: 1380 khz; 1kw-D; 500 w-N)—Granted assignment of license from Clinton Broadcasters Inc. to Jim Stair for \$65,005. Seller is headed by George Guertin, who has interest in WBNT-AM-FM Oneida, TN. Buyer has no other broadcast interests. Action Oct. 25.

■ **WMQM(AM) Memphis, TN** (BAL900912EA: 1480 khz; 5 kw-D; 100 w-N) Granted assignment of license from WMQM Inc. to Bountiful Blessings Inc., for \$462,000. Seller is headed by Robbert and Fred P. Westenberger and is subsidiary of F. W. Robbert Broadcasting Co., licensee of WVOG(AM) New Orleans, WITA(AM) Knoxville, TN, and WNOQ(AM) Nashville. Buyer is headed by Gilbert E. Patterson, Helen E. Flagg, Minnie L. Jackson, Annie R. Echols, and James L. Godwin, and no other broadcast interests. Action Oct. 25.

■ **WXJP(TV) Memphis, TN** (BAPCT891107KK: ch. 50; 5000 kw-V; ant. 800 ft.)—Granted assignment of license from Kyles Broadcasting Ltd. to Flinn Broadcasting Corp. for \$220,000. Seller is headed by Gwendolyn Kyles Griffin and her son Dwayne Kyles and has no other broadcast interests. Buyer is headed by George S. Flinn and is licensee of WHBQ(AM) Memphis, TN. Action Aug. 27.

■ **KVEO Brownsville, TX** (BALCT900816KH: ch. 23; 2500 kw-V; 1000 kw-A; ant. 1,500 ft.)—Granted app. of assignment of license from SWMMBrownsville Corp. to Associated Broadcasters Inc. for \$30.45 million (sale includes KPEJ-TV Odessa and KWKT-TV Waco, both Texas). Seller is headed by Billy B. Golding, Tom Matthews and Mitchell Levy and has interest in KMSS-TV Shreveport, LA. Buyer is headed by

Thomas R. Galloway Sr., Doyle Wayne Elmore and John Redd. Galloway is 100% owner of Communications Corp., licensee of KPEL(AM)-KTDY(FM) Lafayette, LA, and KEZA-FM Fayetteville, AR. Action Oct. 31.

■ **KTRH(AM)-KLOL(FM) Houston, TX** (AM: BAL891120EB: 740 khz; 50 kw-U; FM: BAL891120EC: 101.1 mhz; 97 kw; ant. 1,425 ft.)—Granted assignment of license from Rusk Corp. to Jacor Communications Inc. for \$68.5 million ("Changing Hands," Nov. 20, 1989). Purchase also includes KSMG(FM) Seguin (San Antonio), Tex. Seller is headed by Jay Jones and also owns KWES(FM) Odessa, TX. Buyer is headed by Terry Jacobs and Frank Wood and is also licensee of WMJI-FM Cleveland.; WGST(AM)-WPCH-FM Atlanta, WLW(AM)-WEBN(FM) Cincinnati; WYHY(FM) Nashville; KOA(AM)-KRFX-FM Denver and WFLA(AM)-WFLZ-FM Tampa, FL. KTRH(AM) Houston, TX (BAL891120EB) Action Oct. 30.

■ **KPEJ(TV) Odessa, TX** (BALCT900816KF: ch. 24; 4,400 kw-V; 440 kw-A; ant. 1,040 ft.)—Granted app. of assignment of license from SWMMOdessa-Midland Corp. to Associated Broadcasters Inc. for \$30.45 million (sale includes KWKT-TV Waco and KVEO-TV Brownsville, both Texas). Seller is headed by Billy B. Golding, Tom Matthews and Mitchell Levy and has interest in KMSS-TV Shreveport, LA. Buyer is headed by Thomas R. Galloway Sr., Doyle Wayne Elmore and John Redd. Action Oct. 31.

■ **KWKT(TV) Waco, TX** (BALCT900816KG: ch. 44; 4,200 kw-V; 420 kw-A; ant. 1,811 ft.)—Granted app. of assignment of license from SWMMWaco Corp. to Associated Broadcasters Inc. for \$30.45 million (sale includes KPEJ-TV Odessa and KVEO-TV Brownsville, both Texas). Seller is headed by Billy B. Golding, Tom Matthews and Mitchell Levy and has interest in KMSS-TV Shreveport, LA. Buyer is headed by Thomas R. Galloway Sr., Doyle Wayne Elmore and John Redd. Action Oct. 31.

■ **WHWB(AM) Rutland, VT** (BAL900917EF: 970 khz; 1 kw-D; ant.)—Granted app. of assignment of license from Con Brio Broadcasting Inc. to Jewel Radio Inc. for \$325,000. Seller is headed by Edward G. Pickett and has no other broadcast interests. Buyer is headed by Harrison M. Fuerst, George Joachim, Richard Noble, Harry Weinhagen, William H. Albers, Robert A. Fuerst and S. Charles Evans. Jewel Radio is licensee of WJJR-FM Rutland, VT and W280CS, Hanover, NH. Harrison M. and Robert Fuerst, Joachim and Albers have interests in Radio Associates Ltd., licensee of WMANWYHT, Mansfield, OH. Action Nov. 2.

■ **WCQR(AM) Fairlawn, VA** (BAP900907EC: 890 khz; 2.5 kw-D)—Granted app. of assignment of license from Fairlawn Broadcasting Co. to Positive Radio Group Inc. for \$8,294. Seller is headed by Larry W. Cobb Sr. and has no other broadcast interests. Buyer is headed by Vernon H. and Virginia L. Baker, and is licensee of WFTK(AM) Wake Forest, NC. Bakers have interest in Baker Broadcasters Inc., licensee of WBZI(AM)-WDKJ(FM) Xenia, OH; Now Radio Inc., licensee of WNOW(AM) Mint Hill, NC; WAMN Inc., licensee of WAMN(AM) Green Valley, WV; WKGM Inc., licensee of WKGM(FM) Smithfield, VA; Winston Salem-Greensboro High Point Area Radio Inc., licensee of WSGH(AM) Lewisville, NC; Point Pleasant Broadcasting Co. licensee of WTGR(AM) Point Pleasant, WV; Radio Eleven Sixty, licensee of WBYG(AM) Fieldale, VA. Action Oct. 31.

■ **WRPQ(AM) Baraboo, WI** (BTCOct.19EG: 740 khz; 250 w-D)—Dismissed assignment of license from Jeffrey A. Smith to Robert A. Jones and Patricia A. Jones for \$125,000. Seller and buyer have interests in Baraboo Broadcasting Corp., the licensee. Action Oct. 25.

■ **WCGV-TV Milwaukee, WI** (BALCT900802KG) Granted assignment of license from HR Broadcasting Corp. of Milwaukee, Inc. to Abry Television Ltd. for \$37 million (includes WTTO(TV) Birmingham, AL).

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Seller is headed by Albert P. Krivin, Robin French, Robert Furlong and Hal Gaber. Buyer is headed by W. Mitt Romney, Joshua Bekenstein, Royce Yudkoff, Andrew Banks, Dan Yih, Kim Davis, Geoffrey S. Rehner, Michael Goss, Karl E. Lutz, Adam Kirsch and Robert F. White, and has interest in WNUV-TV Baltimore, MD, and KZKC(TV) Kansas City, Mo. Action Oct. 19.

NEW STATIONS

Applications

■ **Parker, AZ** (BPH900830MF)—W. Keith Walker seeks 99.3 mhz; .18 kw; ant. 1,008 ft. Address: P.O. Box 1726 Lake Havasu City, AZ 86405. Principal has interests in Mad Dog Wireless Inc., licensee of KZUL-FM Lake Havasu City, AZ.

■ **Kings Beach, CA** (BPED901012MH)—California State University, Sacramento seeks 89.9 mhz; 2.7 kw; ant. 715 ft. Address: 3416 American River Dr., Suite B, Sacramento, CA 95864. Principal is headed by Roland E. Arnall, Marian Bagdasarian, Willie L. Brown Jr., William D. Campbell, George Deukmejian, Martha C. Fallgater, Lee A. Grissom, Claudia H. Hampton, Dixon R. Harwin and Lyman H. Heine, plus 13 other members of the trustee. California State University, Sacramento is the licensee of KXPR-FM and the permittee of KXJZ-FM (formerly KXPQ), both Sacramento, CA. Filed Oct. 12.

■ **Tavernier, FL** (BPH901025MF)—Gilford Broadcasting Co. seeks 96.9 mhz; 6 kw; ant. 233 ft. Address: 1925 Brickell Ave. Suite D-1507, Miami 33129. Principal has no other broadcast interests. Filed Oct. 25.

■ **Tavernier, FL** (BPH901025ME)—Lynda F. Haskins seeks 96.9; 6 kw; ant. 328 ft. Address: 81250 Overseas Hwy., Tarpon Flat, Islamorada, FL 33036. Principal has no other broadcast interests. Filed Oct. 25.

■ **Tavernier, FL** (BPH901026MF)—Tavernier Radio Inc. seeks 96.9; 6 kw; ant. 210 ft. Address: 125 Plantation Shores Dr., Tavernier, FL 33070. Principal is headed by E. Vernon Oliver, Dennis J. Dunbar and William C. Salyer Jr. Filed Oct. 26.

■ **Tavernier, FL** (BPH901023MH)—David A. Gardner seeks 96.9; 6 kw; ant. 233 ft. Address: P.O. Box 38 Carlisle, PA 17013. Principal owns 8.1% of class A voting stock and 16.6% of nonvoting stock of Raystar Co., licensee of LPTV W40AF, Dillsburg, PA, and permittee of W38BE and W55BP, both Lebanon, PA; W56CJ Red Lion, PA, and W31AX and W23A2 both Lancaster, PA. Filed Oct. 23.

■ **Tavernier, FL** (BPH901024MD)—Linda U. Kulisky seeks 96.9 mhz; 6 kw; ant. 216 ft. Address: 88181 Old Hwy. C-43, Islamorada, FL 33036. Principal has no other broadcast interests. Filed Oct. 24.

■ **Baxley, GA** (BPCT901029KM)—Upchurch Broadcasting Inc. seeks 590 khz; 316 kw; ant. 482 ft. Address: P.O. BOX 345, Baxley, GA 31513. Principal is headed by James L. Upchurch and has no other broadcast interests. Filed Oct. 29.

■ **Minneapolis, KS** (BPED900830MA)—New Life Fellowship Inc. seeks 92.7 mhz; 50 kw; ant. 459 ft. Address: 2020 E. Blake, Wichita, KS 67211. Principal is headed by David G. Brace and Tammie L. Brace, and is licensee of KGAM(FM) Wichita, KS.

■ **Minneapolis, KS** (BPH900824MD)—Belinda S. Ohlmeier seeks 92.7 mhz; 6 kw; ant. 328 ft. Address: 2734 Colonial Apt. A-4, Hays, KS 67601. Principal has no other broadcast interests.

■ **Minneapolis, KS** (BPH900831MH)—Rebecca S. Hoefflicker seeks 92.7 mhz; 4.26 kw; ant. 390 ft. Address: 1822 K St., Belleville, KS 66935. Principal has no other broadcast interests.

■ **Topeka, KS** (BPED901009MB)—Bible Broadcasting Network Inc. seeks 89.9; 1 kw; ant. 184 ft. Address: P.O. Box 1818, Chesapeake, VA 23320. Principal is a nonprofit, nonstock corporation which operates 17 radio stations in Kansas, Georgia, Florida, North Carolina, Tennessee, South Carolina and Virginia. Filed Oct. 5.

■ **Rushford, MN** (BPH900802ME)—Bruce D. Grass-

man seeks 99.3 mhz; 6 kw; ant. 328 ft. Address: 925 Park St., Shawano, WI 54166. Principal has interests in Wheeler Broadcasting Inc., licensee of WTCH(AM) and WOWN(FM) Shawano, and WOMA(FM) Algoma, all Wisconsin; Wheeler Broadcasting of Minnesota Inc., licensee of KWNQ(AM) Winona and KDWA(AM) Hastings, both Minnesota, and Wheeler Broadcasting of Michigan Inc., licensee of WJNR-FM Iron Mountain, MI.

■ **Halfway, MO** (BPH900820MK)—KYOO Broadcasting Co. seeks 93.1 mhz; 2.36 kw; ant. 367 ft. Address: 304 E Jackson, Bolivar, MO 65613. Principal is headed by Melvin and Gretchen Pulley, husband and wife, and have interest in KYOO(AM) Bolivar, MO.

■ **Bozeman, MT** (BPH900806MI)—Reier Broadcasting Co. Inc. seeks 99.9 mhz; 100 kw; ant. 328 ft. Address: 21 Hitching Post Rd. Bozeman, MT 59715. Principal is headed by William R. Reier Sr., and has interests in KOHZ Inc., licensee of KOHZ(FM) Billings, MT.

■ **Bozeman, MT** (BPH900828MK)—KBSC Broadcasting Ltd. seeks 99.9 mhz; 100 kw; ant. 689 ft. Address: 500 E. Kagy Blvd., Bozeman, MT 59715. Principal is headed by Wendy N. Cowdrey, Marvin R. Cowdrey and Judy G. Cowdrey.

■ **Roswell, NM** (BPH880616)—Mary Moran seeks 104.7 mhz; 50 kw; ant. 492 ft. Address: 4012 88th Place, Lubbock, TX 79413. Principal was granted petition for reconsideration and app. reinstated nunc pro nunc 102390.

■ **Chillicothe, OH** (BPED881214MN)—The Cedarville College seeks 91.9 mhz; .1 kw; ant. 633 ft. Address: 251 North Main St., Cedarville, OH 45314. Principal is headed by Clifford W. Johnson, Kenneth H. St. Clair, Harold R. Green, Martin E. Clark and Donald W. Rickard. Petition for reconsideration granted and app. reinstated nunc pro nunc.

■ **New Philadelphia, OH** (BPED901018MB)—Kent State University seeks 91.5 mhz; 3 kw; ant. 216 ft. Address: 1935 E. Main St., Kent, OH 44242. Principal is headed by Boyd Theodore V. Robert R. Broadbent, Matthew L. Brown, Garrett Thaddeus, Raymond K. Janson, Alicia M. Miller, Ronald A. Pizzuti, William B. Risman, Amy Beth Herdman and Jane Schaade, and has no other broadcast interests. Filed Oct. 18.

■ **Medford, OR** (BPED901029MB)—First Baptist Church of Medford Inc. seeks 91.7 mhz; 1.252 kw; ant. 508 ft. Address: 649 Crater Lake Ave. Medford, OR 97504. Principal is headed by Conrad Morse, Colin Larson, Steve Schober and Joel Bowers, and has no other broadcast interests. Filed Oct. 29.

■ **Cookeville, TN** (BPED901019MD)—Somerset Educational Broadcasting Foundation seeks 90.9 mhz; 20 kw; 656 ft. Address: 2034 N. Hwy. 39, Somerset, KY 42501. Principal is headed by S. David Carr, Harry S. Chitwood, Homer Akers, Francis V. Crumley, Donald S. Hubbard and Bob Mullins. Carr, Chitwood, Crumley, Hubbard and Mullins have interests in WTHL(FM) Somerset, Ky. Filed Oct. 19.

■ **Lubbock, TX** (BPED901009MA)—Bible Broadcasting Network Inc. seeks 90.9; 5 kw; ant. 236 ft. Address: P.O. Box 1818, Chesapeake, VA 23320. Principal is nonprofit, nonstock corporation which operates 17 radio stations in Kansas, Georgia, Florida, North Carolina, Tennessee, South Carolina and Virginia. Filed Oct. 5.

■ **Chehalis, WA** (BPED901026MG)—Chehalis Valley Educational Foundation seeks 90.5 mhz; 3 kw; ant. 98.4 ft. Address: 57 W. Main, Chehalis, WA 98532. Principal is headed by Gregory Fritz, Dan M. Appel, Loren Cooper, William Vercio and Edward Nygard. Filed Oct. 26.

■ **Lost Creek, WV** (BPH901026MI)—D/B/A Allman Electronics Lab seeks 96.3 mhz; 3 kw; ant. 302 ft. Address: Rte. 4, P.O. Box 503, Clarksburg, WV 26301. Principal is headed by James William Allman and Patricia Sue Allman, and has no other broadcast interests. Filed Oct. 26.

Actions

■ **Essex, CA** (BPH900201MH)—Granted app. of KRXV Inc. for 98.9 mhz; 7.4 kw; ant. 1,073 ft. Address: P.O. Box 25606, Los Angeles 90025. Princi-

pal is headed by Howard B. Anderson and is licensee of KRXV(FM) Yermo and KXVR(FM) Mountain Pass, both California. Action Oct. 31.

■ **Quincy, CA** (BPH980313MR)—Granted app. of John K. LaRue for 100.3 mhz; 3 kw ant. -495 ft. Address: 2764 W Swain Rd., Stockton, CA 95207. Principal has no other broadcast interests. Action Oct. 15.

■ **Spring Valley, IL** (BPH880505MQ)—Granted app. of Illinois Valley Radio for 103.3 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 211, Spring Valley, IL 61362. Principal is headed by Charles Tiemann and Cynthia Ochs. Action Oct. 19.

■ **Ligonier, IN** (BPH891122MO)—Granted app. of Ligonier Partnership for 102.7 mhz; 3 kw; ant. 328 ft. Address: 505 S Main St., Ligonier, IN 46767. Principal is headed by Richard A. Heckner, Howard G. Heckner and Lois J. Heckner, and has no other broadcast interests. Action Nov. 1.

■ **Herington, KS** (BPH880712ML)—Granted app. of Marie and Donald D. Willis for 96.3 mhz; 3 kw; ant. 328 ft. Address: 115 N 8th St. Herington, KS 67449. Principal has no other broadcast interests. Action Nov. 2.

■ **Thief River Falls, MN** (BPET900117KG)—Dismissed app. of Northern Minnesota Public Television, Inc. for ch. 30; ERP (vis) 514 kw; ant. 695 ft. Address: Box 9, B.S.U., Bemidji, MN 56601. Principal is headed by Art Tobkin, John Bressler, Al Evans and Frances Spadafore, and has interests in KAWI(TV) Bemidji and KAWB(TV) Brainerd, both Minnesota, and is authorized to construct translator station W21AN, Thief River Falls. Action Oct. 26.

■ **Poplar Bluff, MO** (BPH890217MO)—Granted app. of Twin Eagle Communications for 103.5 mhz; 50 kw; ant. 492 ft. Address: Rural Route 3, Box 558, Metropolis, IL 62960. Principal is headed by Eugene F. Stratemeyer and Charlene S. Stratemeyer, and has no other broadcast interests. Action Oct. 26.

■ **Poplar Bluff, MO** (BPH890214MA)—Returned app. of James M. Hunt for 103.5 mhz; 50 kw; ant. 492 ft. Address: P.O. Box 341 Doniphan, MO 63935. Principal is permittee of KXOZ(FM) Mountain View, MO, and have interests in Hunt Broadcasting Group, licensee of KBMV-AM-FM, Birch Tree And KDFN(AM)-KOEAM(FM) Doniphan, both Missouri. Action Oct. 26.

■ **Slippery Rock, PA** (BPED890424MK)—Granted app. of Slippery Rock University for 88.1 mhz; .1 kw; ant. 79 ft. Address: E Central Loop, Slippery Rock, PA 16057. Action Oct. 30.

■ **Block Island, RI** (BPH871231MQ)—Granted app. of Tim G. English for 95.9 mhz; 3 kw; ant. 174 ft. Address: 355 Center Rd., Easton, CT 06612. Principal has no other broadcast interests. Action Oct. 16.

■ **Memphis** (BPED890628MH)—Granted app. of Cossitt Library for 89.3 mhz; 2.75 kw; ant. 194 ft. Address: 1850 Peabody Ave. Memphis 38104. Principal is headed by Sherry C. Jamison, Samuel M. Marks III, Belinda V. Anderson, Henry Evans, Virginia Spears and Ronald A. Walter. Action Nov. 5.

■ **Huntsville, TX** (BPH881222MB)—Granted app. of Helen Maryse Casey for 94.9 mhz; 3 kw; ant. 328 ft. Address: Route 2, Box 213 Huntsville, TX 77340. Principal has no other broadcast interests. Action Oct. 25.

■ **Santa Fe, TX** (BPED891006MA)—Returned app. of Community Radio Inc. for 89.7 mhz; 100 kw; ant. 328 ft. Address: 2936 Oleander, Pasadena, TX 77503. Principal is headed by Robert Vaughn, Sharon Vaughn and Mary Bates, and is licensee of KJIC(FM) Pasadena, TX. Action Oct. 26.

FACILITIES CHANGES

Applications

FM's

■ **Prescott Valley, AZ** KIHx-FM 106.3 mhz—Oct. 15 application for CP to change ERP: 3.715 kw H&V; ant.: 1.615; change TL: 7.5 mi SW of Prescott, AZ; freq: 106.7 mhz; class: C2 and to change community

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■ **Mojave, CA KHXT(FM)** 97.7 mhz—Oct. 16 application to change ant.: 328 ft.; increase ERP to 6 kw H&V (per docket #88-375).

■ **Enfield, CT WPX(FM)** 99.9 mhz—Sept. 12 application to mod. CP (BPH8609180J) to change ERP: 2.22 kw H&V.

■ **Crestview, FL WTJT(FM)** 90.1 mhz—Oct. 16 application to change ERP: 20 kw H&V; class: C3; change city of license from Crestview to Baker.

■ **Watertown, FL WQLC(FM)** 102.1 mhz—Oct. 17 application for mod. of CP (BPH871202MF) to change ERP: 4.25 kw H&V; ant.: 387 ft.

■ **Martinez, GA WMTZ(FM)** 94.3 mhz—June 11 application (pleading) to change freq.: 93.9 mhz (per docket #88-51); ERP: 25 kw (H&V); ant 328 ft.; TL: .35 km NNE of the intersection of Old Louisville Rd. and Georgia Rte. 232, Columbia County, GA; change to class C3. Dismissal rescinded Oct. 25.

■ **East Lansing, MI WVIC-FM** 94.9 mhz—Oct. 18 application to change ERP: 50 kw H&V; ant.: 492 ft.

■ **Clarksdale, MS WKDJ-FM** 96.5 mhz—Sept. 26 application to change ERP: 25 kw H&V; ant.: 263 ft.; TL: 12 mi. SSE of Clarksdale, MI in Walnut community, and to change class: C3 (per docket #89-372).

■ **Watertown, NY WCIZ(FM)** 97.5 mhz—Oct. 17 application for mod. of CP (BPH870219IH) to change ERP: 100kw H&V; ant.: 285 ft.; class: C1.

■ **Alamo, TN WNBE(FM)** 93.1 mhz—Oct. 15 application for mod. of CP (BPH880907MZ) to change ERP: 14.2 kw H&V; ant.: 443 ft.; class: C3 (per docket #89-431).

■ **Crossville, TN WEGE(FM)** 102.5 mhz—Oct. 16 application to mod. CP (BPH860813MX) to change ant.: 292 ft.; ERP: 6 kw H&V; TL: 8.65 km from Crossville post office on bearing N 20 deg. E true; Cumberland County, TN.

■ **Spring City, TN WAYA(FM)** 98.9 mhz—Oct. 11 application to mod. CP (BPH880229NL) to change ant.: 343 ft.

■ **Wheeling, WV WOVK** 98.7 mhz—Oct. 17 application for mod. of CP (870921IA) to change ERP: 15 kw H&V; ant.: 889 ft.; TL: 1 km N of Bridgeport, Belmont County, OH.

TV's

■ **Live Oak, FL WTLH** ch. 57—Oct. 23 application to change ERP (vis): 1.858 kw; ant.: AndrewALP32L3-HSBR(DA)(BT).

■ **Naples, FL WNPL-TV** ch. 46—Oct. 22 application to change ERP (vis): 5.000 kw; ant.: 1.014 ft.; TL: 21990 Carter Rd., Estero, FL 33928; ant.: Dielectric TFU-23JDA(S)(DA)(BT) 26 25 22N 81 37 49W.

■ **Burlington, VT WETK** ch. 33—Oct. 24 application to change ant.: 2.673 ft.; ant.: Harris TWS-30D (DA)(BT); TL: Mt. Mansfield, Stowe Town, Lamoille County, Vermont: 44 31 32N 72 48 54W.

Actions

AM's

■ **San Francisco KIQI(AM)** 1010 khz—Oct. 25 app. (BMP900912AF) returned to increase power to 5 kw night; and move nighttime TL to daytime site: Hayward Landing, N of Winton St., Hayward, CA: 37 39 02N 122 09 02W.

■ **Columbus, IN WCSI(AM)** 1010 khz—Oct. 25 app. (BMP900131AH) granted to make changes in ant. system.

■ **Leicester, MA WVNE(AM)** 760 khz—Oct. 25 app. (BMP900405CN) granted to increase power to 10 kw dayh 9.2 kw; change ant. system; TL: Town Farm Rd., near intersection of Donovan Rd. North Brookfield, MA: 42 14 57N 72 04 41W.

■ **Concord, NH WNHA(AM)** 1140 khz—Oct. 22 app. (BMP900205AB) granted to change TL: 10 10 Birchdale Rd., Concord, NH: 43 09 39N 71 35 06W.

■ **Manchester, NH WFEA(AM)** 1370 khz—Oct. 22 app. (BP900122AC) granted for CP to change TL to .8 mi. N of intersection of High Range and Hall Rds.,

Londonderry, NH and make changes in ant. system: 42 54 37N 71 24 42W.

■ **Portsmouth, NH WCQL(AM)** 1380 khz—Oct. 22 app. (BP891018AA) granted for CP to increase power to 5 kw and change ant. system.

■ **Farwell, TX KIUN(AM)** 1060 khz—Oct. 25 app. (BP900323AG) granted for CP to increase power to 5000 w; change ant. system: change from nonDA to DA.

FM's

■ **Arizona City, AZ KXMK(FM)** 106.3 mhz—Oct. 22 app. (BPH900831IA) dismissed for CP to change ERP: 1.334 kw H&V; ant.: 423 ft.; TL: no exact location.

■ **Osceola, AR KPYR(FM)** 98.1 mhz—Oct. 15 app. (BMPH900720IA) granted for mod. of CP (BPH900202IG) to change ant.: 328 ft. for auxiliary purposes only; ERP: 100 kw H&V; class C to C1.

■ **Ocean View, DE WRKE(FM)** 101.7 mhz—Oct. 22 app. (BPH900709IA) granted for CP to change ERP: 2.5 kw H&V; ant.: 502 ft.

■ **Apopka, FL WTLN-FM** 95.3 mhz—Oct. 18 app. (BPH900316IE) granted to change ERP: 6 kw H&V; ant.: 316 ft.; change to three-bay directional antenna as amended.

■ **Fort Myers, FL WAYJ(FM)** 88.7 mhz—Oct. 25 app. (BPH891207ID) granted for CP to change ERP: 100 kw H&V; ant.: 620 ft.

■ **Fort Myers Beach, FL WQEZ(FM)** 99.3 mhz—Oct. 25 app. (BPH891207ID) granted for CP to change ERP: 50 kw H&V; ant.: 285 ft.; change class to C2 SA (per docket #88-384); section 73.213 processing.

■ **Rock Island, IL WVIK(FM)** 90.1 mhz—Oct. 18 app. (BMPED900328II) returned for mod. of CP (BPED880928IA) to change freq.: 90.1 mhz; ERP 31 kw H&V.

■ **Cynthiana, KY WCYN-FM** 102.3 mhz—Oct. 19 app. (BPH890928IH) granted to change ERP: 1.9 kw H&V; ant.: 400 ft.; TL: 1300 ft. NE of SR 36. 1.8 mi. NW of Cynthiana, Harrison Co., KY.

■ **Monticello, KY WMKZ(FM)** 93.1 mhz—Oct. 23 app. (BPH900606IA) granted for CP to change ant.: 558 ft.; TL Morris Hill Road, 1.4 mi. SSE of Monticello, KY, Wayne County.

■ **Morehead, KY WMKY(FM)** 90.3 mhz—Oct. 24 app. (BPED880825PE) dismissed for CP to change ERP: 100 kw H&V; ant.: 909 ft.; petition to deny filed Oct. 24, 1988; granted Oct. 24, 1990.

■ **Dover-Foxcroft, ME WDME-FM** 103.1 mhz—Oct. 16 app. (BPH900712ID) granted to change ERP: 4.78 kw H&V; ant.: 358 ft.; TL: Sebec Lake Rd. Goff's Corner, 1.9 mi. NW of Dover-Foxcroft, ME: 45 12 58N 69 14 34W.

■ **Ludington, MI WKLA-FM** 106.3 mhz—Oct. 22 app. (BPH900723IB) dismissed for CP to change ERP: 4.05 kw H&V; ant.: 400 ft.; TL: 600 ft. N on Ehler Rd. and 1000 ft. E of Jebay Rd. (Mason County) and 9.8 km bearing 192 deg. to Ludington.

■ **Blackduck, MN New FM**—Sept. 28 app. (BMPH900806IC) granted for mod. of CP (BPH880426MB) to change ERP: 50 kw H&V; ant.: 456 ft.; TL: 6 mi. NE of Bemidji, Beltrami County, MN; upgrade to class C2 (per docket #89-320).

■ **Breezy Point, MN KLKS(FM)** 95.3 mhz—Oct 25 app. (BMPH890130ID) granted for mod. of CP (BPH870330IN) to change ant.: 492 ft.; change TL: NE of Wild-Wood Lane and Co. Rd. 11, 1.7 km W of Breezy Point, Crow Wing County, MN.

■ **Plymouth, NH WPNH-FM** 100.1 mhz—Oct. 22 app. (BPH900320IA) granted for CP to change ERP: 4.9 kw H&V; ant.: 358 ft.; change ant. system.

■ **Egg Harbor, NJ WRDR(FM)** 104.9 mhz—Oct. 24 app. (BPH890927IB) granted for CP to change ERP: 10 kw H&V; ant.: 510 ft.; TL: S side of Hamburg Ave. 600 ft. W of Intersection with Moss Mill Rd., Egg Harbor, Atlantic County, NJ; change to class B1 (per docket #88-332).

■ **Batavia, NY WGCC-FM** 90.7 mhz—Oct. 24 app. (BPED900402IA) granted for CP to change ERP: .88 kw H&V; ant.: 164 ft.

- **Charlotte, NC WMXC(FM)** 104.7 mhz—Oct. 19 app. (BPH9007131F) granted to change auxiliary system: ERP: 45 kw H&V; ant.: 565 ft.
- **Wahpeton, ND KGWB(FM)** 107.1 mhz—Oct 16 app. (BPH8908281E) granted to change freq.: 106.9 mhz; ERP: 50 kw H&V; ant.: 492 ft.; TL: 8.5 km from Wolverton, MN, at a bearing of 284.2 deg.: change to class C2 (per docket #88-498).
- **Woodward, OK KMZE(FM)** 92.1 mhz—Oct. 26 app. (BPH9007191A) granted for CP to change ERP: 2.17 kw H&V; ant.: 1,099; TL: Sharon-Shattuck Rd., 9.8 kw W of Sharon Town. Woodward County, OK; class: C3.
- **Huron, SD KURO(FM)** 92.1 mhz—Oct. 22 app. (BPH9007241J) granted for CP to change freq.: 99.1 mhz; ERP: 100 kw H&V; ant.: 804 ft.; TL: Town Rd., 3.3 km WNW of Wessington Springs. Jerauld County, SD; change ch. to 256 C1 (per docket #89-94).
- **Madison, SD KJAM-FM** 103.1 mhz—Oct. 22 app. (BPH9001291D) granted for CP to change ERP: 6 kw

H&V; ant.: 321 ft.

- **Ephrata, WA KGDN(FM)** 95.9 mhz—Oct. 26 app. dismissed for CP to change freq.: 92.3 mhz.

TV's

- **Jacksonville, FL WJEB-TV** ch. 59—Oct. 26 app. (BMPET900912KE) granted to change ant.: 948 ft.; ERP vis: 3311 kw; ant.: LDL Communications: ADC-T59H8.3ES60S (DA)(BT).

- **Tacoma, WA KSTW** ch. 11—Oct. 26 app. granted to change ant.: 761 ft.; ant.: RCA TW-9A11-R (DA)(BT).

CALL LETTERS

Applications

Existing AM's

- WAZP(AM) WOKG W-A Broadcasting, Inc.:

Warren, OH

- WNKX (AM) WHLP Wiggins Broadcasting; Centerville, TN
- WRJL(AM) WHZI ROJO, Inc.: Hanceville, AL
- WRNE(AM) WFXP Media One Communications, Inc.: Pensacola, FL

Existing FM's

- KIOT(FM) KMIO Enchantment Media, Inc.; Espanola, NM
- KYTC(FM) KPLW Tri-Cities Broadcasting, Ltd.; Northwood, IA
- WNKX-FM WHLP-FM Wiggins Broadcasting; Centerville, TN
- WWFN(FM) WQTR Wiggins Broadcasting; Lake City, SC

DATEBOOK

Continued from page 11

Dec. 14—Deadline for entries in *Academy of Television Arts and Sciences* 12th annual college television awards. Information: (818) 953-7575.

Dec. 13—"Is There a Future for Public Television? What Should It Be?" seminar sponsored by Center for Communication. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

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

Dec. 13-16—Focus news workshop for radio reporters and producers working in bilingual environments, sponsored by *Alaska Public Radio Network and Corporation for Public Broadcasting* and hosted by Western Public Radio and KQED-FM San Francisco, San Francisco. Information: Karen Cox, (907) 563-7733.

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. 18—"On Location at Channel 13 [WNET]." tour sponsored by *Center for Communication*. Information: (212) 836-3050.

Dec. 19—*Society of Broadcast Engineers, chapter 15*, meeting. Topic: "Introduction to digital audio broadcasting." Speaker: Stan Salek, National Association of Broadcasters. Also: "RDS for EBS systems." Speaker: Jerry Liebow, Sage Broadcasting. New York Times building, New York. Information: David Bialik, (914) 634-6595. Herb Squire, (212) 633-7600.

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.

Dec. 31—Deadline for applications for *National Association of Hispanic Journalists* annual scholarship awards. Information: Patricia Rodriguez, (202) 783-6228.

JANUARY 1991

Jan. 3-5—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 6-8—*Cable Television Administration and Marketing Society* research conference. Scottsdale, Ariz. Information: (703) 549-4200.

■ **Jan. 6-11**—*Annenberg Washington Program's* fourth annual Winter Faculty Workshop. Topic: efforts by Congress and the FCC to reregulate cable television. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Jan. 7—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: (202) 429-5102, AWRT, suite 700, 1101 Connecticut Avenue, N.W., Washington, D.C. 20036.

Jan. 8—Deadline for entries in "RadioBest" Awards for creative radio advertising, sponsored by *Twin Cities Radio Broadcasters Association*. Information: (612) 544-8575.

Jan. 10—*International Radio and Television Society* newsmaker luncheon. Panel: Seth Abraham, Time Warner Sports; Steve Bornstein, ESPN; Dick Ebersol, NBC Sports; Robert Gutowski, MSG Corp.; Neal Pilson, CBS Sports, and Dennis Swanson, ABC Sports. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 11—Non-televised portion of 12th annual ACE Awards, sponsored by *National Academy of Cable Programming*. Beverly Wilshire Hotel, Los Angeles. Information: (202) 775-3611.

Jan. 13—12th annual ACE Awards ceremony, televised, sponsored by *National Academy of Cable Programming*. Wilmett Theater, Los Angeles. Information: (202) 775-3611.

Jan. 14—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Fuchs, chairman, Home Box Office. Topic: "Reality, Relevance and Quality: TV in the 90's." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

■ **Jan. 14**—Deadline for entries in Anson Jones Award, honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

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

Jan. 15—*Nebraska Broadcasters Association* winter meeting and Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: (402) 333-3034.

Jan. 15—Deadline for entries in International Monitor Awards, sponsored by *International Teleproduction Society*, honoring "creative achievements of the exceptionally talented teleproduction professionals." Information: (212) 629-3266.

■ **Jan. 16**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's restaurant, Los Angeles. Information: (818) 792-0421.

Jan. 16-18—Computer Graphics '91, 13th annual conference. Hyatt Regency, Monterey, Calif. Information: (212) 233-1080.

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

Jan. 21-23—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Laurence Sil-

berman, judge, U.S. Court of Appeals for District of Columbia. Washington Marriott, Washington. Information: (202) 833-2684.

Jan. 24-25—North American National Broadcasters Association annual meeting. Televisa, Mexico City. Information: (613) 738-6553.

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

■ **Jan. 25**—Deadline for entries in 23rd annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by Robert F. Kennedy Memorial. Information: John Bourgeois, (202) 333-1880.

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.

Jan. 29—"Building Even Better Retail Partnerships," retail marketing workshop sponsored by Television Bureau of Advertising and Retail Marketing Board. Chicago Hilton & Towers, Chicago. Information: (212) 486-1111.

Jan. 29-31—Cable Television Administration and Marketing Society service management master course. Jacksonville, Fla. Information: (703) 549-4200.

■ **Jan. 31**—Deadline for applications for Harvard University's Nieman Fellowships for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Avenue, Cambridge, Mass. 02138.

on broadcast and cable television and home video." Information: Sue Edelman, (617) 876-6620.

■ **Feb. 1**—Deadline for entries in National Media Owl Awards for outstanding films, videotapes and TV programs that address issues of aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society, sponsored by Retirement Research Foundation. Information: (312) 664-6100.

Feb. 3-5—Fourth annual local cable programming seminar, sponsored by National Academy of Cable Programming. Hyatt Regency Hotel on Capitol Hill, Washington. Information: (202) 775-3629.

Feb. 5-6—Arizona Cable Television Association annual meeting. Sheraton Hotel, Phoenix. Information: (602) 257-9338.

Feb. 6-10—19th annual International Radio and Television Society Faculty/Industry Seminar.

FEBRUARY 1991

Feb. 1—Deadline for entries in Action for Children's Television Awards for "significant contributions toward improving service to children

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Feb. 8—*International Radio and Television Society* newsmaker luncheon featuring Peter Chernin, president, Fox Entertainment Group; Robert Iger, president, ABC Entertainment; Warren Littlefield, president, NBC Entertainment, and Jeff Sagansky, president, CBS Entertainment. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 10—Presentation of 15th annual *Television Bureau of Advertising* automotive commercial competition. Atlanta Convention Center, Atlanta. Information: (212) 486-1111.

Feb. 10-15—*National Association of Broadcasters* 26th annual management development seminars for broadcast engineers. University of Notre Dame, South Bend, Ind. Information: (202) 429-5350.

Feb. 13-15—*Cable Television Public Affairs Association* forum '91. Keynote speech: Ted Turner, Turner Broadcasting System. Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

Feb. 19-20—*North Carolina CATV Association* winter meeting. Sheraton Imperial Hotel, Research Triangle Park, N.C. Information: Kelly Edwards. (919) 821-4711.

Feb. 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Peter Jennings, ABC's *World News Tonight*. Washington Marriott, Washington. Information: (202) 833-2684.

Feb. 21—*Broadcast Pioneers* Golden Mike Award dinner. Plaza Hotel, New York. Information: (212) 586-2000.

Feb. 21-23—*Louisiana Association of Broadcasters* annual convention. Embassy Suites Hotel, Baton Rouge, La. Information: (504) 383-7486.

Feb. 21-23—*Society of Broadcast Engineers* regional conference. Sportsmen's Lodge, Los Angeles. Information: (213) 871-4660.

Feb. 22-24—"Oil, Foreign Policy and the Economy," economics conference for journalists sponsored by *Foundation for American Communications* and *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

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 4-8—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group*, *University of Nebraska-Lincoln*. Information: (402) 472-3611.

March 5—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn (McClellan Highway), Boston. Information: (212) 254-4800.

March 6—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Seminary

Plaza, Arlington, Va. Information: (212) 254-4800.

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

March 7—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Crabtree, Raleigh, N.C. Information: (212) 254-4800.

March 7—*National Association of Black Owned Broadcasters* seventh annual communications awards dinner. Sheraton Washington, Washington. Information: Ava Sanders, (202) 463-8970.

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

March 13—*International Radio and Television Society* Gold Medal Award dinner. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 13-16—*Native American Journalists Association* seventh annual conference. Landmark Inn, Denver. Information: Laverne Sheppard, (303) 492-73797.

March 14—16th annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 19—*Radio Advertising Bureau* radio marketing workshop. Ramada Resort/Florida Center, Orlando, Fla. Information: (212) 254-4800.

March 20—*Radio Advertising Bureau* radio marketing workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

March 20-21—*Illinois Broadcasters Association* spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

March 21—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

March 21—31st annual International Broadcasting Awards, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

March 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications. Washington Marriott, Washington. Information: (202) 833-2684.

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

March 26—Advertising Hall of Fame induction ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 27—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 29-30—13th annual Black College Radio convention. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

APRIL 1991

April 2—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

April 3—*Radio Advertising Bureau* radio marketing workshop. Benson Hotel, Portland, Ore. Information: (212) 254-4800.

April 4—*Radio Advertising Bureau* radio marketing workshop. Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

April 4-5—*International Radio and Television Society's* eighth annual minority career workshop. Viacom Conference Center, New York. Information: (212) 867-6650.

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

April 9-11—*Cable Television Administration and Marketing Society* service management master course. Chicago. Information: (703) 549-4200.

April 10—Presentation of RadioBest Awards, sponsored by *Twin Cities Radio Broadcasters Association*. Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

April 10-13—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

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

April 15-18—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 18—*Broadcast Pioneers* breakfast, during NAB convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

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

April 21-24—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Information: (708) 296-0200.

April 22-25—*National Computer Graphics Association* 12th annual conference and exposition. McCormick Place North, Chicago. Information: (703) 698-9600.

April 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

MAY 1991

May 6-9—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-Lincoln*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

May 12-14—*Pacific Telecommunications Council* mid-year seminar, "The Telecommunications and Travel Industry Interface and its Role in National and Regional Development." Bali Beach Resort, Indonesia. Information: (808) 941-3789.

CLASSIFIED

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Tired of the cold? A street-wise general sales manager is needed at top-rated AM/FM operation in southwest year-round resort area. A superb lifestyle as you live and play on a large, beautiful lake and work in an extremely desirable, high-energy small city. This is a rare and profitable first-of-the-year opportunity in an explosive growth area with a perfect sunbelt climate. GM position is a definite possibility. Resume: references and photo first letter please, to Box Q-55. EOE.

General sales manager for group owned AM/FM combo in small Midwestern market. Previous sales management experience preferred, plus good people skills. This is an excellent growth opportunity. Please respond to Box R-26. EOE.

GSM/SM, immediate opening (Call daytimer) to sell, recruit, train sales staff. Salary, benefits. Reply Box R-23. EOE.

Savannah's number one rated radio station seeks a selling general manager who will carry local account list and act as sales manager. Present general manager moving up in company. (50) Fifty plus please apply. EE Male/Female WEAS, PO Box 23268, Savannah, GA 31403.

Regional manager: Group owner seeks proven manager to oversee operations of stations in Iowa and Wisconsin. Successful sales and management experience required. Send resume and salary history in confidence to: Tom Love, President, Eagle Radio, Box 588, Lufkin, TX 75902. EOE.

General sales manager for small to midsize market in beautiful Oregon. Must be hard working with excellent organizational skills and proven track record in sales. Send resume, references and salary requirements to: Reply Box R-35. EOE.

Group VP needed. Hands on position requires extensive experience and verifiable references. Not for beginners. Equity position possible. Resume to Box R-36. EOE.

General manager, sales oriented, or current sales manager looking to move up, for 50 KW FM in excellent New England market. Immediate opportunity. Resume to Box R-37. EOE.

Aggressive sales oriented leader for #1 FM - million \$ biller - in growth Northeast market. General manager to handle list and staff. Equity position for right candidate. EOE. Resume to Box R-38.

Program director KCCU-FM Cameron University. One year old public radio station seeks individual responsible for the daily on-air operation of NPR affiliate with news, classical, jazz and easy listening format. PD will schedule and maintain on-air shifts, implement training program, advise GM on programming. Excellent physical facilities. MINIMUM QUALIFICATIONS: a bachelor's degree in a broadcasting/communications-related field. Knowledge of classical and jazz music formats. A minimum of four years of public radio experience may be substituted for the educational minimum. This is an excellent entry level management position. SALARY: \$15K to \$18K plus generous benefits package. SEND: Cover letter, resume, three references and voice audition tape by December 15, 1990 to Mark Norman, Cameron University, Box 16356, Lawton, OK 73505. EOE/AA.

HELP WANTED SALES

Co-Op/vendor director: Aggressive, creative, experienced individual needed in Philadelphia. Capable of creating quarterly new business plans and leading sales staff. Excellent compensation package. Real opportunity for advancement. Send resume to: Elise Eifman, WXTU, 23 West City Avenue, Bala Cynwyd, PA 19004. EOE.

51 yr. old VA combo covering DC to Richmond and beyond, is looking for an aggressive, up & coming sales star who knows the basics. Ideal candidate should have excellent verbal & written skills, be highly organized, creative, and possess a winning attitude. Base + commission & benefits. Reply: GSM, Box 269, Fredricksburg, VA 22404. EEO.

Urban FM seeks experienced AE to relocate to American Paradise. Must be aggressive, self-motivated. PO Box 25016, St. Croix, VI 00824. EOE.

General sales mgr. wanted for established Central Virginia AM/FM. Excellent salary & commission. Resume & references. G.M. PO Box 271, Orange, VA 22960. EOE.

New Class C FM - Lake City, Florida needs strong sales person with management potential. Call Bill Wyatt, WQLC-FM, 904-755-1742 or 904-752-0960. EEO.

50,000 watt Des Moines area FM seeks aggressive, highly motivated, competitive salesperson who wants a lot, but can deliver. Aggressive beginners also considered. Send resume and requirements to Box R-39. EOE.

Account executive: WLIF-AM/FM Baltimore/Infinity Broadcasting seeking AE to handle existing list. Must have 2 years radio sales experience with Washington, DC based clients. Calls accepted between 10am-3pm Mon-Fri. 301-823-1570. EOE.

Sales/station manager... Experienced #2 man for sales in small market, top priority. Able to do remotes, production, air work. Long term. WHOD. John 205-246-4431. EOE.

Creative radio account executive. Radio programming, marketing and promotions company in Connecticut is looking for an account executive in affiliate relations. Radio sales or syndication experience and strong communications skills are necessary. BA preferred. Good benefits, competitive salary. Send resume (no calls, please). Director of Affiliate Relations, CRN, International, PO Box 4353, Hamden, CT 06514. EOE.

HELP WANTED ANNOUNCERS

Columbia, MO #1 country seeks evening announcer. Experienced only. Automation experience a plus. Females and minorities encouraged to apply. Send T & R to: Chuck Thomas, PD, KWWR, PO Box 475, Mexico, MO 65265. An equal opportunity employer.

Afternoon/night D.J.s with sales, news experience. Small market, major market sound and needs. Only pros willing to work hard, good money. Oldies. South Alabama. John. 205-246-4431. EOE.

HELP WANTED TECHNICAL

Need chief engineer for Shamrock Communications Milwaukee FM. Computer literacy and SBE certification valued. Send resume to Kris Foate, General Manager, WOFM, 606 West Wisconsin Avenue, Milwaukee, WI 53203. EOE.

We're looking for a chief engineer for our AM/FM combo in Connecticut. You'll need a minimum 5 years as a chief or assistant chief. You must be familiar with AM directionals, digital electronics, high power FM, and computers. We need a team player. State of the art equipment. Want to join a major group owner? Send your resume now to: Box R-40. EOE.

HELP WANTED NEWS

We believe in news. The MidWest Family Group, with 16 stations in 4 states, is looking for applicants for future news positions. Large and small markets. T/R to WTDY, Box 2058, Madison, WI 53701. EOE.

News reporter/anchor: We are looking for a professional who can gather, write and produce stories and features, anchor a 15-minute midday newscast and host locally-produced news inserts during weekday. Must be good writer, self-starter, and a person who knows how to use sound to tell a story. Bachelor's degree and two years experience required. Send tape, resume and three references to Dave Thompson, News Director, Prairie Public Radio, 1814 N. 15th Street, Bismarck, ND 58501. Application deadline: November 30, 1990. We are an affirmative action/EEO employer. Women, minorities and persons with handicaps or disabilities are particularly encouraged to apply.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

California daytimer seeks PD who can do it all, excel on air, strong production, promotion, community involved. Compensation commensurate. Reply Box R-24. EOE.

Board operator: Broadcast technician experienced in operation of studio and production room equipment. Ability to perform quality production. Operate audio processing equipment. Edit pre-recorded programs. Operate single, multi-track and high speed duplicating recorders. Starting salary \$25K or \$30K depending on qualifications. All applications must be received no later than December 7, 1990 at Radio Marti Program, VOA/MP, 400 6th Street, SW, Washington, DC 20547. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Experienced general manager wants to relocate. Superior knowledge of budgets, sales training, programming. Call V.W.A. 606-272-4844.

Urban general manager: Communication and organizational skills, budget and expense controls. Sales trainer, motivator. 25 years turnaround experience. 513-721-0058.

Medium market GM, ready for next challenge. 20 year radio pro, 10 in management, with a spectacular track record. Sales up, ratings up, expenses down. Super with people, programming and profits. A consistent winner. Under 40 family man with heavy community involvement seeking a growth opportunity with a great medium market facility like yours. Reply Box R-42.

Tough times? Perhaps you need a GM with the know-how to keep your station in the black. Experienced, affordable and available in 30 days. Reply to Box-41.

1990 was only practice: GSM ready to lead charge. Motivator, trainer, producer. No shortcuts. Southeast/Mid-Atlantic. Mark Wehner. 904—347-3906.

SITUATIONS WANTED SALES

Does your news/talk need an AE, who thoroughly understands the format? Veteran programmer moving to sales, back into business, after successful foray into automobile sales. CA, OR, AZ, NV. 805—298-9471.

SITUATIONS WANTED ANNOUNCERS

One of the premier talk hosts seeks new challenge. Currently in top 10 market. Can do heavy or light talk and combo music-talk with great FM AM drive potential. I love the West but will consider all areas! For airchecks write in confidence to Box Q-40.

Experienced mature announcer interested in returning to radio. News and program director, 1960-1976. State government, twelve years. B.A. degree. Will relocate anywhere. PO Box 1218, La Marque, TX 77568.

SITUATIONS WANTED TECHNICAL

Chief engineer, 21 years in radio. High power FM & AM transmitter repair. FM & AM transmitter site construction including AM directional tune up. Studio design and construction. Good ear for audio and audio processing. Available after 12/90. Seeking Midwest. PO Box 1223, Cockeysville, MD 21030.

SITUATIONS WANTED NEWS

Enthusiastic graduate seeks entry level position in radio news or radio production. Excellent writing skills with experience in public radio. Tamara Cross, 319—273-4082 or 273-6400.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Operations mgr/PD Easy listening or Soft Rock. I have the voice and the experience. Alan 904—642-6787.

MISCELLANEOUS

Make money in voiceovers. Cassette course of fers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800—333-8108.

Quality computer program designed specifically for BASKETBALL BROADCASTS. Displays statistics while the scorer enters plays. Easy-to-use, fast, affordable, and keeps thorough stats. Free brochure 1—800-628-STAT.

Learn how to break into radio. Special two hour seminar by Jack Spector NYC. Friday evening December 7. Info 1—800-76-ON AIR. Anytime.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager: Ideal candidate will have three years Jefferson Pilot System experience. High school education. MUST HAVE three years clerical experience. MUST HAVE three years experience in television sales support, ability to work with detail, ability to work well with people, ability to work well under stress. Prefer previous supervisory experience. Prefer experience with Symphony and Lotus software. Send resumes to: Karen Bride, Operations Manager, WOWT-TV, 3501 Farnam Street, Omaha, NE 68131. WOWT is an equal opportunity employer.

Local sales manager: WEAU-TV, the NBC affiliate in the 127th ADI seeks a high energy, highly motivated, competitive person to lead its sales staff. Proven track record and skills in all aspects of local sales a must. Send resume to John Hurley, WEAU-TV, Box 47, Eau Claire, WI 54702. EOE.

General manager: Small group is looking for a general manager with strong sales background, solid marketing skills, and independent or Fox affiliate television experience. Send resume and references to Box R-43. Women and minorities are encouraged to apply.

HELP WANTED SALES

Account executive: Market leader, NBC affiliate, Greenville, SC (ADI 35) seeks experienced TV sales representative to join our winning team. Send resume and salary requirements to: Sales Team Manager, 505 Rutherford Street, Greenville, SC 29602. No phone calls, please. EOE.

Local sales manager: Extraordinary opportunity at leading television station in the Southeast. Vendor experience preferred. Must be strong in sales development. Send resume to C. Joseph Tonsing, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

Account executive: WJZY-TV, Charlotte, NC (ADI 31), needs an aggressive self-starter with 3+ years television sales experience. Independent experience preferred. Must have worked with agencies and be able to develop new business. Write: Janet Noll, Sales Manager, PO Box 668400, Charlotte, NC 28266-8400. EOE.

Account executive - WSPA-TV, CBS affiliate in Greenville-Spartanburg, the nation's 35th market, is seeking an account executive. College degree preferred, 3 years broadcast sales experience, agency and direct client experience important with strong negotiating abilities. Responsibilities include maintaining and servicing an established agency and direct client account list. Send resume to Jim Wilcox, General Sales Manager, PO Box 1717, Spartanburg, SC 29304. An equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer wanted by VHF affiliate in South Carolina. Opportunity to work with good people and latest equipment: ACR-225, all Beta-SP news operation, new ENG and SNG vehicles. Send letter with resume to: Bone & Associates, 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

Chief engineer-ABC UHF affiliate in Watertown, NY desires chief with UHF transmitter & Sony 1" and 3/4" tape experience. Person will build the engineering department for three television professionals who purchased WWTI in September. Send resume to: President, WWTI, 13580 Braemar Drive, Elm Grove, WI 53122-2509 or fax resume to 414—796-0537. EOE.

Chief engineer for small market network affiliate. A hands-on type with good people skills and leadership qualities. Should have hands-on experience with UHF Transmitter and the latest state-of-the-art studio equipment. A perfect opportunity for a person in the #2 position to advance to #1. Send resume to: Mr. Charles Goode, Vice Pres., Engr., Smith Broadcasting Group, Inc., PO Box 12, Wichita, KS 67201. EOE.

Chief operator, for NY market new UHF channel 63 independent. Must have UHF experience. Participate in design, construction, equipment acquisition, installation and on-air operation. Send resume to MBC, 170 Kinnelon Road, Suite 35, Kinnelon, NJ 07405. EOE.

HELP WANTED NEWS

Knowledgeable weather person, style and personality are a must. Computer systems background helpful. Lively and energetic person who loves live TV. Top 100 Southeast affiliate. EOE. Reply to Box Q-51.

Experienced news director, Top 100 market network affiliate in Sunbelt seeks a strong take charge leader to develop a young talented staff in a hypenated, highly-competitive Southwest market. Send confidential, detailed resume. EOE. Reply to box R-16.

South Florida affiliate needs creative news photographer/editor, 2 years minimum experience. Top-notch operation, visual emphasis, send tape and resume to: Keith Smith, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

Writer/producer. Fast paced thirty minute news program "Troubleshooter" seeks key player for Monday through Friday strip. Brash consumer advocate format needs another experienced pro. At least two years experience in news; keen sense of fair play. Send resume and writing samples to: Troubleshooter, WFTX-TV FOX, 621 Pine Island Road, Cape Coral, FL 33991. EOE.

Co-anchor/reporter: Still searching for right person to complement 11pm female co-anchor. Solid reporter credentials, opportunity to polish anchor skills. Dominant #1 news. AP award winner. Strong corporation. NBC affiliate. T&R to: Bill Huffman, ND, WVVA-TV, PO Box 99, Bluefield, WV 24701. EEO, M/F.

Newscast director: ABC affiliate needs experienced director for award-winning 6pm and 10pm newscasts. Must possess strong creative and supervisory skills. Send resume with salary requirements to: Dale McCoy, Production Operations Manager, KTKA-TV 49, PO Box 2229, Topeka, KS 66601. No phone calls please. EOE.

TV news photographer wanted: Some experience necessary. Reliable, responsible, good attitude a must. Send tape and resume to WTWS, TV-26, 505 Hudson St., Hartford, CT 06106, Attn: Bureau Chief. EOE.

Entry level reporter/photographer: Opportunity for person with positive 'team' attitude and demonstrated shooting and editing ability. Strong writing skills a must. Tape and resume (no calls) to Ken Gullette, News Director, KCAU-TV, Sioux City, IA 51101. EOE/M/F.

Executive producer: We're looking for an executive producer who can make the production values of our newscasts as strong as the content. This job is a vital part of the news management team and is the operational link between News, Engineering, Promotion and Production. The ideal candidate for this job has a strong background producing newscasts and special projects, the ability to help others improve their skills, and a desire to move into a management role. Send resume to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #10059001B. Company is especially interested in seeking qualified minority and women applicants. EOE, M/F.

Photojournalist/editor, KTUU-TV Anchorage, Alaska. Emmy-award winning news operation looking for experienced photojournalist/editor with strong NPPA philosophy, 2 years experience in TV ENG required. Extensive travel in and out of Alaska. Send tape (3/4" please) and resume to Greg Lytle, Chief Photographer, 630 West 4th Ave., Anchorage, AK 99501, or call 907-257-0237. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Weekend anchor/producer needed for small market Texas affiliate. Needs to have reporting background, with experience in producing. Two year commitment needed. EOE. Box R-21.

TV on-air producer: We are looking for someone who can do it all! Creative concepts, writing, and hands-on production a must. Applicant should possess 2 years experience in a similar capacity; degree preferred. This is a growth position with an aggressive broadcast facility. Send resume and tape to WNRW-TV, 3500 Myer Lee Dr., Winston-Salem, NC 27101, Attn: Promotion Manager. WNRW is an equal opportunity employer owned by Act III Broadcasting, Inc.

Broadcast designer: The Graphics Department at CBS is looking for a full-time, staff designer with demonstrated experience in both print and broadcast media. The position requires handling a variety of responsibilities and accepting flexible hours. Individuals seeking an opportunity to work with state-of-the-art computer graphics systems, and who possess a commitment to design excellence are encouraged to apply. Send resume only to: Design Director, WBBM-TV, 630 N. McClurg Court, Chicago, IL 60611. EOE.

SITUATIONS WANTED NEWS

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

Producer w/experience and BS/TV degree looking for "1st big break" in broadcast journalism. Exposed unethical practices at top 25 News Dept. Produced stories with likes of white-supremacist Tom Metzger, anti-Castro Cuban exiles and the plight of homeless children. Sports too! Just ask Al Unser Jr., A.J. Foyt and Bruce Jenner. All this while still in school! Can write, shoot, edit and post. Advanced computer & graphic skills. Talent + potential + drive = results. Will relocate. My bags are packed! Call Eric at 714-642-2475 for reel and resume.

Sportscaster: Looking for good market, former professional athlete, play by play, reporter, anchor, salary not an issue. 615-248-2830.

MISCELLANEOUS

Quality computer program designed specifically for BASKETBALL BROADCASTS. Displays statistics while the scorer enters plays. Easy-to-use, fast, affordable, and keeps thorough stats. Free brochure 1-800-628-STAT.

CABLE

HELP WANTED TECHNICAL

Qualified Engineer: Company on the move seeking engineer for multiple wireless cable systems serving New York/New Jersey market. Prefer microwave experience, sound administrative skills with ability to design/build MMDS reception and transmission systems. Familiar with purchasing equipment and industry uses. Good benefits and compensation. Magnavision Corporation, Park Avenue Atrium, 237 Park Avenue, New York, NY 10017. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor to join an active, growing radio-TV-film program in August, 1991. The department has ten full-time faculty and staff, 250 majors, modern studios and classrooms, and is located in a dynamic, major radio, television, and film market. Applicants should be qualified in three or more of the following areas: critical and cultural studies, writing, television production, programming, advertising, management, research, and film and/or broadcast history, theory, and criticism, on both the graduate and undergraduate levels. Active involvement in scholarly activities, some teaching experience, and PhD required (may consider ABD). Salary competitive. Send letter of interest, vita, and three letters of recommendation to: Dr. R. Terry Ellmore, Chairman, Department of Radio-TV-Film, Box 30793, Texas Christian University, Fort Worth, TX 76129. Minorities and women are encouraged to apply. TCU is an EEO/AA employer.

University of Dayton, Electronic Media: Lecturer in Communication, annual appointment up to three years maximum. Salary dependent on experience and qualifications. Nine month appointment, starting date August 16, 1990. Masters degree required. Demonstrated teaching competence and radio/television production experience required. Candidates must be qualified to teach both audio and video production courses. Possibility exists to teach courses from among the following: fundamentals of broadcasting; broadcast news; commercial copywriting; broadcast sales; broadcast programming; and broadcast management. Submit letter of application, vita, and addresses of three references by December 15, 1990 to: Dr. Don B. Morlan, Chair, Department of Communication; University of Dayton; Dayton, OH 45469. AA/EEO.

A Los Angeles university seeks Assistant Professor, tenure track, to teach beginning, intermediate and graduate courses in media, theory, research, and criticism, administer newly designed graduate program. Implement curriculum development. Conduct research and creative activities. Terminal degree (Ph.D. or M.F.A.) and teaching experience at university or college level desired. Demonstrated evidence of expertise in media theory, history, aesthetics, and criticism. Proficiency in both quantitative and qualitative research design and methodology. Experience in curriculum planning desirable. \$30,276-\$41,844 per academic year. Nominations to Dr. John Schultheiss, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330. Deadline February 1, 1991. An equal opportunity/affirmative action, Title IX, Section 504 employer.

Graduate assistantships available beginning both Spring 1991, and Fall 1991 semesters for qualified students studying in our MA program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production, or research assistance in broadcasting, journalism, photography, or speech communication. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

Chairperson to provide academic and scholarly leadership beginning August, 1991, to an active, growing Radio-TV-Film department with ten full-time faculty and staff. The department has 250 undergraduate majors, a graduate media studies program in conjunction with the journalism department, and modern studios and classrooms. Rank and salary dependent upon qualifications. Ph.D., record of teaching excellence, record of scholarly activity, and evidence of administrative ability required. Applicants should send a letter of interest expressing educational philosophy and leadership style, a complete vita, and three letters of recommendation to: Dean Robert Garwell, College of Fine Arts and Communication, Box 30793, Texas Christian University, Fort Worth, TX 76129. Minorities and women are encouraged to apply. TCU is an EEO/AA employer. Open until filled.

Director of WUJC-FM: Responsible for operation of 850 watt station, on yearly basis and teaching in the Department of Communications six hours both Fall and Spring terms. Courses would be in radio related areas such as radio production, broadcast media, radio and TV performance. Staff position reporting to the chair of Department of Communications. All university benefits. WUJC is located at John Carroll University in Cleveland, Ohio. John Carroll is an affirmative action, EEO employer. Qualification: MA plus 5 years teaching or professional broadcasting experience. Send resume, letters of recommendation, and transcripts to: Dr. Jacqueline J. Schmidt, Chair, Department of Communications John Carroll University, Cleveland, OH 44118. Credential review will begin February 1st and continue until the position is filled.

A Los Angeles university seeks Assistant Professor, tenure track, to teach beginning, intermediate and graduate courses in radio/TV/film management, mass media law and regulation, broadcast/cable operations, broadcast/cable programming, elementary research methods, and computer applications for radio/TV/film. Conduct research and creative activities. Terminal degree (Ph.D. or M.F.A.) and teaching experience at university or college level required. Substantial professional experience in media management required. Computer literacy desirable. \$36,420-\$41,840 per academic year. Nominations to Dr. Emory Johnson, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330. Deadline February 1, 1991. An equal opportunity/affirmative action, Title IX, Section 504 employer.

EMPLOYMENT SERVICES

Intelligence jobs - All Branches. US Customs, DEA, etc. Now hiring. Call 1-805-687-6000 Ext K-7833.

Government jobs \$16,412 - \$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

Looking for a position in radio or television? Need personnel for your station? Contact Bill Elliott, Consultant, Head Hunter, 413-442-1283.

EDUCATIONAL SERVICES

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. Eckherr Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iuribide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" 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.

FOR SALE EQUIPMENT

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-984-0888, FAX 215-884-0738.

FM transmitters: Wilkenson 25,000E (1983), Harris/Gates FM20H3 (1972), RCA BTF 20E1 (1973), CCA 20,000DS (1972), Harris FM10K (1980), Wilkenson 10,000E (1983), Harris FM5H3 (1975), CCA 2500R (1978), 800-441-8454, 215-884-0888, Fax 215-884-0738.

AM transmitters: RCA BTA 10U (1972), Harris MW5A (1979), CCA 5000D (1974), McMartin BA5K (1980), Cont. 315B (1966), Gates BC5P2 (1967), McMartin BA2.5K (1981), 800-441-8454, 215-884-0888, Fax 215-884-0738.

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.

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.

Betacam tape riot! 5 minutes - \$1.00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji. 3M - Call Carpel Video 800-238-4300.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99. 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info. call Carpel Video toll free, 1-800-238-4300.

Broadcast equipment (used): AM/FM transmitters. RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Television/video equipment. Studio, transmitters, microwave. Buyouts, liquidations, brokering. Since 1967. Maze Broadcast 205-956-2227 Fax 956-5027.

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.

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, 1-800-275-0185.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Batwing antenna repair parts. We stock feedlines. Tower Network Services 305-989-8703.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

BTS Routing Switcher Component or RGV 30 x 30 with 3 level audio 6 x-y control heads. Expandable, currently in use. Contact Ron Fries 703-525-7000. Current model, priced to sell!!

Ikegami HL-79EAL, Personally owned, excellent condition, low hours, includes JLab, pistol grip, cable and cases. A steal, \$12,500! Call Brian 617-661-3041.

For sale 3 1/2 year old Dicomed ProducerXP Design Station located in West Hartford, CT. Selling as-is. Call Kathy Bengston 203-677-9423 with offer.

For sale: Sony BVV-507 Betacam w/Canon lens + CA-3A and CVA-1. Used by one cameraman only for 20 months. Excellent condition \$25,900. Ike HL79-EAL w/Canon lens. J-Labs. Sony BVU-50 + 4800 \$11,900. Mark Falstad 612-865-2244.

Television/video equipment. Studio, transmitters, microwave. Buyouts, liquidations, brokering. Since 1967. Maze Broadcast 205-956-2227. Fax 956-5027.

83 AM-FM Transmitters (in stock) All powers - All manufacturers - All complete - All inst. books - All spares. BESCO Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Used television production equipment - Call Media Concepts, Inc. to list your equipment or to purchase quality used equipment. (918) 252-3600.

RADIO

Situations Wanted Management

I CAN HELP YOU ACHIEVE SUCCESS
Former owner-manager of medium market stations available for radio GM position, or TV management position. 4 years major-market TV. 14 years radio owner-manager. Strong in sales, promotion, programming and intensive involvement in the community. Built 4 stations from C.P. Communications and Law Degree. Available now for challenging opportunity. Investment possible. David 215-340-9738 evenings/weekends, or FAX: 215-348-5502.

NEW GOALS FOR '91?

If your station or group needs a start up, a turnaround or is already #1 but under-achieving. We should talk! I've got a great job but need a new challenge. Major market OM with large group looking to move up. I've got a proven track record with great ratings, revenues and references. Market or group size not important. Your response will be held in strict confidence. Box R-15.

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

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AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
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Year 1988. The professional weather solution for radio.
Complete Barter! 1-800-722-9847
Over 250 Affiliates online. Call NWN Today!

Help Wanted Management



MUSIC DIRECTOR: KCRW \$2925-\$3564./mo

KCRW is the NPR flagship station in the Los Angeles/Orange County area, and is located in Santa Monica.

This position requires anchoring a daily 3-hour eclectic music program, with emphasis on world music but integrating jazz, classical and pop. Director will also administer a staff of volunteer music programmers and act as liaison between the station and LA's music scene.

Req. training/experience equal to 4 yrs. professional experience producing diverse music programming and two years college coursework.

FILING DEADLINE FOR COMPLETED APPLICATIONS: 12/11/90

Resumes alone will not be accepted- call for applications now for RADIO PROGRAMMING COORDINATOR-MUSIC.

Apply to Santa Monica College
1900 Pico Blvd.
Santa Monica, CA 90405
213-450-5150 x9410
213-452-9321 Job line
EOE/AA

For fast
Action Use
BROADCASTING'S
Classified Advertising

TELEVISION
Help Wanted Technical



**TELEVISION STATION
CHIEF ENGINEER**

We're a rapidly growing, exurban television group based in Ventura/Santa Barbara. We are seeking a Chief Engineer and Senior Maintenance Engineer. Must possess strong UHF transmitter skill and/or post-production component level repair ability. Ours is a hands-on company, on all levels of management. You will join an extraordinary team of talented and creative people, and become part of an exciting future while living in God's country. FCC/SBE certification required.

Please send resume via Fax to RBC Engineering, 805-485-6057, or care of KADY-TV, 663 Maulhardt Avenue, Oxnard, CA 93030.

RIKLIS
BROADCASTING

Help Wanted Technical



Los Angeles Top UHF

**Seeking
ASSISTANT CHIEF ENGINEER**

The successful applicant will be able to demonstrate above average trouble-shooting and repair skills including component level repair of digital video equipment.

If you can fix anything and want to be involved in the planning and construction of a brand new broadcasting facility in Los Angeles send your resume to:

**Dick Morse
Chief Engineer
KMEX-TV**

6255 Sunset Blvd, 16th Floor
Hollywood, CA 90028
FAX 213-960-3331

KMEX-TV IS AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted News

**ASSISTANT NEWS
DIRECTOR/
EXECUTIVE PRODUCER**

WCNC-TV, the NBC affiliate in Charlotte, NC, is seeking an experienced journalist to join our team and assist in running our news operation. Our ideal candidate has recent management experience plus a background as an executive producer who has successfully produced newscasts, series, specials and special events. We require a minimum of ten years experience and a college degree. If this sounds like the situation you have been waiting for, please send resume, description of current duties and news philosophy, references and a non-returnable tape showing your creative capabilities to:

**Ken Middleton, News Director
WCNC-TV
PO Box 18665
Charlotte, NC 28218.
EOE. M/F.**

Help Wanted News Continued

NEWS DIRECTOR

Position requires previous experience as manager in local television news with track record of success and strong leadership skills. Preference will be given to background as broadcast producer. Demonstrated skill in hiring, teaching, training of newsroom staff. Knowledge of newsroom production systems and budget controls. Advanced training in management. College degree required; prefer journalism major. EOE. Resume/tape to:

**Dow Smith
WVTM-TV13, PO Box 10502
Birmingham, Alabama 35202**

**WEATHERCASTER/
ENVIRONMENTAL REPORTER**

KGO-TV, a Capital Cities/ABC owned station in San Francisco, is seeking an experienced weathercaster and environmental reporter for daily newscast. Must have at least 5 years experience as a weathercaster with additional experience in researching and reporting science and environmental stories. Please send tape and resume to:

**KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE**

**Help Wanted Programming
Promotion & Others**

EXECUTIVE PRODUCER

KGO-TV, a Capital Cities/ABC owned station in San Francisco, is seeking a candidate with at least 10 years of television news experience and at least 5 years of production experience in a major market. Must have strong organizational and motivational ability with good supervisory skills. Prior managerial experience is desirable. Please send resume and cover letter to:

**KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE**

Blind Box Responses

**BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036**

(No tapes accepted)

Help Wanted Management

TV OPERATIONS MANAGER

To manage a large and still growing group of TV technicians in a fast moving state-of-the-art broadcast facility.

At least ten years major market broadcast experience required. This should include managing startup of new programs, department development, and budgeting.

Must have superior people skills, with proven success in hiring of technical personnel.

Must be an excellent team player and communicator, able to calmly manage a very busy, very complex activity.

We are the broadcasting branch of the Christian Science Publishing Society, publishers of The Christian Science Monitor. We currently produce almost twenty programs including the award winning World Monitor, seen nationally on The Discovery Channel. We are ramping up to launch The Monitor Channel, our own national cable channel, in 1991.

Send resume, letter, and salary history (no calls, please) to:

**Director of Operations,
The Christian Science
Broadcast Center,
Mail Stop C44
One Norway Street,
Boston, MA 02115.**

We are an Equal Opportunity Employer.

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Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.



FAX (202) 293-FAST

OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon Eastern Time for the following Monday's issue.

CABLE

Help Wanted Programing Promotion & Others



Production at Prime is booming! Our Remote Production Department in Houston, Texas, has an immediate need for a Coordinating Producer and an Operations Coordinator.

COORDINATING PRODUCER

The successful candidate will be responsible for the presentation of live and taped events nationally and internationally, and they will have a strong background in remote program production including live and post-production techniques involving a large cross-section of sporting events and event series in a producer/director role, with a proven track record in managing production facilities, personnel and budgets, and know the ins and outs of coordinating a remote production team.

OPERATIONS COORDINATOR

We are seeking an Operations Coordinator to work with our Senior Producers and Program Packagers to handle the responsibilities of coordinating equipment ordering and personnel for Prime Network remote events. The position also includes handling the production budgets for each event to ensure cost-effective operations.

WRITERS/PRODUCERS

Both Senior level and Entry level positions available to conceptualize, write and produce promotions. Oversees scheduling and the production as well as interfacing with clients. All positions require specific TV On-Air promotions experience. A sports background is highly desirable.

Please send your resume, including salary history, to:

**Dick Steffensrud
Prime Network
600 E. Las Colinas Blvd., Ste 2200
Irving, TX 75039**

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M/F/V/H

ALLIED FIELDS Employment Services

JOBPHONE

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From any touch tone phone

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In CA: 408-648-5200

MediaLine
THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

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1-900-456-2626

THE PIPELINE is your key to radio and TV jobs all over the country. Openings for DJs, managers, news, and more are updated daily.

The cost - \$1.95 for the first minute and \$.95 for each add'l minute. Call and start your future today!

1-900-456-2626



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RADIO • TV • LPTV
A Confidential & Personal Service

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4171 Dundee Rd., Suite 289, Northbrook, IL 60062

708-272-4970



AMARILLO
C-1 FM
Needs some equipment
\$450,000
404-355-6800

Class A FM CP
Western Illinois
45,000 population within
predicted 1 mV/m contour
Approximately \$21,000
All inquiries answered
Reply Box R-44

For Sale Stations Continued

RADIO CONSTRUCTION PERMIT

50,000 watts AM Fulltime
Non-directional, 585 KHZ

PAGO PAGO, AMERICAN SAMOA

This station covers about one million english-speaking people in the South Pacific Coverage in American and Western Samoa, Tonga, Fiji, and others.

Bill Kitchen

Beacon Broadcasting, Inc.
303-786-8111

**AM-FM COMBO IN MID-SOUTH
MARKET OF 100,000 POPULATION.
OWNERS SELLING TO DEVOTE
FULL TIME TO NON-BROADCAST
BUSINESS INTERESTS.
INQUIRIES TO BOX R-33**

SOUTHWEST AM/FM Top 100 Mkt.
CP for Class C. Low 6 figure
Cash flow for many yrs. Real Estate
included. \$1,250,000 with
terms to qualified buyer.

DUNBAR & ASSOC.
505-982-6604

**FM STATION — CLASS A
MID HUDSON VALLEY
NEW YORK STATE
ACTIVE, GROWING AREA
CALL 914-454-3900**

Southern CALIFORNIA

Coastal FM

\$1,250,000

Liberal Seller Terms

Dick Chapin 402-475-5285
Mark Jorgenson 813-264-2346

**S.E. C-3 FM
University Town
\$102,000 C F
Low down payment
Liberal seller paper
407-295-2572**

Business Opportunities

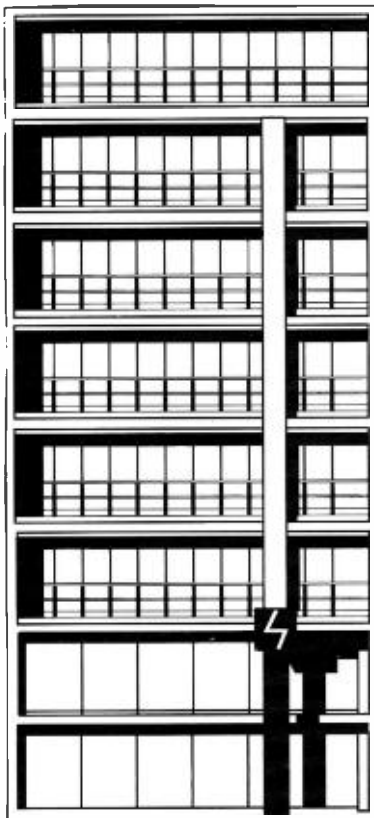
**NASHVILLE, TN area,
FM seeks limited partners.
10% ownership for each 90K
invested, to 40%
1-615-242-3645**

**The American Indian Broadcast
Group with 2 FM's 1 AM, 1 CP and 5
applications seek Equity Partner,
Negative control contract, ie: 33%
ownership equals 50% control, 600K.**

1-800-343-9300

Space For Rent

The Broadcasting Building



- Superior downtown Washington, DC location, 1/2 block to fashionable Connecticut Avenue.

Adjacent to the Mayflower Hotel.

- One block to Metro.

- Contiguous with ABC/Cap Cities Washington News Bureau.

- 3 empty floors. Zoned security.

- Full-floor prestige for the smaller tenant.

- On-site management.

**FOR LEASING INFORMATION CALL:
BILL BOZEK 202 659-2340**

TIRED OF RADIO? TRADE FOR HALLMARK STORE

Store located on California's beautiful Monterey Peninsula. Will gross \$400,000 plus in 1990. Write:

Suite 174
395 Del Monte Center
Monterey, CA 93940

NATIONAL MEDIA BUYING SERVICE

Seeks entrepreneurs with 3+ years of media sales or buying experience to establish, own and operate independent, yet networked, buying service operations. Exclusive Metro or ADI licenses include state-of-the-art media analysis/buying computer software system. Training and business management support available. Ideal candidates should be highly skilled in sales and client services and be media and computer literate. With hard work and dedication, potential for 6-figure income. No initial fees. Reply in confidence to:

**Target Media, Inc.,
PO Box 770
Carlisle, PA 17013**

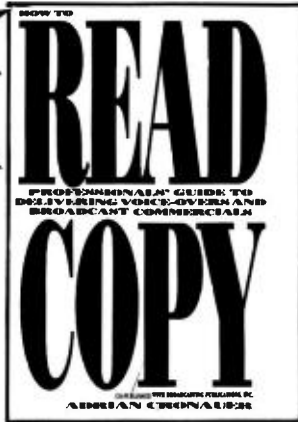
BROADCASTING CLASSIFIED RATES

All orders to place classified ads and all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. (202-659-2340, info only please)

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.

Rates: Classified display (minimum 1 inch, upward in half inch increments) Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations. Wanted To Buy Stations. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.



"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*

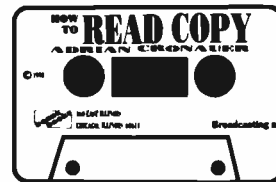
He offers dozens of tips to help an announcer in his or her career:

- 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.

ISBN: 0-929387-14-7

200 pages • 25 minute audio cassette

\$29.95 (cloth)

(Allow 3-4 weeks for delivery)

Broadcasting Book Division
1705 DeSales Street, N.W.
Washington, DC 20036
or call 1-800-638-7827 to use
VISA or MC

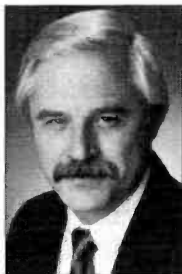
FATES & FORTUNES

MEDIA

Terry L. Segal, senior VP and general manager, Turner Network Television, Atlanta, named to same capacity, co-owned superstation WTBS(TV) there.



Segal



Lake

Stephen R. Lake, strategic marketing consultant, Olympic Pay-Per-View, NBC, New York, named VP, consumer services, Olympic Pay-Per-View. **Stephen M. Grynberg**, management associate, West Coast, NBC Television, Burbank, Calif., named manager, business affairs.

Donald L. Metzger, VP and general manager, KFVE(TV) Honolulu, joins KHAI-TV there in same capacity.

Jerry Watson, VP and general sales manager, Kansas Television Network, Wichita, joins KTTC(TV) Television Inc., Rochester, Minn., as VP and general manager.

Roger G. Rhodes, general manager, WINM(TV) Angola, Ind. (Fort Wayne), joins WFWA(TV) Fort Wayne, as president and general manager, succeeding **James A. Milner**, ("Fates & Fortunes," Oct. 1).

Mary Brown, from KTKA-TV Topeka, Kan., joins KZKC(TV) Kansas City, Mo., as business manager. **Angela Graham**, traffic manager, KOKH-TV Oklahoma City, joins KZKC in same capacity.

SALES AND MARKETING

Deirdre Gentry, public relations and sales coordinator, Modern Telecommunications Inc., joins Radio Advertising Bureau, New York, as VP, marketing.



AULD LANG SYNE

A who's who of professional sports broadcasters—202 years of broadcasting experience, by the reckoning of the evening's host—assembled in Philadelphia to join the Union League in honoring Tom Brookshier, the former Eagles back who for 24 years was a CBS Sports commentator, and who is now a principal and talk-show host at all-sports WIP(AM). Left to right: Bill Campbell, WIP sports director; CBS Sports commentators Jack Whitaker and Pat Summerall; Brookshier; Reds Bagnell of Resource America Inc., the Union League's master of ceremonies, and Tom McDonald, a former Eagles teammate. Not pictured: commentators Irv Cross (CBS) and Dick Vermeil (ABC), the former an ex-Eagles player, the latter an ex-Eagles coach. "Tom Brookshier had that joy," said Whitaker, "along with that spirit—always free, sometimes wild." Said Summerall, who teamed with Brookshier on Sunday afternoons for six seasons: "If I had to look back on my life, those were the happiest years."

Bob Bubeck, VP, sales and marketing, Welcome USA, joins National Cable Advertising, Fort Lauderdale, Fla., as director of sales.

Stacy Okonowsky, marketing and research director, KBIG(FM) Los Angeles, joins KCAL(TV) Norwalk, Calif. (Los Angeles) as sales promotion manager.

Bob Morgan, formerly with WAQX-FM Manlius, N.Y. (Syracuse), joins WRKO(AM) Boston as local sales manager.

Local Marketing Corp., Stamford, Conn., promotes marketing directors to senior marketing directors: **Lynne Muth**, **Vince Weiner**, **Karen Schneider** and **Keith Gregor**.

Ellen Kershenbaum, director of sales, Retirement Lifestyle Expo, Henry Ford System, joins Karen Kane Inc. advertising firm, Birmingham, Mich., as account services executive. **Brian Briard**, principal, Doyle Financial, joins

Karen Kane Inc., as controller.

Richard A. Deutsch, national sales manager, KITN(TV) Minneapolis, joins KZKC(TV) Kansas City, Mo., as general sales manager.

Russ Whitnah, from WHP-AM-FM Harrisburg, Pa., joins KWQC-TV Davenport, Iowa as VP and general sales manager.

Joe Schafbuch, account executive, KMTV(TV) Omaha, joins KUPL-AM-FM Portland, Ore., in same capacity.

Darnell Washington, national sales manager, KOKI-TV Tulsa, Okla., named local sales manager.

Sandra Perry, account executive, KEZX-FM Seattle, joins Northwest Cable Advertising there as retail sales representative, Northwest Visitors Network.

Mark Duncan, from KEYT-TV Santa Barbara, Calif., joins KCQR(FM) Ellwood, Calif., as sales manager. **Jill**

Dusthimer Rivera, from Microlite Products, joins KCQR as director of promotional marketing.

Changes at Coral Pictures Corp., Miami: **Manolo Vidal**, executive VP, sales, retires; **Ricardo J. Panneflek**, assistant to Vidal, named director of sales, and **Gustavo Basalo**, from RCTV, named director of marketing.

Darrin Klayman, senior account executive, Katz Radio Group, Los Angeles, named sales manager, Katz Radio Group Network there.

Michael Hardy, from MMT Sales, Minneapolis, joins TeleRep, Chicago, as account executive, leopards team. **Neil Weinberg**, recent graduate, TeleRep sales training program, named account executive, cougars team, New York.

L. Mark Founds, consultant, Commerce Enterprise Group Inc., Wilmington, Del., joins Kelly Michener Inc., Lancaster, Pa., as account executive.

Jack Laury, from The Vault off-site computer media storage firm, joins CableData, Atlanta, as national accounts manager, Eastern sales office.

Deborah Juris, account manager, Herman Miller Inc., Fort Lauderdale, Fla., and **Tom Schuck**, advertising sales assistant, Daniels Cablevision, Carlsbad, Calif., join Prime Sports Network, Denver, as regional account executives.

Douglas A. Pfaff, from Katz Continental, joins Seltel, New York, as account executive, rebels team.

PROGRAMMING

Robert W. Kenneally, senior VP, programming and series development, Fox Broadcasting Co., joins Reeves Entertainment, Burbank, Calif., as executive VP, network programming.

Brown Johnson, VP, series production, Nickelodeon/Nick at Nite, New York, named VP, production.



Johnson



Browne

Frank L. Browne, divisional sales executive, Eastern region, New World

WASHINGTON BROADCAST PIONEERS HONORED

Leonard Zeidenberg, late chief correspondent for Broadcasting magazine will receive a Broadcasting Pioneer Award from the Washington Chapter of Pioneers along with six additional recipients on November 30. The other winners are Christy Basham, NBC's Meet the Press; Layne Beaty, chief, Department of Agriculture radio-TV service, 1956-80; Jules Cohen, consulting engineer; Robert Doyle, producer and director, Huntley-Brinkley, TV network pool chief for political conventions 1952-60, Post-Newsweek Stations program production arm, and WFLS-AM-FM Fredericksburg, Va. These awards honor broadcast pioneers that have earned a degree of distinction in their field.

Television, joins Worldvision Enterprises Inc., New York, as account executive, Eastern division.

Tom Hunter, former VP, music programming, MTV: Music Television, named VP, international programming, New York.

George Merlis, supervising producer, ABC's Home Show and **Ron Tindiglia**, former producer, The CBS Morning Program and Today's Business, join Viacom Enterprises, New York, as production consultants.

Appointments at WMDT(TV) Salisbury, Md.: **Roger Follebout**, 6 and 11 p.m. co-anchor, named news director and 6 p.m. anchor, succeeding **Ray Carter**, named assistant news director, WHO-TV Des Moines, Iowa; **Bill Hormann**, weekend anchor, named morning anchor, and **Peterlynn West**, formerly from WATE-TV Knoxville, Tenn., named weekend anchor.

Rosalva Luevano, from KCBS-TV Los Angeles, joins KTLA(TV) there as assignment editor.

Carol Haller, associate director, WLOS(TV) Asheville, N.C., named producer and director.

Rochelle Oeslander, attorney, Walt Disney Television, Burbank, Calif., named director, business affairs.

Matt Knight, manager, strategic planning, Paramount Pictures, Hollywood, named director, strategic planning, television group.

Gavin Harvey, manager of marketing, E! Entertainment Television, Los Angeles, named director of marketing.

Dale Snyder, corporate program director, ABRY Communications, joins KZKC(TV) Kansas City, Mo., as program manager. **Rick Turner**, production manager, KSNT(TV) Topeka, Kan., joins KZKC in same capacity.

Tod Porter, director of operations, The Learning Channel, Lexington, Ky., named VP, program and network operations.

Brett McCarty, account manager, Associated Marketing Group, New York,

joins Showtime Networks Inc., there as Northeast regional marketing director.

Betty Selby, director of program development, Zink Entertainment, New York, named VP, programming. **Francine Bergman**, program consultant, Lifetime Cable Network, joins Zink Entertainment, New York, as producer.

Scott Satin, coordinating producer and writer, The Byron Allen Show, Burbank, Calif., named co-producer and writer. **Kristin Coletti**, research and location manager, The Byron Allen Show, named segment producer.

Hank Goldberg, host, Sportstalk and Miami Dolphins color analyst, WIOD (AM) Miami, named host, Goldberg at Night.

Karen Black, manager, program promotion, Times Mirror Cable TV, joins Viewer's Choice, Los Angeles, as affiliate relations manager, Western region.

Sally Pomeroy, contracts administrator, Multimedia Entertainment Inc., New York, named director of contract administration.

NEWS AND PUBLIC AFFAIRS

Christopher Heinbaugh, general assignment reporter, KDOC-TV Anaheim, Calif., joins KDBC-TV El Paso in same capacity.

Jim Martin, former assignment editor, WJAR(TV) Providence, R.I., returns as chief assignment editor.

Deloris Ramsey, anchor and reporter, WITN-TV Washington, N.C., joins WTOG(TV) St. Petersburg, Fla., as reporter.

Tony V. Baughman, sports editor, Citizen News, Edgefield, S.C., joins WKRU(AM) Burnetown, S.C., as news and sports director.

Jim Forman, general assignment reporter, WSTM-TV Syracuse, N.Y., joins KING-TV Seattle as reporter. **Brendan McLaughlin**, general assignment reporter, KXAN-TV Austin, Tex., joins KING-TV as reporter and back-up anchor.

TWO CBS NEWS STATIONS CAPTURE MURROW AWARDS



The Radio-Television News Directors Association awarded KCBS(AM) San Francisco and WBBM(AM) Chicago 1990 Edward R. Murrow awards at the RTNDA conference last month. Receiving two awards for KCBS are Ed Cavagnero (left), director of news and programing, and Arleen Bolton (middle), managing editor, for outstanding spot news coverage of the October 1989 earthquake, and one for overall excellence. Chris Berry (right), director of news and programing, WBBM, accepts his station's 'Investigative Reporting-Radio' award for exposing Chicago's O'Hara International Airport lax security.

Jim Richter and Steve Cope, managing editors, Conus Communications, Minneapolis-St. Paul, named senior managing editors.

Robert Shilling, news director, WBAL(AM) Baltimore, joins WBFF(TV) there as managing editor, *The News at Ten*.

David Paulson, Maryland bureau chief, WJLA-TV Washington, resigns.

Karl Zedell, news director, WLOS(TV) Asheville, N.C., joins KATU(TV) Portland, Ore., in same capacity.

Craig Walker, broadcast editor, United Press International, joins Associated Press, Tallahassee, in same capacity.

Cynthia Gunn, reporter, KFOR(AM) Lincoln, Neb., joins KWTU(TV) Oklahoma City, in same capacity.

Annette Falwell, anchor and reporter, WWNZ(AM) Orlando, Fla., joins WCPX-TV there as reporter and substitute anchor.

Dan Salamone, managing editor, WGGB-TV Springfield, Mass., named assistant news director.

Amy Castelli, general assignment reporter, WHP-TV Harrisburg, Pa., joins WGAL-TV Lancaster, Pa., in same capacity.

Alan Hobbs, 10 p.m. producer,

KUTV(TV) Salt Lake City, joins KLTU(TV) Tyler, Tex., as executive producer.

Les Sachs, news director, WHOI(TV) Peoria, Ill., joins KGAN(TV) Cedar Rapids, Iowa, in same capacity.

Ed Beebout, 10 p.m. anchor, KFTY(TV) Santa Rosa, Calif., adds duties as managing editor.

Brooks Humphreys, news director, American Heritage Cablevision, joins WOWT(TV) Omaha, as assignment editor.

TECHNOLOGY



Taylor

Television Productions, Los Angeles, as director of sales administration.

Arnold Taylor, managing director, Integrated Arts Ltd., Sydney, Australia, joins Rank Cintel Inc., Hollywood, as president.

Greg Wolf, former director of purchasing, Boss Film Studios, joins VTE Mobile

David W. Birdsong, from KLAX-TV Alexandria, La., joins KZKC(TV) Kansas City, Mo., as chief engineer.

Joe Cost, regional sales manager, Times Fiber Communications, Wallingford, Conn., joins C-COR Electronics Inc., Eaton, Ohio, as New England regional account executive, succeeding **Lee Stump**, named regional account executive, Mid-Atlantic region, Palmyra, Pa.

Robert Hawco, master production planner, Switchcraft, Chicago, named sales engineer.

Dave Schroeder, sales representative, Bose Audio, joins JVC Professional Products Co., Elmwood Park, N.J., as district sales representative.

Wanda M. Lee, sales representative, Minton Associates broadcast design, joins Flying Foto Factory Inc., Durham, N.C., as sales and marketing representative.

Jim Legel, backstage coordinator, dick clark productions, joins WFSU-TV Tallahassee, Fla., as cinematographer and videographer.

PROMOTION AND PR



Boyle

Jim Boyle, director, media relations, Consumer News and Business Channel, joins COMSAT Video Enterprises, Washington, as VP, public relations.

Sharon Baker Williams, manager, Columbia Pictures Television, Los Angeles, named director, publicity.

Therese L. Wells, editor, special editions, *The Hollywood Reporter*, joins Segal Associates Inc., Los Angeles, as VP.

Darlene Chan, from WGBO-TV Joliet, Ill. (Chicago), joins KZKC(TV) Kansas City, Mo., as promotion manager.

Adele Morrissette, VP, mergers and acquisitions, Bankers Trust Co., New York, joins Video Broadcasting Corp. there as VP, business development.

Dan Cupak, programing and production manager, American Heritage Cablevision, joins WOWT(TV) Omaha, as creative services director.

Jennifer L. Berman, summer intern, DDF&M Inc., Pittsburgh, named public relations assistant account executive.

ALLIED FIELDS

Carol Jenkins, anchor, WNBC-TV New York, named recipient of 1990 New York Association of Black Journalists Lifetime Achievement Award.

Lily Page Bess, director, Virginia Department for Deaf and Hard-of-Hearing, joins National Captioning Institute Inc., Washington, as VP, external affairs.

Appointments at the Caucus for Producers, Writers and Directors, Burbank, Calif.: **Harry Ackerman**, producer, CBS and Columbia Pictures, Los Angeles, presented with the Caucus Member of the Year Award; **Gilbert Cates**, independent producer and director, and **Gary Nardino**, chairman of board, Orion Television, elected as new members of Steering Committee.

Board for International Broadcasting, Washington, appoints **Cheryl Feldman Halpern**, private investor and real estate developer, and **Barry Zorthian**, retired VP, Time Inc., as new board members.

New representatives elected to Arbitron Television Advisory Council, New York: **Barry Barth**, KREM-TV Spokane, Wash., representing CBS affiliates in markets 51-100; **Bill Dunaway**, KAMR-TV Amarillo, Tex., representing NBC affiliates in markets 101-plus; **Jim Matthews**, WJKS-TV Jacksonville, Fla., representing ABC affiliates in markets 51-100, and **John Suder**, KWGN-TV Denver, representing independents in markets 15-plus.

Stuart B. Rekant, executive VP, Management Company Entertainment Group, and president, Independent Production Resources, forms Stuart B. Rekant Inc., New York, providing motion picture, television and allied media field consulting services.

James M. Tobin, of counsel, Morrison & Foerster law firm, San Francisco, named partner, communications group.

New officers and directors at North Car-

olina Association of Broadcasters: **Cullie Tarleton**, formerly from WBTB(TV) Charlotte, president; **George Beasley**, Beasley Broadcast Group, president-elect; **Rees Poag**, WQMG-AM-FM Greensboro, VP, radio; **Rennie Corley**, WXII(TV) Winston-Salem, VP, television; **Don Curtis**, Great American Media, secretary-treasurer; **Dick Harlow**, WMAG(FM) High Point, **Calvin Hastings**, WCSL(AM) Cherryville, and **Gregg Lindahl**, WSOC-AM-FM Charlotte, named radio directors, and **Paul Quinn**, WRAL-TV Raleigh, television director.

Paul LeBlanc, operations manager, WTSN(AM) Dover, N.H., named 1990 Broadcaster of the Year by New Hampshire Association of Broadcasters.

DEATHS



Roy Mehlman, 68, retired VP, affiliate relations, Group W Satellite Communications, died Nov. 9 at his home in Stamford, Conn., of cancer. Mehlman began career in 1944 with Acme News Pictures, division of United Press, serving in variety of positions. In 1971 he was named director of UPI Cable Services, establishing all news video service, UPI Newstime. In 1979 he was selected to help launch Cable News Network as national sales manager, affiliate relations. Joining Group W Satellite Communications for its launch into cable programming in 1981, Mehlman headed start of TNN: The Nashville Network, TNNR radio programming service, and most recently its move into pay-per-view with Request Television. He retired in July. Surviving him is wife, Gloria; daughter, Debra, and son, Mark.

Eve Arden, 83, actress, died Nov. 12 of

cancer at her home in Los Angeles. Best known for her portrayal of high school teacher in CBS's 1950's radio and television series *Our Miss Brooks*, Arden moved on to short-lived *The Eve Arden Show* followed by *The Mothers-in-Law*. Additional television appearances include *Amazing Stories* and *Faerie Tale Theater*. She is survived by two daughters, Liza and Constance, and two sons, Duncan and Douglas.

Edith Schaffer Phillips, 82, former ABC official, died Nov. 9 of Parkinson's disease at her home in Lake Worth, Fla. Joining corporate law department of Paramount Pictures, later becoming ABC, Phillips served as officer, as well as director of several of its subsidiaries. She is survived by her husband, D. John; daughter, Lynn; son, Jonathan; two brothers, Al and Irving.

Carol Sobieski, 51, television writer, died of amyloidosis Nov. 4 at her home in Santa Monica, Calif. Television credits include *The Neon Calling*, *Christmas Sunshine*, *Amelia Earhart*, *The Women's Room*, *Where the Ladies Go* and *The Bourne Identity*. She is survived by her husband, James; two daughters, Emmy and Mona; son, Jamie, and sister, Wendy.

Richard P. Kenney, 64, cameraman, died Nov. 13 of heart attack in Los Angeles. Kenney began 36-year tenure at CBS in 1951, working on programs including *The Carol Burnett Show* and *Playhouse 90*, as well as CBS Sports. He is survived by his wife, Lorraine; three children and three grandchildren.

Ralph V. DeCoursey, 87, radio surveillance specialist, died Nov. 10 of congestive heart failure at Arlington (Va.) Hospital. DeCoursey was recruited for Radio Intelligence Division set up by FCC prior to World War II to detect shortwave transmissions of Axis spies. He was chief radioman and code interpreter in Navy and was instrumental in establishing National Security Agency's technical capacity. He is survived by his wife, Eva; two daughters, Jeanne and Eva Marie; son, Ralph, and one grandchild.

Douglas Anello, 78, former National Association of Broadcasters and FCC official, died of cancer Nov. 8 at Melbourne, Fla. hospital. Anello joined FCC in 1946, and left for NAB one year later serving as general counsel until 1969. He is survived by daughter, Diane; son, Michael; two sisters, Leila and Yolanda, and three grandchildren.

Everett G. Mitchell, 92, radio pioneer, died Nov. 9 at Wheaton, Ill. nursing home. From 1930's to 1950's, Mitchell hosted NBC's *National Farm and Home Hour*. He was known for his opening line: "It's a beautiful day in Chicago."

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FIFTH ESTATE

JIM WARNER: CBS'S EYE ON THE WORLD

When CBS Enterprises President Jim Warner describes his company as a "department store of opportunities," he knows whereof he speaks: the 37-year-old executive started his career at Macy's, briefly following his father's footsteps into retail.

But Warner's current job has him tracking a different star, that of long-time family friend and former Mamaronck, N.Y., neighbor Larry Tisch.

The CBS president and chief operating officer tapped Home Box Office veteran Warner late last year (Jim's younger brother Steve is also at the network, in charge of developing summer programming) to head a new unit that, after a stormy decade for CBS's international operations, elevates for the first time overseas and ancillary businesses like home video to the level of a division reporting directly to the CBS/Broadcast Group president.

Enterprises' focus is not just its overseas program distribution efforts, but a search for new partnerships abroad that will allow the budget-conscious network to foster new programming sources and share fixed costs.

After just a decade in the business, Warner's background appears well-suited to the job. Following a brief outing as manager of program acquisition for Time Life Video, Warner began a nine-year tenure at HBO that involved pioneering activities in international program coproduction and overseas media development.

HBO had turned to the lanky, pale-complexioned Warner, then Cinemax program acquisition manager (along with executive Fred Cohen, now heading King World's international efforts), when it decided to launch an enterprise division with a large international component in the early 1980's.

But Warner's first lesson overseas was a humbling one. He helped develop Premiere, HBO's failed joint venture effort to start a pay TV movie service in the UK, and eventually elsewhere in Europe and in Asia.

Warner is prouder of HBO's market-leading successes in program coproduction, where his role was one of facilitator with a twist. Instead of bringing outside projects into the company, he helped take HBO creative aspirations



out to the world market, attracting international partners with HBO's freedom from program and commercial restraints and its flexibility on control of international program distribution rights.

In the end, however, HBO had its limits for Warner, even with the merger between HBO parent Time Inc. and Warner Bros. "When I first started at

HBO, it was very much in its rapid growth phase and there was the belief that we could change the world because we were changing the world. There were no ground rules because we were making the rules," said Warner. "But as the company changed, HBO and its business became more mature and toward the end of my time there, people had more modest horizons. While we ourselves made many of the rules, they had become rules."

Although Warner acknowledged CBS itself was traditional in structure and that going from the new media realm to a shrinking broadcast network environment

was in some ways a move against the grain, he saw evidence of new thinking at the network brought on by economic pressures domestically and opportunities overseas. "Clearly, the fragmentation of

the business has affected the networks," he said, "but on the other hand I saw that as a challenge."

That challenge, said Warner, is the search for ways in which CBS can insulate itself not only from domestic fragmentation, but overseas media transformations as well, along with the hazards of a volatile world economy and unpredictable regulatory shifts.

And rather than focus on risk-laden equity stakes in overseas companies as CBS's rival networks have—Warner does not rule equity positions out when it helps achieve broader directives, but dislikes the limits of minority positions and the perils of joint venture management—Enterprises' central approach, he explained, is to develop links with key broadcasters outside the U.S. "on a broadcaster-to-broadcaster basis so we're not dependent on these companies just on a supplier-customer relationship, but we're developing relationships which are at the highest levels of the company."

The company already has cut two deals creating these new relationships, a comedy development pact with British Broadcasting Corp. last summer and a news-sharing agreement with Tokyo Broadcasting System last fall, and according to Warner, two other deals in Europe, one in sports and another in entertainment, are under discussion now.

The key to these pacts, said Warner, is "to find some specific ground to cooperate and to use that as a base to explore other ideas."

Added Warner: "We need to be smarter as distributors. It isn't only selling programs, but figuring out ways to market them, to make them more valuable in each local broadcast market... We don't just see ourselves as exporters. We see ourselves as players in a global ecosystem of programming." ■

James Alan Warner

President, CBS Enterprises, New York; b. April 7, 1953, New York; BA, American Studies, Yale University, New Haven, Conn., 1975; MBA, Harvard Business School, Cambridge, Mass., 1980; assistant buyer, Macy's, San Francisco, 1976-1978; manager, program acquisition, Time Life Video, New York, 1980-1981; manager, program acquisition, Cinemax, New York, 1981-1982; manager, HBO Enterprises, New York, 1982-1983; executive director, HBO International, New York, 1983-1985; director, HBO Enterprises, 1985-1986; vice president, HBO Enterprises, 1986-1989; present position since December 1989; m. Priscilla Leviten, Aug. 30, 1981; children: Maxwell, 4, Jackson, two months.

IN BRIEF

Cable has unusual ally in Arkansas cable tax case before U.S. Supreme Court. **NAB and INTV said that "Arkansas has advanced no compelling justification for singling out cable television for taxation, and the tax before the court should be found to violate the First Amendment."** Arkansas has been imposing 3% tax on gross receipts of cable television services, but had exempted sales of newspapers, advertising in newspapers, magazines and billboards and religious, professional, trade and sport journals printed and published in Arkansas. But even in support of cable in *amici curiae* brief filed last Thursday (Nov. 15), NAB and INTV still took shot at cable: "While cable systems may not be entitled to the same degree of First Amendment protection as newspapers or magazines or broadcast stations...cable, as part of the press, is entitled to the protection of the First Amendment from discriminatory taxes." NCTA said Arkansas "by creating classes of favored and disfavored media...may diminish the vigor and independence not only of the disfavored class, but also of the favored one." Cablevision Industries Inc., Comcast Corp. and Cox Communications Inc. said the "Providers of cable television service engage in the same

types of First Amendment activity as do other mass communicators, such as newspapers, magazines, and radio and television broadcasters." So far California Cable Association, Century Communications Corp. and Dow Jones and Co. have filed similar friend of court brief.

Just as season-to-date prime time ratings on ABC's **Monday Night Football** dipped to unusually low 16.128, network last week released results from upcoming study positioning **games as number-one network series viewed outside home**. Almost 1.3 million men age 18 and over were in average audience of *MNF* game in out-of-home locations in November 1989, according to study released last week by Nielsen Media Research. Study, commissioned by ABC, NBC, ESPN and Nielsen, also reveals that about 20 million people age 12-plus watched television at some time during course of week in out-of-home locations. Preliminary findings from \$1 million study were released last spring (BROADCASTING, May 14).

Trading in Capital Cities/ABC was delayed last Friday morning due to excess of buy orders, attributed to positive reaction to

management's prior-day meeting with securities analysts. Those at meeting said it was generally upbeat regarding long-term prospects of business, while chief executive officer, Dan Burke, and others acknowledged some short-term problems. Barry Kaplan, of Goldman Sachs, said that network group president, John Sias, reported that advertisers had picked up 75% of first-quarter options, compared to roughly 80%-plus in typical year. Jessica Reif of First Boston said management suggested that ABC was faring better than reported three-network average discounts of 35%-40% in scatter market pricing. According to those present, Burke said radio results would be down this year, while Video Enterprises results for next year would approach 1989 profitability. By late Friday afternoon stock was at \$392, up 10½.

FCC hopes to release agenda for Dec. 14 en banc hearing on financial interest and syndication rules before heading home for Thanksgiving. Working together, staff from chairman's office and other four commissioners early this week will create five or six panels drawing from prospective witnesses submitted by affected industries last Thursday. Planned decision last week on number and scope of panels for day-long session was deferred until names were in. According to FCC officials, there will likely be six panels, including one of representatives of government agency with interest in fin-syn, which FCC Commissioner Sherrie Marshall was reportedly trying to eliminate. Others likely: international trade experts, network and Hollywood chief executives, network and Hollywood program dealmakers, economists and public interest advocates. Among nominated witnesses: CEO's of all networks, including Fox's Barry Diller; several studio heads, including Warner's Bob Daly and Walt Disney's Richard Frank, and number of general managers of Fox affiliates and independent stations. With eye on international panel, CBS submitted name of former U.S. Trade Representative William Brock. Networks offered number of lobbyists in case FCC puts together panel of same, and they let FCC know that their CEO's did not want to sit on same panel with Jack Valenti,

CHANGING EUROPE'S SATELLITE ORIENTATION

A delegation of the Commission of the European Communities last week adopted a green paper for discussion defining "basic political orientations for an opening of satellite communications in Europe." The commission seeks to formulate a policy proposal extending to satellite communications the principle of balancing "liberalization and harmonization" adopted by the Telecommunications Council last December.

The paper notes that the accelerated development of new satellite services and markets, including newsgathering, DBS and HDTV, have been made possible by "considerable technological progress," particularly in reducing the size of satellite downlinks, but are currently stifled by "outdated regulations." Four "major proposals for the development of an adequate regulatory environment" are to (1) abolish all restrictions on the purchase and use of satellite receiving dishes; (2) create unrestricted access to satellite capacity, subject to licensing; (3) shape policy to allow the direct sale of satellite capacity to service providers and users and (4) "harmonize" member nations' policies concerning licensing, frequency coordination, community standards, equipment and techniques.

"With the combination of these changes," said the commission, "a broad range of specialized services will become possible." Similar to an FCC notice of inquiry, a green paper represents no formal policy proposal.

president of Motion Picture Association of America.

Conflicting accounts, one from Tokyo-based *Nikkei Report*, say that reported meeting schedule for today in New York between MCA Chairman Lew Wasserman and Matsushita President Akio Tanni, has been called off. Other sources had indicated, at press time last Friday, that parties were possibly close to agreement to sell MCA's entertainment and studio operations to Japanese electronics giant for \$6.4 billion-\$8 billion. MCA source said that Wasserman and MCA President Sid Sheinberg expressed concern over "stumbling blocks" during early exchange of terms, which could postpone or cancel first in-person meetings with high-ranking Matsushita officials today. It had been rumored that Wasserman and Sheinberg were looking to get \$80-\$90 per share for outstanding stock, but have revised per share price to \$74 because MCA will likely sell WWOR-TV New York and MCA's Curry Co. recreation holdings in Yosemite National Park to party other than Matsushita. On Friday, MCA stock dropped 2¾ to close at 65¾.

NAB, in comments to FCC on AM improvement that were due Friday (Nov. 16) **praised most of commission's proposals for improvement of AM**, including new technical standards and homesteading of expanded band by current stations. NAB, however, opposed certain non-technical proposals, such as reimposition of rules restricting simulcasting over co-owned AM and FM stations. It also **objected to FCC proposal to require all AM stations to broadcast in stereo**.

Senator Bob Packwood (R-Ore.), ranking Republican on Senate Communications Subcommittee, and **Brian Lamb**, C-SPAN chairman and chief executive officer, have been **named recipients of 1991 John F. Hogan Distinguished Service Award** given by **Radio-Television News Directors Association**. Speaking of Packwood and Lamb, RTNDA President David Bartlett said: "For more than a decade, Brian Lamb and C-SPAN have set new standards of quality and creativity in television journalism." Bartlett continued, "Packwood stands up for the First Amendment even when it is anything but fashionable or politically advantageous to do so."

Cablevision Systems Corp. will carry pay-per-view network **Request Television** on all its addressable cable systems **beginning Dec. 1**. Cablevision's 29 systems have more than 700,000 addressable

NEW WORLD, STATION GROUPS TO PRODUCE SHOWS

New World Television has created a joint venture between the Chris-Craft/United Television Inc. and Renaissance Communications station groups, in addition to major independents WWOR-TV New York, WPHL-TV Philadelphia and WLVI-TV Boston, to produce original two-hour features for first-run syndication starting in fall 1991. Dubbed the New World Premiere Network, the consortium plans to produce 12-24 features over the next three seasons, which will be offered on a straight cash basis only.

In recent years there have been a growing number of distributors offering long-form programming—such as Tribune Entertainment's ad hoc barter film offerings and MCA's *Hollywood Premiere Network* (on Chris-Craft's KCOP(TV) Los Angeles and MCA's WWOR(TV) New York)—to provide independent stations first-run counterprogramming against expanded Fox programming and established original fare from network affiliates. Tony Brown, New World's president of distribution, said his company is going to produce "event-type, A-features for cash, since cash is treated differently than barter." Each title, he said, will have an average budget of \$2.5 million.

"We're bringing back a concept that worked before—Operation Prime Time—something that stations, at this time, want back in a big way," Brown said. "This is a pure cash vehicle and not an ad hoc barter network, since we don't have to feed a barter arm. None of their inventory is being taken away [with national barter ad time]. Stations can, and like to, showcase cash feature product more prominently."

Under the plan, New World is planning at least four features for 1991-92—during the October, November, February and May sweeps—the first being *Rapture* from writer Lorenzo Semple (who wrote James Bond's "Never Say Never Again"). The three other titles, which Brown said are chosen collectively by the consortium, are expected to be announced in the next few weeks. Each title will be contracted for six runs over five years.

Domestic distribution and international sales (which New World foreign distribution president Jim McNamara will handle), according to Brown, marks the first time the company has handled distribution of a cash project for syndication. As part of the arrangement, Brown said his "equity" station partners "participate in profits on a *pro rata* basis."

The seven stations in the Chris-Craft/United group are KCOP(TV) Los Angeles; KBHK-TV San Francisco; KMSP-TV Minneapolis; KPTV(TV) Portland, Ore.; KMOL-TV San Antonio, Tex., and KTVX(TV) Salt Lake City, while Renaissance's four stations are WZL-TV Miami, WPGH-TV Pittsburgh, KTXL(TV) Sacramento, Calif., and WTXN(TV) Waterbury, Conn. -MF

homes, bringing Request's household count to 7.5 million. All Cablevision systems, which have had standalone PPV channels will become Request affiliates. Systems in New York metropolitan area and Boston will not use standard Request feed, but will be used by Request and Cablevision to test other kinds of programming.

For first time in three years since **Buena Vista Television** launched *DuckTales*, BVT's **dominance among children's animated strips' household and key demographic rating categories was broken**. During last week in October and beginning of November, Warner Bros. Domestic Television's *Tiny Toon Adventures*' 4.7 household rating (NSS, week ending Oct. 28) and 9.4 rating among key kids 2-11 age group overtook BVT's

Talespin and *Chip 'n Dale's Rescue Rangers*, each at 4.4 household ratings and respective 8.8 and 8.4 kids' ratings. For week ending Nov. 4, Group W Productions' *Teenage Mutant Ninja Turtles* nabbed top-ranked 4.7 household and 8.9 kids ratings, while *Talespin* held at 8.8 kids and 4.2 household ratings and *Tiny Toons* dipped to 8.4 and 4.4 ratings.

CBS ordered three additional episodes of Touchstone Television-WittThomas sitcom *Lenny*, giving program 12-episode midseason backup commitment. Producer Tony Thomas, who said rookie *Lenny* was "wasted" in tough Wednesday 8 p.m. time slot against ABC's *Wonder Years* and NBC's *Unsolved Mysteries*, was "gratified" over CBS's renewed interest and estimated that sitcom will get January insertion.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

CLOSING RANKS

Prior restraint is virtually the antonym of a free press. And so, when a federal judge ordered Cable News Network not to air news reports featuring audio tapes it had obtained, purportedly of private conversations between deposed Panamanian leader Manuel Noriega and one of his attorneys, CNN naturally appealed that decision to a higher court. While awaiting appeal, however, CNN proceeded to broadcast a taped conversation in defiance of the court. That may not have been the best course. Did the news value of the tape justify possibly blowing the case against Noriega? And, if the goal was to prompt the Supreme Court into further clarifying the relative weights of First and Sixth Amendment protections, was this the high point from which to defend that ground?

(On the subject of responsibility, the latest twist in the story had the FBI seizing "documents" from either a CNN reporter's hotel room or the hotel's lost and found department, depending on who was telling the story. That kind of governmental strong arm stuff, if true, requires some explaining.)

The news that the government had apparently taped private conversations between Noriega and counsel, and thus had potentially compromised its own case, was clearly worth reporting. CNN's decision to violate the court order—which may have jeopardized the case further and could prompt a Supreme Court review—is debatable. Prior restraint, however, is not.

The issue of journalistic responsibility aside (journalists, after all, are free to be irresponsible), the appeal has set the stage for a Supreme Court ruling on the court's gag order. With it comes the chance for the court to further strengthen First Amendment protections. The Burger Supreme Court came just short of proscribing all prior restraint in 1976 when it unanimously struck down a gag order, holding that the order violated the First Amendment and could not be sustained. The court did not rule out all gag orders, although it seemed to do everything but in branding prior restraint "the most serious and least tolerable infringement" of the First Amendment. "Barriers to prior restraint," said the court, "remain high."

To keep those barriers in place and appropriately elevated, the Supreme Court should stay the federal judge's gag order. For their part, however, the news media should accord a heavy weight to responsibility when deciding what and whether to publish.

WRONG NUMBERS

A U.S. Government Accounting Office, in response to an inquiry by Michigan Democrat John Dingell, has reviewed two surveys conducted or commissioned by the United States Information Agency to help justify the effectiveness of its TV Marti broadcasts to Cuba. One was never released and the other was used to rationalize the service's

existence and continued funding (the authorizing legislation made proof of feasibility a quid pro quo for that funding).

The upshot of the GAO report was that both surveys were nonrandom and unrepresentative, rendering them effectively useless. Or, as the report put it: "Both questionnaires and the reported results had methodological flaws that made the results invalid." (According to the report, even USIA research staffers noted problems with the first, unreleased, survey and concluded that it "does not yield reliable and valid results.")

According to the GAO, then, an invalid survey was used in the USIA's report to the President, which was in turn used by the President in judging the service "technically feasible." Sounds like a bum steer to us.

THE GOOD NEWS

Has anyone noticed that *America Tonight* is a damn fine news show? (Or broadcast, as they used to insist on calling such things at CBS.) The Charles Kuralt/Lesley Stahl late night half-hour (11:30-12 p.m.) has been on a rising curve of ambition and ability since its debut, and is looking less and less like a throwaway and more and more like a comer.

It is, of course, in third place (2.2 rating/7 share) to NBC's *Johnny Carson Show* (4.8/16) and ABC's *Nightline* (4.3/14), and suffers from a clearance disadvantage (80% to Carson's 97% and Koppel's 94%). But if there isn't yet a winning constituency out there, there is life on this side of the picture tube, and the professionals under executive producer Lane Venardos seem to sense they're on to something.

CBS is playing the broadcast's future close to the vest, although the odds favor *America Tonight* being squeezed out of the lineup when the network debuts a package of five action dramas in January. Far be it from this page to say that should or shouldn't happen, but for however long it lasts, *America Tonight* should be recognized as a spirited and honorable contribution to the medium.




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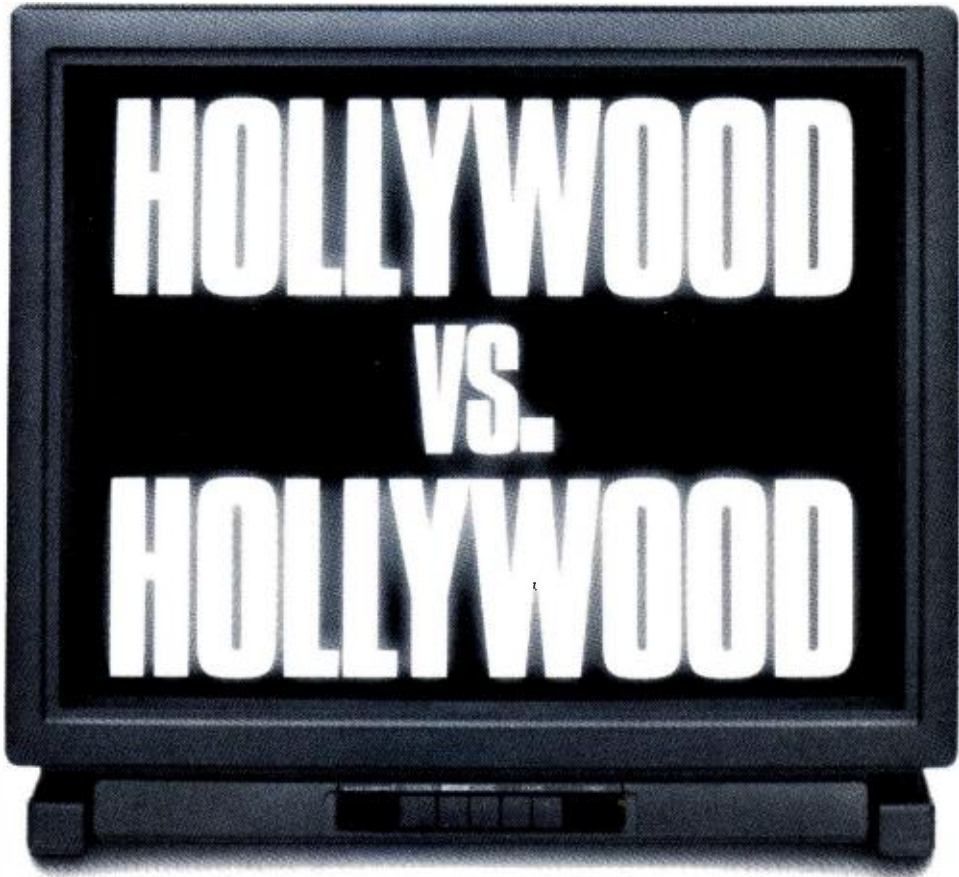
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"...It appears like there will be six or seven companies running the entire television business—which I think everyone has been realizing for the last four or five years. It's all been happening that way, with Time Warner, with Sony, with Gulf & Western—the Paramount thing—with Rupert Murdoch's organization."

LESLIE MOONVES, PRESIDENT, LORIMAR
CHANNELS MAGAZINE, September 24, 1990

"Within the next five years or so, the bulk of the programming will be provided by four or five major studios."

SCOTT SIEGLER, PRESIDENT, COLUMBIA PICTURES TELEVISION
NEW YORK TIMES, September 30, 1990

"Warner Bros.-produced TV shows on network prime-time this fall will be up more than one-third, to 23 shows, Time Warner Senior Vice President Geoffrey Holmes told analysts. That number, more than 25% of all primetime shows, compares with 10 years ago, when Warner had virtually no TV presence... 'We're clearly dominant,' he said."

COMMUNICATIONS DAILY, August 14, 1990

