

# Broadcasting Sep 17

Incorporating Broadcasting / Cable 59th Year 1990

## TELEVISION / 36

*Fox joins club on Saturday morning; Premiere week(s) continue*

## CABLE / 43

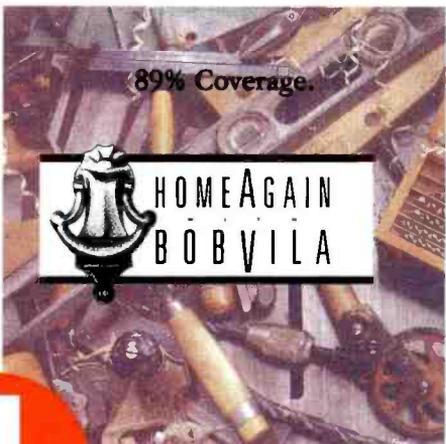
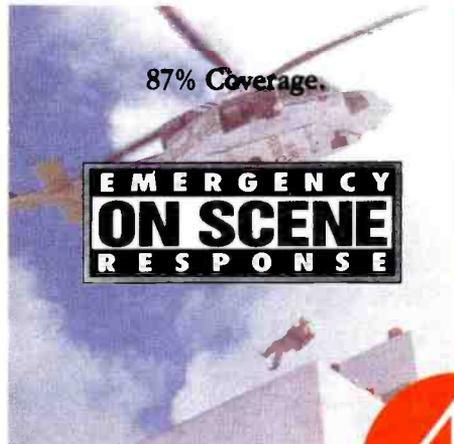
*SportsChannel America adopts new game plan; Bornstein to head ESPN*

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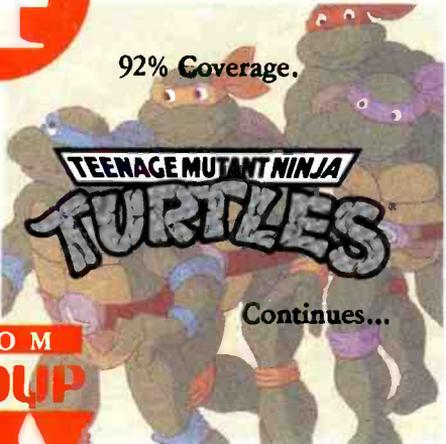
*Capcities proposes fin-syn alternative; Judges OK TV test*

## BUSINESS / 56

*Orion: Dimming star has plans for regaining lustre*



PREMIERING **4** THIS WEEK



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Vol. 119 No. 12

**The spectrum tax spectre Radio '90**  
Cable law passes House

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

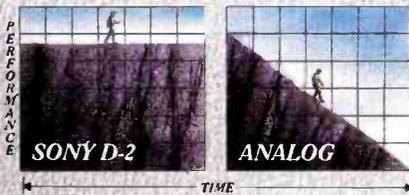
But while those machines may still be



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

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

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



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

those limitations can really hold you back.

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

acceptable level of performance.

Second, depending on how old your VTRs are and how well they've been maintained, some will undoubtedly perform better than others. Which means some will also perform worse.

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*With analog you're restricted by the condition of your video tape.*





VTR performs consistently over time and minimizes the need for adjustments.

quality of your video consistently high.

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*Compared to D-2, the sound quality of analog seems rather archaic.*

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# THIS WEEK

## 19 / RADIO 1990

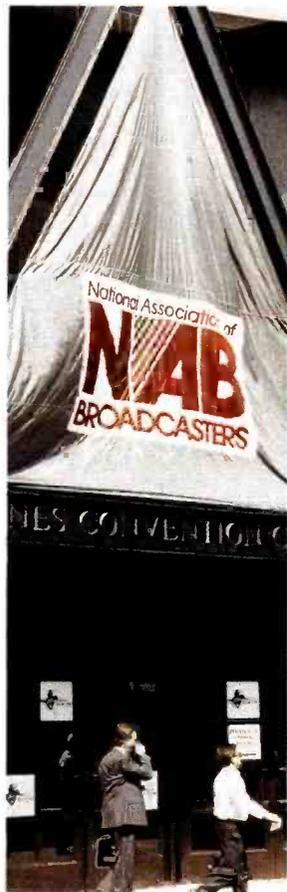
Boston proves an appropriate venue for the annual NAB radio conference, with attendees ready to protest what they see as an unfair—and potentially crippling—tax in the form of a spectrum fee being contemplated in Washington (see below). Another major concern is how the introduction of digital audio broadcasting (DAB), specifically a satellite-delivered version, will affect them. FCC Chairman Alfred Sikes says that while the FCC will move forward with studies of new DAB service, it will not be at the expense of existing AM and FM stations. The chairman also reaffirms his commitment to improving those bands. The FCC's Bob Pettit brings broadcasters up to speed on commission's new political advertising guidelines.

## 23 / SPECTRUM FEE SPECTRE

Although concern remains that spectrum fees could emerge from the ongoing budget summit in Washington, leadership in both the Senate and House Commerce Committees oppose the spectrum fee/tax. The word out of Washington last week was that conferees were concentrating on other means of reducing the massive deficit.

## 24 / CABLE REREG PASSES HOUSE

By unanimous voice vote, the House of representatives



NAB in Boston: Where the radio action is (page 19).

last week passed a cable reregulation bill. The measure would, among other things, set caps on basic rates, prevent operators from "unreasonably" refusing to negotiate distribution deals with third parties such as wireless cable and SMATV operators and would provide for must-carry of local stations. Not surprisingly, reaction to the bill was mixed. One key response came from the Office of Management and Budget, which said

that if the bill remains in its present form, it would recommend that the President veto it.

## 26 / TCI PLANS 24-HOUR NEWS CHANNEL

If all goes as planned, Telecommunications Inc.'s cable systems in suburban Chicago will join with Fox affiliate WFLD-TV there to create a 24-hour regional news channel, Chicago Cable News, a first for such a broadcaster/cable operator news venture. According to TCI and Fox executives, who gave details of the project in exclusive interviews with BROADCASTING, an agreement is expected this week or next on the project. TCI is contemplating similar joint ventures with broadcast outlets in Washington, San Francisco, Pittsburgh, Salt Lake City and Dallas.

## 28 / MARKETING THE MIX

In the search for a happy medium between top 40 and easy listening, some stations have hit upon a marriage of old and new. The result has come to be known, not surprisingly, as The Mix.

## 32 / DOUBLE COVERAGE

WHBB(FM) Hampton Bays, N. Y., has agreed to simulcast programming of WNEW-FM New York, which sees synergy between two audiences, given that the Hamptons area is a resort community popular with city residents.

## 36 / WEEKEND WARRIORS

Fox has joined the battle for Saturday morning viewers as it debuts its first-ever lineup. Shows based on pre-sold concepts—"Little Rosie" from ABC, for example—are particularly popular entrants in children's programing sweepstakes.

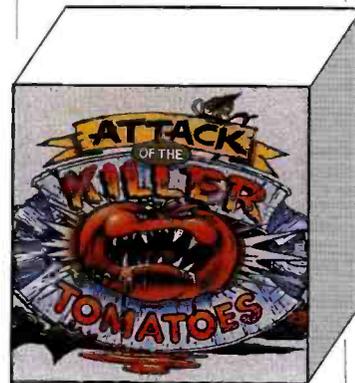
## 37 / COMPARING NOTES

The four network entertainment presidents meet on the neutral turf of a Hollywood Radio and Television Society luncheon to talk about the high cost of programing and pick the cream of each other's crop.

## 38 / THE ENDLESS PREMIERE

The networks continue to mix roll-outs of new shows with reruns of some old—and new—ones as the staggered start for the fall season continues. In one of the first big matchups, NBC's "Fresh Prince" beats CBS's "Uncle Buck" in their respective regular season Monday night slots.

Fox joins Saturday club (page 36).



**40 / ED WILSON HEADS COLUMBIA SYNDICATION**

In a restructuring of sales responsibilities, Columbia's four sales offices will report to Wilson in the newly created position of senior vice president, syndication. Columbia Pictures Television's syndication president, Barry Thurston, says the hiring of Wilson, who has experience selling first-run product for Paramount, does not signal a shift by Columbia from its traditional emphasis on off-network.

**41 / GROUP W LOOKS FOR NEXT 'PM'**

Group W is hoping to find local-oriented program for the 90's equivalent to its long-running, just canceled "PM Magazine."

**43 / CHANGE IN GAME PLAN**

SportsChannel America cable sports service is taking steps, including theme night programming, to expand its image beyond that of a regional sports service

**46 / BORNSTEIN TAPPED**

ESPN's executive vice president, programing and production, has been named to succeed Roger Werner as president and CEO of the cable programmer.

**53 / SHIFTING THE DEBT LOAD**

A suburban Washington cable company has approached lenders for help in restructuring its \$200 million in debt; raising the spectre of what may be the first default in publicly traded MSO debt in the medium's history.

**55 / MONEY MATTERS**

At a Washington seminar on the state of the wireless cable industry, executives



Sen. Danforth on possibilities of new cable bill (page 25).

talk about the difficulty of getting lenders to fund competition to existing media when those media are also clients with debt to pay off.

**56 / ORION LOOKS FOR ANSWERS**

Faced with declining earnings, disappointing box office showings and a stock price that has dropped over 50% in five months, Orion Pictures is hitching its wagon to new programing ventures both here and abroad.

**63 / HELPING HAND**

Radio consultant Rick Sklar is teaming with British radio consultant David Bowen to form a company to help program and market a new group of stations being authorized in the UK.

**66 / NARROWING FIELD**

Although Faroudja has withdrawn its enhanced definition television system from the FCC's testing process, it still hopes to have its system up and running in the next two years. A new schedule for testing—Faroudja was to have been the first considered—is expected soon.

**69 / TAKING ISSUE**

Capcities/ABC criticizes the National Telecommunications and Information Administration fin-syn proposal, particularly its restriction on the networks' acquisition of financial interest in network programs from unaffiliated producers. There is also word that that Deputy Attorney General William Barr has asked that Justice's position in favor of fin-syn repeal be reviewed.

**70 / COURT OK'S TV TEST**

The Judicial Conference of the U.S. has agreed to a three-year test of cameras in select federal courts. Although the test will be confined to civil matters in both trial and appellate courts, the move is heralded by Fifth Estaters as an important step toward coverage of all federal courts and cases.

**72 / SATELLITE SALE**

The FCC has approved the sale of two struggling Fox affiliates in the Lynchburg-Roanoke, Va., area and the operation of one of the stations as a satellite of the other.

**73 / BOTH SIDES NOW**

NBC affiliate KCNC-TV Denver has taken the novel step of buying a block of time on a competing independent UHF in the market. It will produce and air three hours of election coverage on the independent rather than preempt its prime time lineup to cover the elections.

**73 / PACIFIC PACT**

CBS and Tokyo Broadcasting have agreed to share their resources for a number of projects, the first of which will be an international newsgathering system. They are also exploring the possibility of teaming for sports or entertainment programing.

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# CLOSED CIRCUIT

## Madison

### Stepping forward

Word has it that first volunteer in test of cameras in federal courts (see story, page 70) will come from Western District in Madison, Wis., which, perhaps not coincidentally, is home district of Congressman Robert W. Kastenmeier, who, as head of House committee dealing with court issues, has led legislative push to open court doors to Fifth Estate. In Madison, chief judge Barbara B. Crabb "is very much in favor" of cameras, said spokesman, and has publicly advocated federal system following lead of most state courts. Madison might make excellent testing ground given that other active judge, John Shabaz "is opposed" to cameras "but willing to go along" with experiment.

## Carol Stream

### Burger boycott

As of last Friday, national church mailing was being prepared by Carol Stream, Ill.-based Christian Leaders for Responsible Television (CLear-TV) announcing boycott of Burger King. Miami-based fast-food company was targeted because its ads were deemed to be supporting television shows with most "sex, profanity and violence" during May sweeps. BROADCASTING's analysis of data from Arbitron's BAR showed that in May, as in general during first quarter, Burger King ads were spread among several score shows with no one show receiving more than five percent of ads. Among those shows most prominent were *Tour of Duty*, *Nasty Boys*, *General Hospital*, *In the Heat of the*

## Language problem

Needing all the help they can get to insure program exclusivity language is added to the Senate cable bill, NCTA officials were dismayed by some of the discussion on programing exclusivity contained in the House Energy and Commerce Committee report released the Friday before the House bill was passed.

What upset cable lobbyists was language that gave the FCC wide latitude in reviewing complaints of unreasonable refusal to deal from cable competitors. "In adjudicating such a complaint," the report says, "the commission shall be free to look beyond considerations relevant under traditional antitrust analysis, and may consider the effect of such allegedly anticompetitive conduct upon policies, such as diversity, contained in the Communications Act. "We don't like the bill," said NCTA Chairman Jerry Lindauer "and the [report] language did nothing to improve it."

*Night, 48 Hours, Rescue 911* and *CBS Late Night*. In syndication, Burger King ads ran mostly within children's animation. Rev. Donald E. Wildmon told BROADCASTING that letter and faxes sent to Burger King and parent company, Grand Metropolitan, went unanswered. Wildmon said at least one other company would be targeted in January or February for boycott based on Clear-TV's monitoring of November sweeps.

## Boston

### Sympathetic, but...

Secretary of Energy James Watkins told BROADCASTING last week that President Bush is "sympathetic" to broadcasters concerns over proposed 5% spectrum fee (that is among measures being considered by budget summit), but has to "come to terms with a \$250 billion deficit that the American public has to pay." Watkins was in Boston, where, at news conference at NAB Radio convention, he called on radio

broadcasters to donate considerable airtime for series of PSAs urging Americans to conserve energy.

## Sharing doubts

Some engineers who have been searching for possible bands for start-up of terrestrial DAB service have suggested sharing in FM band. There has been some fear that such service could turn into controversy between AM and FM stations. It is considered unlikely that there will be enough simulcast frequencies for both AM's and FM's in band and that preference might perhaps go to FM stations.

"I don't think it could work," said John Abel, NAB executive VP, during last week's Radio '90 convention. Compression techniques for DAB sharing with FM are not that advanced and he expressed doubts that they ever would be. Michael Rau, NAB senior VP, science and technology, suggested that broadcasters should put more effort into lobbying for total-

ly new band. Historically, broadcasters have had to concentrate on protecting their own spectrum rather than seeking more, he said.

## Washington

### If it's fixed, don't break it

Close look at House cable bill reveals that there is provision in rate regulation section that says bill will not supercede cases where cable systems and cities have already reached agreement to regulate rates in markets where FCC determined no effective competition existed. That's round about way of describing situation in Dubuque, Iowa. City petitioned FCC on effective competition standard, won, and reached rate regulation deal with local cable operator, Tele-Communications Inc. All that will stand if section and bill survive.

## Extending deadline

It looks as though PBS and Discovery Channel will continue studying feasibility of creating national noncommercial cable service, even though 90-day window specified last June for study closed last week. Definite agreement to continue negotiations is likely by end of this week. Dan Agan, vice president of national programing and promotion services for PBS, said plethora of options on how to design service is major reason for continuing study.

## Los Angeles

### 'Studio' expansion

According to source, *Studio 22*, produced by KCBS-TV Los Angeles will be carried on all

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CBS O & O's beginning weekend of Oct. 13. Clearances for show will be varied weekend fringe time periods. Half-hour entertainment report is hosted by KCBS-TV entertainment reporter Steve Kmetko and lifestyles reporter Dorothy Lucey. WCBS-TV New York movie critic Dennis Cunningham and WCBS-TV lifestyles reporter Jill Rappaport are being added as on-air talent. There are no plans to syndicate series as yet, but that has not been ruled out. "Right now it's a way to utilize our resources to program our stations. We're very cognizant of the *House Party* situation at NBC so we're not tooting any horns or anything," said one network source. (*House Party* was highly promoted and later canceled daytime talk show produced by NBC Productions.)

### Taking no chances

Although production of pilots for Tim and Daphne Reid talk show continues, sources at King World Productions' research and development network says previously planned September on-air test on participating group-owned stations is being delayed until edges are smoothed on projected 1991-92 entry.

According to one senior level station group executive, King World also wants to reduce scope of test by carefully choosing stations for test—one metered market and two nonmetered markets. Post-Newsweek's WDIV-TV Detroit (metered) and nonmetered Gillett Holdings' WMAR-TV Baltimore (which is awaiting final FCC approval for sale to Scripps-Howard Broadcasting) are two of three stations said to be targeted for possible October or November on-air test.

### New York Big Changes

UPI expects to announce nu-

merous changes in operations this week, according to Milt Capps, senior vice president, corporate affairs. In planning stages for past two years, changes currently being implemented include installation of updated computer system, increase of correspondent networks, net increases in hiring in sports and business units, creation of joint ventures at national level, more attention to "interpreting trends" in addition to hard news coverage, new services aimed at cable industry, and "unbundling" of editorial product.

### High cost of coverage

Busch administration officials are not only ones worrying about rising costs associ-

ated with Middle East buildup. Costs to networks of covering Persian Gulf crisis are mounting as well. NBC News president Michael Gartner said last week that NBC, ABC and CBS are each spending up to \$1 million per week to cover story. That would put three network-cost of covering story so far at close to \$20 million, and counting. Crisis, said Gartner, will put NBC News in financial loss column for 1990. Division, he said, would have made small profit, or at least broken even, had it not been for crisis in Gulf. However, he is projecting profit for 1991, although it's too early to tell how much. Key to making that profit, he said, is getting weekly prime time magazine

on air. Gartner said it's his "hope and expectation" that *Real Life with Jane Pauley*, will be scheduled as midseason replacement. Pauley show, tested this summer, was second in its time period. News division is also testing several other weekly prime time concepts, including one that would feature reports of NBC's investigative news team of Brian Ross and Ira Silverman.

### All set

*Campus 7 News*, Syracuse University's 20-year-old student owned and operated news program, will soon have new look, thanks to CBS. Network's sports division is donating \$26,000 *NFL Today* set, replaced after Brent Musburger left show, to *News*, which will broaden scope in early October to become nightly, half-hour public access cable show. Set, made available after *News*' sports director interned at CBS Sports, will be revamped by student staffers, according to John Mills, *News*' managing editor.

### VIDEO VICTORS

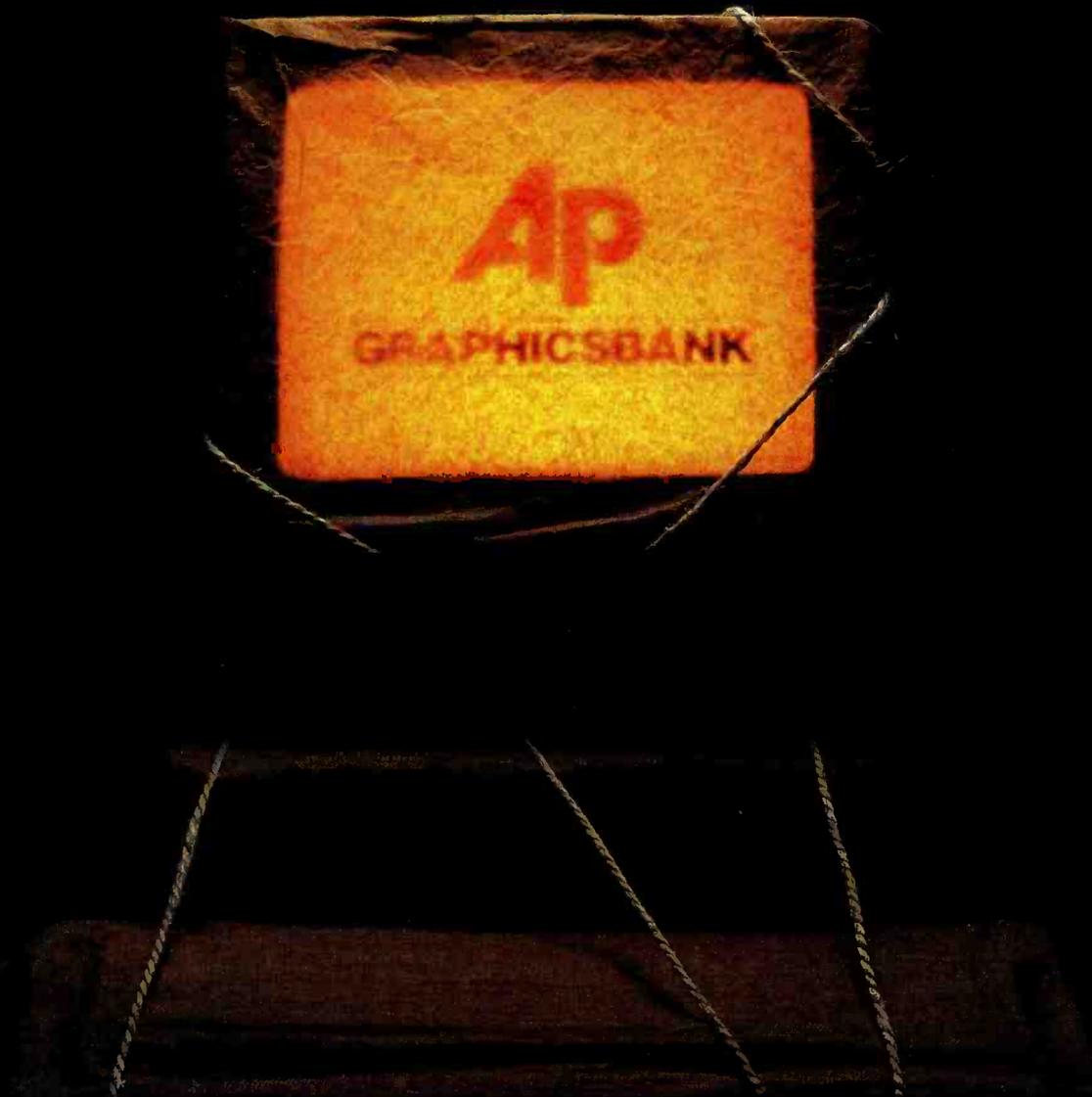
The stars were out for MTV's Video Music Awards program Sept. 6, and so were viewers, as MTV scored an 8.5 rating and 15 share for the program, its highest rated special since the 1985 Live Aid concert. The awards program scored higher ratings than several broadcast network shows during the 9-12:15 p.m. block in which it was carried. Guests on hand included MTV Networks Chairman and Chief Executive Officer Tom Freston (l) and Freddie DeMann, manager of Madonna, whose videos received three awards. Sinead O'Connor topped the list of individual winners with three awards.



### Kansas City Headline grabber

Local broadcasting-cable news ventures are breaking out all over, if not quite to degree of 24-hour effort in Chicago (see "Top of the Week"). Granddaddy is local news window within Headline News, with WDAF-TV Kansas City latest to announce local news update on Headline News for 162,000 subscribers of American Cablevision. Headline News has over 20 broadcasters providing news inserts to cable systems totaling over three million subscribers, including New York, Los Angeles, Miami, Phoenix, San Diego and Orlando, Fla. Turner is in midst of talks in other major markets, including Detroit and Chicago.

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# MONDAY MEMO

*A broadcast regulation commentary from Edgar F. Czarra Jr., Covington & Burling, Washington*

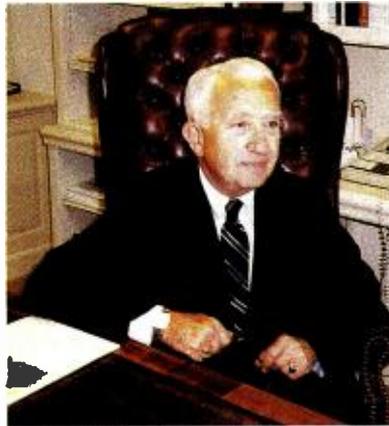
**M**any broadcasters will recall the period of the early to mid-1970s when then-FCC Chairman Richard Wiley defined his administration as "The Era of the New Ethic." Enforcement investigations and complaints were up. Fines were up. Renewal and revocation hearings were up. Petitions to deny and competing applications were up based on a correct perception that existing licenses were more apt to be caught in a mistake, and punished for it, thereby increasing opportunities of one type or another for third parties.

Since the proclamation of "The New Ethic," many FCC rules and policies have disappeared or been greatly watered down. And we have just emerged from a long period when enforcement of even the remaining rules and policies was at least lax and indifferent.

The pendulum is now swinging rapidly in the direction of very strict enforcement of the rules and policies that remain. The five sitting commissioners are strong on moral issues and public responsibility: witness the revised character qualification initiative and the approach to indecent broadcast. There is no doubt that they are strict enforcers: witness the recent comprehensive on-site political broadcast audit of 30 radio and television stations. And key members of the Congress are also keen on enforcing public interest responsibilities, integrity and the like.

Broadcasters need to be on their toes about compliance, due diligence, licensee responsibility, public interest, etc. Broadcasters who overlook the rules entirely, who try to cut corners on the rules or who do not take seriously the letter and spirit of the rules will be doing so at their great peril. The need for broadcaster vigilance has not been diminished by recent procedural changes designed to curtail abuses in the petition to deny and competing renewal application process.

It is to be expected that there will be more prompt and thorough FCC staff investigations of listener and viewer complaints. The FCC staff is apt to initiate more investigations of its own a la the political broadcast audits. Citation of stations for infractions seems bound to increase. And remember that the FCC now has power to levy much higher fines than before: up to \$25,000 per violation and up to \$250,000 for repetitions of that violation.



Fines, of course, are an intermediate sanction. Renewal hearings and even revocation hearings are apt to become more frequent in cases of more egregious or repeated violations. Those proceedings can be initiated by the FCC on its own, without the spur of a petition to deny. Remember, too, the proposal to tie a licensee's entitlement to a "renewal expectance" to its record of FCC rule compliance. A licensee with a poor rule compliance record can accumulate a lot of renewal demerits over a 5- or 7-year license term.

Broadcasters need very carefully to refocus attention on their current compliance with rules and policies and on their procedures for ensuring compliance on an ongoing basis. This may require special effort and determination to revise attitudes to eliminate a possible sense of false security following the long period of indifferent FCC enforcement. Such effort

would represent a wise application of resources given the value of broadcast licenses, the potential size of fines and the cost of defending against complaints, hearings, etc.

The rules are on the books for all to check. None should be overlooked. But among those warranting special attention are: (1) EEO compliance; (2) indecency and obscenity; (3) drugs; (4) political broadcasts, particularly access and rates; (5) sponsorship identification; (6) lotter-

ies; (7) station conducted and sponsored contests; (8) dissemination of false and misleading information, whether by newscasts or otherwise, including April Fool's Day jokes and other sorts of "prank" broadcasts such as unidentified parody commercials; (9) public files; (10) station identification; (11) broadcast of telephone conversations, recorded or otherwise; (12) timely ownership reporting and document filing, and (13) all of the pertinent engineering and technical operating requirements.

Rule violations occur from time to time at even the best run stations. But when violations do occur, there are six keys to minimize adverse consequences: (1) always be truthful and candid with complaints, the audience, and the commission; (2) have in place reasonable procedures to assure compliance with written policies, timely written and oral instruction of staff about new developments, regular follow-up instruction of staff about new developments, and an internal compliance audit program; (3) take prompt and responsible corrective action to reverse or minimize the effects of a particular violation where that is possible; (4) beef-up staff awareness and understanding of mistakes so as to avoid repetition; (5) implement new policies or procedures where necessary; and (6) take appropriate disciplinary action to avoid creating the impression that viola-

tions are condoned or not regarded seriously.

It would be a mistake for broadcasters to become complacent about rule compliance because of current reports that there may be more "deregulation" in Chairman Al Sikes's second

year. It is unlikely that regulations now being enforced with renewed vigor suddenly will be dropped. The bulk of the deregulatory initiatives said to be under review seem more related to industry structure (e.g., ownership and line of business restrictions) than day-to-day station operations. Moreover, the increased competition said to justify reduced structural regulation can create marketplace conditions requiring even greater day-to-day regulation.

*"It would be a mistake for broadcasters to become complacent about rule compliance."*

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# DATEBOOK

■ indicates new listing or changed item.

## THIS WEEK

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

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

**Sept. 16-29**—"Betty White: A Television Retrospective," screening exhibition at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

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

**Sept. 17-18**—"Telecommunications: The Battle for Access to America's Homes," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washing-

ton. Information: (202) 337-3603.

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

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

■ **Sept. 18**—"Handicapping the New Television Season," seminar sponsored by *International Radio and Television Season*, featuring advertising agency panelists. Time Warner auditorium, New York. Information: (212) 867-6650.

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

**Sept. 18**—"The Joy of Listening: The Hi Brown Legacy," seminar of the art of radio drama sponsored by *Museum of Broadcasting*. Museum, 1 East 53 Street, New York. Information: (212) 752-4690.

**Sept. 18**—*Federal Communications Bar Association Continuing Legal Education Committee* seminar on political broadcast regulation. Panelists: Milton Gross, FCC; Lawrence Noble, Federal Election Commission; Antoinette Cook, counsel, Senate Communications Subcommittee, and Jan Crawford, media time buyer for political candidates. Washington Marriott, Washington. Information: Sally Buckman, (202) 429-8970, or John Stewart Jr., (202) 624-2685.

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

**Sept. 19**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Kay Koplovitz, president and chief executive officer, USA Network. Copacabana, New York. Information: (212) 768-4510.

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

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

**Sept. 21**—*American Association of Advertising Agencies Cincinnati Council* seminar, "Writing Skills Workshop: Communicating with Clarity." Omni Netherland Plaza, Cincinnati. Information: Lois McCluskey, (212) 682-2500.

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

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

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

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

**Sept. 22**—*Michigan AP Broadcasters Association* regional meeting for northern Michigan. Traverse City, Mich. Information: Geoff Haynes, (313) 259-0650.

**Sept. 23-24**—*National Academy of Television Arts and Sciences* presidents' meeting. Adams Mark Hotel, St. Louis. Information: Trudy Wilson, (212) 586-8424.

## ATTENTION BROADCAST INVESTORS

The FDIC as receiver for The National Bank of Washington is currently offering for sale the following packages of performing broadcast loans:

### Radio/Pkg #50-001

Market	Type	Principal Balance	Maturity Date	Rate
TN / IL	2 AM/FMs, AM	\$3,300,000	10/31/96	P+2.25%
CA	FM	\$800,000	8/31/95	P+3.0%
TX / FL	AM/FM, FM	\$4,000,000	12/1/94	P+2.0%
FL	FM	\$3,500,000	12/1/94	P+1.5%
		\$11,600,000		

### Television/Pkg #50-002

Market	Type	Principal Balance	Maturity Date	Rate
OR	UHF Indy	\$2,325,000	4/20/95	P + 2.0%
FL	UHF Indy	\$2,325,000	4/20/95	P + 2.0%
		\$4,650,000		

### Broadcast tower/Pkg #50-003

Market	Type	Principal Balance	Maturity Date	Rate
PA	Suburban	\$1,820,000	3/1/96	P + 1.25%

The above packages are offered together or individually with a combined sale preferred. The credit files for these loans will be available for review in Washington, D.C. from September 24 to October 12. The bid deadline is October 12.

For more information, please contact Patricia Schinzing at (202) 364-6348.

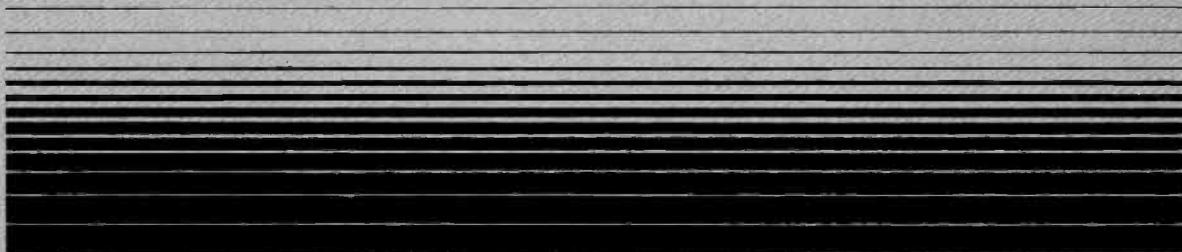


## ALSO IN SEPTEMBER

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

**Sept. 24**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: FCC Chairman Al Sikes on "A Changing Industry: The Evolution of Broadcasting in the 90's." Sheraton Uni-

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versal, Los Angeles. Information: (818) 953-7575.

**Sept. 24-26**—*Association of National Advertisers* media strategy seminar. Stouffer Westchester Hotel, White Plains, N.Y. Information: (212) 697-5950.

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

**Sept. 25**—Second annual *International Radio and Television Foundation* dinner, including panel moderated by Tom Brokaw, NBC, and featuring Jane Pauley, NBC; Lynn Sherr, ABC, and Lesley Stahl, CBS. Plaza, New York. Information: (212) 751-5847.

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

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

**Sept. 25**—*National Academy of Cable Programming* fall forum luncheon, "Life After 35 Channels: The Future of Cable Programming." Participants include Herb Granath, CapCities/ABC Video Enterprises; Gustave Hauser, Hauser Communications; Sharon Patrick, Rainbow Programming Holdings; Arnie Semsy, BBDO.

## ERRATA

Story in Sept. 3 issue on NewCity Communications incorrectly stated that venture capital firm Burr, Egan, Deleage & Co. is helping restructure **Fuller-Jeffrey Broadcasting**. Burr, Egan, Deleage & Co. is Fuller-Jeffrey's mezzanine lender, company **has not been restructured**.

and Robert Wussler, Comsat Video Enterprises. New York Hilton, New York. Information: Bridget Blumberg, (202) 775-3611.

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

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

**Sept. 25-28**—"Broadcasting and Beyond—The Opportunities and Challenges of High Technology." 14th annual fall broadcast management conference of *National Association of Black Owned Broadcasters*. Washington Court Hotel, Washington. Information: (202) 463-8970.

**Sept. 26**—*The Walter Kairz Foundation* seventh

annual awards dinner, honoring Ralph Roberts, chairman, Comcast Cable Corp. New York Hilton and Towers, New York. Information: (415) 451-9000.

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

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

**Sept. 26**—"Television in the '90's," panel sponsored by *Women in Communications, New York chapter*. Time-Life Building, eighth floor auditorium, New York. Information: Catherine Jarrat Koatz, (212) 496-6100.

**Sept. 26**—*Advertising Research Foundation* key issues workshop, "The Research Quality Challenges of the 1990's." New York Hilton, New York. Information: (212) 840-1663.

**Sept. 26-27**—"Communication and Minority Enterprise in the 1990's," conference for minority entrepreneurs sponsored by *FCC and National Telecommunications and Information Administration* in cooperation with *Howard University Small Business Development Center*. Stouffer Concourse Hotel, Arlington, Va. Information: (202) 632-7260.

**Sept. 26-28**—*Women in Cable and University of Denver* cable management education program, "Putting Cable in Perspective: Public

## MAJOR MEETINGS

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

**Sept. 21-25**—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (71) 240-1871.

■ **Sept. 24-27**—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif. Future conference: Sept. 25-28, 1991, Denver.

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

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

■ **Oct. 11-15**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220. Future conference: Oct. 10-14, 1991, Cannes.

**Oct. 13-17**—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

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

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

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

**Nov. 17-19**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera, Las Vegas. (800) 225-8183.

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

■ **Jan. 3-6, 1991**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. 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 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

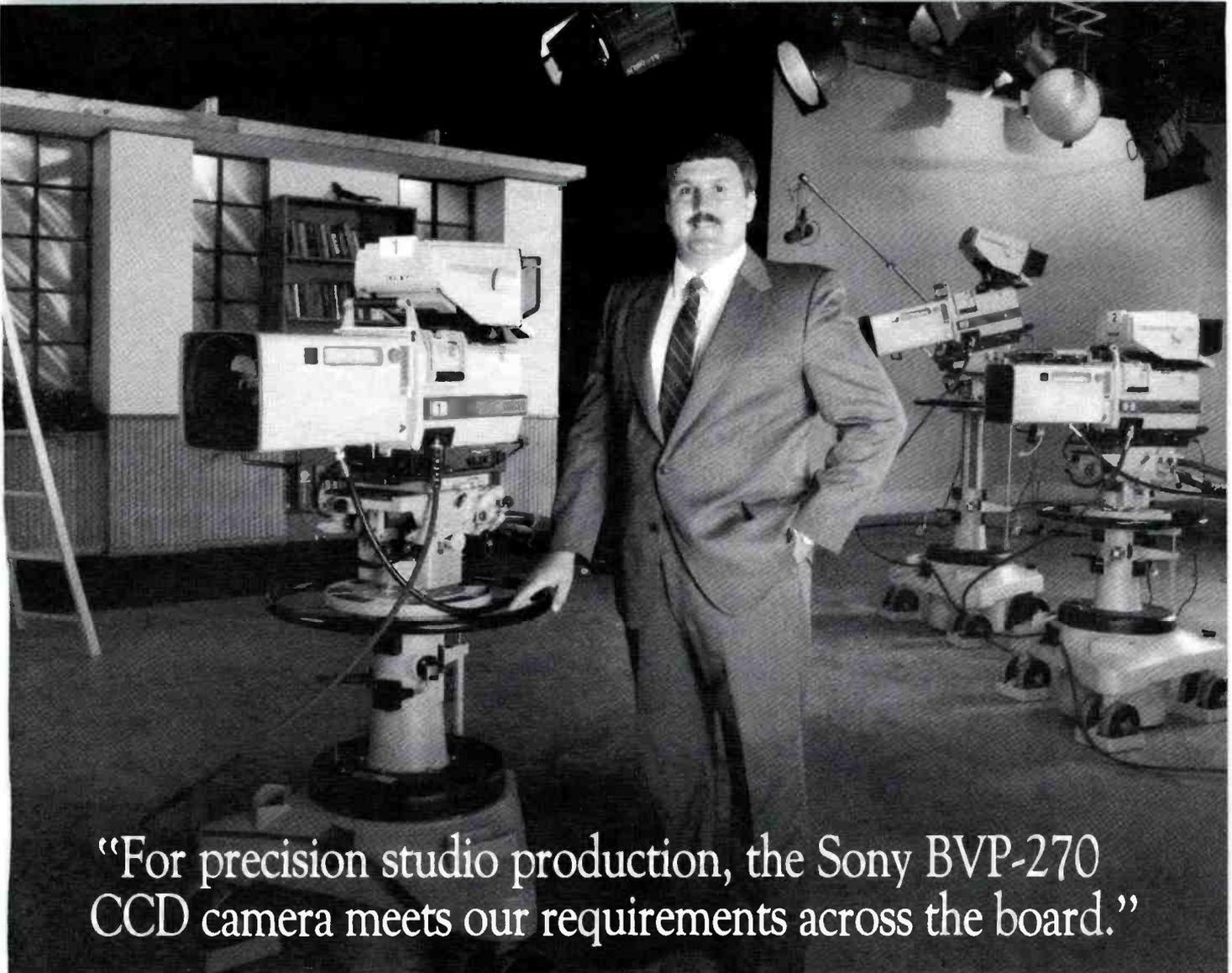
**April 21-24, 1991**—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

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

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

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

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



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– Rex Greenwell, Director of Engineering, WDSE-TV, Duluth, Minnesota

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... Rex Greenwell

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Affairs, Current Issues and Trends." Denver. Information: Nancy Ring, (312) 661-1700.

**Sept. 27-28**—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* seminar on urban cable operations, "Urban Markets: Expanding Business Opportunities." Keynote speaker: Charles Dolan, chairman-CEO, Cablevision. Luncheon speaker: Percy Sutton, chairman, Inner City Broadcasting, Waldorf-Astoria, New York. Information: (202) 775-3669.

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

■ **Sept. 28**—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Petit, general counsel, FCC. Washington Marriott, Washington. Information: (202) 833-2684.

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

■ **Sept. 30**—Deadline for entries in Forum Award honoring journalists whose work contributes to the public's understanding of the peaceful uses of nuclear energy, sponsored by *U.S. Council for Energy Awareness*. Information: (202) 293-0770.

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

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

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

## OCTOBER

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

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

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

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

**Oct. 2**—*American Advertising Federation* local and business conference. Drake Hotel, Chicago. Information: (202) 898-0089.

**Oct. 2**—"Lintas: Future Day" seminar on "impact of a united Europe on American marketing abroad," sponsored by *Lintas:USA*. Ritz-Carlton, Chicago. Information: (212) 605-8000.

**Oct. 2-3**—West Coast conference of *Advertising Research Foundation*, "Research for the En-

tertainment and Programming Industries: Working with the Creative Process to Add Value." Luncheon speaker: Brandon Tartikoff, president, NBC Entertainment. Loews Santa Monica Beach Hotel, Los Angeles.

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

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

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

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

**Oct. 3-7**—Ottawa '90 International Animation Festival, sponsored by *Canadian Film Institute*, including 70-year retrospective of animated commercials. National Arts Center, Ottawa. Information: (613) 232-6727.

**Oct. 3-9**—21st Photokina Cologne, "World's Fair of Imaging Systems," for photo, film, video, audio, photofinishing and professional image and sound communication. Cologne, Germany. Information: German American Chamber of Commerce, (212) 974-8830.

■ **Oct. 4**—"The Business of Comedy," seminar sponsored by *Center for Communication*. Speakers: Ed Bennett, VH-1 and HA!; Betsy Borns, HBO's Comedy Channel; Gregory Gotts, Second City Comedy Marketing Group; Joy Golden, Joy Radio, and Ed Bleier, Warner Bros. (moderator). General Electric Auditorium, New York. Information: (212) 836-3050.

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

**Oct. 4-5**—"International Telecommunications Futures," second annual symposium sponsored by *International Center for Telecommunications Management and the College of Continuing Studies*. Peter Kiewit Conference Center, University of Nebraska, Omaha. Information: (402) 595-2300.

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

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

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

■ **Oct. 5**—Agency management seminar for ad agency principals, CEO's and senior management executives, sponsored by *American Association of Advertising Agencies*. Hotel Nikko, San Francisco. Information: (212) 682-2500.

**Oct. 6**—*National Academy of Television Arts and Sciences* Chicago chapter Emmy Awards pre-

# Broadcasting

Founder and Editor  
Sol Talshoff (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

Lawrence B. Talshoff, publisher.

## Editorial

Donald V. West, managing editor.  
Mark K. Miller, Harry A. Jessell,  
assistant managing editors.

Kira Greene, senior news editor.  
Matt Stump, Kim McAvoy, John S. Eggerton,  
associate editors.

Susan Dillon, A. Adam Glenn (international),  
assistant editors.

Randall M. Sukow (technology), Peter D. Lambert,  
Patrick J. Sheridan, Janet Sullivan, staff writers.  
Marsha L. Bell, editorial assistant.

David R. Borucki, art director.

Todd F. Bowie, editorial production supervisor.  
Ed Kaltz, production.

Peggy Robertson, design consultant.

## Broadcasting □ Cable

### Yearbook

David Seyler, manager.  
Joseph A. Esser, associate editor.  
Francesca Tedesco, Janza L. Woods,  
editorial assistants.

### Advertising

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202-659-2340

Kenneth W. Talshoff, vice president, sales and marketing.  
Robert (Skip) Tash, Midwest and Southern regional sales  
manager.

Doris Kelly, sales service manager.  
Mitzi Miller, classified advertising manager.

New York

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Joseph E. Ondrick, East Coast regional sales manager.  
Randi B. Teitelbaum, sales manager.

Yedira Crawford, advertising assistant.  
Lewis Edge & Associates, (East Coast equipment and  
engineering): 609-683-7900; fax: 609-497-0412.

Dave Bertyn & Associates: 914-631-6468.

Mattilyn Calloway, receptionist.

Hollywood

213-463-3148

John R. Russel, West Coast regional sales manager.  
Sandra Klausner, editorial-advertising assistant.

Schliff & Associates (Western equipment  
and engineering): 213-393-9285; fax: 213-393-2381.

### Circulation

Kwentin K. Keenan, circulation manager.  
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Aretha L. Williams, Maureen Sharp, Thomas Simms,  
Wayne Byers, circulation assistants.

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Julie Gunderson, production assistant.

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Tracy Henry, assistant controller.

Albert Anderson, office manager.  
Rhonda Moore, accounting assistant.

David N. Whitcombe, publishing consultant.

### Corporate Relations

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

### Bureaus

New York: 630 Third Avenue, 10017  
Phone: 212-599-2830

Fax: 212-599-2837

Geoff Foisle, chief correspondent.  
Stephen McClellan, chief correspondent (programming).

Reed E. Bunzel, radio editor.

Rod Granger, Lucia Cobo, Joe Flint,  
Sharon D. Moshavi, staff writers.

Hollywood: 1680 North Vine Street, 90028  
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Fax: 213-463-3159

Steve Coe, Mike Freeman, staff writers.

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□

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"Datebook" continues on page 76

# OPEN MIKE

## Nothing to worry about

EDITOR: Eddie Fritts has accomplished much during his term as president of the National Association of Broadcasters, a tenure during which many momentous changes have presented formidable challenges to broadcasters. In all of my dealings with him, Eddie has been well informed and thoughtful. However, he is misguided in his remarks to the West Virginia Broadcasters Association (BROADCASTING, Aug. 25) with respect to the National Telecommunications and Information Administration and its head, Janice Obuchowski. First, a personal disclosure: Janice served with me at the FCC in various senior capacities on my personal staff.

Anyone who has worked with Janice knows that she brings the highest degree of intellectual honesty and open-minded-

ness to all issues. She is admired by Democrats and Republicans; in the Congress, the White House, the State Department and at the FCC, no one doubts her good faith and diligence when considering an issue. Her previous work experience in the telecommunications industry gives her an especially broad understanding of the issues. To suggest that a public official with previous associations with the telephone industry cannot make impartial decisions affecting broadcasters is unfair and wrong. That holds true for dedicated civil servants at NTIA, too.

Eddie Fritts and broadcasters everywhere should rest assured that the views and interests of broadcasters will be considered carefully by NTIA in formulating its policy positions. With Janice Obuchowski at the helm, bank on it.—

*Mark S. Fowler, Latham & Watkins, Washington.*

## Money for nothing

EDITOR: For a long time I have been expecting the FCC to eliminate the Restricted Radiotelephone Operator Permit. This is a requirement for radio station operators which proves little more than that the applicant can sign his name and lick a stamp.

Surprise. There is now a \$35 fee.

What gives? Were we asleep at the switch when Congress passed this measure?

The last time I checked, starting salaries in radio did not allow much slack. Some, like students at noncommercial high school and college stations, get paid nothing at all.—*James H. Johnson, radio director, WRFT(AM) Indianapolis.*

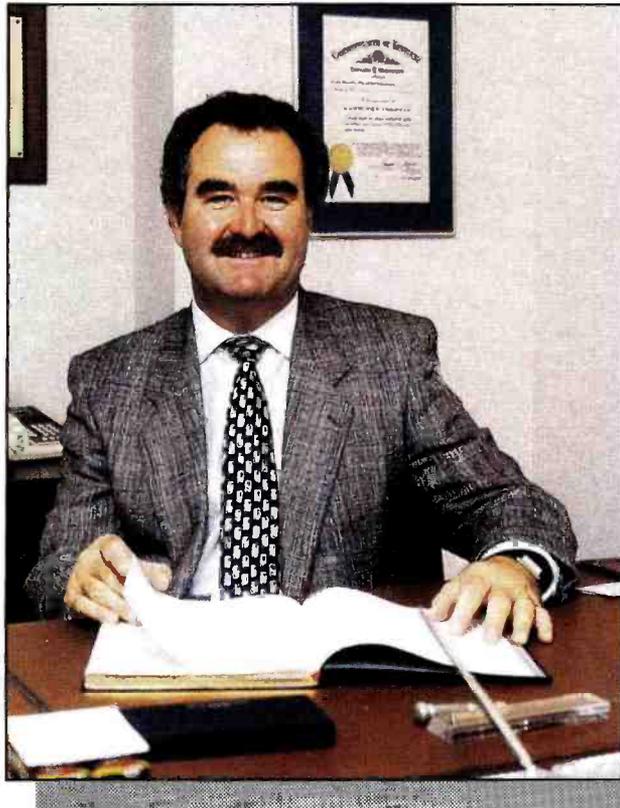
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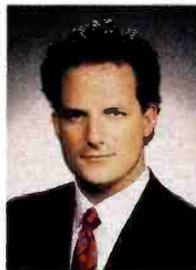
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# TOP OF THE WEEK

## RADIO FLEXES ITS MUSCLES IN BOSTON

*NAB's annual radio-only meeting concerned about spectrum tax, DAB*

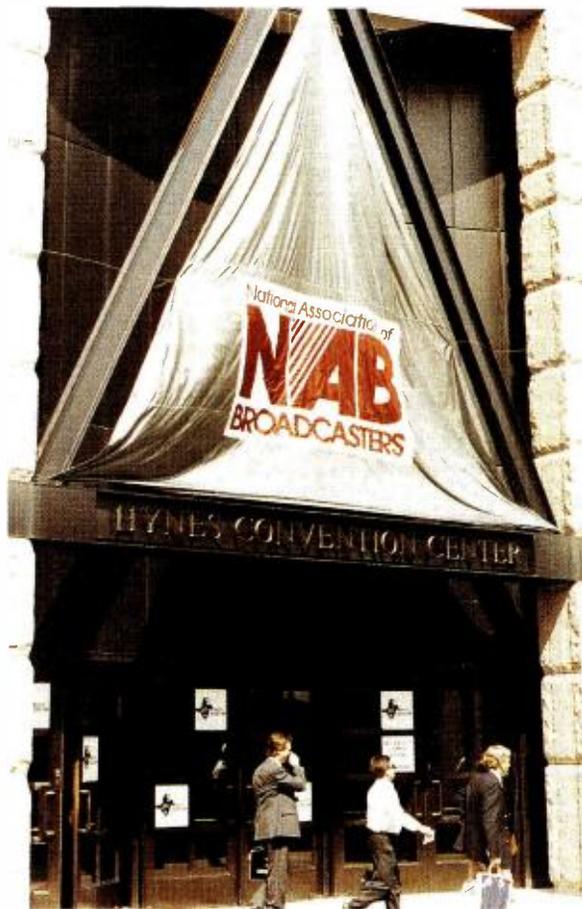
**T**o those broadcasters at the National Association of Broadcasters convention in Atlanta last April who felt dwarfed by television and who wondered where radio may have gone, the answer became clear last week—Boston.

As the fall NAB radio convention—Radio 1990—continues to grow in size and scope, it appears to reflect growing industry support for the eventual amicable divorce of the association's radio and television meetings. The raw numbers at Radio '90 seem to support this concept: a record 7,241 registrants (some 5.2% more than Radio '89); more than 42,000 square feet of exhibits, and a burgeoning schedule of after-hours entertainment provided in 80-plus hospitality suites. Add to that the official events, private (and not-so-private) parties featuring such entertainers as Bruce Hornsby and the Range, the Flash Cadillac Band, folk singer Peter Yarrow and country music entertainer Lionel Cartwright, and the stage was set for fun and festivities. With the Charles River and Fenway Park as a backdrop, Radio '90 seemed to live up to the expectations of those

broadcasters who skipped Atlanta in anticipation of four days of "only radio."

The result: a relatively upbeat mood among those in attendance, despite mounting woes stemming from sluggish local and national economies, gloomy predictions for mounting debt and declining station prices and the looming spectre of the Bush administration's 5% spectrum tax proposal.

While financial worries were high on the agendas of many group operators and station owners who have found themselves on the downside of the late 1980's buying frenzy, most managers and programers present got down to the



Radio's home away from home in Boston

business of station operations. A great majority of workshops and forums played to standing-room-only crowds, and exhibit hall traffic was deemed "the best in years" by a number of manufacturers and suppliers on the floor. Also, as U.S. broadcast interests continue to expand into European and other international markets, the NAB radio convention continues to take on an increasing international flair. This year, delegates from some 25 foreign countries were among those registered, including a group of six broadcasters from the Soviet Union.

Much of the talk in the halls of Boston's Hynes Convention Center focused

on the confusion and misinformation surrounding the development of digital audio broadcasting. DAB-related questions arising early in the meeting concerned the availability of spectrum, satellite versus terrestrial DAB systems, possible homesteading of existing AM-FM stations on the digital band and candid observations about the obsolescence of AM-FM radio. As one radio manager told BROADCASTING: "You have to wonder if we're going to continue to have a need for 10,000 radio stations if listeners can dial up their favorite satellite music service while driving their cars."

To help dispel some of these concerns, NAB reserved considerable session time to provide the latest DAB information. By the end of the convention, many engineers were discussing the issue in terms that reflected growing awareness of what DAB is—and what it may become. Questions posed at key sessions focused on a realistic time frame for DAB system implementation, the availability of consumer receivers, the number of DAB signals likely to be available in large

markets and whether current AM and FM broadcasters should continue to upgrade their facilities. What system ultimately is implemented and how much spectrum is reserved for it will determine the answers.

FCC Chairman Alfred Sikes addressed the DAB issue at a meeting last Friday morning (Sept. 14). He explained that the role of the FCC was to examine all proposed DAB prospects objectively. He said "it is our intent to allow broadcasters to have every potential" to move into digital. And "while it's clear where we're going with digital," he said, "it's not clear when we will get there."

Throughout the convention, and

whenever the opportunity presented itself, NAB urged broadcasters to contact their members of Congress to dissuade them from voting for the 5% spectrum fee proposed by President Bush. At the Crystal Radio Award luncheon last Thursday, NAB President Eddie Fritts updated attendees on the ongoing "budget summit" in Washington. He predicted that "the results [of this proposed tax] would be devastating for radio" and said that NAB will employ "every conceivable lobbying strategy to kill the spectrum tax proposal...including all legal avenues." To this end, Fritts said, NAB was providing an opportunity for all radio broadcasters to send a preworded mailgram directly to Congress: "We can win this fight...we must win this fight," Fritts said.

NAB Board Chairman Lowry Mays also called for help in defeating a recurring threat to the broadcasting industry. That "menacing threat [is] beer and wine advertising restrictions" and the disastrous effect the "virtual elimination of such ads could do to [broadcasters'] bottom line," he said.

Hands-on convention sessions focused on the specialized needs of broadcasters forced to tighten the purse strings and program to increasingly narrow and

fragmented audience segments. As part of a convention-long sales program, the Radio Advertising Bureau presented a series of workshops that examined shifts in sales and marketing—and suggested ways that smart operators might better compete in the last decade of the 20th century. A panel of bankers and brokers candidly examined the causes of performance default and presented two case studies that illustrated how a "workout artist" helps to heal troubled stations. Engineering sessions that did not look at DAB focused on the status of the FCC's final AM radio improvement rulings, FM translators and directional antennas. Also discussed: new features of improved AM-FM radio receivers, NRSC guidelines for AM receivers and advancements in FM receiver decoder technology.

The second annual presentation of the Marconi Radio Awards closed out Radio '90's Saturday evening with a ceremony at the Wang Center for the Performing Arts. Mutual Broadcasting talk show host Larry King and radio and TV personality Gary Owens hosted the show, in which 23 awards were presented by DJ's including Don Imus, Cousin Bruce Morrow and Shadoe Stevens. The black tie event, complete with the talents of

jazz pianist Harry Connick Jr. and country music artist Lyle Lovett closed out the convention on a high note.

□

Citing the fundamental value of the "sound" of radio, FCC Chairman Alfred Sikes expressed his commitment last Friday at Radio '90 to preserving the public service aspects of the radio medium. Sikes reiterated his commitment to work toward the overall improvement of both AM and FM broadcasting, as well as the inevitable development of a digital audio broadcasting system.

Sikes spoke of the "difficult questions [involved] as we work through frequency allocation questions and the inevitable tensions that develop around the potential of new delivery media." He said that the FCC must not forget that service to the public is the primary goal of the radio medium, and the FCC should not assume a role of "pushing the technological envelope." Apparently referring to previous commissions' commitment to creating as many FM drop-ins as possible in an effort to spur industry competition, Sikes questioned whether the creation of "hundreds, if not thousands" of DAB drop-ins would "clearly be placing the existing strong competitors and the community service they...provide at unnecessary risk." He said that, in light of the fully competitive nature of today's radio market, "we need to find the means of integrating this new technology into the radio broadcast system so we complement the service broadcasters now provide."

While Sikes recognized that DAB is spawning considerable discussion among radio broadcasters, he cautioned them not to ignore current radio technological challenges. To this end, he said that the commission intends to keep working on AM improvement based on the proposed rule changes announced last April. "We should not turn our backs on one of our important media," he said.

Sikes also briefly discussed the proposed 5% spectrum fee, saying that he presumed "a number of different revenue options are being explored, and this is just one of them." He characterized President Bush as being dragged into the revenue-raising fray "kicking and screaming," but declined to speculate on how the proposal would fare in the end. He did postulate, however, that because a number of individuals "became rich on cellular radio" because frequencies were allocated free of charge, that the future "auction of spectrum"—presumably of that for DAB—was a distinct possibility.

—REB



### CRYSTAL WINNERS: LOCAL FAVORITES

At a special luncheon on Thursday (Sept. 13), 10 radio stations were presented with NAB Crystal Radio Awards for excellence in local achievement, chosen from 45 finalists nationwide. The awards were handed out by AP Broadcast Services sportscaster Dave Lubeski and MCA recording artist Lionel Cartwright.

The 10 stations receiving the Crystal Awards were represented by (standing, l-r): Paul LeBlanc, WTSN(AM) Dover,

N.H.; Doug Lane, WHBC(AM) Canton, Ohio; Albery Makkay, WPXC(FM) Hyannis, Mass., and Gayle Olson, WSJM(AM) St. Joseph, Mich.

Seated (l-r): Pete Petoniak, WHEZ(AM) Zanesville, Ohio; Sally Hawkins, WILM(AM) Wilmington, Del.; JoAnn Hackman, WDLB(AM) Marshfield, Wis., and Bob Green, WYAY(AM)-WYAL-FM Atlanta.

Not pictured: recipients from KTTX(AM)-KWHI-FM Brenham, Tex., and WAKR(AM) Akron, Ohio.

## PONDERING THE POSSIBILITIES—AND PERILS—OF DAB

*Just what the quickly emerging new technology will mean for radio operators is hotly debated topic at Radio '90; great fear is satellite service*

**D**AB—digital audio broadcasting—was easily the most often heard set of initials in the hallways, exhibit floor and sessions of Radio '90. It was even heard more often than the initials NAB. When the subject came up, broadcasters generally expressed fears about its coming as often as optimism over its opportunities.

"It's hard to believe that just one year ago, not many of us had even heard of DAB. Now it's a tough, slippery issue with serious implications," said David Hicks, president and chief executive officer, Hicks Broadcasting, Kalamazoo, Mich., and chairman of NAB's Radio Board, during a session entitled "DAB: Friend or Foe?"

"Somebody outside said to me, 'Perhaps we should call this, DAB: Fiend or Foe?'" said John Abel, NAB executive vice president. Abel gave a complete review of the DAB issue to an opening day (Sept. 12) crowd of several hundred broadcasters. While he described the grand opportunities for greater power, lower operating costs and audio quality equivalent to compact disks, he also acknowledged broadcasters do have reason to fear, especially the possibility of satellite-delivered DAB.

Outside the sessions, one of the few voices saying that broadcasters have nothing to fear and much to gain from DAB was Ron Strother, president of Strother Communications Inc. (SCI), Hammond, La. Strother has petitioned the FCC for an experimental license to test the European-developed Eureka 147 system in Washington and Boston and has submitted a proposed allocation plan to cover the entire U.S. and provide all current AM and FM stations with a DAB channel over a band of 40 mhz (BROADCASTING, Aug. 6).

Strother said he hears two common broadcaster complaints about terrestrial DAB implementation—that it will result in technical parity for all stations and that it will cause a flood of signals in radio markets leading to lower ad revenues. Both these concerns are solved by the SCI allocation plan, Strother said.

"My guess is that it will be the very late 1990's before it is a beginning, struggling service and it's at least 10 years from now before there's much going on at all for DAB in the United States," Abel said. That estimate was



DAB panelists: John Abel of NAB, David Hicks of Hicks Broadcasting (NAB radio board chairman), Alan Box, EZ Communications, and Michael Rau of NAB

agreed upon by most of the industry experts at the convention. Abel predicted there would be no action in the U.S. until after the international DAB allocations have been made at the 1992 World Administrative Radio Conference in Spain. During a span between 1994 and 1996, he said the FCC would consider the questions of how much spectrum to set aside and whether to establish a terrestrial service, satellite service or both. Finally, a standard will be selected and stations will begin to be authorized in the late 1990's, he said.

"I think [DAB implementation] is far more imminent than most people think," Strother said. He predicted that a viable DAB market with a critical mass of consumer receivers sold will arrive in 1996 or 1997. "I think we could be simulcasting by '94," he said. Many have made the mistake of comparing the introduction of DAB to the early days of FM. DAB's roll-out will move much quicker because the cost of building DAB facilities will be much less than building an FM station. The costs of building DAB transmitters and towers will be shared by consortia of 10 to 20 broadcasters using the same facilities under the SCI plan.

During the "Friend or Foe" session, a visiting broadcaster from Germany asked: "With the wonderful distribution with satellite, why have terrestrial?"

Abel's response produced loud applause from the American broadcasters in the crowd. "The United States system of radio broadcasting is built on the concept of local service and local business. The satellite is a direct threat to the concept of localism.... One of the strengths of the United States economy is that certain sectors can be depreciated, but many local economies thrive. One of the reasons they thrive is because of local advertising. Localism is not something we just say, it is something that is practiced daily in the United States," Abel said.

Satellite services are not only proposed but might be mandatory under the SCI plan. Strother divides the frequencies to cover general metropolitan areas. In cities surrounded by large, remote regions, the DAB signals might not cover all the market's service area. In such cases, the FCC will have to decide whether to mandate the DAB consortia to increase power and cover the entire area or allow remote regions to be served by the national satellite services.

During a session on AM and FM technical improvement, DAB was raised again. A broadcaster in the audience, asked: "What is the justification for substantial expenditure now in AM radio, knowing what's on the horizon possibly for digital?"

The panel of communications lawyers

responded that it will be a business decision. "I think the answer to that is fairly simple," Alex Felker, former chief of the FCC's Mass Media Bureau and currently with the Washington law firm of Wiley, Rein & Fielding, told BROADCASTING after the session. Stations now making large equipment purchases should plan to have a return on the investment "relatively quickly"—about three to five years.

Michael Rau, NAB's senior vice president, science and technology, said that he would advise stations now planning upgrades to go ahead with their plans. But depending on the rapidity of the approval of DAB system, he said that his advice might change in three or four years.

Others predicted that the window of opportunity for AM and FM upgrades is still much wider. Ron Frillman of Harris

Corp., Quincy, Ill., said that DAB is definitely coming. But he predicted that the cost of the first DAB receivers will slow its initial acceptance and stall the obsolescence of AM and FM. "From the technology side of me, I think [DAB] is exciting. From the practical side, I look to the consumer," he said. "The consumer is my 16-year-old son. Can he spend an extra \$100 for a radio?"

—RMS

## LIFE AFTER NEW LOWEST UNIT CHARGE GUIDELINES

**A**ccording to FCC General Counsel Robert Pettit, the motivation behind the commission's new political advertising guidelines calling for, among other things, stations to charge political candidates no more than commercial advertisers (BROADCASTING, Sept. 10), "certainly was not to get in the middle of campaign reform legislation—one way or another." Rather, he said in response to a question asked by the NAB's Jeff Baumann during a "Washington Update" session last Thursday (Sept. 13), the FCC's motivation was to show that it is "on duty" in these areas. Pettit emphasized that it is critical that broadcasters understand the rules, especially in light of the upcoming elections this fall.

Pettit characterized the results of the FCC's July "audit" of 30 stations not as violations, but rather, discrepancies among charges assessed to political candidates and commercial advertisers.

(The FCC's Charles Kelley said in a

session last Friday, that the FCC intended to follow up on these disparities and that there may be sanctions involved. "It seems tentatively that we've found a lot of smoke; whether there's fire, we don't know." He added that although he wasn't ruling out the possibility, no more audits are planned before this fall's elections.)

Craig Blakeley, of Washington-based Sidley & Austin, said he had a "fundamental problem" with the FCC's report conclusions (BROADCASTING, Sept. 10). He said that "the fact that politicians may be paying higher prices than commercial advertisers does not...mean, necessarily, that there are violations of the lowest unit rate requirement." Historically, he said, politicians have been interested in buying "higher-priced types of time—fixed time, nonpreemptible time—and I think that's reflected in the rates that they pay" and the empirical data collected by the FCC for the study, he said.

Blakeley said it was "unclear" what implications the FCC report held for broadcasters. In light of questions and answers released by the FCC in Washington last Thursday (see box), said Blakeley, a station may conclude that it has to provide a list of all available rates provided to commercial advertisers—no matter what type of buy the politician has requested. Blakeley said he may advise stations that it is a mistake to put out "such a thing as a political rate card." The end result, he said, is that the political candidate ends up having "less information than before."

Said Pettit in response: "I don't think the commission worries about whether the discounts and the other sales practices [of stations] are committed to a rate card or not. The central point, however," he said is that the "whole gamut" of selling practices offered commercial advertisers needs to be disclosed to political candidates as well so they "can make some judgment about the time that they buy."

The FCC "hasn't recognized" that media buyers for politicians are savvy, said Edward Hummers Jr., of Washington-based Fletcher, Heald & Hildreth. They "know what they're doing and they understand the consequences." He said he is hearing from some agencies that they really don't want to negotiate rates. "They have a budget.... They just don't want to screw around with negotiations." He also commented that it was necessary for broadcasters to make sure that "your rep is complying with the law.... He's your rep and he's your responsibility."

Joel Levy, Cohn & Marks, Washington, advised that stations "never bump the politician," in effect giving them a fixed buy at the preemptible rate and favoring politicians over commercial advertisers. "Politicians as a practical matter should be treated as a special case," said Levy.

—SD

### FCC Campaigns to Clarify LUC

FCC held informational seminar to clarify its political programming laws, and the lowest unit charge (LUC) provision, last Thursday that drew a standing room-only crowd in the commission's hearing room.

The issue of rebates seemed to cause the most confusion to Fifth Estaters, because no matter how much a candidate pays for a preemptible spot, if a less costly spot runs in the same day part, then the candidate is due the difference, said Milton Gross, chief, Political Programming Branch. Candidates must be treated the same as a stations "most favored commercial advertiser", and although the FCC won't "micro-manage," it is up to the stations to ensure that candidates are

aware of every option available to commercial advertisers, he said. One basic problem, said FCC attorney Robert Baker, is that commercial advertisers are getting non-preemptible spots at the lower preemptible costs. Gross and Baker were joined by Mass Media chief Roy Stewart and FCC lawyer Sharon Bertelsen.

The FCC released a list of some of the most asked questions of the political branch as well, which said, in part, that broadcasters can not sell non-preemptible spots to candidates as long as some preemptible inventory is still available.

Staff at the Political Programming Branch report that they have been taking as many as 20 calls per half hour.

## BROADCASTER FEARS OF SPECTRUM FEE ABATE, FOR NOW

*Although prospects for 5% tax on radio and TV station revenues considered at budget summit fade, it could still surface in deficit-reduction package*

**B**roadcasters received some relief last week from their anxiety over a Bush Administration proposal to generate billions of dollars for the federal treasury through the imposition of a spectrum fee on television and radio stations.

At week's end, the inclusion of the proposal in a comprehensive budget package being put together by some two dozen congressman and administration officials hunkered down at Washington's Andrews Air Force Base was still a possibility, but not a strong one.

"To the best of my knowledge, knock on wood, it is not currently under consideration [for inclusion]," said National Association of Broadcasters Executive Vice President Jim May late last Friday. "But anything can change."

According to May, none of the congressional negotiators favor the fees. Senators Robert Packwood (R-Ore.) and Phil Gramm (R-Tex.) along with Representative Bob Michel (R-Ill.) have been "very vocal" in their opposition.

A panel of congressmen at the NAB's radio convention in Boston confirmed that the fortunes of the spectrum fee were flagging and that it had little support in Congress. The panel included Senator Kit Bond (R-Mo.), Representatives William Goodling (R-Pa.), Brian Donnelly (D-Mass.) and Clay Shaw (R-Fla.).

Talk of the spectrum fee dominated hallway discussions at the show. Broadcasters' concerns about their continued economic viability if forced to turn over a percentage of their revenues were coupled with outrage at being singled out for the additional burden.

Despite the positive reports, Milton Maltz, president and CEO of Malrite Communications, warned that "there is still a chance that this can be brought back from the edge. It is time to organize, galvanize and realize we [broadcasters] are not a special fraternity. We can become a feeding ground for further taxes."

Anthony Coloff, owner and operator of KIOV(FM) in Forest City, Iowa, could not stay in business if the spectrum tax were to become a reality. "We are barely profitable," he said. "If the tax became a reality, it would put us way into the red. We would not be able to reinvest in the station and we could just not



Representative Silvio Conte (R-Mass.) arrives for another round of budget talks

stay in business."

In an effort to cut projected budget deficits by \$50 billion in fiscal 1991 and by \$500 billion over the next five years, administration officials and a group of key congressmen began meeting Sept. 6 in the relative solitude of an Andrews Air Force Base officer's club to come up with a package of revenue raisers and budget cuts.

The negotiators' plan was to work over the weekend and to have a firm package to present to Congress and the President today (Sept. 17) or tomorrow.

Going into the negotiations, the spectrum fee was a flat 4% of gross annual revenues of radio and television stations. But somewhere during the course of the week, May said, it was changed to lessen the burden on smaller stations.

According to May, under the "active formula," most stations would have to pay 5% of annual revenues. However, television stations generating less than \$2 million in annual revenues and radio stations pulling in less than \$100,000 would pay just 2.5% of those revenues.

The new formula is no more acceptable than the original one, May said. And, he said, "it's another indication of how little understanding the administration has of the radio industry. Precious few radio stations earn less than \$100,000."

May said the proponents believe the 5%/2.5% fees would generate approximately \$11 billion over five years.

It also became clear during the week that the proposed fee would apply only to broadcasters, not to other commercial users of the spectrum. Asked if he thought such discrimination might be unconstitutional, May said: "I think so and so do our lawyers."

Despite the good news dribbling out of the budget summit, May said the NAB would work the issue until it was certain the fee was dead. "What we are interested in is making sure spectrum fees are not part of the final package," he said. "There is no issue of greater importance in broadcasting today."

Another concern of the broadcasting and advertising industries has been the summit talk about increasing tax revenues by disallowing business deductions for advertising expenditures. Some versions would affect all advertising; others target that for alcohol and tobacco.

But as of last Friday, such proposals had apparently been set aside. "The signals we are getting are that it is not in there," said Dan Jaffe, executive vice president of the Association of National Advertisers. Nonetheless, he said, "we continue to talk to as many people as we can to make sure that if it is off the table they keep it off."

-NAJ

ABC News photo

# HOUSE CABLE REREG BILL PASSES, FACES POSSIBLE VETO

*Reaction is mixed to range of reregulatory provisions; OMB says it will recommend veto if bill survives in current form*

**D**espite the threat of a presidential veto, the House of Representatives, by a unanimous voice vote, passed last Monday sweeping legislation that the lawmakers believe will hold down the price of cable TV and encourage competition in the delivery of cable programming to consumers.

The legislation (H.R. 5267) "will provide strong protection for consumers, ignite vigorous competition in the video marketplace and promote the public interest in securing diversity in video programming under fair and effective conditions," said bill co-author and House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) in the 40 minutes of floor discussion that preceded the vote.

Matthew Rinaldo (R-N.J.), co-author and ranking Republican on the subcommittee, called the legislation a "pragmatic, practical, doable approach...[that will provide] effective protection for cable subscribers and an effective spur to cable competition."

With the House action, all eyes turned to the Senate, where a similar cable reregulation bill is at least temporarily stalled in a tug-of-war between those who want to toughen the bill and those who want to weaken it.

According to Hill and cable industry sources, more may be known about the fate of S. 1880 this week, when senators with pro-cable amendments are expected to come forward. Only after they do will leaders of the Commerce Committee be able to fully assess the work that needs to be done on the bill and try to schedule time on the Senate floor.

As the Senate Commerce Committee ranking Republican John Danforth (Mo.) points out (see story, page 25), due to the veto threat and the dearth of Senate time, the bill must be moved as quickly as possible to have any chance of becoming law.

At the top of the list of provisions that the National Cable Television Association believes needs fixing in the Senate bill is the access-to-programming provision, which, unlike the House version, prohibits vertically integrated cable programmers from striking exclusive distribution deals.

Proponents of the cable legislation are also warily watching the telephone industry lobby to see if it will try to run the

the Senate bill aground. The industry is disappointed that neither the House nor Senate bills contains measures that would lift the prohibitions against telcos offering cable services in their telephone service areas.

The House's unequivocal action failed to generate as much legislative momentum in the Senate as it could have, due to the veto threat that arrived on Capitol Hill last Monday at about the same time the House was taking up its bill.

"The administration strongly opposes reregulation of the cable television industry," the Office of Management and Budget said in a two-page Statement of Administration Policy. "If [the bill]

were presented to the President in its current form, his senior advisers would recommend a veto."

The OMB veto statement specifically objects to federal rate regulation, the access-to-programming requirement, the restricted basic tier and the must-carry obligation. Must-carry raises "most serious constitutional questions under the First Amendment by infringing upon the editorial discretion exercised by cable operators in their selection of programming," it says.

The statement also calls on Congress to consider removing the barriers to telco entry "as an alternative to instituting a burdensome and unnecessary regulatory regime."

For most of the cable industry, the passage of the House bill provoked mixed reaction—a reflection of its mixed feeling about seeing regulatory legislation enacted this year.

The NCTA, whose member cable operators serve 85% of all cable homes, wants a mild dose of congressional reregulation, believing it would bring an end to the regulatory uncertainty that has for the past year ravaged cable stock prices, slowed system trading and made lenders skittish.

But the association is not ready to settle for just any legislation. At a special board meeting last month, it voted not to oppose the House bill, determining, in essence, that it is acceptable. But it also voted to oppose the Senate bill unless some of its more onerous provisions are stripped or watered down.

Most observers believe NCTA has enough clout on Capitol Hill to scuttle any legislation it opposes, especially with the dwindling number of legislative days making it more difficult to pass any kind of "controversial" legislation.

Even though the NCTA chose not to oppose the House measure, NCTA President Jim Mooney, in a prepared statement issued after the vote, said the association remains "deeply troubled" by it. "What began as a consumer issue is now turning into an effort by other industries to pile on, and hobble cable as a competitor."

Unlike the cable industry, the broadcasting industry is all for the House and Senate legislation. Both contain long sought must-carry provisions. The National Association of Broadcasters was

## KEY POINTS OF CABLE BILL:

- Require the FCC to set a cap on rates for "basic" service tiers, which would be restricted to broadcast signals, public access channels and nonprofit public affairs networks like C-SPAN.
- Require the FCC, upon complaints from state or local authorities, to take action against cable operators that levy rate increases it deems "unreasonable and abusive" for nonbasic cable services such as CNN, ESPN and MTV. Pay and pay-per-view services are exempted from regulatory oversight.
- Prohibit vertically integrated cable programmers from "unreasonably refusing" to negotiate distribution deals with any multichannel video providers (wireless cable operators, satellite broadcasters, SMATV operators). Programmers could still strike exclusive distribution deals as long as the deals do not "significantly impede competition."
- Require cable operators to carry local broadcast signals that meet specific criteria. Must-carry broadcasters would have the option to remain on the cable channel they were on as of June 26, move to their broadcast channel or to a mutually agreed upon channel.

duly concerned about the veto statement's suggestion that the must-carry provisions were unconstitutional. But, in a prepared statement, NAB Executive Vice President Jim May said the administration's position is not "cast in stone."

Passage of the House bill won plaudits from associations representing competitive media, including the Wireless Cable Association and the Satellite Broadcasting and Communications Association.

In comments on the House floor before the vote and in the Congressional Record, several lawmakers joined Mar-

key and Rinaldo in praising the bill as the solution to the problems of spiraling cable rates and poor service.

Dennis Eckart (D-Ohio) said the bill is an opportunity to check the "run amok deregulation" caused by the Cable Communications Policy Act of 1984. "The effect of [the Cable Act]...was that you had an unregulated monopoly," he said. "With that, quality goes down while prices go up."

The only negative note was sounded by Dan Schaefer (R-Colo.), who said he talked to cable operators in and around his district during the August recess.

He said he would not oppose the bill. "But it is clearly not in the public interest to reshackle this important source of information and entertainment with government regulation, discouraging reinvestment and responsiveness," he said.

By week's end, the legislative hand-cappers on the Hill and at the trade associations had no better handle on whether cable legislation would be enacted this year than they did at the start.

With no deal among the various factions in the Senate and the threat of a veto looming larger than ever before, all bets were off. —HAJ

## DANFORTH: TIMING CRUCIAL TO CABLE REREG BILL

**G**iven the threat of a Presidential veto, continuing controversy over major provisions and a shrinking legislative calendar, the Senate's cable reregulation bill could well end up on the scrap heap of the 101st Congress.

But Missouri Senator Jack Danforth, the ranking Republican on the Senate Commerce Committee that reported out S. 1880 three months ago, doesn't think it will.

"Sure," Danforth said last week when asked whether the bill can overcome the many hurdles before it. "I hope we can get it out of the Senate quickly enough so that we can get it through conference and to the President."

Some of Danforth's optimism may stem from the fact that he spawned the legislation—or, more precisely, a forerunner of it. Last November, when everybody else on the Hill was talking about cable reregulation, he introduced a comprehensive cable bill that energized the Senate Commerce Committee and formed the foundation for the committee bill. The House then followed the Senate's lead.

According to Danforth, the legislation's prospects are all a matter of time. To have time to override a veto (or to avoid a pocket veto), he said, Congress must have a bill on the President's desk at least 10 days before Congress adjourns, which, given a budget agreement, would occur by the middle of October.

Under such time pressure, Danforth said, the Senate needs to get the bill to the floor quickly—"the sooner the better." But getting it to the floor will likely require an agreement among the senators looking to amend to bill to limit floor time. "I think that [Senate Majority Leader George] Mitchell [D-Me.] is probably going to require that."

Some cable lobbyists see Danforth as a hardliner, who may oppose an amendment aimed at softening the bill's provisions. But Danforth said he is willing to negotiate. "We said off the bat when the bill was first introduced that we were perfectly willing to discuss the bill with anybody who wanted to discuss it and in fact, we did that. We had numerous meetings with all kinds of people who came through this office and talked with me and many more who talked with [Senate Commerce minority staffer] Gina [Keeney] over a long period of time, including the cable industry itself. The door is always open. I wouldn't consider myself to be a person who is inflexible or rigid, but I do want to fix [the cable] situation. I want to remedy it."

Asked about cable's desire for legisla-



Danforth

tion that would allow cable programmers to strike exclusive distribution agreements with operators, he seems a bit more recalcitrant. "The net result [of the legislation] should be that discriminatory arrangements between the cable programmers and operators of various multi-channel providers shouldn't be permitted. The ideal is to get competition not to lock up potential competition."

Danforth says he does not know what would happen if Bush vetoes the bill. "When the President vetoes a bill, he really fights the veto override very, very hard and it's tough. It's tough emotionally for votes to oppose the President on a bill that he's vetoed," he says, noting that the President has yet to lose a veto fight.

"On the other hand, this is a matter that has a great public importance," he says. "The public knows about the cable problem; the public is very attentive to it. The public feels that it's being gouged by the cable operators. For that reason, there are very good reasons for members of Congress to vote to override."

Despite his deregulatory credentials, Danforth says he has no qualms with the regulatory elements of the Senate bill. The FCC's setting rates for cable may not be the perfect solution, "but at least it's not some guy in a boardroom or somebody who's interested in maximizing profit where there's no competition."

"I don't believe in regulation, excessive regulation," he says. "I am a person who's consistently including cable television for deregulation, but not if deregulation means totally non-competitive monopolies where business people install a service, create a monopoly and then raise rates whenever they please," he said. "Clearly, that can't be right." —HAJ

## TCI AND WFLD MAKING NEWS IN CHICAGO

*Cable system and station will create 24-hour Chicago Cable News*

**T**ele-Communications Inc. and Fox Broadcasting's WFLD-TV Chicago expect to complete a deal in the next week or two to create the first 24-hour regional news venture between a local broadcaster and cable operator.

Chicago Cable News will be a 50-50 joint venture between WFLD-TV and TCI's local cable system, South Chicago Cable TV, run by former WMAQ-TV Chicago weatherman and Weather Channel executive John Coleman. It also pre-ages further TCI moves into local news in Washington, San Francisco, Pittsburgh, Salt Lake City and Dallas. "Our intent is to become more involved in regional news, sports and weather," said TCI Executive Vice President J.C. Sparkman, which is "something cable can do very effectively now that the numbers are there... We believe we can fill a niche that the broadcaster can't fill. We can make it profitable and provide a service to the public."

Coleman said CCN will provide local news, weather and sports, as well as the personality of Chicago—community events and leaders, musicians and sports figures. Many of the precise details are yet to be worked out, including the exact program schedule and how ad time will be sold and distributed. "It won't be a news wheel and it won't be long blocks of programming" Coleman said, who also will be seen on-air. "It will be a seamless mix, paced to the time of day and the interests of viewers at each period of the day," said Coleman. Viewers won't wait longer than 15 minutes to receive Chicago news headlines, weather and sports information, he said.

The operation will be based at WFLD-TV's studios and will provide its 52-person news staff another outlet to distribute its stories. Currently, WFLD-TV's lone, daily, one-hour newscast means the station gathers far more news and raw footage than it can use, said Greg Caputo, WFLD-TV news director. CCN "is an opportunity to get all that good work on the air."

CCN will have a 50-person news staff, separate from WFLD-TV's 52-person staff. But CCN will rely heavily on the raw footage gathered by WFLD-TV. The news organizations will work side-by-side, at WFLD-TV studios, sharing information, news footage and stories, said Caputo.

TCI will need more than its existing



Coleman

subscriber base in the area (300,000) to make CCN work. The rate card for cable operators being discussed is 20 cents per subscriber per month, which would make it more expensive than most cable services. The area's other large operators include Continental (200,000 subscribers) and Jones. (But TCI said it may work out that it could gain Continental's support in return for supporting Continental in carrying a news service in an area where it is the dominant operator.) Coleman hopes to have between 700,000 and 800,000 homes on line for launch, which the parties envision will occur by early next year.

Ellen Spangler, managing director of TCI News, said area cable operators will benefit because of the local nature of the product, the ability to crosspromote cable product and to promote their local system. Coleman has plans to carry two three-minute segments each hour of news material supplied by local cable systems, whether it be news reports from their systems or locally originated programming. Spangler said it has not been determined whether local operators will have ad time to sell, or whether CCN will sell all the time.

If CCN can get 700,000 homes, the roughly \$1.4 million in monthly revenue will go a long way to meeting CCN's budget. The parties said final budget numbers haven't been worked out, but said the operation's cost would far exceed \$10 million annually, when including the in-kind support from WFLD-TV and TCI.

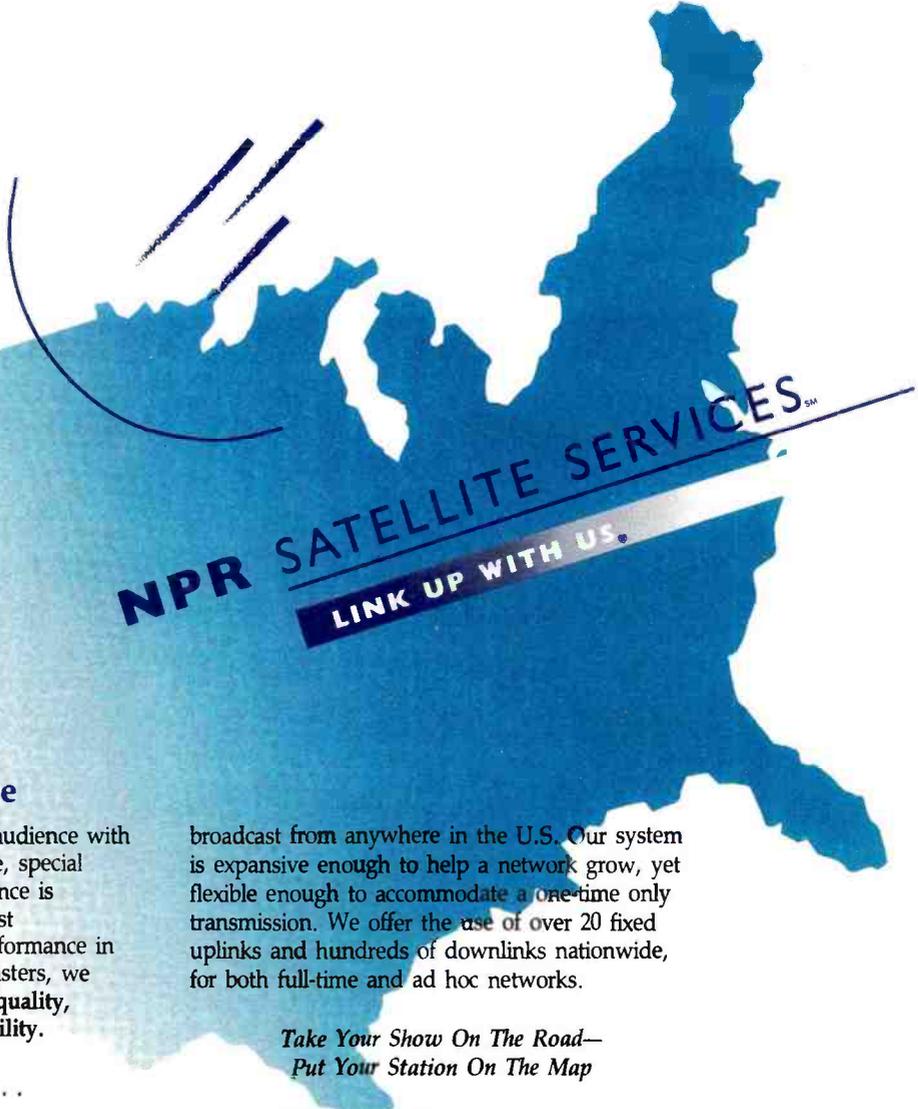
Chicago now has two local cable news proponents, as Tribune Broadcasting plans to launch a regional news and

sports service, Tribuneland, in January. Talks between TCI and Tribune over carriage broke down over the question of ownership and editorial control, and that battle is also resonating in Washington. "Any suggestion that we be required by law or propriety or fairness, to always speak through a third party in order to exercise our First Amendment rights in these communities is utterly ridiculous," said Bob Thomson, vice president, government relations, TCI. He is referring to questions he said Tribune has raised about the propriety of TCI owning the cable system and the local news operation. Language in the House bill would mandate cable operators not discriminate against unaffiliated programmers. Thomson said TCI has heard that some parties at the FCC have "problems" with TCI demanding equity ownership in entity that speaks on its behalf. "That's what disturbs us. The whole idea that it's unfair for the cable operator to own its local news entity is ridiculous. Of course we're going to own it and we're going to defend our right to do so in court."

Tribune, on the other hand, feels it presents cable operators with a strong product. Tribuneland will draw on the resources of the *Chicago Tribune*, its eight news bureaus, and the news operations of WGN-AM-FM-TV to produce its service. Chicago Cubs games will be included in a service that is being offered free to operators. "In our humble opinion," said Shaun Sheehan, Tribune vice president, "we felt this channel would help increase their penetration."

TCI sees CCN as the first of many local news operations. "It is our hope we can use this as a rubber stamp for other regions," said Sparkman. Although creating a profitable local cable news economic model has eluded most companies that have looked at such ventures, TCI is confident enough to move ahead with CCN and other ventures. "We've approved monies to move on down the road," said Sparkman.

A news service for the District of Columbia only will be starting "very quickly," said Sparkman. TCI also plans to wraparound local news on its regional sports service in Pittsburgh and San Francisco, if Viacom, which co-owns the regional sports service, agrees. Work in Salt Lake City and Dallas is also moving along, Thomson said. -MS



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# RADIO

## 'MIX' STATIONS TARGET GROWING ADULT MARKET NICHE

*Latest direction in station positioning provides 'spice-of-life' programming variety to rap-weary, aging baby boom generation*

In the vast radio zoo populated by Power Pigs, Magic Frogs, Hot Foxes and Rock Pirates, the latest positioning statement designed to solidify a station's market image is The Mix.

Led by a maturing audience, changing musical tastes and a state of contemporary product that many programmers feel is wobbling out of control, a growing number of radio stations are answering listeners' pleas for an adult-oriented variety of current and old music. By providing a carefully researched variety of currents, recurrences and oldies, these programmers are fulfilling a perceived audience need for a comfortable medium between teen-oriented top 40 and geriatric-leaning easy listening. More (or less) than a music format, The Mix provides a marketing tool with which many programmers feel they can target this valuable—and unserved—adult radio listener.

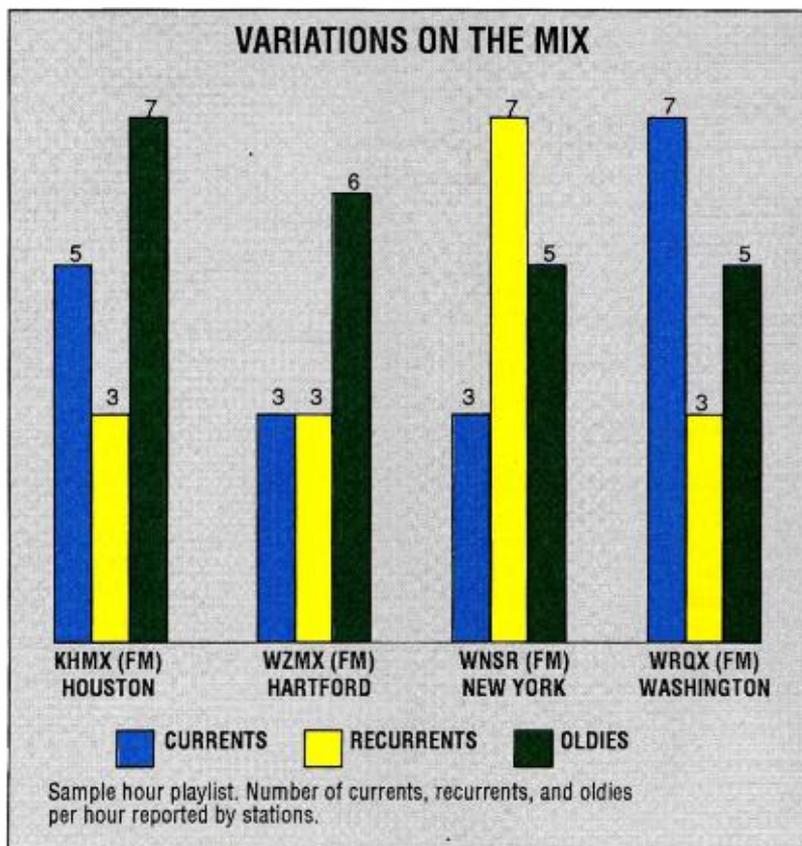
Culled from extensive perceptual research into consumer habits and needs, The Mix is a descriptive anomaly in that it "is whatever a station wants it to be," says Bob Dunphy, vice president of programming at WNSR(FM) New York. "You can get a dead-on soft AC and a hot AC both using it and both of them would be right." Dunphy says WNSR, which switched to The Mix 105 in January, is a current-based AC station that also plays music from the '60s, '70s, '80s and '90s. "We're not a music education class; we're not trying to teach people about music. We play music that people want to hear."

Dunphy says that because The Mix appeals to a broader base, "you get a lot more sampling out of it and you can really build your cume." He says The Mix gives AC stations a way to market themselves "in terms of what they are and what they're not. The Mix explains the variety and then if you explain what that variety is, the listener can say 'yeah, I can get into that.'"

Guy Zapoleon, national program director for Nationwide Communications and program director at KHM(X)FM Houston, says The Mix is the perfect moniker

for what his station—and other like-minded stations—are programming. "The Mix is one of the most widely used terms in language today, for a lot of different products," he explains. With this in mind, he said, "We sampled 2,000 women in Houston between the ages of 20 and 40 and found that, true to a lot of our own personal feelings, adults were not getting a radio station that was an upbeat, contemporary station that played music for adults. You either had relax-me, lite music stations or hard rock or classic rock. But you had nothing that played the best mix of contemporary, top 40 and rock."

Zapoleon credits (or blames) the state of today's top 40 music, particularly the "glut of urban product on top 40 radio" as one of the causes of the rise of The Mix. "Somebody who grew up in the late '70s and early '80s doesn't have a radio station," he explains. "If you grew up with Huey Lewis, Fleetwood Mack, Phil Collins, Steve Winwood and Don Henley, you can't find a station." The greatest indicator was this year's Grammy Awards, Zapoleon says, "when the Traveling Wilburys and Bonnie Raitt came out on top but got practically no airplay on top 40 radio. They were selling lots of albums but no one



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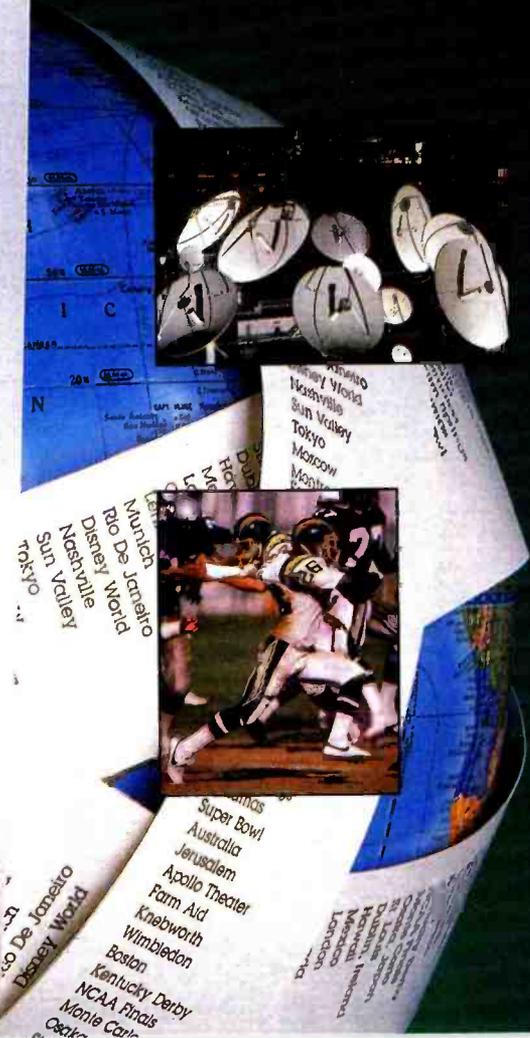
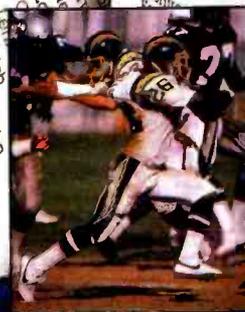
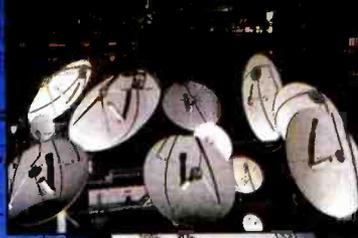
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was playing them."

KHMX's primary target demo is 25-40 female, but Zapoleon says the "feedback on the streets right now is almost 50-50, men-women." The station's playlist focuses on "the best music from top 40, AC and some rock, with maybe five currents, three recurrences and some six or seven oldies each hour."

Prior to bringing The Mix to Houston, Zapoleon had teamed with consultant John Coleman to bring The Mix to Orlando, Fla., at WOMX-FM. Coleman, in turn, previously had worked with programming consultant Jim Herron to turn on what Herron and many other AC program directors consider one of the first stations to be called The Mix, WWMX(FM) Baltimore. "The idea of The Mix came from the listeners," Herron says. "Our research showed that listeners were talking about the variety, saying 'I like the mix the station plays.' So we thought: Why not, call a spade a spade?"

Herron says many skeptic programmers fail to see the value in The Mix "because they think they've heard the format before. The fact is, this is not a format. It's a handle, like lite or Q or Y or magic, that helps to articulate and simply describe a particular kind of radio station." He says that, depending on the market's competitive nature, a Mix station can be an '80s-based, contemporary, hot AC mix, with no similarity at all to a '60s-'90s-based oldies mix. "It's not like a classic rock handle that immediately defines oldies; it's a position, a name, to help clarify to the listener that this is a variety radio station."

One of the most recent converts to The Mix is Capacities/ABC's WRQX(FM) Washington. For years a stalwart CHR/top 40 outlet, last month the station switched from Q-107 to Mix 107.3. "We had a reputation of being a teen-oriented radio station and that tradition was hurting us," explains operations manager-program director Lorrin Palagi.

"An entire group of women, primarily between the ages of 18-44, weren't being served properly. And when we asked them what they wanted, they said they wanted a station that was contemporary, like what Q-107 was doing but with the rough edges smoothed off a bit." Following their advice, Palagi says he took out the rap and some of the hard rock, broadened the oldie base a bit and lowered the production value just a shade "so the sound wasn't quite as hyped as it was."

Palagi says the switch to The Mix was not as severe as it has been in some markets and was undertaken largely "to fix the market image of the station." Some critics say WRQX's change has been in name only, but Palagi disagrees. "You can't say we're new and improved without changing the product. Listeners aren't that easily fooled." He says the station still is heavily current-based but one-third of its playlist consists of oldies that go back to the late 70's. "We're still very contemporary," he says. "We play songs like 'Main Street' by Bob Seger, 'The King Of Wishful Thinking' by Go West, Depeche Mode's 'Policy of Truth' and Cheap Trick's 'Can't Stop Falling In Love.' But I won't play cuts by Poison or Snap."

Another recent convert to The Mix is Multi-Market Communications' WZMX(FM) Hartford, Conn., which also made the switch late last month. Multi-Market President-CEO David Pearlman says The Mix "has been dancing in my head for about a year" and, buoyed by extensive perceptual research, "saw a real opportunity in the mid-range of that 25-54 cycle." Pearlman says The Mix format "bridges the generation gap between teen-oriented top 40 radio on one side and easy listening on the other side."

Pearlman says the aging baby boom demo has sparked an evolution in adult musical tastes. "Pure easy listening has been replaced by soft AC," he says.

## EEO TROUBLES

The Idaho-Nevada-Utah and Arizona conferences of the NAACP have filed petitions to deny the license renewals of twelve stations in Utah, Nevada and Arizona.

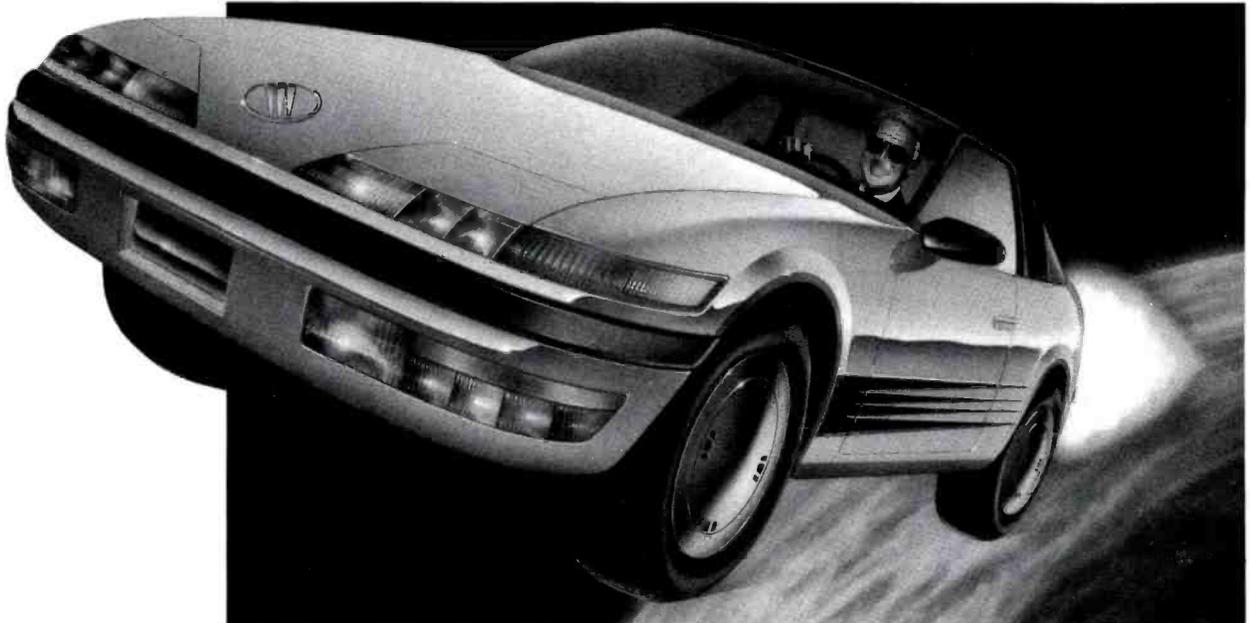
The petitions charge that the stations "had no more than token employment of minorities," do not have, nor have they proposed, a "meaningful EEO program."

The stations in Arizona are KOY-AM-

FM and KESZ(FM), both Phoenix; KTKT(AM)-KLPX(FM) Tucson, and KUKQ(AM)-KUPD(FM) Tempe. KUKQ(AM)-KUPD(FM) is presently engaged in a comparative hearing at the FCC. The Nevada stations are KMZQ(FM) and KFMS-AM-FM, both Las Vegas, and KROW(AM)-KNEV(FM) Reno. The Utah stations are KUTR(AM)-KCPX(FM), KISN-AM-FM, KRSP-AM-FM, KDYL(AM)-KLZX(FM), all in Salt Lake City.

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"This adult generation didn't grow up to be fed instrumentals. Cover versions just don't cut it. So the opportunity was there to present a brighter, more up-beat sound than the soft AC's, but not with the trendy rap or dance sounds of CHR." WZMX is programmed locally by program director Herb Crowe, with the input of consultant Dan Vallie.

"Every market has its own variation because you have to adapt any format to the marketplace. That's why you can't take it off a satellite," Pearlman said. "Here, we're music-intensive but we're full service in nature. We have traffic reports, accu-weather, newscasts and a little bit of personality. But then we go into music sweeps so you'll never get less than four songs in a row. And that's a common theme with The Mix." He estimates that about a third of the station's music falls into the current-recurrent category with the rest picked from "the best songs of the 60's, 70's, 80's and today." The station targets the 25-44 listener and skews slightly toward women. "It's a great in-office format because it transcends age groups. Basically, we're hip enough so the younger person will stay with us, but not too

trendy that the older segments also won't like us."

How long will The Mix last? "Who knows," Pearlman shrugs. "Music is a trendy, cyclical business. Think about disco and other cycles we've been through in the last 15 years and it seems that different trends come in and out. M.C. Hammer and that whole crew has brought rap to a mainstream CHR product, but who's to say how long that will keep?" Pearlman credits the fascination people have with the past for creating The Mix: "Everybody wants to remember the good old days in some form and

every song brings a memory into their life and a different kind of emotional response and satisfaction."

Stations considering making a switch to The Mix should be cautious of several factors, cautions Herron. "Not all stations that call themselves Mix are successful, just as there are stations calling themselves Power Pigs that are not. Whatever format you choose, you have to do your homework carefully and make sure it's appropriate to the marketplace, something listeners want to hear," he says. "The name Mix does not, in itself, make you valuable." —REB

## LONG ISLAND FM TO SIMULCAST WNEW

**W**WHB(FM) Hampton Bays, N.Y., has signed a five-year affiliation agreement with Group W's New York AOR outlet WNEW-FM. According to Ed Simon, a principal in South Fork Broadcasting, WWHB's licensee, WNEW-FM approached South Fork and asked it to consider simulcasting. It was an idea he had already been contemplating, said Simon.

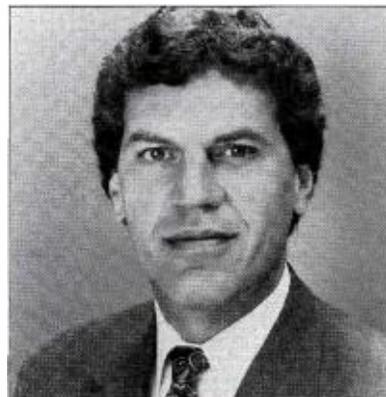
Ted Utz, WNEW-FM vice president and general manager, said the station will plan several special events for listeners and advertisers on Long Island. But for the time being, it will not be seeking new affiliates. "We want to make sure it works before we jump into any other ventures," said Utz. "So far, reaction from listeners and clients has been phenomenal."

"Consider what it means for a local broadcaster to bring world class radio to a local market," said Simon, "and the tremendous synergy created for listeners and advertisers by having the entire New York-Long Island market covered."

Under the agreement, WWHB can simulcast up to 164 hours of WNEW-FM programming. The station will air approximately four hours of community and public affairs. Said Simon: "It is our option to use as much of the programming as we see fit."

Simon believes that the affiliation will provide the market with a quality of programming otherwise unavailable to the market. To illustrate that point, Simon said that WNEW-FM's morning team recently broadcast live from the Berlin Wall, covering a performance there by Roger Waters of Pink Floyd. "What it cost to do that event," he said, "was my budget for a whole year at WWHB."

Of importance to Simon as well is WNEW-FM's active stance on environ-



WNEW's Ted Utz

**WNEW-FM**  
**102.7**  
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mental issues. "The station is extremely concerned environmentally," said Simon, "and the environment is a major issue on Eastern Long Island."

The Hampton's on Long Island is a resort area favored by New York City residents. Many New Yorkers keep second homes in the area, and vacation there as well. The programming is relevant, says Simon, because his target audience is most likely listening to WNEW-FM when in New York City.

Other South Fork principals include Lorne Michaels, *Saturday Night Live* producer, and Simon's brother, composer/singer Paul Simon. The company has been negotiating to buy WBAB-FM Babylon, N.Y., from Noble Broadcasting ("Closed Circuit," June 11). —IC

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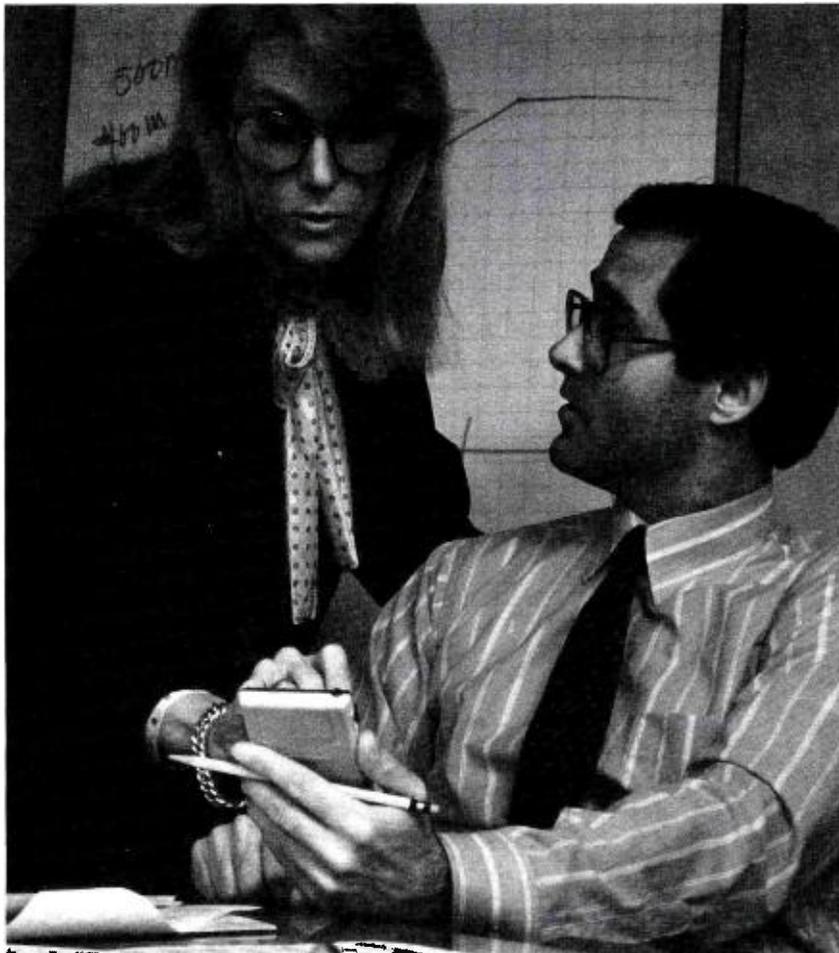
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## RIDING GAIN

### BALDASSANO GETS NEW ABC RADIO POST

Capital Cities/ABC has named Corinne Baldassano Vice President of Programming for the ABC Radio Networks, filling the post left vacant when Tom Cuddy was named Vice President Programming for WPLJ(FM) New York. Baldassano previously served as Director of the ABC Radio Entertainment Network. In her new position, she will be responsible for the ABC Radio Entertainment Programming Department, the ABC Watermark operation, and the ABC Radio Tour Marketing and Merchandising Division. In making the announcement, ABC Radio Networks President Robert Callahan characterized Baldassano as "smart, energetic, and creative," and said he expected her radio experience would bring "valuable insight to programming decisions that are key to our future growth."



Corinne Baldassano

### SI BOWS NEW 'PEOPLE'

Los Angeles-based SI Communications is producing and distributing *Story Of A People: Today*, a new radio series based on the company's long-running *Story Of A People*. While *Story Of A People* provided perspective on black America, *Story: Today* emphasizes outstanding individuals within the African-American community. In addition to focusing on black Americans in the news, listeners also will be able to nominate persons they feel have made a difference in their communities, or who have had an impact on society. At the end of the year a panel of judges will vote for the 10 most outstanding people who were featured on the show; winners will be flown to Los Angeles for a celebration in their honor.

Scheduled celebrity hosts for *Story Of A People: Today* include Lou Rawls, Vanessa Williams and Deniece Williams. The program is scheduled to debut Oct. 1.

### BIRCH ADDS DEMO

Beginning in December, Birch/Scarborough and Standard Rate & Data Service will include quarterly ratings for the 35-64 adult

demographic for the top 10 stations in some 200 Birch-rated markets in SRDS's spot radio rates and data monthly reports. SRDS President Craig Burr and Birch/Scarborough President William Livek said the addition of this demo group in the SRDS report was in response to agency requests for more information about mature listeners.

Birch/Scarborough also plans to measure 20 additional radio markets, bringing the total of markets surveyed to more than 265. These new markets include Abilene, Tex.; Albany, Ga.; Altoona, Pa.; Asheville, N.C.; Atlantic City; Canton, Ohio; Cheyenne, Wyo.; Columbia, Mo.; Decatur, Ga.; Honolulu; Johnstown, Pa.; Laurel-Hattiesburg, Miss.; Meridian, Miss.; Parkersburg, W. Va.-Marietta, Ohio; Poughkeepsie, N.Y.; Quincy, Ill.-Hannibal-Mo.; Redding, Calif.; Springfield, Ill.; Tuscaloosa, Ala.; Waco, Tex., and Wichita Falls, Tex.

### BUNGEROTH FORMS CONSULTING FIRM

Former Unistar Radio Networks vice president, major market affiliations, William Bungeroth, has formed Consulting Partners, Inc., a broadcast consulting firm designed to "help stations maximize cash flow in today's volatile economic environment." The company, based in Colorado Springs, will specialize in "working with stations which understand, need and want a focused and strategic approach to sales and management," Bungeroth said.

### TM SPINS OFF REEL-TO-REELS

Seattle-based Broadcast Programming has acquired the reel-to-reel programming contracts Century 21 picked up during its recent merger with TM Programming to form TM Century. This arrangement adds some 80 stations to the 600 Broadcast Programming currently serves. TM Century Chairman Dave Scott said that Broadcast Programming was better suited to serve clients which relied on taped formats, while TM Century would focus more on production libraries, jingles and music software.

CHANGE  
FORMAT

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OF MUSIC

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NEWSCAST

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INTO  
MONEY-DAY

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RADIO

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## MAHLMAN BRANCHES OUT

**R**obert Mahlman, of Bronxville, N.Y.-based The Mahlman Co., and David Coppock of Montgomery, Ala.-based Colonial Broadcasting Co., have combined their experience and forces to launch the Radio Management Services Company (RMSC). The idea, said Mahlman, is to offer radio owners and operators a full range of services, from management to engineering.

Specifically, the company will offer services in administrative, sales and financial management, programing, sales training, research, inventory control, engineering, FCC Counsel, tax advice, station and rep relations, radio network affiliation, bank and finance company relations, and media brokerage services.

The advisory board for the group includes 24 radio professionals, among the group members are Michael Holley, vice president and chief financial officer, The Colonial Co.; Jesup & Lamont Securities Co. executives; Nick Imbornone, vice president, The Mahlman Co.;



Robert Mahlman

Tony Maisano, vice president and manager, Interep; Larry Wilkins, vice president and chief engineer, Colonial Broadcasting; the law firm of Pepper & Corrazini, and Sklar Communications.

The company will perform evaluation and analysis of an operation, recommend specific solutions for improvement, and can implement the programs as well.

Colonial Broadcasting is a privately held corporation that has owned and operated radio stations for 12 years. It is wholly owned by The Colonial Co., a holding company that operates, among other things, an independent mortgage company, a property sales and management company and a construction company. Colonial Co. is principally owned by brothers Robert, James and Tom Lowder. The Lowders also own controlling interest in Colonial BancGroup.

The Mahlman Co. was established in 1979 by Robert O. and his wife Nancy Mahlman. It currently has offices in Atlanta, Palm Springs and Phoenix. **4C**

### TURNING OFF 'HEAT'

**H**eat with John Hockenberry, one of public radio's bolder experiments in new format, will cease production on Oct. 27 after a six-month nightly run on National Public Radio, principal producer Murray Street Enterprises, NPR and KQED-FM announced. NPR attributed the cancellation to "failure to find sufficient underwriting" to support the two-hour program (Mon.-Fri., 10 p.m. to midnight ET). Heat, hosted by former NPR Middle East correspondent John Hockenberry, attempted to merge current affairs and art through a format built around talk, music and other performance arts presented before a live audience. Support to date has come from the National Endowment for the Arts, National Public Radio, KQED and member stations, KCRW(FM) Santa Monica, Calif., and WBUR(FM) Boston.

In a joint statement, Peter Pennekamp, vice president of cultural programing for NPR, and Murray Street managing director, Steve Rathe, said: "Despite our decision to end the program because of financial constraints, we don't see this experiment as over."

This  
Thanksgiving

SINGJOY  
FOR



Great psalms, hymns, and choruses for Thanksgiving Day—accessible to a broad audience—chosen from our substantial collection of fine soloists and choirs, including this year: Kathleen Battle, the Atlanta Symphony Chorus, the St Olaf Choir, and the Choir of St Paul's Cathedral, London.

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Sing for Joy is free. All you need to do is complete and return the form.

Yes, I'd like the Sing for Joy Thanksgiving Special.  
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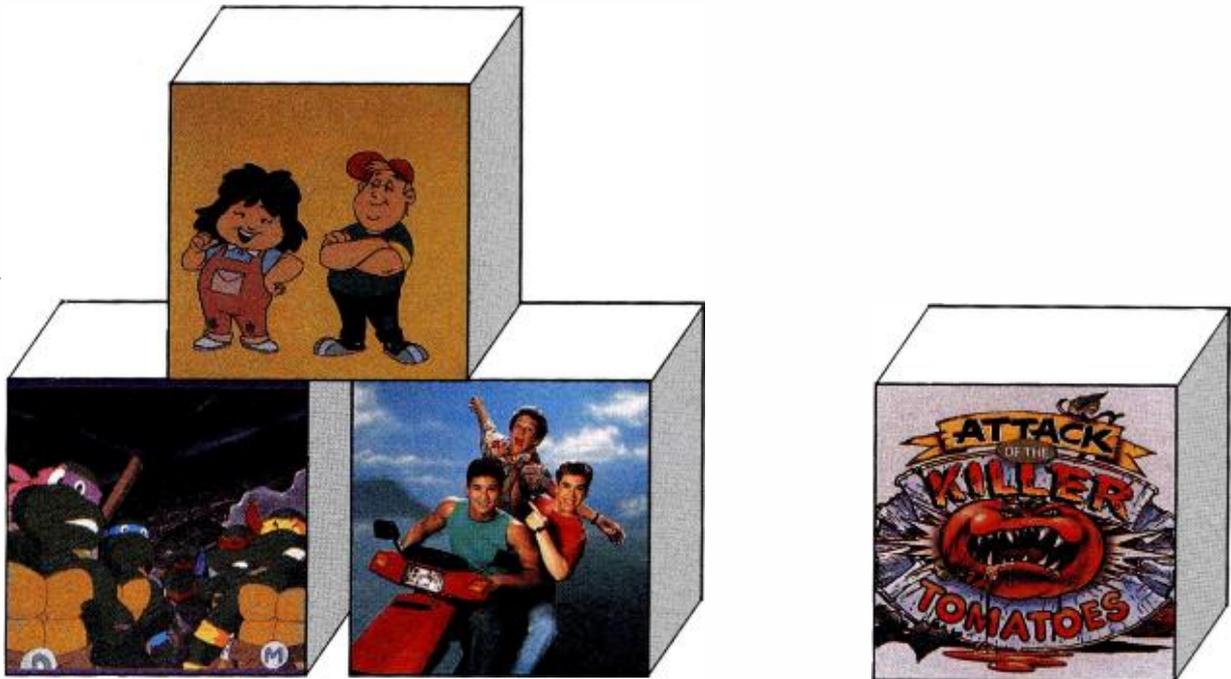
Name \_\_\_\_\_

Station \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

# PROGRAMING



Shown above: CBS's "Ninja Turtles," ABC's "Little Rosie"(top); NBC's "Saved by the Bell" and Fox's "Killer Tomatoes"

## FOX: NEW KIDS ON SATURDAY MORNING BLOCK

*Network introduces children's lineup; series built around pre-sold concepts populate Saturday schedules at all networks*

**T**he Saturday morning neighborhood got more crowded last week as Fox debuted its new Saturday morning children's schedule. The entrance of Fox in Saturday morning makes that daypart even more competitive and adds another ingredient to the changing mix of children's weekend programming.

The new lineup aired with only a few snags although one of the shows, *Piggsgurg Pigs*, didn't air and was replaced by an episode of *Peter Pan and the Pirates*, Fox's new Monday through Friday series. "We wanted to give people a chance to see the Peter Pan series and we wanted to see how it looked. It's no secret that the production of the show [*Peter Pan and the Pirates*] has been fraught with problems," said Margaret Loesch, president, Fox Children's Network.

Loesch said the regular Saturday lineup would air the rest of the year and attributed the last-minute program shuffle to studio overload. "It's an overseas problem, the oriental overseas studios are filled. I think everyone agrees that this is probably the busiest animation season."

The initial ratings, overnight numbers from the metered markets, don't give any indication that front-runner ABC or any of the networks have anything to fear from Fox on Saturday morning, although the networks weren't threatened by Fox on Sunday night two years ago either. The overnight numbers showed Fox averaging a 2.1 rating and an 8 share, behind NBC which averaged a 3.2/13, CBS a 3.6/15, and ABC with a 4.8/19. The ratings are from the 8-11 a.m. block, when Fox's schedule airs.

None of the networks seem to be tak-

ing Fox lightly on Saturday morning, however. "Fox will probably have a tough road ahead of them, but I don't take them for granted," said Judy Price, vice president, children's programs, CBS. "They have great promotional ability. They can promote on *The Simpsons*. Whatever audience they do bring in, it will come from one of us or all of us," she said.

Loesch says the plan is to expand to four hours next fall but doesn't expect to program beyond that. However, she said her attention now is focused on this season's schedule.

"Realistically we don't expect to beat a network at this point," said Loesch. "Our goal is to improve the time periods of our affiliates beyond what they were doing in those time periods last year."

CBS's new schedule was absent from the Sep.8 premiere due to the network's

coverage of the US Open tennis tournament that morning. The network premiered its line up a week later and used a prime time airing of *Teenage Mutant Ninja Turtles* on Friday night before the new schedule debuted to promote the kickoff.

One program format that has emerged and one that each of the networks will use to some degree is a series built around a pre-sold concept. "I think all four of the networks would say we've gone for a certain amount of pre-sold ideas," said Jenny Trias, vice president, children's programs, ABC, who added that because the daypart is so competitive it helps to have any kind of recognition factor in a new program.

"Before we debuted *Beetlejuice* people were questioning whether we could keep the character faithful to the movie, but I think we've been able to maintain the integrity of the character," said Trias.

However, an audience's familiarity with a character has not been enough to keep a show on the network's schedule, said Judy Price. "*Karate Kid* on NBC last year was a good example. After a month it had the biggest numbers of any show but after that it went straight down. They knew the name but the show didn't work," she said.

Examples of new pre-sold shows on the networks include *The Wizard of Oz*, *Little Rosie* (based on the *Roseanne* character), and *New Kids on the Block* on ABC, *Teenage Mutant Ninja Turtles* and *Bill & Ted's Excellent Adventures* on CBS, and *Captain N and the Adventures of Super Mario 3* and *Kid 'N Play* (based on the rap group) on NBC.

As evidence of the strength of series with pre-sold characters, Trias pointed to *Teenage Mutant Ninja Turtles* as one show "I'm concerned about" because of the immense popularity of the movie.

Fox is the exception, with nearly all original programs. The one exception is *Tom & Jerry Kids*. "I have to applaud Fox for doing original shows," said Trias. "They deserve credit for coming up with original ideas."

One programing format that continues this season is the use of live-action, especially at NBC, which developed and produced *Saved By the Bell*, a children's sitcom. This season, the network adds another hour and a half of live action with the addition of *The Guys Next Door* and *Saturday Morning Videos*. NBC's use of live-action is part of a move to attract a broader audience on Saturday morning than the traditional 2-11 year olds the networks have traditionally sought.

"We have not totally abandoned traditional programing for live-action," said Linda Mancuso, director, children's and family programs, NBC. "But the success of *Saved By the Bell* showed that live action can work. That's why we expanded with *Guys Next Door* and *Saturday Morning Videos* and the live-action wrap arounds."

As for the audience NBC hopes to attract, Mancuso said the network "hopes never to exclude younger kids, but we want to expand our viewership."

Despite the increased use of live action, CBS's Price doesn't think the genre is the answer to Saturday morning programing. "I continue to develop live action but I don't think developing sitcoms for kids is the answer. Neither are music-oriented shows," she said.

Price suggested NBC's strategy might be an effort to increase the role of NBC Productions, which produces the three live-action series. "I'm a little puzzled

by NBC's shift that way, I think it's Brandon Tartikoff's [chairman, NBC Entertainment Group] desire to use NBC Productions."

ABC's Trias also expressed some confusion about what NBC is trying to do on Saturday morning. "NBC has been quite open about wanting to counterprogram by going after teens, but their commercials are still for kids 2-11. So I don't know what they're trying to do."

Margaret Loesch said that the use of live action is nothing new, and that "when I was at NBC in the 1970's we had more [than NBC currently has on their schedule]."

Loesch however questioned whether any of the networks can rely heavily on live-action. "Traditionally, live action doesn't sustain well. What they're [NBC] doing is an option. They have the potential to bring in new viewers like teens. But to change the formula is not enough. It's the writing and the characters that make a show successful." **-SC**



Chernin, Sagansky, Iger, Littlefield

## PROGRAMING CHIEFS MEET AT HRTS

*High cost of programing leads list of conversation topics*

If the prognostications of the four network entertainment presidents are accurate, network television is facing some severe belt tightening in the 1990's, which could change the look and amount of programing offered by the networks. At a luncheon sponsored by the Hollywood Radio & Television Society, the four executives discussed topics ranging from what the business of network television would be like in the next decade, to what shows from each other's network they would most like to

have.

Moderated by ABC's Jeff Greenfield, who spared none of the executives with pressing questions and biting observations (he called Fox programing vulgar, then relented and rephrased his description to "demographically upscale vulgarity" after Peter Chernin, president Fox Entertainment protested the original characterization), the network entertainment chiefs all agreed that cost-control would be a major concern in the coming years.

Jeff Sagansky, president, CBS Entertainment, said that with controlling costs expected to be an even higher priority, audiences could expect to see more reality series, foreign co-produced series and programs produced by the news division.

ABC's Bob Iger said that, currently, the top one-third of the schedule carries the bottom two-thirds financially, and that there may come a time when networks can only afford to program 10-15 hours a week in prime time because of the rising costs of production.

On the subject of program costs, Greenfield asked Warren Littlefield, president, NBC Entertainment, about the cost to the network of renewing *The*

*Cosby Show* and would there come a time when the network just could not afford to renew a show of its stature. Littlefield replied that networks will have to say "we love you, this is how much we love you, and we can't afford to love you any more than that."

On the subject of relaxing standards on the networks and the influence that Fox has had expanding the boundaries of language and subject matter, Sagansky admitted CBS has felt the need to keep pace in order to let the creative community know that the network is trying to shed its image of being "stodgy." Chernin said that Fox has led the way in that area, and expressed some dismay that the other networks

are programing with similar boundaries. "We've been very much like a burglar breaking into someone's house and we would have preferred they stay asleep," said Chernin.

As for series the executives envied on each others' schedules, Sagansky cited Fox's *The Simpsons*, NBC's *The Fresh Prince of Bel Air*, and ABC's *thirtysomething*. Littlefield named CBS's *Uncle Buck*, Fox's *The Simpsons*, and "a number of ABC's younger comedies." Iger also pointed to Fox's *The Simpsons*, and also singled out CBS's *Lenny* and NBC's *The Fresh Prince of Bel Air*. Chernin named ABC's *Cop Rock*, CBS's *Evening Shade*, and NBC's *Law & Order*. -SC

## PREMIERE WEEK(S) ROLL ON—SORT OF

*NBC wins "key" Monday matchup with 'Fresh Prince,' balance of week features mix of debuts and reruns*

Last week saw the first of many key match-ups in prime time, as the four networks began premiering their new lineups. With early ratings in for Monday and Tuesday, the beginning of the week saw the first head-to-head meeting of the two series CBS and NBC are pinning their Monday 8 p.m. hopes on. The week ended with ABC and CBS premiering their new Sunday night schedules against Fox's Emmy telecast.

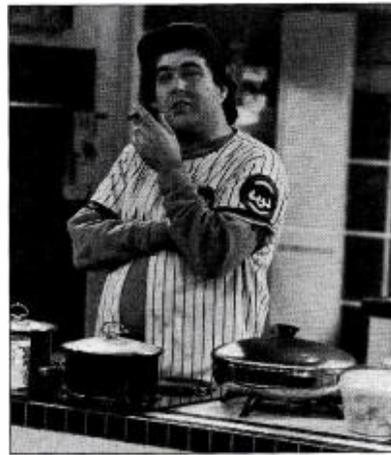
On Monday, Sept. 10 NBC's heavily promoted *The Fresh Prince of Bel Air* debuted against an early preview airing of CBS's equally promoted *Uncle Buck*. With both airing in their regular 8 p.m. time periods, the NBC series beat *Uncle Buck* and won the time period with a 13.6 rating and a 24 share. CBS came in second with a 11.3/20.

In the 8:30 time slot CBS aired a special preview of *Lenny*, which premieres on Wednesday, Sept. 19 in its regular 8-8:30 time slot. The series was scheduled against NBC's *Ferris Bueller* in its regular time slot. CBS won the half-hour, with a 12.8/21 against NBC's 12.4/20.

However, ABC won the night, paced by the strong return of *Monday Night Football*, which averaged an 18/32 for its season premiere. This year's first game was nearly a rating point better than last year's opener for the telecast, now in its twenty first season. NBC's made-for-television movie, *Joshua's Heart*, came in second for the 9-11 time period against repeat episodes of CBS's *Murphy Brown* and *Designing Women*



'Fresh Prince'



'Uncle Buck'

and an original episode of *Face to Face with Connie Chung*.

Fox's schedule consisted of repeat episodes of *21 Jumpstreet* and *Alien Nation*. Fox is changing its Monday night lineup to movies tonight (Sept. 17).

For the night, ABC averaged a 14.8/25, NBC was second with a 14.7/25, CBS was third with an 11.3/19, and Fox averaged a 3.3/6.

NBC won Tuesday night on the strength of a two-hour special episode of *Matlock*, which averaged a 13.1/23 at 8-11 p.m. The networks' schedules were interrupted by a presidential address, which pre-empted network programing at 9-9:30 on NBC and 9-10 on ABC and CBS.

ABC was second for the night with an

11.8/21, and got its highest numbers on the night from the premiere episode of *Head of the Class*, which scored a 13.6/22. The rest of ABC's lineup had repeat episodes of *Who's the Boss* and *Roseanne* and a Peter Jennings News special at 10-11.

Despite an original episode of *Rescue: 911* and a preview airing of *The Family Man*, CBS came in third with a 9.3/16. The special half-hour version of *Rescue: 911* at 8-8:30 pulled an 11.6/20, but saw its lead-in to the special airing of *The Family Man* drop to a 10/17. While NBC returned to the special two-hour episode of *Matlock* at 9:30, CBS continued with its coverage of the post-presidential speech analysis and averaged a 7.5/12 for the 9:30-10 time slot. At 10-

# Who's George Foreman's favorite star on ABC Sports?

*Those hungry linemen  
like Leonard Marshall  
on ABC's Monday Night  
Football!*

"I see enough hitting  
in the ring, so I'm more  
interested in watching  
a more delicate sport  
like Monday Night Football.  
I love a game where  
a big, healthy eater like  
Leonard Marshall can  
bring another player down  
and just sit on him.  
If I could do that, I would  
have taken back  
my title as world champ  
years ago!"



## Pro Football is one of the stars on ABC Sports!

ABC's Monday Night Football '90  
(Sept. 10–Dec. 31)  
NFL Playoffs (Jan. 5)  
Superbowl XXV (Jan. 27)  
World League of American Football  
(Mar. 24–June 9)



## ABC Sports Superstar Lineup!

ABC'S MONDAY NIGHT FOOTBALL  
ABC'S COLLEGE FOOTBALL  
NEW YORK CITY MARATHON  
SKINS GAME  
ABC'S COLLEGE BASKETBALL  
BOWL DAY '91:  
ROSE BOWL, USF&G SUGAR BOWL,  
AND FLORIDA CITRUS BOWL  
NFL PLAYOFFS  
SUPER BOWL XXV  
WORLD SWIMMING & DIVING CHAMPIONSHIPS  
ABC'S WIDE WORLD OF SPORTS  
30TH ANNIVERSARY SEASON  
PROFESSIONAL BOWLERS TOUR  
WORLD CHAMPIONSHIP BOXING  
WORLD ALPINE SKIING CHAMPIONSHIPS  
U.S. FIGURE SKATING CHAMPIONSHIPS  
WORLD LEAGUE OF AMERICAN FOOTBALL  
CHRYSLER TRIPLE CROWN CHALLENGE:  
KENTUCKY DERBY, PREAKNESS STAKES  
AND BELMONT STAKES  
INTERNATIONAL SPECIAL OLYMPICS  
MEMORIAL TOURNAMENT  
INDIANAPOLIS 500  
U.S. OPEN  
TOUR DE FRANCE  
U.S. WOMEN'S OPEN  
BRITISH OPEN  
U.S. SENIOR OPEN  
WORLD GYMNASTICS CHAMPIONSHIPS

11, the network aired a repeat one-hour episode of *Designing Women*, which averaged an 8.3/14.

Overall, NBC averaged a 12.5/22, ABC an 11.8/21 and CBS a 9.3/16.

The remainder of the week had key matchups of premiering series scheduled from each of the networks.

On Wednesday, NBC was premiering *The Fanelli Boys* in its regular time slot at 9-9:30 against the season premiere of ABC's *Doogie Howser, M.D.* and the season debut of CBS's *Jake and the Fatman* 9-10.

On Thursday, Fox's *Babes* was to make its debut at 8:30-9, while CBS's *48 Hours* had a special two-hour airing titled *Murder USA* at 8-10. CBS also premiered *Knots Landing* at 10-11 against NBC's *Law & Order* which has

an early preview airing in the *L.A. Law* time period.

On Friday, only Fox had original episodes of its full lineup scheduled for that night. At 8-10, original episodes of Fox's *America's Most Wanted* and *D.E.A.* Both series premiered two weeks ago. NBC aired repeat episodes of *Quantum Leap*, *Night Court*, *Wings*, and *Midnight Caller*. ABC had scheduled repeats of *Full House*, *Family Matters*, and *Perfect Strangers*, with a *Fall Preview* special airing at 9:30-10. An original episode of *20/20* was to air at 10-11. CBS scheduled a special airing of its Saturday morning program *Teenage Mutant Ninja Turtles* at 8 p.m., followed by a special episode of the syndicated *Tiny Toons Adventures* at 8:30. A rebroadcast of the theatrical *Roxanne*

was slated for 9-11.

On Saturday, NBC's *Hull High* was to get its second early preview airing at 8-9 against CBS's premieres of *The Family Man* and *The Hogan Family*, and Fox's original episodes of *Totally Hidden Video* and *Haywire*, both of which premiered two weeks ago.

On Sunday, premieres from ABC and CBS were to go head-to-head from 7-9 p.m., and only CBS scheduled fresh programming against the telecast of the Emmy awards on Fox at 9-11. At 7-9, ABC premiered *Life Goes On*, *America's Funniest Home Videos*, and *America's Funniest People* against CBS's premiere of *60 Minutes* and *Murder, She Wrote*. Against the Emmy awards, CBS has scheduled the two-hour pilot of *E.A.R.T.H. Force*. -SC

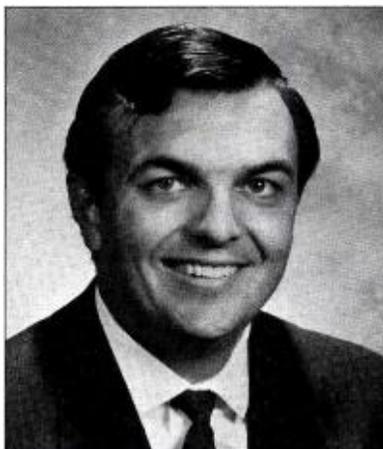
## ED WILSON TO HEAD COLUMBIA'S SYNDICATION SALES

Ending nearly six months of industry speculation, Columbia Pictures Television's president of syndication, Barry Thurston, confirmed the hiring of Paramount Domestic Television sales executive Ed Wilson for the newly created position of senior vice president, syndication.

Although industry executives predicted that tapping into Wilson's experience selling Paramount's first-run programming would shift Columbia from an exclusive off-network supplier to a diversified first-run supplier, Thurston says the syndication arm is currently sticking to its "traditional bread and butter."

In a restructuring of the syndication division, Columbia's four sales offices (Los Angeles, New York, Chicago and Atlanta) now report directly to Wilson, freeing up Thurston to "concentrate on long-term strategic planning" and general management oversight of the entire division. Wilson will report to Thurston. Downplaying rumors of a watershed first-run transition for Columbia, Thurston said he was just "looking for someone to replace myself. It just got to the point where we have so much off-network product that we felt we needed someone who could exclusively devote time in helping sales meet stations' needs."

Wilson has relocated to Columbia's Burbank, Calif., sales office after six years with Paramount as that syndication division's vice president and Eastern region sales manager in New York. While at Paramount, Wilson handled the station sales of *The Arsenio Hall Show*,



Ed Wilson

*Star Trek: The Next Generation*, *Hard Copy* and *Entertainment Tonight*, in addition to Tribune Entertainment's *The Joan Rivers Show* and *Geraldo* talk shows.

"Sitting across the street [at Paramount] from these guys [Columbia's Sunset Blvd. office], I became familiar with their organization and had great respect for their sales efforts," said Wilson. Wilson's sales efforts have been varied. He was sales manager at KATV-TV Little Rock, Ark., for two years prior to joining Paramount in 1984 as southwestern division manager. After graduating with a degree in finance from the University of Arkansas in 1979, Wilson was with Viacom for three years as an account executive at the syndicator's Dallas office.

Less than coincidental, according to a New York rep source, is the timing of Wilson's arrival, who, the source said, could serve as key liaison in helping Columbia negotiate a station sales contract with Tribune Entertainment and their two talk shows. Even though Paramount's contract with Tribune is due for renewal October 15, sources say that Tribune executives have become concerned over a conflict of interest while Paramount is working on daytime and early fringe 1991-92 clearances for *The Maury Povich Show* (BROADCASTING, Sept. 10) and selling Tribune's *Joan* and *Geraldo* talk shows.

Wilson declined to comment on the status of talks with Tribune, while Thurston refused to divulge what offer Columbia may have put on the table to handle both Tribune hours. "One might speculate that Tribune may still be looking for a new partner," Wilson mused. Tribune and Paramount officials were unavailable for comment.

Currently, Thurston says Columbia is focusing its efforts on the 1991-92 off-network (actually off-Fox) launch of *Married...with Children*, which has already cleared over 55% of the U.S. with the lure to top 50 market affiliates of a sitcom free of the prime time access rules. "Blessed" with an abundance of off-network product, Thurston is considering a 1991-92 or 1992-93 off-network launch for CBS sitcom, *Designing Women*. A 1991-92 launch, he says, could be easily implemented with five years and over 100 episodes in the can, but doing it that early could be a "dis-

service to *Married...with Children*," he said. Thurston said he would rather concentrate on completing the sales and marketing of *Married* before launching a "similar" campaign for *Designing Women*.

Despite having Merv Griffin Enterprises and Guber-Peters Television sister divisions, which, like Columbia, are under Sony Corp. ownership (since October 1989), Thurston said Wilson and his sales department "will not be crossing lines" to assist either companies and will remain separate operating entities under Sony auspices.

Although he said it would be "very desirable" for Griffin Enterprises to develop a first-run game show similar to *Wheel of Fortune* and *Jeopardy!*, which Griffin produces for King World Productions, Thurston said the current first-run market has "never looked that attractive, and it's only getting worse." He added: "I honestly believe that you have to be able to develop a winner from the get-go. Or a company ends up with a program by default, because they have

## LIEBERTHAL RE—UPS

**G**ary Lieberthal has renewed his contract as chairman of Columbia Pictures Television and will be elected to the board of directors of Columbia Pictures Entertainment, CPT's parent company. He will continue to be based at CPT headquarters in Burbank and report to Alan J. Levine, president and chief operating officer of CPE's Filmed Entertainment Group.

Although Lieberthal would not reveal specific contract terms, he said it was a "multiple-year deal. I'll be here long enough to shepherd through all the deals I've made with creative talent."

Lieberthal, who became chairman shortly after Columbia Pictures Entertainment was formed in December

1987, said that his principal objective over the last 18 months was to "create an historic writer producer roster at Columbia. Now that [the talent] is in place, the objective is to get them on the air with hit television shows." Among those signed are Bruce Paltrow, Hugh Wilson, David Milch, Ed Weinberger, Norman Lear, Norman Steinberg, Michael Landon and James L. Brooks.

Columbia's track record in syndication is "something we can be proud of," he said, and immediate plans call for the continued roll-out of *Married...With Children*. Columbia is also currently working on the marketing plan for the launch in syndication of *Designing Women*, Lieberthal said.

nothing else to bring to the market. So many of the first-run projects are deal-driven. Syndicators are taking tier deals

and offering promotion incentives to just clear their shows. It's just too tough out there." -MF

## GROUP W LOOKS FOR SUCCESSOR

**G**roup W Television, which will stop production of *PM Evening Magazine* on December 28 after a 14-year run (BROADCASTING, Sept. 10), "is very anxious to come up with the next *PM Magazine* for the '90s," according to Debra Zeyen, vice president, Group W Television Stations.

"Our whole goal now is to focus on and do research concerning the television audience to see where it is today," she told BROADCASTING. "We're trying to become as astute at understanding viewers as viewers have become about television." During the last five years, *PM* has been Group W's "sole focus," Zeyen said, but "we're now beginning the process of looking at [the new show]. As *PM* comes to an end, we get a blank slate and go to work on that."

*PM Magazine* first aired on August 6, 1976 at KPIX-TV San Francisco, and went on to become the longest running show in prime access. It is currently seen on 13 U.S. stations, including the five Group W markets (where it is known as *Evening Magazine*). Stations

*continues on page 74*



At press breakfast in New York celebrating upcoming special, Wallace is flanked by CBS/Broadcast Group President Howard Stringer (l) and News President Eric Ober

## 60 MINUTES ON MIKE WALLACE

**C**BS is saluting Mike Wallace's 40 years on the air with an hour special Wednesday Sept. 26 at 10 p.m. Often such specials are reserved for the retired and/or deceased. In Wallace's case, retirement could be a long time coming. Asked whether he had thought about retiring any time in the near future, the 72-year old *60 Minutes* correspondent replied: "I wouldn't know what to do." According to Brian Ellis, executive producer of the broadcast, it's not the definitive piece on Wal-

lace's career, nor is it meant to be. Wallace describes it as "a fun look at 40 years of television." In addition to the hardball interviews Wallace conducted with such luminaries as General William Westmoreland, the broadcast features many of the scam artists Wallace has interviewed over time. Another clip features a comic skit parodying Wallace's interview style, with Carl Reiner as Wallace interviewing an increasingly nervous Sid Caesar as "Professor Ludwig Von Integrity."

# RATINGS ROUNDUP

**N**BC won the week of September 9 with a 10.7 prime time rating and a 19 share. ABC was second with a 9.4/17 and ABC was third with a 9.2/17.

NBC's *Real Life with Jane Pauley* had another respectable showing, Tuesday, Sept. 4, finishing second with a 10.7/19, ahead of a *thirtysomething* repeat on ABC but behind the CBS Tuesday Night Movie, *Shattered Innocence*.

CBS's summer show *Top Cops*, which has been renewed for midseason use, finished second Wednesday Sept. 5 at 10 p.m., ahead of a *Koppel Report* documentary airing on ABC but behind an original *Hunter* on NBC.

On Thursday, Sept. 6, Fox's new lineup finished last in competition, with the exception of *The Simpsons*, which, in its new time period at 8 p.m., finished third with an 8.5/15.

## Week 50

Sept. 3-Sept. 9

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	17.8/36	N	Miss America Pageant
2	▲ 15.9/30	N	Golden Girls
3	▼ 15.4/26	N	Cheers
4	15.0/28	N	Fanelli Boys Prev.
5	▲ 14.8/25	A	Amer. Funniest Videos
6	▲ 14.7/28	C	60 Minutes
7	▼ 14.2/24	C	Designing Women
7	▲ 14.2/23	A	Roseanne
9	▲ 13.8/23	N	A Different World
10	▲ 13.7/24	N	Cosby
10	▲ 13.7/24	N	Unsolved Mysteries
12	▲ 13.1/26	A	Full House
12	▼ 13.1/22	C	Murphy Brown
14	12.7/21	C	Movie: Jesse
14	▲ 12.7/21	C	Murder, She Wrote
16	▲ 12.4/21	A	Coach
16	▼ 12.4/22	N	Matlock
16	12.4/21	N	Wings
16	12.4/25	N	Working It Out Prev.
20	12.1/21	A	Family Matters Spec.
20	▼ 12.1/22	A	Who's the Boss?
22	▼ 12.0/20	A	Doogie Howser, M.D.
22	12.0/25	N	Golden Girls Spec.
25	▲ 11.7/20	C	Movie: Innocence
26	▼ 11.6/20	A	Growing Pains
27	▼ 11.3/20	N	Movie: Spies Like Us
28	▲ 11.2/18	F	Married...With Children
28	11.2/21	N	Parenthood Prev.

30	▼ 11.1/18	N	Heat of the Night
31	10.9/21	A	Sat. Morning Prev.
32	10.6/20	N	Real Life w J. Pauley
32	▼ 10.6/20	A	Wonder Years
34	▼ 10.5/20	C	Face to Face w C. Chung
35	▲ 10.4/18	A	Movie: Shop of Horrors
36	▲ 10.3/17	A	Anything But Love
36	▼ 10.3/18	N	Hunter
36	▲ 10.3/19	A	Primetime Live
39	▲ 10.2/17	F	In Living Color
40	10.1/18	N	Greatest Prac. Jokes
41	9.9/19	C	Top Cops
42	9.5/15	F	Cops-Sun.
42	9.5/17	A	Macgyver
44	▼ 9.4/18	C	Major Dad
45	▼ 9.3/16	C	Jake and The Fatman
46	9.2/18	C	Movie: Night Walk
46	▼ 9.2/17	A	Perfect Strangers
48	▼ 9.0/16	C	Doctor, Doctor
49	8.8/17	N	Night Court-1Hr.
50	▲ 8.7/15	A	Father Dowling
50	▲ 8.7/16	N	Movie: Fight Jenny
52	8.6/16	C	Armed and Dangerous
53	8.5/16	A	Koppel Report
55	▼ 8.1/14	A	Young Riders
56	7.9/14	C	Rescue: 911
57	▼ 7.7/14	A	New Attitude

58	■ 7.6/14	F	Parker Lewis
59	7.5/13	A	Movie: Betty Ford Story
60	7.4/13	C	48 Hours
61	7.2/14	A	Amer. Funniest Videos
61	▲ 7.2/13	A	thirtysomething
63	■ 6.9/14	F	Amer. Most Wanted
64	■ 6.8/13	F	True Colors
65	6.8/13	F	Parker Lewis Prev. 2
66	▲ 6.4/13	A	Super Jeopardy!
67	▲ 6.3/12	F	Cops
69	6.0/10	N	Disney: Polly
69	6.0/12	C	Rescue: 911 Spec.
71	▲ 5.9/12	N	Quantum Leap
72	5.8/11	A	Life Goes On
72	▼ 5.8/11	A	Twin Peaks
74	5.6/10	C	Garfield
75	■ 5.5/10	F	DEA
76	5.2/9	F	DEA-Sun.
77	5.1/9	C	News Spec.: Ed. Crisis
78	4.9/9	C	B. Bunny-Amer. Hero
79	▲ 4.8/10	F	Totally Hidden Video
80	4.6/9	F	Haywire
81	▲ 4.5/8	F	Glory Days
82	4.4/9	C	Phil Collins
83	4.3/8	C	Newhart Spec.
84	3.9/7	F	21 Jump Street
85	▲ 3.7/6	F	Alien Nation
86	3.3/6	F	Amer. Chronicles

## FREEZE FRAMES: Syndication Scorecard \*

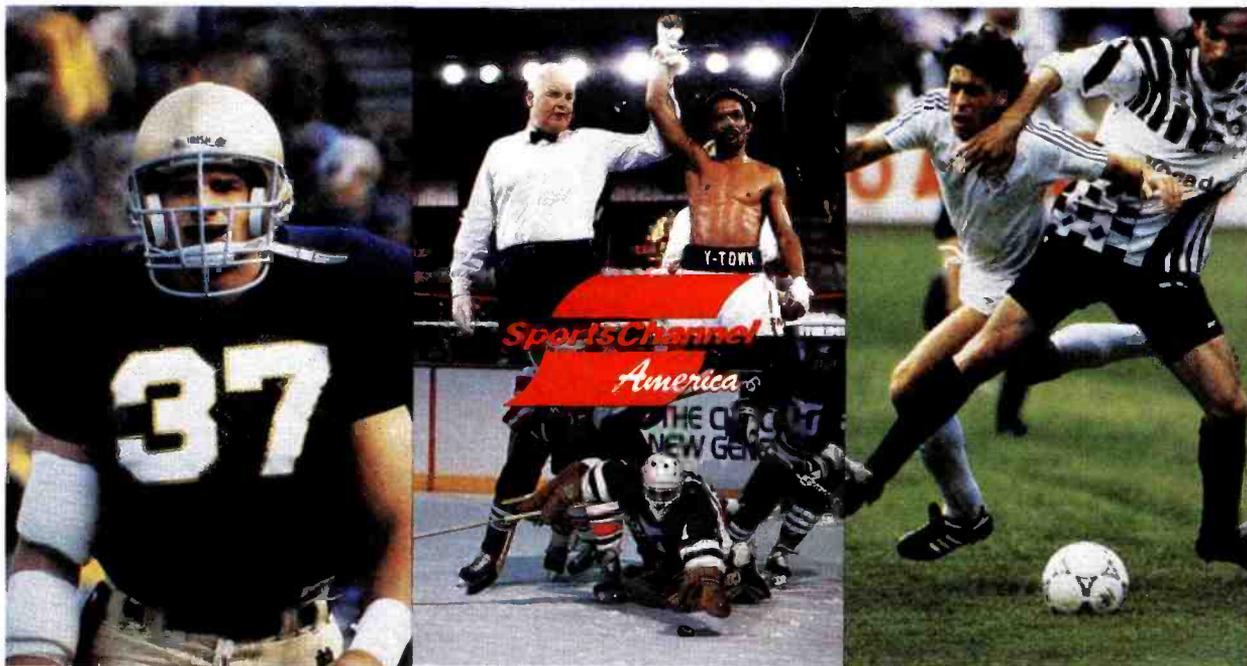
Week ended Sept. 2

Rank	Program (Syndicator)	Rtg	Stns	Covg	8	9	10	11	12	13	14	15	6.8	207	91
1	Wheel of Fortune, syn. (King World)	11.9	232	97	9	10	11	12	13	14	15	16	5.7	230	99
2	Jeopardy! (King World)	10.7	220	99	10	11	12	13	14	15	16	17	5.1	168	93
3	Oprah Winfrey (King World)	8.4	217	99	11	12	13	14	15	16	17	18	5.0	188	98
4	Cosby Show (Viacom)	7.8	223	97	12	13	14	15	16	17	18	19	4.9	125	84
4	Star Trek: Next Generation (Paramount)	7.8	223	97	13	14	15	16	17	18	19	20	4.8	114	82
6	Current Affair (20th Century Fox TV)	7.7	194	97	13	14	15	16	17	18	19	20	4.8	180	96
7	Entertainment Tonight (Paramount)	7.0	179	96	15	16	17	18	19	20	21	22	4.7	182	89

\* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

# CABLE



## SPORTSCHANNEL'S GAME PLAN: INCENTIVES, THEME NIGHTS

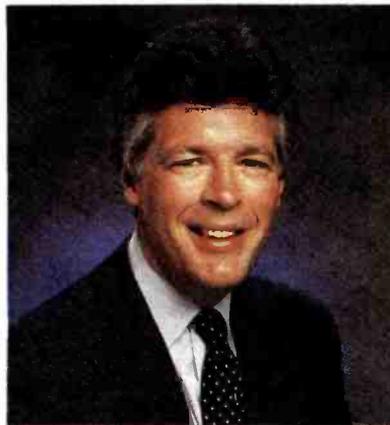
*Service hopes to boost its carriage and become more national in scope*

In an effort to increase distribution, SportsChannel America is offering operators a new rate card with incentives for carrying additional NBC/Cablevision services. It has also established theme night programming to give the channel identity beyond hockey, and to make it easily promotable.

SCA is trying to boost its viewership, currently at 10.5 million, beyond its regional sports networks. There are 10 regional SportsChannels, all of which (except New York which has two channels) combine their regional programming with SCA's national programming. SCA wants to use the new programming and discount incentive package to reach the 20 million to 23 million subscribers without the regional networks, a tough task in a tight channel capacity environment.

SCA started out to make the change by conducting an ad hoc survey of more than a dozen MSO's in June and July, according to Jeff Ruhe, president and chief operating officer. What they wanted "was a low-cost alternative, and a long-term commitment on our part that we would stick with our rates," he said.

SCA is offering operators five-year contracts, with rates dependent on their carriage of NBC/Cablevision carriage of American Movie Classics, Bravo, the new In Court, CNBC and the 10 regional SportsChannels in other systems. The new rate card will affect current SCA affiliates as well. They too will get lower rates. "Everyone that currently carries us can switch to the new contract,"



Ruhe

Ruhe said.

Ruhe declined to specify the network's distribution goal, and said it was no accident that SCA was revealing the plan now, as operators begin to prepare their 1991 budgets. It's also well timed with the November launch of In Court, which could benefit from the incentive plan.

"This is something other groups of cable services, like Viacom and Turner, have done to boost distribution, particularly of a new service," said Tom Rogers, president, NBC Cable. "Discounts increase based on the number of subscribers you have carrying NBC/Cablevision services, and on the number of other services you carry."

The theme programming is being marketed as a "7-Day Sports Weekend." Beginning Oct. 1, Monday offers "Feet, Fists and Fury," with pro boxing, kickboxing, and UWF wrestling. Tuesday, Thursday, and Saturday feature NHL hockey. Wednesday will have "SCA's U.S. Olympic Showcase," and "Scholastic Sports America," showcasing high school sports, will be shown on

Friday. "Speedway Sunday" will have SCA's NASCAR auto racing package, which Ruhe said was added to attract southwest markets to the channel.

Sharon Portin, SCA vice president, affiliate sales and marketing, said she has seen "some movement among MSO's" in their interest in the channel, and SCA should have some affiliation agreements set in the next month or two. But one MSO executive said that while the new programming schedule was a good idea, he wasn't interested in expanding use of SCA beyond the regional networks.

While trying to make SCA an independent national network, it is likely that new regional SportsChannels will continue to evolve, according to Marc Lustgarten, vice chairman, Cablevision Systems. In smaller markets, or markets with only one team, SCA could be combined with a small amount of local product to create a channel with a local flavor, Lustgarten said.

While still heavily dependent on hockey for three nights a week, the theme programming is partly SCA's attempt to shed its image as strictly the network of the NHL. And while the

network still wants to keep hockey when its three-year NHL contract expires in spring 1991, it could have some competition. The network is entitled to an exclusive negotiating period with the NHL before any other bidders come in.

Three years ago, when the NHL entered into the contract, it expected SCA to have 25 million households by the end of the contract, according to Joel Nixon, NHL vice president, broadcasting. "That won't happen in my opinion," he said, although the NHL is going to try to help in as-yet-undetermined ways to increase SCA's distribution. **-SDM**

## THE CABLE-MUSIC LICENSING QUAGMIRE

*Suits and countersuits multiply as two sides battle over through-to-the-viewer licenses*

If lawsuits between the cable industry and music-licensing organizations continue at their recent pace, law schools may have to expand to provide enough lawyers to handle them all.

Both Broadcast Music Inc. and the American Society of Composers, Authors and Publishers, which hold copyrights on much of the music used on television, are taking cable programmers to court.

Not to be outdone, the cable industry is countercharging and filing its own suits. The issues at hand are higher license fees and splitting those fees among programmers and operators, which the cable industry opposes. Until now, programmers have had through-to-the-viewer licenses, and operators have been covered under those.

The most recent movement in the tortoise-like proceedings was two weeks ago in the BMI-HBO suit. BMI, which filed a copyright infringement suit against HBO, tried and failed to get an injunction to block the channel from showing films containing its music. Now the two sides have been ordered to try to negotiate an interim license fee by Oct. 5, that would be in effect while the battle over the final fee rages on (BROADCASTING, Sept. 10).

What may generate some movement in the various lawsuits is the recent Court of Appeals decision in the suit between Showtime and ASCAP. Magistrate Michael Dolinger, who heads the rate court ASCAP established to handle licensing disputes, had set up a 15-cent-per-subscriber fee to cover four years of retroactive payments as well as an interim fee until a final decision is made. ASCAP had requested 25 cents per subscriber, but on Aug. 27, the second circuit U.S. Court of Appeals agreed with

Dolinger's ruling.

The interim fees Dolinger set also apply to other cable networks, and call for 0.3% of revenue from basic cable channels. The larger issues of the split license fee still remain, however, and are being fought out in a suit in which Showtime is also a member. Turner Broadcasting initiated the suit, which includes Showtime, HBO, Disney, BET, Lifetime, A&E and The Nashville Network, in September 1988, following ASCAP's announcement that it wanted a split license fee.

Bruce Sokler, partner, Mintz Levin, outside counsel for Turner, hopes the Showtime decision will speed the Turner-led lawsuit up. Turner has been waiting on a decision for a year, he said.

The ASCAP suits are less complicated than BMI's because the latter does not have a rate court. That has forced it to sue programmers for copyright infringement, something which can't be done to anyone who merely applies to ASCAP for a license (all major cable programmers have except ESPN, which ASCAP has sued for infringement). According to Edward Chapin, BMI's general counsel, the organization formally applied to the Justice Department in 1987 for a rate court to be set up, but was turned down. Several informal inquiries have been made since, he said, and "we don't consider it a dead issue."

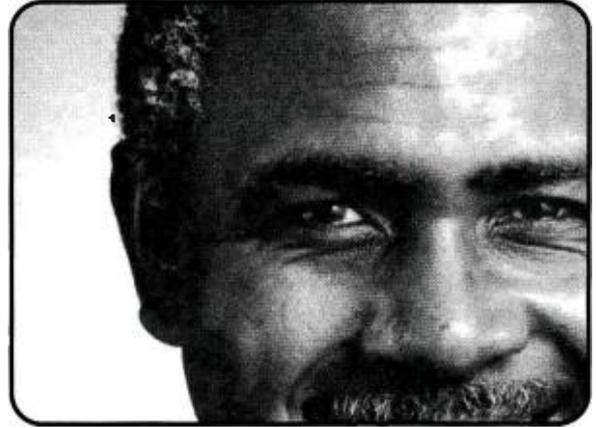
BMI is asking for 1% of revenue from cable programmers, three times the ASCAP interim fee, and it seems excessive to the cable industry because ASCAP music is used two to three times more. But Chapin said: "That was an asking price. We never said we wouldn't negotiate or take a lower figure."

BMI's suit against HBO has prompted

the cable industry to counter with some of its own. After BMI threatened in January 1989 to bring Manhattan Cable into its HBO suit (which it ended up doing), the National Cable Television Association, along with several cable programmers, filed a suit in Washington to "stop BMI from picking off cable operators one by one in infringement suits" in its attempts to get a split license fee, according to Brenda Fox, NCTA counsel. Also trying to protect operators from having to pay a license fee, Time Warner's ATC filed a suit in the ninth circuit court in California. The premise of both suits is that a split license would violate antitrust laws.

BMI has more suits against programmers still in early stages. It has taken CBN, A&E and Lifetime to court charging copyright infringement, and those three have, in turn, charged BMI with antitrust violations, which BMI has tried to have dismissed. On Aug. 29, it suffered a setback when the judge in the Lifetime suit refused to dismiss the counterclaims.

To top it off, there's strife between ASCAP and BMI as well. ASCAP said the low interim license fee upheld by the appeals court was caused by BMI. The ruling, in part, was based on HBO's former agreement for 12 cents per subscriber with BMI. ASCAP maintains BMI's rates have been low because it is owned by broadcasters. According to Bernard Korman, ASCAP general counsel, BMI can't fairly handle the interests of both groups, and in turn "doesn't get as much money from the users as writers and publishers are entitled to." Without BMI's deal as precedent, ASCAP would have gotten the 25 cents per sub it asked for Showtime, said Korman. **-SDM**



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C-SPAN is a public service of the cable television industry.

## BORNSTEIN TAPPED FOR PRESIDENT

**S**teven Bornstein, ESPN's executive vice president, programing and production, has been tapped to succeed Roger Werner as the network's president and CEO. Bornstein was considered front runner for the job after Werner resigned Aug. 29 to head up Prime Ventures Inc., a new company formed by cable magnate Bill Daniels to oversee his sports interests, including five regional sports networks.

Herb Granath, president, Capacities/ABC Video Enterprises, said although Bornstein was first choice for the job, "we thought we owed it to others at ESPN, ABC and outside the organization" to discuss the position, although they were told up front that Bornstein was Werner's probable successor.

Bornstein said his goal is to keep ESPN's growth on par with what it has had over its 10-year existence. Although he said most of the sports rights are taken, he also did not rule out getting the NHL when its contract with SportsChannel America runs out in 1991. "We've had no serious conversations [with the NHL], but we would be interested in doing that," he said.

With few major programing buys left, much of ESPN's focus will be affiliate relations, tiering and dealing with what will become a reregulated cable environment. Bornstein, whose background is programing, said he will get more involved in affiliate relations. That's something he said he has begun to do over the past two years, by working closely with the group headed by Roger Williams, senior vice president, affiliate



ESPN's Steven Bornstein

sales and marketing. Williams was said to have been a contender for the top ESPN slot as well.

The network plans a management restructuring, according to a Capacities ABC source, who said, "clearly ESPN cannot continue under its current structure."

Bornstein repeated ESPN's contention that it will not add a cable operator surcharge to help deflate its baseball losses, but hopes to stem them through increased viewership next year, to be achieved by aggressive marketing. But there remain skeptics that ESPN can break even on the package unless it implements the surcharge. **-SDM**

## HEARST TO BUY 20% OF ESPN FROM NABISCO

**R**JR Nabisco, trying to sell its 20% share of ESPN for the last two years, has finally found a buyer in Hearst Corp. The share, which has no say in ESPN management and offers no guaranteed return, will cost Hearst an estimated \$175 million-\$200 million, according to sources. When RJR first put it on the block two years ago, sources said they put a price tag on it of \$300 million-\$400 million. Observers say the talks between RJR and Hearst had been going on for approximately two months.

Raymond Joslin, group head, Hearst Entertainment & Syndication Group, would neither confirm nor deny conversations with RJR are taking place. RJR did not return phone calls.

But according to New York banking sources, the transaction between Hearst and RJR is essentially a done deal, although it's a deal Capacities/ABC, which owns 80% of ESPN, has to approve. Capacities declined to comment on the discussions, but a source there said Hearst is obviously a logical matchup. Hearst and ABC are already partners in Lifetime and Arts & Entertainment. Although Capacities/ABC had first right of refusal for the stake, sources didn't believe the company had any interest in obtaining the stock.

## CABLE SETS ITS SIGHTS ON ATLANTIC CITY

**T**he Atlantic Cable Show organizers are reporting strong pre-conference numbers for attendees and exhibitors, despite the scheduling of the show (Sept. 25-27), in the middle of a week where most of the cable action will be in New York. In spite of the level of activity, organizers are expecting attendance to beat last year's 2,300, and the number of exhibitors should rise from last year's 184 to about 210.

Preceding the Atlantic Show, will be the CTAM Northeast Regional Cable Management Conference, which will be held on Monday, Sept. 24, in Atlantic City. Most notably, TCI President John Malone will deliver the luncheon address.

The Atlantic Show, with the theme "Cable Fights Back," opens on Tuesday, with a keynote address given by business consultant and author David L. Rogers.

The first round of concurrent sessions cover the international cable scene, what's going on in the regulatory arena, and system rebuilds. These will be followed by the CATA Open Forum, featuring a one-on-one between Community Antenna Television Association President Stephen Effros and Cablevision Systems Chairman Chuck Dolan.

On Wednesday, several sessions will cover technical subjects, and one will discuss telco entry into the television business featuring several telco representatives.

Wednesday will also feature an hour devoted to showing operators how to launch the Cable in the Classroom, the cable industry's education initiative that includes 19 programmers and 33 MSO's. On Thursday, sports programmers will get together to discuss tiering sports channels and rights costs.

Also on tap for the week is the fifth annual fall forum luncheon being hosted by the National Academy of Cable Programming in New York, on Tuesday, Sept. 25.

Wednesday night in New York will see the annual Walter Kaitz Foundation dinner. Ralph Roberts, chairman of Comcast, will receive the foundation's award this year. **-SDM**



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## TCI EXPANDS CUSTOMER SERVICE PROGRAM

*Another 11 points are tacked on to 20-point program announced last September; MSO also said polling data shows customer satisfaction increasing; TCI cities say improvements have been made, but problems linger*

**T**ele-Communications Inc. added another 11 points to its "Customer 1st" customer service program last week, adding enhancements to the 20-point program it first announced last September. Most of the new initiatives are internal in nature, directed at improvements for system employees. The largest MSO also released polling data showing improvement in the ratings TCI subscribers gave the company for customer service.

The new 11 points include a blue ribbon committee made up of the "Employees of the Quarter" to lead the continued development of the "Customer 1st" program; a survey of employees to determine how the work environment can be improved; an annual award for the top customer service system; a corporate customer relations department, and an 800 number at the corporate level to handle calls from customers unhappy with local results.

Bryant Hill, vice president of customer service, who will head the new corporate department, said the "the Customer 1st program has been extremely well received throughout TCI, both by employees and by our customers." He said the company's third annual customer satisfaction survey "showed a dramatic rise" in customer satisfaction and that employees "appreciate being given the authority to solve problems."

Last year, TCI announced the first step in its 20-point program. It included allowing CSR's greater control over adjusting bills; the establishment of regional phone centers; improved telephone systems and response to service calls; follow-up calls to homes where cable work was done; a 30-day money back guarantee for subscribers, expanded office hours and training programs for employees, and better internal communications. A 21st point was added later: adherence to the National Cable Television Association's new customer service guidelines issued earlier this year.

TCI has rolled out its Customer 1st program throughout 1990, with a goal to have it fully implemented by the end of the year. Hill said: "I'm happy to say that we'll beat that deadline by a couple of months."

TCI commissioned a survey of nearly 3,000 subscribers and found improve-

ments in the categories of phone service, authority of CSR's, office and in-home visits, installation and billing. Overall, 75% said they were somewhat or very satisfied with TCI service, up from 69% the year before. The number of somewhat or very dissatisfied customers dropped from 20% to 15%.

Subscribers rated program satisfaction (28%), technical quality (27%), customer service (24%) and rates (21%) fairly even in importance. In terms of customer service, phone satisfaction rose from 54% to 61%, although that was still below the industry average of 63%, TCI said. Those that gave TCI poor marks complained most about problems getting through, followed by taking too long to fix the problem and not being able to help. On installation, 75% rated it excellent or good, up from 70% a year ago, and 85% said billing was excellent or good, up from 78% the year before. TCI said it exceeded industry averages in satisfaction of office visits (75% vs. 73%) and in home visits (80% vs. 77%).

A spot check of many TCI communities found city cable officials giving the company relatively good marks, with some exceptions on its service and its new Customer 1st program. Some local jurisdictions, however, had franchise agreements as tough or tougher than TCI's standards, making the new standards somewhat moot. And in other cases, local officials did not appear intimately familiar with TCI's Customer 1st program, although that did not necessarily translate into poor marks for the company.

Merrill Crawford, cable franchise administrator for Dubuque, Iowa, said he has not noticed any significant changes in TCI's business. The city was presented with the guidelines but he points out that TCI has been operating under a franchise agreement that is in many cases more strict than the guidelines. "One area of consistent problems is in delays for installs or for moving," said Crawford, neither of which are addressed in the franchise. It has improved from several years ago, he said, when delays were up to five weeks. That has shrunk to between 10 and 14 days, but is not within the one week the city wants, Crawford said. Because a bluff blocks television signals into Dubuque, cable is

important to the residents, he said. (Dubuque won a landmark FCC ruling on effective competition allowing it to regulate cable rates.)

As far as telephone service, Crawford said "they do OK when it's a quiet afternoon." But they become overloaded if there is a neighborhood outage or a problem with bills, he said. Other businesses have phone technology to handle overloads, giving people messages or routing their calls more efficiently, he points out. Overall, he gives TCI a B+ on response to customer problems, with an A for response to outages, a B- to a C+ on meeting franchise requirements, but with the grade dragged down by poorer marks on public access channels and channel capacity.

David Rutecki, a Buffalo, N.Y., city councilman who chairs the city's cable television committee, said "subscribers are generally happy with the responsiveness" of TCI, although a few problems remain. The phones become overloaded once or twice a month, he said, and a just completed rebuild caused some problems with outages and underground construction. But he said when problems arose, TCI was "good about getting to things quickly. The responsiveness to us is very good," he said. But a question he has is: Does the average customer get the same kind of treatment without government intervention?

"Our relationship is as good as it can be, given it's an unregulated business," he said, but cable rates, in general, still remain an issue for some subscribers. Service "is much better than the previous operator," said Rutecki, and he has noticed more improvements over the past year. But some changes still do not come without pressure, he said. There has been a strong push to add the Eternal Word Television Network to the system, and in the face of marches and boycotts by residents, he said, TCI announced early last week it would add EWTN to the system.

James Dodson, an administrative assistant to the director of public utilities in Corpus Christi, Tex., said TCI "has touted [the customer service program] at several of our meetings." Since Janu-

Continues on page 76



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# NOSH . . . Your Demand is Ridiculous!

This the "Demand" Letter!

September 7, 1990

TO: Ed Cooperstein, President  
Talk TV Network (TALK)

FROM: Oliver Shollom, President  
National Organization of Show Hosts (NOSH)

RE: "TALK IS CHEAP!" Campaign



National Organization of Show Hosts

*"The Kings of Talk"*

As an association of Radio Talk Show Hosts in the United States, with members in other English-speaking countries, we are aware of the need for greater communications marketing, promotion and advertising in the 90s, given more services in Radio/TV/Cable, more competition, more fragmentation, etc.

We are familiar with your background in programming and marketing going back 25 years when you created the first commercial UHF station in New York, WNUJ-TV Channel 47. Naturally, with the many Spanish-language TV shows, when you came up with the slogans and promotions built around "La Familia de las Estrellas" as the "Family of Stars" station, it made great sense to us.

When you started Independent KNXV-TV Channel 15 in Phoenix in 1979, with all your marketing and promotions built around "We're # Fun!", followed by your "Where the Stars Shine!" campaigns at the Boston, Birmingham and Milwaukee TV stations throughout the 80s, we admired the slogans and promotions.

Now, Ed, you are putting together the Talk TV Network as a 24-hour program service planning to broadcast "live" from New York, Washington, Los Angeles and Phoenix as an All Talk Channel on Cable TV. We like ALL TALK-ALL DAY-ALL LIVE! and we know some of our men and women, as well as members of the National Association of Radio Talk Show Hosts (NARTSH), may be appearing on TALK TV nationally in early 1991.

BUT NOW --- We think you are going too far with your new promotion to Cable System Operators all over the United States, built around the slogan TALK IS CHEAP!

Perhaps it is vital that you say Cable System Operators would pay only One Penny per Subscriber ... But why use the phrase "TALK IS CHEAP!"?

Those of us in the Talk Business want you to know we are upset!... We are Talk Show Hosts on Radiol ... We are Professionals!... We talk up on Important Issues!... And we are rather well-paid for talking and interviewing and commenting to millions of people listening around this nation and internationally!

On behalf of the Officers and Directors of the National Organization of Show Hosts, we DEMAND you abandon the slogan and promotion built around TALK IS CHEAP! We demand you "cease and desist" as indicated in the enclosed letter from our law firm, Shaner/Raynor/Kipura, and trust you and all our listeners will never think TALK IS CHEAP!

P.S. - NOSH is our association's new name. Our original name, Talk Up Show Hosts International, became awkward as the acronym was printed very often.

*Oliver Shollom*

This is the Ad!

CABLE SYSTEM OPERATORS!...

# TALK

ALL TALK • ALL DAY • ALL LIVE!

## IS CHEAP!

The best new programming to come to CABLE TV in years!...

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ALL TALK • ALL DAY • ALL LIVE!

## This is the TALK TV NETWORK Response!

September 17, 1990

TO: Officers & Directors, National Organization of Show Hosts (NOSH)

This June, the National Association of Radio Talk Show Hosts (NARTSH) met for their annual convention, where Ralph Nader was their keynote speaker and the Radio Talk Show Hosts discussed their roles as responsible broadcasters touching upon countless issues affecting our nation.

Oliver, why is it I have not heard a word about TALK IS CHEAP! from any of these outstanding NARTSH men and women in the "Talk Business", as you term it?

I'm happy to hear you like ALL TALK-ALL DAY-ALL LIVE! ... and I thank you for your comments about my background in TV programming and marketing around the country. I always needed to be aware of costs, and now that I'm putting together a quality program service for Cable TV, I have learned of certain financial pressures on Cable System Operators in recent years.

The TALK IS CHEAP! concept is being promoted to the many Cable System Operators to whom costs have been increasing. The campaign is only directed to them in trade publications, and not in any consumer publications where your "millions of people listening" might see or think TALK IS CHEAP!

Simply put, the TALK IS CHEAP! campaign is built around the easiest cost-conscious affiliate agreement one can imagine: ONE PENNY PER SUBSCRIBER! And on the revenue side, cable systems can sell 4 minutes of local commercial time each hour along with TALK TV's 10 minutes of national advertising.

As far as your "demand", the TALK IS CHEAP! campaign is obviously tongue-in-cheek use of the phrase and everybody knows it - except you. To talk about cost-efficiency aspects these days for cable operators is timely ... To emphasize the quality programming which can help Cable TV retain subscribers is right.... And even better, to highlight TALK TV's programming and promotions and advertising to help Cable TV obtain NEW subscribers is even more right, as many have suggested that the talk programming demographics are so valuable in getting those fresh subscribers Cable TV would like to "own" more of around the country.

So, I'm going to keep doing it, Mr. Nosh, lawyer letter or not. I have turned your letters over to Talk TV Network's Washington attorneys, Fletcher, Heald & Hildreth, and to my Phoenix firm of O'Connor, Cavanagh, et al. They think it's ridiculous too.

(As an aside, Oliver, your letterhead is amusing. The Kings of Talk? The only King I know is the fellow I think is just about the best in the country, Larry!)

Well, care to know what else to watch for, in case you want to send any more letters? ... In the fourth quarter, it's LET'S TALK ABOUT TALK TV! in radio and print campaigns. They feature all of our TALK TV Hosts in radio commercials on your talk shows locally and on talk and news radio networks ... In print, we feature pictures and backgrounds of the TALK TV Hosts in full-scale trade and consumer publications nationally ... Plus: direct mail and a bunch of spots on broadcast and cable TV starring TALK TV's kings and queens!

Pre-air and once on-the-air, our national consumer campaign plans double-impact in featuring both TALK TV and Cable TV with:

P.S. - To see if any of your NOSHERS are on the Talk TV Network, look for our full schedule of Talk TV Hosts October 1st!

COME HOME TO  ON CABLE TV!  
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*Ed Coogan*

# TALK

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## CABLECASTINGS

### EXCLUSIVITY GAUNTLET

NCTA Chairman Jerry Lindauer told a Washington Cable Club audience last week "we will fight to defeat any Senate bill that compromises our industry's rights to exclusivity." The executive vice president of Prime Cable said such legislation, exemplified by the existing Senate cable bill, "unjustly singles out cable...to be denied the same basic rights that others in the communications and entertainment industries enjoy."

Lindauer lashed out at "would-be cable 'competitors' " who are "insisting that they be allowed to reap the rewards of cable's popularity." He singled out Sky Cable partners NBC and Rupert Murdoch. "NBC and Murdoch have tremendous financial resources and considerable programing expertise, but rather than develop their own programing to sell on Sky Cable, Rupert Murdoch and Bob Wright have been on bended knee in Congress, begging for a federal right to build their business on the back of cable programers," said Lindauer.

Lindauer spent much of his speech highlighting the value of cable programing, and began by reading a memo from a president of one of the major broadcast networks written last month. In it, the president recounted how viewing to the three networks had hit an all-time low. "We are not doing anything 'wrong,' but we are in a very, very competitive video market," the memo said. "Year by year our competition keeps getting sharper and keeps adding to an already enormous number of viewing choices," it stated.

Deregulation allowed the industry to invest in programing, said Lindauer, and "the results are abundantly clear—today, because of cable, audiences have more choices and more quality in television than in any time in history."

### K.C. NEWS COOPERATION

WDAF-TV Kansas City, Mo., has become the latest broadcaster to deliver a five-minute local news program for insertion by American Cablevision onto its system. The ATC cable affiliate serves 162,000 homes and is the major operator in the city. The service, which begins

### HA! GETS STEVE ALLEN



MTM's Bill Allen, Steve Allen; HA!'s Ed Bennett

Comedian Steve Allen has licensed 100 episodes of *The Steve Allen Show* to HA! for three years, beginning Oct. 1. It will be the first time the shows will appear since their original run on NBC from 1956 to 1960. Allen will choose 100 of the 164 episodes of the hour-long show, which will be condensed to a half-hour to eliminate the non-comedic elements. MTM Enterprises, which has already licensed programing to HA!, is also involved in the deal, thanks in part to Bill Allen, Steve's son, who is executive vice president of MTM Television. MTM will transfer the shows from kinescope to video, edit them and include a

brief introduction by Allen. One reason the show was sold to HA! is because the network skews to a young audience, the same age group to which the show was originally targeted, according to Bill Allen. He said The Comedy Channel had also been interested in the show, but HA! "had a better sense of the right way to package the shows." The younger Allen said both he and his father liked HA!'s idea for reediting and doing new intros.

MTM also has rights to the international distribution of the show for seven years, and will market the series at October's MIPCOM conference in Cannes, France.

operation today (Sept. 17), will be updated at least four times daily.

### BET ON IT

BTL Sports is launching *Between the Lines*, a pay-per-view sports series premiering Dec. 2, that will offer pre-game coverage of football, baseball, basketball and horseracing. Oddsmaking will be part of the program, taking advantage of the NFL's ban on handicap information on network pre-game shows. *Between the Lines* is negotiating with Viewer's Choice and Request for distribution deals.

Another weekly PPV sports show, *Sports Form*, which was announced two weeks ago, is being distributed directly to cable systems, and also features sports handicapping. Both shows have a \$9.95 retail price. BTL expects a 0.5% buy rate and hopes to grow to 0.75%.

Produced at the Las Vegas Hilton, the show will be hosted by veteran sportscaster Jim Simpson. Thirty four shows will be seen on 34 broadcast days in December and January, and BTL could produce as many as three shows a week in 1991.

# BUSINESS

## THE CAPITAL'S CABLE CAPITAL PROBLEM

*Maryland Cable's best is not quite good enough; system operator starts talking with lenders about restructuring \$200 million of debt*

As Congress last week debated legislation that will likely affect the financial fortunes of the cable industry, one of the cable systems ringing the capital was making its own financial history. Maryland Cable said it would attempt to restructure \$200 million in debt, in effect owning up to possibly the first default on publicly-traded MSO debt in cable history.

As in many recent financial defaults, the story, told in the company's candid Securities and Exchange Commission filings, is in some ways a simple tale of illiquidity. By the end of this year the company will have incurred \$11.2 million in cash interest payments, roughly \$7 million in capital expenditures, and beginning two weeks from today, quarterly payments of \$1.25 million (increasing to \$1,625,000 in 1991) to repay the "revolver" bank credit.

To cover this roughly \$20 million in cash payments incurred in 1990, the company is generating cash flow (operating income plus depreciation and amortization) at a rate of about \$15 million. The shortfall became clear in 1989 but Maryland Cable was able to make up the cash gap at the time by drawing on the rest of the bank revolver and, in the first half of this year, by effectively borrowing money from its 90% owner ML Opportunity Partners.

As subsequent results indicated that the problem would not be temporary, ML decided not to lend Maryland Cable the second part of money it had "reserved" for the purpose. And in July the banks said they would not waive one of the covenants which the company was in default on except "in the context of a restructuring of the borrower's capital structure."

Some observers are surprised that ML Partners came so close to meeting the very aggressive projections set out for the systems serving northern Prince George's County, Md., and Leesburg, Va., which were purchased just two years ago for a price estimated at roughly \$2,800 per basic subscriber. Revenue grew 31% in 1989 and 17% in the first half of this year.

Cash flow grew even faster in 1989

but leveled off in the first half of this year as promotional efforts to build basic and premium subscription levels have apparently had mixed success. Although basic subscribership grew 11% in 1989, to 80,437, the company has experienced problems with non-payment and has tripled the allowance for bad debt expense. As Maryland Cable tightened up on its credit policy in the first six months of this year, basic subscribers dropped by 3,000, mostly in the second quarter.

Premium subscriptions are also down, 20% since the end of last year, largely, said the company, because "deeply discounted premium rates" affecting some 30,000 units were eliminated. The systems pay-to-basic ratio on the 84-channel system is, even after the decline, 140%.

One reason Maryland cable has been able to grow revenue much faster than subscribers (and more recently despite subscriber falloff), is that it has both raised basic subscription rates (up 25% since the end of 1988 to \$19.95—for 63 channels) and started charging for improvements on items such as remote control convertors (\$4 per month) and a program guide that was previously free (now \$1.45 per month).

Maryland Cable has also generated revenue from pay-per-view programming, currently running at just over \$1 million a year, and may be getting more aggressive in attracting local advertising on the

system by taking that effort in-house. On the negative side is that the county's housing growth, which was 1.7% between 1985 and 1990, is estimated to slow down to 1.1% over the next five years.

The company's growth mode is partly responsible for its illiquidity as the move to pay-per-view has required additional spending. In 1989, providing existing subscribers with addressable convertors required \$1.3 million, and the company had to obtain a waiver from its banks to fulfill its capital budget.

In addition to the bank debt, Maryland Cable also has \$160 million face value of notes, which will almost certainly be involved in the restructuring despite the fact that the company doesn't currently have to worry about paying any cash interest on those notes until 1994—until then the interest is added on to the principal. Market observers said the 15¾% notes currently trade at less than a third of their accrued value.

One way in which the public debt can affect the restructuring, said one bondholder, is that the bonds can be "put"—sold back to the company—if more than half of Maryland Cable were sold to another buyer. ML Opportunity Partner's managing general partner, I. Martin Pompadur, said he wasn't sure if that provision was correct, adding that he thought it irrelevant since there was no intention to sell the systems. —GF

### SPELLING RELIEF: HLT DELISTING

There may soon be back-door relief from the "highly leveraged transaction" (HLT) definition hindering Fifth Estate loans. In October, probably toward the end of the month, officials at the three Federal agencies regulating commercial banks will likely meet. At the meeting there are no current plans to revise the criteria that identify loans as HLT's but there will likely be discussion of the circumstances that subsequently allow banks to "delist" loans from the HLT classification. No industry-specific exceptions are planned but Sam H. Leaman, of County Nat West Investment bank, told

BROADCASTING that certain changes contemplated could benefit the cable industry: "My interpretation is that there is a better than 50% chance that the delisting criteria will be changed. The changes might help industries that are traditionally highly leveraged, and companies within those industries which have an excellent payment record." For those companies not affected by any rule change, said Leaman, matters won't get any easier: "If anything I think the regulators will get tougher on HLT's that have problems, and make the banks jack up their reserves even more."

# CHANGING HANDS

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

**KTIM-AM-FM Wickenburg, Ariz.** □ Sold by Kenyon Communications Inc. to Interstate Broadcasting Systems of Arizona Inc. for \$1 million. Price includes \$120,000 deposit, \$680,000 cash at closing and \$200,000 note payable in five years. Stations went on air in January 1968 and December 1983 respectively. **Seller** is headed by Willard and Suzy Lochridge and has no other broadcast interests. **Buyer** is headed by Paul J. and Joyce K. Toberty, who have interest in KRDS(AM) Tollerón, Ariz., and KYMS-FM Santa Ana, Calif. KTIM simulcasts FM program on 1250 khz with 1 kw day and 202 w night. KTIM-FM has C&W format on 105.5 mhz with 3 kw and antenna 100 feet above average terrain.

**WCVG(AM) Covington, Ky.** □ Sold by Richard L. Plessinger Sr. to Miken Broadcasting Co. for \$750,000. Total is due in cash at closing. Station was acquired in 1987. **Seller** has interest in WJOI(AM) Milford and WAXZ-FM Georgetown, both Ohio, and WOYS(FM) Apalachicola, Fla. **Buyer** is headed by Kenneth R. Hall, Michael S. Freeman and William F. Maltby III and has no other broadcast interests. KCVG has rock-oriented CHR format on 1320 khz with 500 w day and 69 w night.

**WBLA(AM)-WGQR(FM) Elizabethtown, N.C.** □ Sold by WCTN Inc. to Sound Business Inc. for \$550,000. Price includes \$20,000 deposit, \$90,000 cash at closing and \$440,000 promissory note payable in 10 years at 10%. Stations were acquired in June 1989 for \$223,000. **Seller** is headed by Gerald Waters and has interest in WBZB(AM) Selma, N.C. **Buyer** is headed by Lee W. Hauser and Arthur S. Deberry,

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$2,154,000 □ 5

FM's □ \$610,000 □ 3

AM-FM's □ \$1,550,000 □ 2

TV's □ \$000,000 □ 0

Total □ \$4,214,000 □ 10

Year to Date:

AM's □ \$82,486,077 □ 194

FM's □ \$391,490,062 □ 186

AM-FM's □ \$334,922,198 □ 171

TV's □ \$765,191,900 □ 77

Total □ \$1,566,190,237 □ 640

For 1989 total see Feb. 5, 1990 BROADCASTING.

and has no other broadcast interests. WBLA is daytimer with oldies format on 1440 khz with 5 kw day. WGQR(FM) is on 105.7 mhz; 3 kw and antenna 387 feet above average terrain.

**WQTR(FM) Lake City, S.C.** □ Sold by Florence County Broadcasting Co. to Wiggins Broadcasting Co. for \$500,000. Station was acquired in Jan. 1989. **Seller** is subsidiary of Suburban Radio Group and is headed by William R. Rollins and Robert Hilker and has interest in WABZ-FM Albemarle, N.C.; WJOT(AM) Lake City, S.C.; WVVV(FM) Blacksburg and WJJI(AM) Christianburg, both Virginia, and recently sold WSTX-AM-FM Christiansted, St. Croix, V.I. to Family Broadcasting Inc. for \$525,000 ("Changing Hands," May 28).

**Buyer** is headed by John Wiggins and has interest in WULFI(AM)-WXXH-FM Alma, Ga. WQTR(FM) has country format on 100.1 mhz with 1.3 kw and antenna 482 feet above average terrain. **Broker:** The Connelly Co.

**WDKC(AM) Fort Pierce, Fla.** □ Sold by Treasure Coast 1330 Corp. to Indian River Wireless Inc. for \$425,000. Station was acquired in March 1989 for \$824,000 ("Changing Hands," March 5). Price includes \$10,000 deposit, \$15,000 cash at closing and \$400,000 promissory note payable in 30 years at 11%. **Seller** is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. **Buyer** is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. WDKC has country format on 1330 khz with 5 kw day and 1 kw night.

**KNRY(AM) Monterey, Calif.** □ Sold by Southern California Broadcasting Co. to Kerry L. McArthur for \$400,000. Price includes \$50,000 deposit with balance due in cash at closing. Station was acquired in May 1982. **Seller** is headed by Fred S. and Ronald W. Beaton, and has interest in KIEV(AM) Glendale, Calif. **Buyer** is California-based air personality who most recently worked at KBBY(FM) Ventura, Calif. KNRY is fulltimer with talk, sports and news format on 1240 khz with 1 kw.

**WMPS(AM) Millington, Tenn.** □ Sold by Good News Broadcasting Co. to David Grayson Life Changing Ministries for \$295,000. Total is promissory note payable in 10 years at 10%. Station was acquired in Oct. 1989 for \$100,000. **Seller** is headed by John David Acker and has no other broadcast interests. **Buyer** is headed by David and Delores Grayson, Debra Weston, Nicole Cumberbatch and David W. Grayson Jr. and has no other broadcast interests. WMPS has talk format on 1380 khz with 2.5 kw day and 1 kw night.

**WFXP(AM) Gulf Breeze, Fla. (Pensacola)** □ Sold by Mainstreet Broadcast Group to Media One Communications Inc. for \$284,000. Station was acquired in June 1986 for \$325,000. **Seller** is headed by Sam Showay and has no other broadcast interests. **Buyer** is headed by Robert Hill and has no other broadcast interests. WFXP(AM) has Pure Gold format on 980 khz with 2.5 kw day and 1 kw night. **Broker:** The Connelly Co.

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## WIRELESS INDUSTRY CONTEMPLATES MONEY CRUNCH

*At Washington seminar, industry leaders talk of tough going with lenders not anxious to underwrite competition to existing communications borrowers*

**T**he euphoria that swept through the wireless cable industry's largest annual convention in July doesn't seem to have traveled out of Denver, site of the Wireless Cable Association (WCA) annual event (BROADCASTING July 30).

In Washington, the mood was far more somber Sept. 11 for the "Financing Opportunities" session of the Wireless Cable Update, a seminar at the Capitol Hilton. The reason: despite ambitious predictions and possibilities, wireless operators are finding financial institutions reluctant to lend to businesses that may compete with the cable and broadcast entities in which those lenders have substantial investments.

David Unger, vice president, Community Equity Associates, said it was a "conflict of interest problem," and Richard Patterson, Waller Capital, said the conflict is rooted in the near \$23 billion already invested in cable and other broadcast ventures. "It's a natural barrier," he said. Ron Demer, Phoenix Cable, said that because of extensive commitment to hard wire, "I don't like people to bash cable." Unger said "1990 has been a terrible time" for banks, which, he said, have "for all intents and purposes been closed."

Earlier in the day, WCA president Bob Schmidt said that wireless was aiming for 3 million subscribers within the next two to three years. To reach that, said Demer, "You need risk takers in the [wireless] industry, and you need risk takers in the financial world."

Unger said reaching Schmidt's goal will take more than risk, it "will take \$1 billion in capital," but he added: "I don't see that happening."

Patterson suggested that wireless operators seek "local money" and recommended "joint ventures with corporate partners, especially technology-driven ones" because "a couple of million dollars goes a long way" [in wireless], and for many companies, he said, "that isn't much money."

Demer said that lenders will probably be more willing to lend to operators in large markets because "fixed costs are the same." He added that operators shouldn't "presume that everything will go right, because it won't."

Demer said that Phoenix cable has looked at "25 wireless deals, but only one was at the point" where they were willing to invest. The two keys, he said, were that the ownership group had enough "money to get operational" and Phoenix Cable, which is lending a Tampa-based group \$400 per subscriber already signed up at 18%, took senior lending status (which means, as he put it: "the equity people take the hit" should the venture fail).

Although the plight of industry giant Microband was conspicuously absent as a topic of conversation at the WCA convention, Patterson said that despite Microband posting positive cash flow, the company's bankruptcy and management shakeup (BROADCASTING, Dec. 4, 1989) had "a significant dampening effect on wireless's ability to attract financing."

The financial problems plaguing the telecommunications industry in general are hitting wireless cable especially hard, and may have replaced program availability as its biggest obstacle. And it doesn't look to get any better soon. Said Unger: "the financing woes will be here for another six to 12 months." -PJS

### PROMO FOR NETWORK TV

**T**he Network Television Association has launched its first major campaign since its inception four months ago for the three networks it represents. The campaign, "Network TV: It Touches Everyone," debuted today (Sept. 17) in newspapers and trade magazines and targets national market-

ers and their agencies.

The ads show pictures of popular characters from three network shows. Said Peter Chrisanthopoulos, president-CEO, NTA: "The campaign underscores the fact that network television has the ability to capture the imagination of so many people."

# SOLD!

KSLA-TV, Shreveport, Louisiana has been sold by VSC Communications, Inc., Viacom International, Inc. to Imes Communications Group, Birney Imes, Jr. for \$23,000,000.

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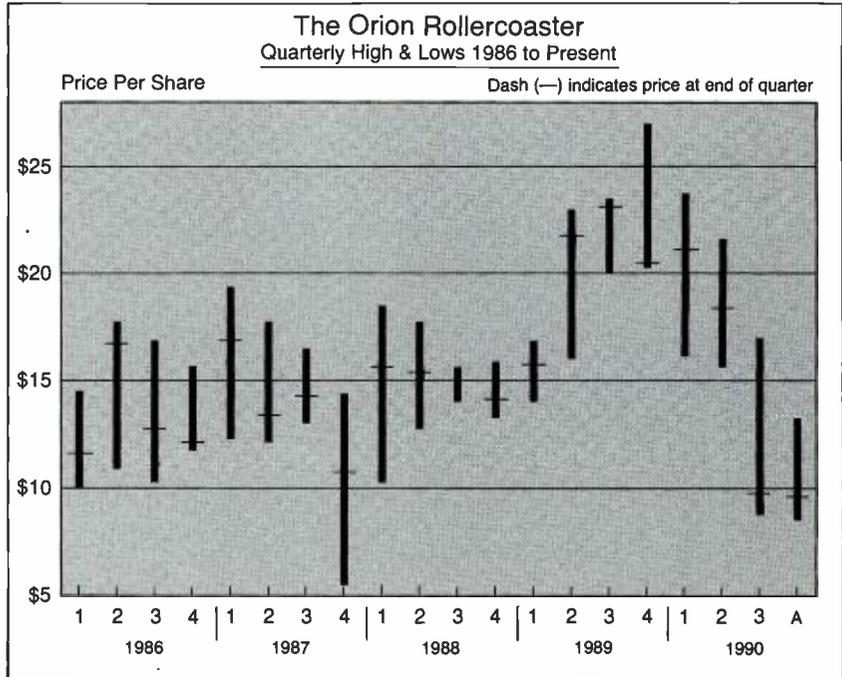


shows for the networks, although it produced the mini-series, *The Kennedys of Massachusetts* for ABC.

Orion's syndication division is also in something of a slump. Last year *Crimewatch* and *The New Hollywood Squares* failed to get off the ground. And two new game shows, *Name That Tune* and *Divorce Wars*, did not make it on the air. The loss of *The New Hollywood Squares* and the soft market for hour-long dramas like *Cagney & Lacey* in the syndication market hurt Orion. Those shows, according to the company, brought \$23.5 million in revenue to Orion in 1989 and nothing in 1990. This year, it hopes that the *Chuck Woolery Show* can make the cut in an already crowded syndication talkshow market.

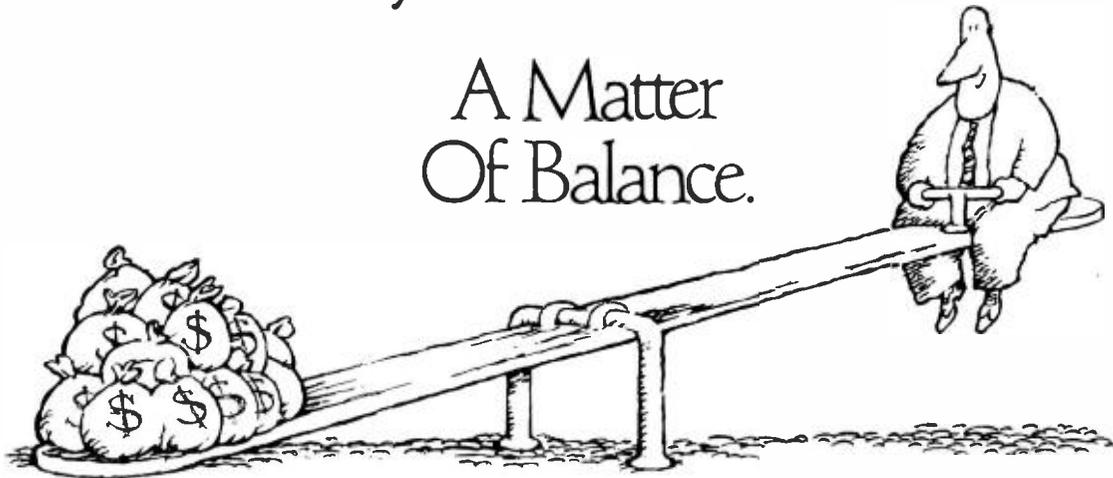
Fall and Winter may prove to be better both critically and financially for Orion with a Woody Allen release and films starring box office draws Kevin Costner, Michelle Pfeiffer and Cher. The company's television division, under Gary Nardino, also has very ambitious plans that, if successful, could put Orion back in the running.

Orion Pictures was founded in 1978 by Arthur Krim, who left his position as



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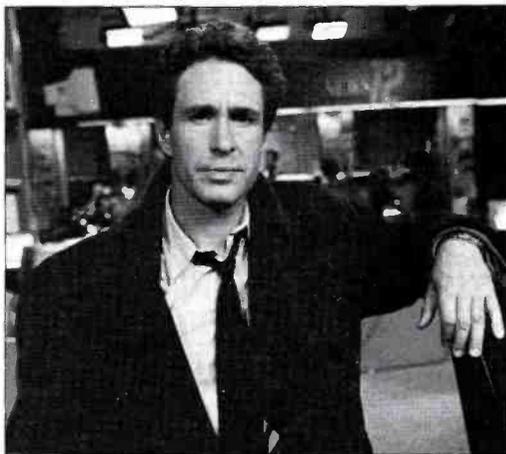
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Orion has high hopes for 'WIOU,' on CBS (1) and 'Equal Justice,' of which ABC has picked up 13 episodes

chairman of United Artists Corp., taking with him Eric Pleskow, William Bernstein and Mike Medavoy. It has been an up and down ride for Orion over the last 12 years in the box office, stock market, and television.

When Orion is good it's very good. In the mid-80's the studio produced Oscar winners "Platoon," "Amadeus" and

"Hannah and Her Sisters." It also was responsible for such off-beat successes as the original "RoboCop" and "Married to the Mob," as well as box office hits like the 1986 release "Back to School," which made \$91.3 million at the box office. The company has also gone through dry periods like the one it's currently experiencing.

Although Orion prides itself on being tightlipped (Chairman Krim and President-chief executive officer Pleskow do not give interviews and any other interviews with corporate officers are almost always done in person), the company has been in the news because of takeover rumors almost since its inception.

The first of those rumors may have been in the early 80's after the company went through one of the above-mentioned dry spells. Films that failed to deliver included "The Hotel New Hampshire," "Gorky Park" and "Harry & Son," and talk of a sale to Home

Box Office surfaced. The rumors really got going, though, in February, 1986, when Metromedia Inc. chairman and Orion board member John Kluge, the richest man in America according to *Forbes Magazine*, bought 6.5% of the company. Kluge, a close friend of Krim, said at the time that the interest was for investment purposes. In October, 1986, Kluge upped his stake to 9.3%, again setting off rumors of a takeover.

The picture got more complicated in 1987 when Sumner Redstone's National Amusements Inc. bought a 6.42% chunk of Orion. At the time of his purchase, Redstone reportedly called Krim to tell him that his investment was "friendly."

Redstone's purchase set off a buying war between Kluge and Redstone that heated up again in January 1988, when Kluge's share of Orion went from 19.2% to 21.9% with options to boost his holdings to 25% after Redstone boosted his holdings to 25.1%. In early February, Redstone upped his ante to 26.8% and requested clearance from the Securities and Exchange Commission to buy as much as 36% of Orion. Meanwhile, Kluge again raised his holdings in Orion to 28.3%. Redstone, perhaps growing tired of the game, eventually sold his interest in the company for \$144.2 million. Things remained quiet until earlier this year when rumors surfaced that Kluge was trying to sell his 71% interest in the company to former 20th Century Fox head Marvin Davis.

Throughout the whole Kluge-Redstone battle, the stock fluctuated radically (see chart, page 57). For example, on Jan. 21, 1987, Redstone held 20% and Orion closed at \$14.50. For the month, the stock closed at 17 1/8. In February 1988, when the battle again heated up, Orion stock

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Orion's largest shareholder, John Kluge

soared from 14¾ to 19¾. After the action dropped, so did the stock, hitting a low of 13½ in May, 1988.

Fluctuation was also the case early this year when the Davis rumors started. In February, the stock closed at 20¾ and in March it finished the month off at 21¾. It has been all downhill from there, though. For May, the stock closed at 19½; by the end of July, it was at 13¾ and falling. It would appear that without takeover rumors and/or strong box office hits, the stock is doomed to languish in the low-teens.

Although things probably run more smoothly when takeover rumors subside, the stock, as one might expect, does much better when it is in the limelight. The stock was trading at \$23 in 1984 around the time of the HBO takeover rumors. After those rumors proved false, the stock began to fall, bottoming out at \$9 in July 1984.

Media analysts interviewed by BROADCASTING do not anticipate any Kluge sale in the foreseeable future and do not believe the rumors that pop up every four months or so. "It's chicken feed to him [Kluge]," said Paine Webber analyst Lee Isgur, adding that Kluge, who most speculate bought the stock because of his friendship with Krim, probably will not sell his stake in the company.

The company, according to its 1990 annual report, had \$470,971,000 in cash provided by operations compared to \$247,079,000 for 1989. On the debt side, Orion has about \$351.5 million in total notes and subordinated debt, the bulk of it being the senior subordinated reset notes that total \$199,318,000 and are due in 1998. Payments required over the next five fiscal years on the face amount of notes and subordinated debt outstanding at Feb. 28 total about \$93.5 million with a \$57,953,000 payment due in 1994.

The company also recently announced that the amount of its credit facility has increased to \$300 million from \$250 million, and added the Bank of America, Bank of California and Union Bank to its existing consortium headed by Manufacturers Hanover Trust.

Despite disappointing domestic theatrical revenues, the company, because of expanding opportunities abroad, was able to compensate. It created Orion Television International last March and named former Warner Bros. executive John Laing as president, and two weeks ago Laing hired his old Warner Bros. colleague Bryan Hamblen as vice president, International Sales.

Over the last three years, Orion has



Gary Nardino, Orion chairman

seen substantial growth from foreign distribution of both motion pictures and television products. For example, in 1990 the company made \$122,779,000 in revenue from Europe compared to \$82,938,000 in 1988. In Mexico and South America, the company doubled its

revenue from \$5,295,000 in 1989 to \$11,523,000 in 1990. And in Asia and Australia, Orion almost tripled its revenue from \$17,586,000 to \$48,884,000. Revenues from foreign syndication were over \$50 million in fiscal 1990, compared to about \$5 million in fiscal 1989 and \$10 million in fiscal 1988.

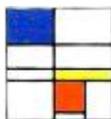
The company also recently announced a foreign distribution arrangement with Columbia Pictures. Columbia, which currently distributes Orion's pictures, will distribute Orion's next 50 releases as well. The agreement brought Orion \$175 million for license fees, renewal fees and advances.

Orion has also entered into agreements with Showtime, Lifetime and British Satellite Broadcasting. For fiscal 1990, the company made \$50.3 million for agreements with Showtime. The Lifetime deal kicks off in November and is "for over \$40 million for 42 current and recent titles."

Orion's efforts to rebuild its television division started in January 1989, when former Paramount Television head Gary

*Continued on page 62*

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# FOCUS ON FINANCE

**M**ovement in media stocks was slight last week. Even those issues moving up for the second week in a row were still generally below levels of one month ago. Making a big move last week, up 19%, was United Artists Entertainment. The MSO's stock began its increase even before holding a securities analysts' meeting in New York. Investors were said to be encouraged by the company's recent refinancing, cash flow prospects and expansion in the United Kingdom. Other noticeable moves included MGM, up 6%; MCA, down 5%; Cablevi-

sion Systems, down 5%, the latter to a 52-week low. Also off were Heritage Communications, down 13%; Westwood One, down 20%, and Park Communications, down 4% despite a recent upgrading of the publisher/group owner's convertible debt by Moody's. Some other publisher/group owner stocks may have been held down by concern over the start of newspaper strike in Canada. In the high-yield area, Great American Communications reset the interest rate on \$38 million of debt at 20.5% ("Closed Circuit," Sept. 10).

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

	Closing Wed Sep 12	Closing Wed Sep 5	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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## BROADCASTING

N	(CCB) Cap. Cities/ABC	485	488	5/8	- 3	5/8	-00.74	16	8,392
N	(CBS) CBS	172	7/8 173	1/2	-	5/8	-00.36	12	4,091
A	(CCU) Clear Channel	11	11	1/8	-	1/8	-01.12	-73	63
O	(JCOR) Jacor Commun.	2	1/8 2	1/8			00.00	-1	21
O	(LINB) LIN	50	3/4 53	1/2	- 2	3/4	-05.14	-18	2,630
O	(OSBN) Osborn Commun.	8	1/4 8	1/8	1/8		01.53	-11	57
O	(OCOMA) Outlet Comm.	15	1/4 16	1/4	- 1		-06.15	18	99
A	(PR) Price Commun.	2	2				00.00		18
O	(SAGB) Sage Bcsg.	1	3/8 1	3/8			00.00	-1	5
O	(SCRIP) Scripps Howard	46	46				00.00	19	475
O	(SUNNC) SunGroup Inc.		3/4 3/4				00.00	-1	1
O	(TLMD) Telemundo	5	3/8 5	1/4	1/8		02.38	-2	122
O	(TVXGC) TVX Group	7	3/4 7	3/4			00.00		56
O	(UTVD) United Television	29	1/2 29	1/8	3/8		01.28	3	320

## EQUIPMENT & MANUFACTURING

N	(MMM) 3M	78	5/8 78	3/4	-	1/8	-00.15	13	17,494
O	(IATV) ACTV Inc.	3	1/2 3	1/2			00.00		2
O	(AFTI) Am. Film Tech.	8	1/4 7	5/8	5/8		08.19	31	80
N	(ARV) Arvin Industries	15	5/8 16	7/8	- 1	1/4	-07.40	22	293
O	(CCBL) C-Cor Electronics	7	1/2 8		-	1/2	-06.25	6	32
O	(CTEX) C-Tec Corp.	15	3/4 15	3/4			00.00	262	266
N	(CHY) Chyron	1	1/8 1	1/4	-	1/8	-10.00	-3	13
A	(COH) Cohu	9	1/4 9	1/4			00.00	7	18
N	(EK) Eastman Kodak	41	1/2 41	1/2			00.00	26	13,464
N	(HRS) Harris Corp.	24	3/4 24	3/8	3/8		01.53	25	990
N	(IV) Mark IV Indus.	10	3/8 10	5/8	-	1/4	-02.35	2	153
O	(MATT) Matthews Equip.	1	3/4 1	3/4			00.00	87	10
O	(MCDY) Microdyne	2	3/4 3		-	1/4	-08.33	39	11
O	(MCOM) Midwest Comm.	1	3/4 2		-	1/4	-12.50	5	5
N	(MOT) Motorola	60	7/8 69	1/8	- 8	1/4	-11.93	15	7,938
A	(PPI) Pico Products		3/4 7/8		-	1/8	-14.28		2
N	(SFA) Sci-Atlanta	17	17	5/8	-	5/8	-03.54	9	379
N	(SNE) Sony Corp.	51	1/4 50	5/8	5/8		01.23	26	17,011
N	(TEK) Tektronix	14	1/2 14	3/8	1/8		00.86	-4	422
N	(VAR) Varian Assoc.	31	1/8 31	1/4	-	1/8	-00.40	-34	594
O	(WGNR) Wegener		7/8 7/8				00.00	-5	6
N	(WX) Westinghouse	31	7/8 32	1/4	-	3/8	-01.16	9	9,294
N	(ZE) Zenith	6.	5 3/4	1/4			04.34	-2	160

## PROGRAMING

	Closing Wed Sep 12	Closing Wed Sep 5	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)			
O	(ALLT) All American TV	2	1/2 2	1/2		00.00		4	
N	(CRC) Carotco Pictures	8	1/8 8		1/8	01.56	18	243	
A	(CLR) Color Systems	2	1/2 2		1/2	25.00	-2	15	
O	(DCPI) dick clark prod.	4	1/4 5	1/4	- 1		-19.04	18	35
N	(DIS) Disney	99	1/8 102	3/8	- 3	1/4	-03.17	17	13,198
O	(FNNI) FNN	6	1/2 6	7/8	-	3/8	-05.45	19	117
A	(FE) Fries Entertain.		11/16 1/2		3/16	37.50		3	
A	(HHH) Heritage Ent.	1	1/8 1	1/8		00.00	-1	8	
N	(HSN) Home Shop. Net.	5	1/8 5	5/8	-	1/2	-08.88	128	460
O	(IBTVA) IBS	1	3/8 1	3/8		00.00		17	4
N	(KWP) King World	21	1/2 21	3/8	1/8	00.58	10	817	
O	(KREN) Kings Road Ent.		1/4 1/4			00.00		1	
N	(MCA) MCA	39	5/8 41	3/4	- 2	1/8	-05.08	15	2,954
N	(MGM) MGM/UA Comm.	15	1/4 14	3/8	7/8	06.08	-23	777	
A	(NNH) Nelson Holdings	3	3/8 3	1/4	1/8	03.84		14	
O	(NNT) Nostalgia Net.		9/16 9/16			00.00		3	
N	(OPC) Orion Pictures	9	7/8 10		-	1/8	-01.25	28	178
N	(PCI) Paramount Comm.	35	1/8 35	5/8	-	1/2	-01.40	25	4,177
N	(PLA) Playboy Ent.	4	3/8 4	1/2	-	1/8	-02.77	-62	82
O	(QNTQE) Quintex Ent.		1/8 1/8			-00.00		26	
O	(QVCN) QVC Network	7	7/8 7	5/8	1/4	03.27	-112	136	
O	(RVCC) Reeves Commun.	6	3/4 6	3/4		00.00	-6	85	
O	(RPICA) Republic Pic.'A'	5	1/4 5	3/4	-	1/2	-08.69	21	22
O	(RPICB) Republic Pic.'B'	5	5			00.00	55	21	
O	(SP) Spelling Ent.	5	5			00.00	25	165	
O	(JUKE) Video Jukebox	5	1/2 5	7/8	-	3/8	-06.38	-28	51
O	(WONE) Westwood One	3	3 3/4		-	3/4	-20.00	-1	44

## SERVICE

O	(AGRPC) Andrews Group	2	3/8 2	3/8		00.00	-1	21	
O	(BSIM) Burnup & Sims	8	7/8 8		7/8	10.93	110	111	
N	(CQ) Comsat	28	1/2 28	7/8	-	3/8	-01.29	8	482
N	(DNB) Dun & Bradstreet	42	3/8 42	1/2	-	1/8	-00.29	14	7,732
N	(FCB) Foote Cone & B.	24	1/8 24	1/4	-	1/8	-00.51	13	258
O	(GREY) Grey Advertising	155	155			00.00	14	175	
O	(IDBX) IDB Commun.	7	7 1/2		-	1/2	-06.66	23	43
N	(IPG) Interpublic Group	32	33		-	1	-03.03	14	1,106
O	(ISACM) Omnicom	26	26			00.00	13	683	
N	(SAA) Saatchi & Saatchi	3	1/8 3	5/8	-	1/2	-13.79	-2	495
O	(TLMT) Telemation	2	2			00.00	4	9	
A	(UNV) Unitel Video	6	1/4 6	5/8	-	3/8	-05.66	-14	13

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Closing Closing Market  
Wed Wed Capitali-  
Sep 12 Sep 5 zation  
Net Percent P/E  
Change Change Ratio(000,000)

### BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Sep 12	Closing Wed Sep 5	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
N (BLC) A.H. Belo	34	3/8 33	5/8	3/4	02.23	29 668
N (AFL) American Family	15	5/8 15		5/8	04.16	12 1,270
O (ACCMA) Assoc. Comm.	20	18 1/2	1 1/2	08.10	62	373
N (CCN) Chris-Craft	26	3/8 27	1/4	- 7/8	-03.21	660
O (DUCO) Durham Corp.	27	25	2	08.00	15	228
N (GCI) Gannett Co.	34	3/8 33	7/8	1/2	01.47	14 5,431
N (GE) General Electric	62	60 1/4	1 3/4	02.90	13	55,622
O (GACC) Great American	3	3 1/8	- 1/8	-04.00	105	
A (HTG) Heritage Media	3	3/8 3	7/8	- 1/2	-12.90	-7 152
N (JP) Jefferson-Pilot	38	5/8 37	5/8	1	02.65	10 1,419
N (LEE) Lee Enterprises	22	3/8 22		3/8	01.70	13 534
N (LC) Liberty	48	48 1/2	- 1/2	-01.03	11	410
N (MHP) McGraw-Hill	49	49 1/4	- 1/4	-00.50	122	2,385
A (MEGA) Media General	23	3/8 23	3/8	00.00	33	604
N (MDP) Meredith Corp.	24	3/8 24	1/4	1/8	00.51	14 448
O (MMEDC) Multimedia	62	61 1/2	1/2	00.81	18	701
A (NYTA) New York Times	19	5/8 19	5/8	00.00	6	1,495
N (NWS) News Corp. Ltd.	18	3/4 17	7/8	7/8	04.89	11 5,033
O (PARC) Park Commun.	17	1/4 18	- 3/4	-04.16	18	357
O (PLTZ) Pulitzer Pub.	23	1/4 24	- 3/4	-03.12	9	243
O (RTRSY) Reuters	47	7/8 49	3/8	- 1/2	-03.03	22 20,638
O (STAUF) Stauffer Comm.	135	135		00.00	48	144
N (TMC) Times Mirror	25	1/4 25	1/2	- 1/4	-00.98	13 3,244
O (TMCI) TM Commun.	1/8	1/8		00.00	-1	
N (TRB) Tribune Co.	38	3/4 38	1/8	5/8	01.63	13 2,564

Closing Closing Market  
Wed Wed Capitali-  
Sep 12 Sep 5 zation  
Net Percent P/E  
Change Change Ratio(000,000)

A (TBSA) Turner Bestg.'A'	12	3/4 13		- 1/4	-01.92	-35 633
A (TBSB) Turner Bestg.'B'	13	12 5/8	3/8	02.97	-36 350	
N (WPO) Washington Post	240	1/8 241	1/4	- 1/8	-00.46	15 2,933

### CABLE

A (ATN) Acton Corp.	7	1/2 8		- 1/2	-06.25	27 11
O (ATCMA) ATC	30	1/4 29	1/2	3/4	02.54	31 3,298
A (CVC) Cablevision Sys.'A'	16	3/4 17	5/8	- 7/8	-04.96	-2 371
A (CTY) Century Comm.	6	1/4 6	1/2	- 1/4	-03.84	-6 408
O (CMCSA) Comcast	11	1/4 10	7/8	3/8	03.44	-8 1,269
A (FAL) Falcon Cable	12	7/8 12		7/8	07.29	-12 82
O (JOIN) Jones Intercable	7	1/2 7	1/4	1/4	03.44	-4 93
N (KRI) Knight-Ridder	43	3/8 42	1/2	7/8	02.05	13 2,182
T (RCLA) Rogers'A'	10	1/2 10	1/2		00.00	-17 349
T (RCLB) Rogers'B'	6	7/8 7	1/4	- 5/8	-05.20	-12 568
O (TCAT) TCA Cable TV	12	1/4 12		1/4	02.08	40 296
O (TCOMA) TCI	10	7/8 11		- 1/8	-01.13	-14 3,872
N (TWC) Time Warner	79	1/4 79	1/4		00.00	-5 4,555
O (UAECA) United Art.'A'	11	7/8 11	1/8	3/4	06.74	-11 1,658
O (UAEGB) United Art.'B'	12	11		1	09.09	-11 801
A (VIA) Viacom	18	3/4 19		- 1/4	-01.31	-19 2,001

Standard & Poor's 400

381.96 384.35 -2.39 -0.7

Continued from page 59

Nardino was brought in as chairman and chief executive officer of the newly created Orion Television Entertainment. This Fall, Orion's *WIOU* is a definite go on CBS.

*WIOU* may help get Orion back in the chase on the television side. The show is scheduled for Wednesday at 10 p.m. opposite ABC's music/action show *Cop Rock* and NBC's action series *Hunter* and there is speculation that it could work for CBS. "CBS may be able to build some strength with it," said Betsy Frank, senior vice president, Saatchi & Saatchi DFS-Compton, adding that it is a "fairly traditional drama" going against *Cop Rock*, which may turn people off a bit...there could be a chemistry there and it is also the only real female appeal show in that time period."

Frank, like other industry executives, also thinks that the well reviewed but not well viewed *Equal Justice* will come back. "It's considered one of the better done dramas," she said, adding that she has "no doubt that it will be back."

Orion Television Entertainment will continue to focus on hour-long dramas and mini-series, according to chairman and chief executive officer Gary Nardino because, in his words, there is less risk involved. In an interview with BROADCASTING Nardino spoke of Orion's various commitments, which in-

clude a continuation of *The Kennedys of Massachusetts*. The company also has recently entered into agreements with several producers and has commitments for pilots with all three networks.

One of the more ambitious Orion projects is *Pirates*, an hour-long drama the company is producing for ABC with former *Wiseguy* executive producer David Burke. The big-budget show is set in the 1800's and focuses on a ship taken over by former indentured servants. Nardino described it as a "wonderful, old fashioned swashbuckling adventure."

Other network pilot commitments include one in the works with Aaron Spelling Productions for CBS called *Casino* starring Lee Majors. Orion also is involved in a partnership with D.L. Taffner for *Five Up, Two Down* starring Cleveon Little and is also working with Don Ohlmeyer on *Lifestories* for NBC.

The company also just finished making *The Green Journey*, a made-for-TV movie for NBC starring Angela Lansbury and is also in the process of developing mini-series for NBC and CBS.

On the syndication side, Orion's Bob Sanitsky, vice president, has high hopes for *The Chuck Woolery Show*, which he described as "Carson for women in daytime." Despite the fact that there is an abundance of talkshows, Orion is confident that it has a winner. The pilot goes out this week and Nardino said that there

has been plenty of interest from stations.

Prospects for *The Chuck Woolery Show*, according to Dick Kurlander, vice president, Petry Television, are not bright, mostly because there is already an extremely crowded talk show market. "Woolery," said Kurlander, "is a good talent and we are certainly ready for a noncontroversial talk format, but with Oprah, Donahue, Joan Rivers, Geraldo, Regis & Kathy Lee and King World's Tim & Daphne Reid show it won't be a cakewalk."

Previous disappointments in the game show genre have not discouraged Orion either. The company is working on a remake of *Gambit* for ABC daytime, which could be syndicated as well. The pilot will be shot next month. Also in the works is a late night comedy dating game that might be ready for the NATPE show in 1991. None of Orion's Television Entertainment division executives are too concerned about rumors regarding the company's future. "Orion is not a company that is rolling up the carpet saying we're out of the business," said Gary Randall, president of production, adding that the company is "making deals daily." Under Nardino, Randall said, the company is making a lot of new products and new associations. Said Randall: "Every company has a bad year on occasion. We are in the game and intend to stay in the game."

-JF, MF

# INTERNATIONAL

## U.S., UK CONSULTANTS TEAM UP FOR JOINT VENTURE

*In effort to seize opportunities created by radio authorizations in Great Britain, company will provide services ranging from music scheduling to software concepts*

**U**S radio consultant Rick Sklar and British radio consultant David Bowen have formed a joint broadcast company designed to provide programing and marketing assistance to a new phase of radio station authorizations anticipated in Great Britain in the next few months.

Sklar, president of New York-based Sklar Communications, said the new firm, Bowen Sklar Programing Limited, was created to take advantage of the rapidly expanding European communications market. The company will service radio stations in Great Britain and Ireland, including Bowen's UK-based GRW Radio Group, and also will keep a "close eye" on opportunities in such countries as Germany and France.

"We foresee a tremendous need for expertise among stations starting up throughout England, ranging from music scheduling to software concepts to programing talent and formats," Sklar told BROADCASTING. He characterized British radio as not nearly as highly niched as American radio, primarily because of the dearth of commercial stations. "It's where American radio was 10 years ago," he said.

The joint venture primarily will offer "contract programing" to some 300 new local stations set to go on air, as set forth under the Broadcasting Act of 1990, according to Bowen, former group music consultant for UK-based GRW Radio Group. This "glut" is expected to create a dearth of experienced locally oriented radio programers—and great demand for experienced program consultants, he predicted. "With all these new stations coming on, they won't be able to find the programing and management talent to fill the positions. And if they can find the people, they wouldn't be able to afford the kind of money those people now demand. So we can provide them top expertise for the bottom dollar," he explained.

Sklar Bowen Programing initially will supply client stations with weekly playlists, critique sessions with personalities, and training facilities—but will not pro-

vide turn-key programing feeds. "We're going to be looking at all kinds of formats," Bowen said. "Until now, commercial radio here has tended to be top 40, but that's changing. We're now seeing stations that are jazz and AOR, and [this new phase] will start opening up the availability of formats."

The company's marketing focus is directed specifically to creating "top-of-mind" awareness, which Sklar said until recently has been absent from British commercial radio. "We're going to work on the concept of building an image—how to get listeners to become aware of a station, sample it and become part of a loyal audience," he said. "To do this, we'll be using all these techniques that have been used for years here in the states."

Sklar said perhaps the greatest differ-

ence between radio in the U.S. and the UK is that "in Britain, they don't have the extreme narrowcasting at this point as we have. The ultra-niched radio in the U.S. is due to many competitors so everybody has to carve out very specialized territory. Ten years ago, American programing was much broader, and that's about where [Great Britain] is now. Because of this, they can be more broad based in their demographic appeal and sales to advertisers," Sklar said that, in terms of ad revenue, radio is receiving about 2%, much less than in the U.S., "but in a couple years, that should double to 4%-5%."

Bowen is optimistic about the short-term future of British radio. "We see a boom not only in the number of stations that will be coming on air, but in the variety of formats," he said. "Stations are beginning to realize there's more than one way to skin a cat, and they're starting to look at fresh formats." While this will create a healthy, innovative climate for radio, the 500% increase in stations could have a severe economic impact on some of the smaller stations. "They're going to have a tough time, particularly with a lot of the national advertisers, who will be going for the national commercial stations."

While Bowen and Sklar will concentrate on radio, both partners expect to branch out into other media. "Once the radio end of the business is established, we're going to look at cable," Bowen said. "Cable is very much on the up in this country. Music channels are coming on to most of the cable networks, and we hope to be involved with those." Future plans would focus on syndicated programing "rather than major TV transmitting or production companies."

In related news, radio consultant Robert Richer has affiliated with Dallas-based international radio consultant Montreux Companies. Richer recently worked with Stoner Broadcasting on its investment in the UK's Metro Radio Group and was involved in the development of the first English-language station in France.

### NORTH MEETS SOUTH

**A** new era for U.S.-Mexican telecommunications cooperation dawned in Cocoyo, Mexico, Sept. 3-4 at the Consultative Group on Telecommunications, as the two countries established working groups to ease the exchange of information and technological and financial expertise. Improvement in relations between the two countries is due in part to new Mexican President Carlos Salinas de Gortira, who has placed a high priority on the need to modernize the Mexican infrastructure, said Mike Fitch, special adviser to U.S. Ambassador Bradley P. Holmes. The Mexican delegation was "receptive" to U.S. help in privatization, which may open many markets south of the border for U.S. companies and capital, said Fitch, "or at least we're hopeful of that." Cooperation may make it easier for border-area broadcasters to redress complaints.

-REB

# SATELLITE

**Not just a co-op.** Conus Communications' Washington bureau, which provided custom coverage of the U.S.-Soviet summit in Helsinki to five TV stations, one local cable news service and the All News Channel last week, has also reached agreements with eight local news organizations to provide 52 custom stories on Washington. Conus Washington provided coverage of the Helsinki summit to KSTP-TV Minneapolis, WJLA-TV Washington, WXYZ-TV Detroit, KOMO-TV Seattle and News 12 Long Island. The last of these joined KELO-TV Sioux Falls, S.D.; KOVR Stockton-Sacramento, Calif.; WATE-TV Knoxville, Tenn.; WTHR Indianapolis; WWBT Richmond, Va.; WXII Winston-Salem, N.C., and WYOU Scranton, Pa., in signing with Conus Washington to receive custom coverage from nation's capital.

**For the record.** Contrary to an Associated Press story that appeared in the *Washington Post* on Sept. 6, Home Box Office does not have an offer from Turner Broadcasting System to sublease Galaxy I capacity now occupied by PTL's The Inspirational Network (TIN), said HBO Associate Counsel Stephen Sapienza. HBO told the court, he said, that it will give up all rights to the capacity at the end of next February, when PTL's sublease expires. (TIN is currently delivered to 810 cable systems and 6.5 million subscribers, said Galaxy operator Hughes Communications.) HBO did not object, he said, to continuing to sublease through February 1991 to PTL buyer. San Diego-based evangelist Morris Cerullo, so long as the terms and conditions of Cerullo's letter of credit to secure the capacity could be worked out.

However, the New Inspirational Network assured itself a future place in the sky, announcing the long-term lease of capacity aboard Hughes's Galaxy IR, which is to be launched in late 1992. Although Hughes and Morris Cerullo World Evangelism specified only one transponder to be leased, a Cerullo spokesman said plans include both East and West Coast feeds of children's, arts, drama, sports, news and religious programming. Alternatives to the current Galaxy I capacity have been targeted for the interim between next February and the launch of Galaxy IR, said the spokesman.

**Encryption inroads.** Turner Broadcasting System and ESPN have adopted Scientific-Atlanta's (SA) B-MAC transmission and encryption system to secure signals delivered via Pan Am Sat (PAS) to Latin America and the Pacific Rim. Turner, like ESPN, acquired PAS capacity last year and has been delivering CNN in the clear and plans to begin transmitting its MGM film library via TNT South early next year to affiliates in Central and South America. SA is to begin installing 1,500 commercial integrated receiver-decoders—750 for TNT South and 750 for CNN International—in November and expects to complete the project within 12-18 months. Wes Hanemayer, vice president of satellite systems for Turner, said that by the end of next year TBS will have in operation a Subscriber Access Control System that will allow it to address both commercial clients and consumers via the same transmission stream. SA is currently developing a consumer unit for K Prime's mid-power Ku-band direct-to-home satellite service to be launched in the U.S. in early 1991. SA's contract with TBS, added to its deals with K Prime and ESPN, "solidifies [SA's] position as a contender in program distribution" encryption, said Hanemayer.

SA said it has finished installing a B-MAC system that will allow ESPN to expand its services to Latin America and the Pacific Rim via PAS and Intelsat, respectively. "The network in Latin America has been expanding since we first began distribution in 1989," said Richard Stone, executive director, ESPN International Sales. "We anticipate similar demand for our service in Asia." Both programmers pointed to hard video encryption and the availability of up to six audio channels for multilingual broadcasts as reasons for choosing B-MAC.

**Home safe.** The European Telecommunications Satellite Organization said that following the Aug. 30 launch of its Eutelsat II-F1 satellite by Arianespace, the apogee motor firing and deployment of solar arrays and antennas have been accomplished, and the bird has been "oriented towards the earth in its final working attitude." In-orbit testing of telemetry and control and video, voice and data services will begin about Sept. 20, after F1 reaches its assigned location at 13 degrees East Longitude.

**Tiananmen revisited.** Keystone/Wold Communications International has sent a transportable C-band uplink and a crew of five technicians to Beijing to provide satellite transmission services to the Korean Broadcasting System, which will cover the Asian Games there. Keystone believes it is the first and only U.S. satellite services company allowed into China since the government cracked down on prodemocracy demonstrations in Beijing's Tiananmen Square a year and four months ago. Celebrating its birth a year ago via the merger of Wold Communications and Bonneville Telecommunications, Keystone said it will spend more than \$1 million to upgrade and consolidate facilities in Los Angeles, New York, Salt Lake City, San Diego and Washington.

**Ku battle of '93.** Although John Frazee, CBS vice president, news services, said it is "entirely possible that [CBS] will remain a customer of Spacenet even after launch of Galaxy IV," the network's latest project to provide affiliates with Ku uplinks indicates that almost all CBS News backhauls will be coordinated in-house. GTE Spacenet remains dominant provider of Ku-band satellite newsgathering services and is preparing to launch the all-Ku GStar IV on Nov. 20, with CNN aboard for most of the satellite's 10-12-year life. But come 1993, ABC will acquire its own Ku capacity aboard AT&T's Telstars 401 and 402, and CBS will acquire Ku capacity aboard Hughes Communications' Galaxy IV. (Both networks hold long-term, part- and full-time leases of Spacenet capacity that expire between 1992 and '93.)

In the meantime, said Frazee, CBS expects to roll out new generation of fixed Ku uplinks for affiliates with dramatically reduced cost—in the \$100,000 range (less than half the cost a year ago, he said) or one-quarter the cost of average Ku truck. Although the plan includes a steerable option, the reliance on fixed antennas, he conceded, "assumes we will have a lot of Ku capacity at one spot in the sky."

Hughes and AT&T have begun "very preliminary" discussions with SkyCom, the Fairfax, Va.-based creator of the GTE's Skyswitch voice communications package (used by both networks) to develop a newsgathering service competitive with Spacenet.

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# TECHNOLOGY

## ADTV STANDARDS FIELD NARROWS

*Faroudja pulls Super NTSC system out of testing at FCC, but will still go ahead with development; revised ATTC schedule expected soon*

**F**aroudja Research Enterprises, Sunnyvale, Calif., formally announced last Monday, Sept. 10, that it has withdrawn its SuperNTSC enhanced definition television (EDTV) transmission system from the race to be the next FCC standard for television broadcasting, but still hopes to introduce SuperNTSC broadcasting and TV sets in the U.S. within the next two years.

SuperNTSC's withdrawal narrows the field of systems vying to be the FCC-approved advanced terrestrial TV transmission system to six.

Instead of taking the steps necessary to win the FCC endorsement as the national standard—submission of SuperNTSC for consideration by the FCC advisory committee on advanced television and for testing by the Advanced Television Test Center (ATTC)—Faroudja President Yves Faroudja said he would concentrate on bringing SuperNTSC technology to market as quickly as possible. Line-doubling sets capable of receiving SuperNTSC enhancements could be available within two years, he said.

ATTC revealed last week that Faroudja lost its test slot by failing to meet a \$87,000 fee payment that was due on Sept. 1. However, no formal word from Faroudja that he was removing his system from the standards proceedings had been received by either ATTC or the advisory committee (BROADCASTING, Sept. 10).

In the statement announcing the withdrawal last week, Faroudja said stations can broadcast the SuperNTSC signal without overstepping the parameters of the NTSC standard. "Recent correspondence from the FCC...leads us to believe that SuperNTSC is in full compliance" with NTSC, he said. "Consequently, we can proceed to bring SuperNTSC to market."

The SuperNTSC system involves a number of techniques to filter out the cross color and cross luminance artifacts common in NTSC pictures. The enhanced pictures are to be received on sets with SuperNTSC decoders and line



Yves Faroudja

doubling circuitry now available in IDTV (improved-definition) sets marketed by many companies.

The Faroudja system has attracted many supporters in the broadcast, cable and equipment manufacturing industries. In September 1989, nine companies joined to invest in the system. They were Capital Cities/ABC, Westinghouse Broadcasting, Newhouse Broadcasting, Tele-Communications Inc., Comcast Cable Communications, Continental Cablevision, General Instrument Corp., Scientific-Atlanta and Viacom International.

The original ATTC test schedule which was released a year ago by Richard Wiley, senior partner, Wiley, Rein & Fielding, and chairman of FCC's advisory committee on advanced television service, SuperNTSC was to be the first to be tested (BROADCASTING, Oct. 2, 1989). The order of the revised version of that list, which is expected to be announced by Wiley within the next few weeks along with a start-up date for the testing, will not necessarily be the same order as the first schedule. But it is generally believed that the first system to be tested will be the advanced-compatible television (ACTV), proposed by the Advanced Television Research Con-

sortium (ATRC), the only remaining enhanced-definition television (EDTV) proposal in the process following SuperNTSC's withdrawal.

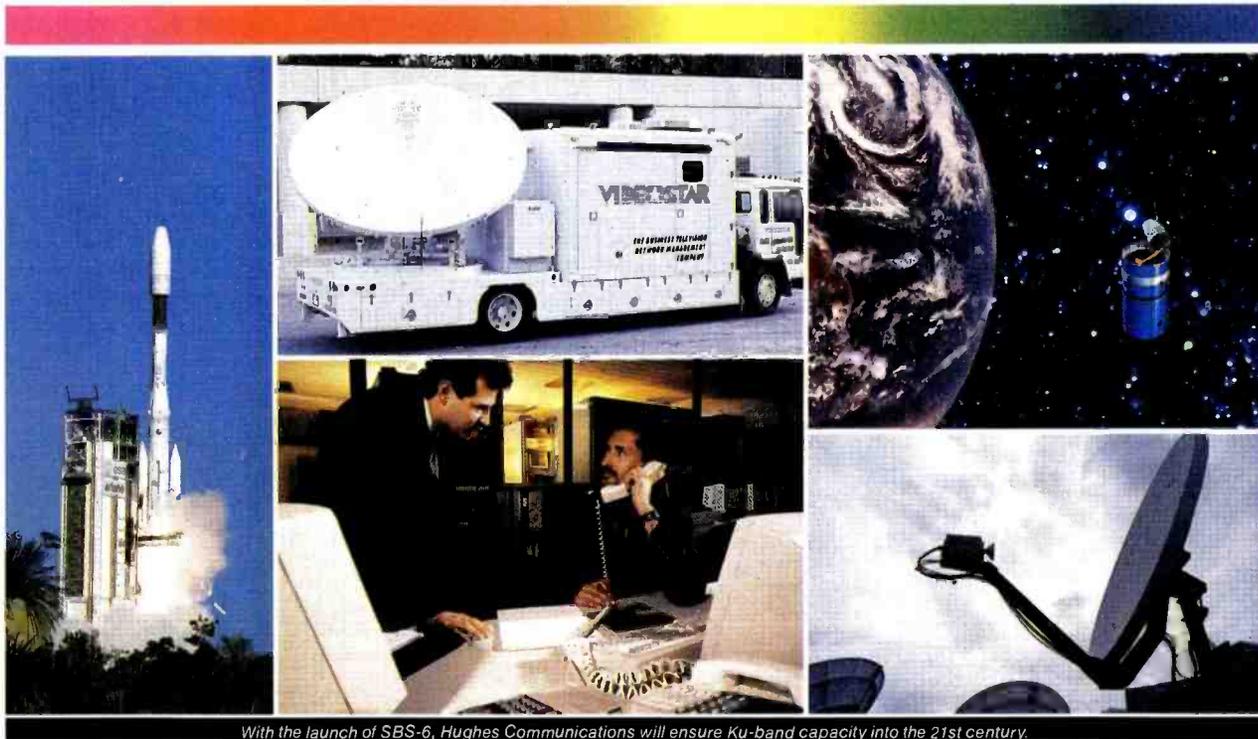
The other remaining proposals are all simulcast high-definition television systems, which the FCC has said it would prefer to standardize with EDTV being a fall-back in case simulcast systems prove to be infeasible. They are: NHK's Narrow-MUSE, Zenith's Spectrum Compatible HDTV, ATRC's HD-SNA, General Instrument's DigiCipher and the Massachusetts Institute of Technology's (MIT) channel-compatible system.

SuperNTSC's removal from that list will save about two and a half months in testing time for the ATTC. Under the so far unfinished test procedures plan, ATTC will take 10 weeks to test ACTV and eight weeks each for the simulcast systems for a total of 40 weeks. Assuming some slippage in the schedule, the testing should be finished in spring 1992. The advisory committee will then have about six months to complete its final report to the FCC, due on Sept. 30, 1992.

Before the Faroudja announcement, it was generally believed that if any proponent were to drop out it would be MIT. But the word from MIT last week was that it is "a very serious proponent and, furthermore, we expect to win on the merits," according to William Schreiber, retired head of the school's Advanced Television Research Program (ATRP) and currently a consultant and senior lecturer.

Schreiber and Jae Lim, ATRP head, told BROADCASTING that the \$150,000 in fees MIT owes to ATTC to hold a test slot will be paid. Each proponent was to have paid a total of \$175,000 in fees to the test center by last June. After MIT's administration told ATRP that it would not pay the remaining \$150,000 due, the ATTC board decided to give the school some extra time. MIT was given until Dec. 31, 1990 or, the first day of testing for the first proponent, whichever came first, to pay the full amount and interest. —RMS

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## IN SYNC

### SONY'S DIGITAL AUDIO PUSH

Sony Corp., Teaneck, N.J., is introducing several new digital audio recording and editing devices this month in time for display at the 89th annual Audio Engineering Society Convention in Los Angeles (Sept. 21-25). Among the systems that have been designed for audio and video edit facilities are:

- Three new-model digital audio tape (DAT) recorders and a DAT edit controller. All four machines are designed with SMPTE/EBU time code and film time code recording capability for sound editing in film or video post-production houses. The three recorders, the PCM-7010, PCM-7030 and PCM-7050, are suggested for various levels of sophistication edit suits. The RM-D7300 edit controller has built-in memory search, preview, crossfade, assemble/insert edit, spot erase and other features. All four devices will be available in early 1991.

- The MXP-2900 series of audio mixers. Four units are available for control of eight, 16, 26 or 32 channels. They are all designed for interface with Sony's BVE series of video editors. The eight-channel



The PCM-7050 (above) and the MXP-2908



mixer, the MXP-2908, is now available. The other three will begin shipping next month.

### NEW FOR NIPPON

NTV International Corp. (NTVIC), the U.S. subsidiary of Japan's Nippon Television Network Corp., is renovating studios and setting up new headquarters at Rockefeller Plaza in New York. The new facility will provide technical support to NTV's New York news bureau and will be available for clients to tape and satellite-transmit news reports. Among NTVIC's clients are Channel 7 Australia and PBS.

### EXPLORE OPTION

Thomson Digital Image, a co-venture of Thomson Group and IBM France, has chosen Techexport Inc., Boston, as the international distributor of its "Explore" three-dimensional graphics and animation software. Techexport is the former distributor of Cubicomp high-end digital graphics systems. Thomson's Explore interfaces directly with Cubicomp hardware. Explore has already been delivered to more than 350 customers. Techexport will handle sales and marketing of Explore to 30 countries worldwide through its Boston headquarters and five European offices.

### MAC IMPROVER

Intelligent Resources, Inverness, Ill., is introducing "Video Explorer," a computer card that upgrades Macintosh II personal computers to provide digital video effects including fades, wipes, dissolves, blending, mixing and fading. The system also generates graphics, characters and color changes. Using Intelligent Resources' proprietary video bus, multiple cards can be installed in the Macintosh PC for multiple effects and multiple video inputs. The company claims that Video Explorer, when used with professional video formats, will generate broadcast-quality graphics. The system will be available early next year. No price has been set, but Intelligent Resources says the system will sell for under \$10,000.

### MICROWAVE SALE

Nucomm Inc., a newly-formed company in Hackettstown, N.J., has completed its acquisition of the commercial microwave radio division of Nurad Inc., Baltimore. Nucomm will specialize in portable microwave transmitters and receivers for TV ENG applications. Its first products will be introduced at the 1991 National Association of Broadcasters convention in Las Vegas. Nurad will continue to design and manufacture microwave antenna systems for broadcasters.

### 3-D DEAL

Thomson Digital Image America Inc. (TDI), New York, a subsidiary of Thomson in France, has signed a contract for \$1.1 million to provide 3-D animation systems to NHK Enterprises, USA. The deal includes TDI's Explore software and five graphics workstations manufactured by Silicon Graphics Inc., Mountain View, Calif. The systems will produce animation in both NTSC and high-definition television. NHK Enterprises USA, a subsidiary of the Japanese broadcast network, was formed last year to produce programming in U.S., including HDTV productions.

### BELOW EXPECTATIONS

British Satellite Broadcasting will fall well short of its projected half-million installed home dishes by the end of 1990, according to a report by a British firm, Technology Advisory Services. The study, which said BSB's total dish installation base will only reach 220,000 by year's end, also said Rupert Murdoch's rival direct broadcast service Sky Television would fall short of its target installations, but given its year head-start and other advantages, should have 1.25 million dishes in place and be installing new ones at a two-to-one rate over BSB.

BSB's losses may exceed £450 (\$800 million) by the end of this year, the report added, with monthly operating losses and financing charges of some £35 (more than \$60 million).

# WASHINGTON

## CAPCITIES COUNTERS NTIA FIN-SYN PLAN

*Network tells FCC that number of points in government proposal are flawed; says antitrust laws are sufficient protection*

**A**pparently reacting to news that FCC Chairman Alfred Sikes has embraced a proposal proffered by the National Telecommunications and Information Administration as a starting point for rewriting the FCC's controversial financial interest and syndication rules (BROADCASTING, Sept. 10), Capcities/ABC last week sharply criticized the proposal in comments sent to Sikes and the other four commissioners last week.

(Richard Wiley and Larry Secrest, of Wiley, Rein & Fielding, who represent CBS in the fin-syn controversy, visited some of the commissioners and FCC staff last week, and presented them with what Wiley was calling "alternative concepts" to the NTIA proposal. He declined to elaborate.)

The networks' negative response to the NTIA proposal should come as no surprise to anyone, said an aide to one of the commissioners. At this point, he said, "nobody wants to give away the store; everyone wants a better deal."

Capcities/ABC's complaint was aimed primarily at the proposal's restrictions on the networks' acquisition of financial interest in network programs from unaffiliated producers. "NTIA shows no need for rigid regulations on this nature," the network said. "The ordinary proscriptions of the antitrust laws are sufficient to guard against any network acquisition practices that actually threaten to harm competition."

Financial interest would give the networks a share in the hundreds of millions of dollars that flow from the domestic and foreign syndication of off-network programs.

Under current rules, the networks are prohibited from acquiring any interest. The networks want to be able to negotiate for interest without any restrictions.

Under the NTIA proposal, the networks would have to negotiate for interest separately from negotiations for basic network exhibition rights and "only after the program pilot has been picked up and scheduled by the network."

The two-step scheme "would effectively foreclose competition between

networks and the major studios as financiers of program production by independent producers." Capcities/ABC said. "It would thus perpetuate one of the most serious problems created by the rules—the insulation of the major studios from competition with the networks, with the result that independent producers are driven into the arms of the studios."

Although NTIA concedes that the two-step scheme would prevent the net-

works from "undertaking financing arrangement" in the early stages of program development, the network said, it "ignores the practical likelihood that such arrangements would be infeasible at any later stage."

The anticompetitive effect of the two-step process could be avoided if the studios were also barred from negotiating for financial interest at the same time as the networks, Capcities/ABC said. "However, any restraint on the availability of financing from networks or studios at the time it is needed must necessarily harm the producers who need financing [to cover production deficits]," it said.

Capcities/ABC also criticized the proposal's preservation of the existing rules' prohibition against the networks engaging in the domestic syndication business. Among other things, Capcities/ABC said, denying the networks entry into domestic syndication puts them at a competitive disadvantage "since they could offer at most to buy the domestic syndication right and arrange its exercise by the third party. The studios could offer to perform both domestic and foreign syndication and could tie these offers together."

NTIA also proposed dropping the prohibition against the networks engaging in foreign syndication.

In another fin-syn development, the *Wall Street Journal* reported last week that Deputy Attorney General William Barr ordered a review of the Justice Department's position in favor of repealing fin-syn rules after Aug. 7 meeting between Barr and Hollywood representatives in Washington. According to the *Journal*, the meeting was set up and attended by Ira Goldman, an aide to Senator Pete Wilson (R-Calif.). Two days later, it reported, Hollywood "bigwigs" threw a fundraiser in Los Angeles for Wilson's gubernatorial campaign.

"We will be filing a reply brief, but I don't know what it is going to say," said a Justice Department spokesman when asked about the report. —NAJ

### BUSH WANTS TO BOOST MIDDLE EAST BROADCASTS

**A**s American soldiers stand guard near the Saudi Arabia border, President Bush asked Congress on Sept. 10 for \$14.2 million to fund 24 hour broadcasts of the Voice of America to the Middle East. Prior to Iraq's invasion of Kuwait, VOA broadcast only 7½ hours a day to the Middle East. Bush's proposal calls for 13 hours of programs in Arabic and 11 hours in English.

The funding proposal, which so far has not been picked up by the Senate Appropriations subcommittee on Commerce, Justice, State and Judiciary, would come from cuts in the budget of the Board of International Broadcasting (BIB), which oversees Radio Free Europe and Radio Liberty. Voice of America is under the direction of The United States Information Agency (USIA). BIB and USIA are both involved in the shortwave relay station being built in Israeli's Aravah Valley of the Negrev ("In Brief" June 12, 1989 and BROADCASTING March 19, 1990). The relay stations are to be used to reach parts of the USSR and Eastern Europe. The cuts would come from that project which, as BIB spokesman put it "isn't quite as necessary right now."

# JUDICIAL CONFERENCE OK'S COURTROOM CAMERA TEST

*Three-year trial in federal courts will be confined to civil cases*

The federal courts have finally opened their doors to television, at least a crack. As expected, the Judicial Conference of the United States authorized a three-year experiment that would allow the electronic media in some select federal court proceedings. Despite several caveats, especially the condition that only civil matters are covered, many Fifth Estaters are applauding the move as an important first step.

The Conference met Sept. 12 in the Supreme Court building and was, ironically, closed to the cameras, as well as the public. In essence, the 26 judges that make up the conference, along with the conference chair, Chief Justice William H. Rehnquist, adopted the recommendations of the ad hoc committee on Cameras in the Courtroom, chaired by Judge Robert F. Peckham, Northern District of California.

None of the judges proposed any amendments, said David Sellers, public

information officer for the Administrative Office of the United States Courts, and there was "no discussion" on extending the experiment to include criminal cases.

Six district courts and two courts of appeal can participate on a voluntary basis, and once Peckham's committee selects which courts will be used, it will disband. Sellers said that "nobody has publicly volunteered" to be a test court. The program is slated to begin July 1, 1991. Oversight of the experiment will be done by The Committee on Court Administration and Case Management, which is chaired by Judge Robert M. Parker, Eastern District of Texas.

Under the pilot program, all media organizations must make an advance request to cover a case, and it will be decided, as Sellers put it, "on a case-by-case basis." In instances where more than one media company wishes to cover a trial, some pooling arrangement

must be worked out before the judge will grant permission to anyone.

Furthermore, the judge may "refuse, limit or terminate media coverage of an entire case, portions thereof, or testimony of particular witnesses, in the interest of justice to protect the rights of the parties, witnesses and dignity of the court."

Aside from the exclusion of criminal hearings, both at the trial and appellate level, the policy prohibits "audio pickup or broadcast" of conferences between attorneys and clients. Coverage of prospective jurors during voir dire (jury selection), and of confirmed and alternate jurors "in the jury box, in the courtroom, in the jury deliberation room" shall be prohibited.

The Conference struck Canon 3A(7) which said a "judge should prohibit broadcasting, televising, recording or taking photographs in the courtroom and areas immediately adjacent" unless they are used to present evidence or "for the perpetuation of a record." Exceptions have also been made possible for "investitive, ceremonial or naturalization proceedings." The previous rules governing the use of cameras in the courtroom, which have been in effect for nearly 40 years, "are misplaced," said the committee, which recommended that they become a part of "The Guide to Judiciary Policies and Procedures," a multi-volume set of books that explains various judicial and administrative functions.

The new policy doesn't eliminate any of the previous exceptions, but extends the permissible uses to include the implementation of the pilot program.

Reaction to the vote was quick. Congressman Robert Kastenmeier (D-Wis.), who, along with Chief Justice Rehnquist (BROADCASTING May 28), is credited by many with turning the tide in favor of opening the courts, called the vote "good news" and said that "technology that permits us access to world events also compels us to use that access to make our own government available to our citizens." Kastenmeier said that the new policy "will add to public understanding of the way in which our system works."

Sellers said that the Conference realized that "cameras in some form were inevitable" because 45 states currently allow cameras in their courts in some



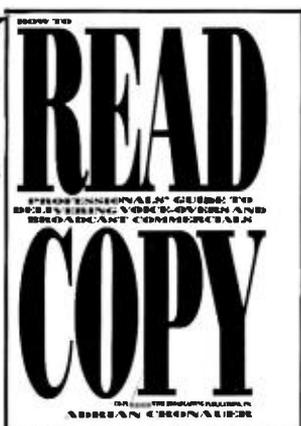
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Vice President, IBM Educational Systems
- Joseph L. Dionne**  
Chairman and CEO, McGraw Hill Inc.
- Ambassador Diana Lady Dougan**  
Chair, International Communications, CSIS
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President and CEO, Qualcomm, Inc.
- Brian Lamb**  
Chairman and CEO, C-SPAN
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way and Congressional pressure to open up the federal system has been mounting.

Also, many media groups, such as the the Radio-Television News Directors Association, American Lawyer Media, and a consortium of media organizations represented by attorney Timothy Dyk, have been pushing for greater access for over seven years.

RTNDA president David Bartlett called it "a great breakthrough," but would like to see cameras in criminal cases as well. A potential problem, he warns, is that the experiment "could be damaged by a lack of media interest," because criminal cases are traditionally more closely followed by the public.

Bartlett thinks that cameras are important because they "de-mystify an important government task" that is performed "by public servants in a public place." The process already "works well at the state level, and anybody who hasn't fig-

ured that out yet isn't paying attention." The Conference was "compelled," he said, "because there was no longer any justifiable, practical and philosophical" reason to continue barring cameras.

American Lawyer Media president Steven Brill said it was "a great change for the better." Brill believes one of the main concerns had been that trial coverage would be used for "ten second sound bites," but the Conference realized that, even if that was the case, it wouldn't be "any worse than a ten word quote in the New York Times."

Dyk, a partner at the Washington law firm of Jones, Day, Reavis and Pogue, called it "a wonderful result." He said part of the result stems from "a growing awareness that the majority of Americans are heavily dependent on the electronic media for their information."

C-SPAN released a statement that said, in part, "We are confident that at the end of the three-year experiment, if

not before, the federal judiciary will find, as many state courts have, that television has vast power to instruct the public and to enhance public respect for our system of justice."

Dyk believes the experiment will be a success if the coverage doesn't have any "adverse effects" on the court's proceedings.

Sellers said that no criteria to determine the success of the experiment has been established as of yet. But he said the overall intent of the project is to be "educational for the judges."

And although many Fifth Estaters are pleased with the conference's vote, groups like RTNDA, C-SPAN and ATN realize that there is still much to do. "The door has been opened, but just a crack," said Bartlett. "They need to swing wide open" and become a permanent fixture in all civil and criminal proceedings at all federal courts, including the Supreme Court. -PJS

## FCC OK'S SATELLITE TV FOR LYNCHBURG-ROANOKE, VA.

*Sale approved of two bankrupt stations, one of which will operate as satellite of other, independent Fox affiliate; FCC says deal will insure viewers in market continue to receive Fox programming*

**T**he FCC approved unanimously last week the sale of two financially struggling Fox affiliated television stations in the Lynchburg-Roanoke, Va., market, and the operation of one as a satellite of the other.

Satellite stations, full power facilities that rebroadcast the signals of other stations, are authorized through waivers of the FCC duopoly rules, which prohibit common ownership of two stations in the same market.

In approving the deal and issuing the necessary waiver, the FCC said Roanoke-Lynchburg TV Acquisition Corp.'s purchase of WJPR-TV Lynchburg for \$2.95 million and WVFT(TV) Roanoke for \$1.25 million from two separate sellers in Chapter 11 bankruptcy and its plan to operate the former as a satellite of the latter promoted the agency's policy of "encouraging diversity."

Henry Ash, a group broadcaster who owns majority interest in Roanoke-Lynchburg TV, said he was delighted by the action. "We felt we stood a reasonable chance of [winning] FCC approval," he said. "Nonetheless, we never considered it a slam dunk."

The FCC's denial of Anchor Media's proposal to operate WAXA-TV Anderson,

S.C., as a satellite last month (BROADCASTING, Aug. 13) caused some concern, he said. "But there are a number of differences between our deal and the Anderson case."

A minority shareholder in Roanoke-Lynchburg TV is Thomas Carney, a principal in the partnership selling WJPR-TV, Lynchburg-Roanoke Television Partners Ltd.

Family Group Ltd. V, headed by Ian N. Wheeler, is the selling licensee of WVFT.

Although the stations filed for protection against creditors under Chapter 11, Ash said, both are on the air. WJPR is a Fox affiliate and WVFT is rebroadcasting WJPR's programming under a retransmission agreement, he added. As a consequence, the closing of the deal will bring no real change in the service the stations are providing.

Ash said he is considering contracting ACT III Broadcasting to manage the two stations; Act III has experience operating satellite stations, he said.

In granting the duopoly waiver, the FCC said the amount of overlap between the two stations is "not substantial," indicating that the stations are just 50 miles apart. But because of a mountain

range between them, their signals overlap just 413 square miles, which represents 27.3% of the people in WVFT's predicted coverage and 19% of WJPR's.

Other than WJPR, only three other stations—all affiliates of the major networks—serve Lynchburg, the FCC said. "It is...significant that the requested satellite operation will bring Fox programming to approximately 213,000 persons not now able to receive it off the air."

After the financial problems of the stations and the propagation difficulties posed by the terrain, the FCC said, it is "unlikely" that either of the stations "can survive as stand-alone full-service stations."

The FCC concluded: "Thus, we are persuaded that approval of [the deal] ...would enhance rather than inhibit our policy of encouraging diversity by insuring the preservation of voices in the market."

Ash is a principal in WQRF(TV) Rockford, Ill., and KATC(AM)-KAYD(FM) Beaumont, Tex. He also has limited interests in WVGN(FM) Charlotte Amalie, V.I.; WFGX-TV Fort Walton Beach, Fla.; WEUX-TV Eau Claire, WGBA-TV Green Bay and WLAX-TV La Crosse, all Wisconsin. -HAJ

# JOURNALISM

## STATION WANTS TO HAVE ITS NEWS CAKE AND EAT IT TOO

*Denver O&O is buying three-hour block on indie to run its election night coverage, keeping its NBC prime time lineup intact*

**K**CNC-TV, the NBC O&O on ch. 4 in Denver, has set a "broadcasting precedent," according to station executives, by signing a deal with KTVD-TV, an independent in the market, to purchase KTVD-TV's 7-10 p.m. block to air three hours of election coverage by KCNC on Nov. 6.

According to Roger Ogden, KCNC-TV president and general manager, the O&O will broadcast continuous election coverage, which includes races for six congressional district seats, a U.S. Senate seat and the Colorado gubernatorial battle, preempting KTVD-TV's local programming, thus keeping KCNC's lineup of NBC prime time programming intact that evening. A "flat fee" (which neither station would release) is being paid to KTVD for the air time, confirmed that station's president, Richard Miller, who added that KCNC will realize all advertising revenue sold from 24 minutes of advertising time for the three hours.

"I just want it known up front that our air time is not for sale to any paid advertiser," Miller said. "We are usually very reluctant to take on paid programming, but we considered KCNC's election coverage to be of immediate editorial interest and a service to the community."

Under terms of the one-time-only deal, both stations will cross-promote the election night coverage with promo spots two weeks prior to the Nov. 6 elections. Currently, KTVD (ch. 20) is in the midst of a court-directed Chapter 11 debt reorganization, and the deal is one example of revenue development projects recently mounted by the station. Miller, who owns 55% of the independent (licensed to Twenver Inc.), also turned heads recently by signing a deal with CBS affiliate, KMGH-TV, to air that station's 90-second news capsules, complete with a plug for KMGH's nightly newscasts. (KTVD does not have any local news.)

Miller and Ogden each described the arrangement as a "win-win" situation for both stations, with KTVD preempting its modestly-rated *Prime One Movie* (7-

9 p.m.) and off-off-network repeats of *Gunsmoke* at 10 p.m. On the other hand, KCNC stands to benefit most by keeping its highly-rated lineup of *Matlock* and *In the Heat of the Night* plus the new entry, *Law and Order*, intact that evening. Ogden added that 30-second live cut-ins (separate from the continuous feed that KTVD will receive) will be inserted at the top of each KCNC hour commercial break, in addition to graphic "squeeze-ins" of election results at various times during the station's prime time programming.

Plans by Ogden and KCNC's news director, Marv Rockford, call for a microwave feed to be beamed to KTVD's transmitter, featuring co-anchors Bill Stuart and Bob Palmer, political analyst Ralph Allen and 20 field reporters at eight-10 live remote locations. Ogden estimated that with the inclusion of up to 95 editorial and production staffers' one-night salaries, production costs will approach \$120,000-\$125,000 for the evening (an expanded KCNC hour news at 10 p.m. is also planned).

"We're looking at this as a grand experiment," Ogden said. "If it's successful, we will take a hard look at other future opportunities down the line." In order to sell 48 30-second spots on the local scatter advertising market, Ogden says KCNC will "have to promise" at

least a 3 or 4 rating. "I suspect if we sell about 80% of that inventory, and generate those kind of ratings, we'll make a decent profit on the deal. Advance promotion will be the key."

Sizing up competing stations, Ogden says no other stations have yet to mount three hours of continuous prime time election coverage for any of the past elections. "The thought [prime time coverage] occurred to me when we were broadcasting primary coverage last August. Essentially, we had a problem maintaining extensive coverage [around NBC's prime time lineup], yet we heard from a variety of viewers who either said they did not like the interruption of prime time programs or thought our coverage was too thin."

When asked if this could lead to other news ventures with independent stations or local cable operators, Ogden said he wants to see the ratings and review the feedback from viewers over the expanded election coverage. The only "realistic scenario," he said, is the possibility of KCNC again purchasing time from an independent for the Presidential and general election in 1992. "The expanded election coverage is also intended to build on our image as *the* news station in the market, with over six hours of regular news coverage per day come this January." -MF

## CBS, TOKYO BROADCASTING LINK UP

*Satellite newsgathering is first cooperative effort; entertainment, sports programming ties under exploration*

**C**BS and the Tokyo Broadcasting System (TBS) have agreed to combine their resources and technology into a massive international satellite newsgathering system. The exclusive agreement, the first of its kind between one of the big three American networks and a Japanese broadcaster, becomes effective in April 1991.

CBS and TBS are also planning to explore opportunities to produce sports

and entertainment programming. James Warner, president, CBS Enterprises, told BROADCASTING that the possibilities were "very open-ended," with no specific plans or timetables set.

"There are a number of areas in which we could cooperate," he said, among them the "co-production of a movie or mini-series, acquiring sports rights together, sharing facilities in the production of sports, or taking American

and Japanese formats and transplanting them." *America's Funniest Home Videos*, Warner pointed out, was adapted from a TBS show.

The five-year newsgathering agreement, in the works for more than a year, provides each network with "access to each other's technology, existing newsgathering systems, and to the satellite transponders we each use," according to John Frazee, vice president, news services, CBS.

Both networks have, to date, shared news resources on a nonexclusive basis, a situation which will continue until the new agreement begins next year. Both networks will be able to exchange news footage and programing, as well as expand their international newsgathering facilities. The combined technologies will make available to both networks immediate news coverage throughout North and South America, Europe and Asia.

Terms of the agreement call for CBS to have access to all TBS News coverage and a number of as yet undetermined TBS programs. CBS is currently in negotiation about the specifics of which shows will be made available, said Frazee, who expects an announcement by the end of 1990.

TBS, in exchange, will have exclusive rights to all CBS News coverage, and to the *CBS Evening News with Dan Rather*, *60 Minutes*, *48 Hours*, *Face to Face with Connie Chung* specials and CBS News Special Events coverage. Frazee told BROADCASTING that TBS currently receives *CBS Evening News*, as well as portions of *60 Minutes* and *48 Hours*.

TBS will also receive approximately 200 stories a day from CBS Newsnet, the network's satellite newsgathering system, and will have access to the Newsnet Live News Center in New York.

Los Angeles-based IDB Communications has been contracted to package transPacific satellite capacity and transmission services to deliver CBS programing to Japan, said Clarence Cross, executive vice president of Tokyo Broadcasting System International.

CBS and TBS have worked on a number of stories, including coverage of U.S.-Soviet summits in Malta, Moscow and Washington, the Bush-Gorbachev meeting in Helsinki and the ongoing Persian Gulf crisis. Frazee said the two networks will "do a lot more" of this, although no specific plans have been set.

The possibility also exists for CBS

and TBS to co-produce news specials and participate in live coverage of news events, such as the upcoming coverage of the reunification of Germany. Both CBS and TBS, and their affiliates, will have access to each other's satellite newsgathering systems and news coverage.

CBS Newsnet and TBS News will link their two live news centers in New York and Tokyo to provide live coverage between the U.S. and Japan for network and affiliate use. The long-standing practice of exchanging news material and sharing office space in New York, Tokyo and Johannesburg also is expected to expand.

CBS News has 20 bureaus in the U.S. and around the world, Newsnet has 11 domestic bureaus, and TBS has 15 bureaus around the world. Frazee said that the combined CBS-TBS satellite newsgathering facilities will include nearly 100 uplinks—about 50 CBS affiliates are equipped with transportable Ku-band uplink vehicles; another eight have fixed Ku uplinks; more than 30 others are committed to acquiring the fixed earth stations; CBS has eight fly-away uplinks stationed around the world, and in Japan the more than 30 TBS affiliates are all equipped with Ku vehicles or flyaways. **-RG**

continued from page 41

producing the show create local segments that are augmented by programing from the national reel, produced in San Francisco.

According to Zeyen, each station will make its own decision about replacement programing, and a survey of the five Group W stations indicates that most hope to maintain some sort of local profile.

KYW-TV Philadelphia, intends to keep airing *Evening Magazine*, which will become an all-local show by the beginning of December. According to Joanne Calabria, communications director, KYW, the station has been "a primary contributor to the national reel," and will now continue to produce segments for its own use.

"Our position is: If you can be local, be local," said John Spinola, general manager, WBZ-TV Boston. "We're constantly in the process of development and have several projects in the works now." The probability of having a replacement local show in place by January is "slim," Spinola said, and WBZ-TV will "look to syndication."

According to Marcellus Alexander, vice president and general manager, WJZ-TV Baltimore, "our first preference

## NETWORK NOTES

**A**s expected, *Into the Night with Rick Dees* will get an additional 13-week commitment from ABC (BROADCASTING, Aug. 27). Airing from midnight to 1 a.m., the show stars nationally syndicated radio personality Rick Dees, who also hosts the KISS(FM) morning show in Los Angeles.

■ Actress Julia Duffy, who recently co-starred on *Newhart*, has been signed to replace Connie Selleca as the star of ABC's comedy *Babytalk*. The series, produced by Columbia Pictures Television, was originally scheduled to debut on the network's fall lineup, but was relegated to back-up status after Selleca left project citing creative differences with executive producer Ed Weinberger.

■ Barney Rosenzweig Productions, which produces *The Trials of Rosie O'Neill* for CBS has entered into a financing and distribution agreement with MTM Enterprises, Inc., whereby MTM provides financing for the series in return for the international distribution rights of the show. The series stars Sharon Gless and premieres tonight, Sept. 17, in its 10-11 time slot.

■ Mark Goodson Productions, traditionally a producer of game shows is expanding its production menu by producing three reality specials for CBS. The specials, set to air in the spring of 1991, include *Trackdown USA* and two entitled *Uncommon Valor*. The first is a half-hour that trails private investigators as they pursue cases, and the *Uncommon Valor* specials, also half-hours, focus on individuals and recreate their moments of heroism.

■ Fox has announced the remainder of its fall premiere schedule, with *The Simpsons* returning on Thursday, Oct. 11. On Sunday, Sept. 23, four series debut, with *In Living Color* at 8 p.m., *Get a Life* at 8:30, *Married...With Children* at 9 p.m., and a special 90-minute episode of *Against the Law* at 9:30-11. *Good Grief* starring Howie Mandel debuts on Sunday, Sept. 30 at 9:30, with *Against the Law* moving to its regular 10-11 time slot. *Class of Beverly Hills* has been retitled *Beverly Hills, 90210*, and premieres on Oct. 4 from 8:30-10 with a special 90-minute episode.

is to replace [PM] with another local show." The station is in the "exploratory stages" right now, and if a program does not develop, "we would go to syndicated options," he said. KDKA-TV Pittsburgh, has not yet formulated definite plans, and KPX-TV San Francisco's general manager was unavailable for comment at press time.

PM's final shows may include a retrospective of the program's 14-year run, said Zeyen, "as there is an incredible history to be looked back upon. PM gave birth to the magazine on television, and influenced the development of *En-*

*ertainment Tonight*, *Inside Edition*, *A Current Affair*, and *Hard Copy*, among others." PM was also one of the first local magazine shows to be produced entirely on location, and the first to make use of electronic news gathering field technology (minicams and computer editing) in its programming.

"PM had a great run, and brought into the industry some of the best people we have," said Zeyen. "We felt good we were able to sustain a program over 14 years of dramatic changes; it's a real symbol of the creativity and cleverness of the local markets." -RG

## FRIGHT FOR LIFE

Fox Broadcasting is hosting 4th Annual Halloween for Hope 1990 at Fox studio lot Oct. 27. Event raises money for City of Hope, which conducts research and provides treatment for cancer, leukemia, and other life-threatening diseases regardless of a patient's ability to pay. The event will be hosted by *Married...With Children's* Ed O'Neil and comedian John Candy.

## SYNDICATION MARKETPLACE

**Buena Vista Television** has entered an agreement with Citibank MasterCard and Visa in which the New York-based credit institution will underwrite "a portion" of the prize pool and distribute contestants' winnings for BVT's newest strip, *The Challengers*, in exchange for on-air promotional considerations. Game show, which premiered last week on over 127 stations (85% coverage), will give contestants the option of receiving their winnings in form of Citibank MasterCard or Visa credits to their accounts. BVT spokeswoman was unable to comment on value of deal, which also includes local tie-ins and other Citibank-produced promotional material.

Alan Buggy has taken over as chairman of **ITC Entertainment Group**, filling position left vacant by resignation of Jerry Leider last February. In making appointment, ITC President and CEO Chris Gorog said he will concentrate on all of company's motion picture and television development, acquisition and distribution activities. Buggy, who resigned as investment banker with New York-based Samuel Montagu Inc., lending institution that provided equity capitalization for management buyout of ITC in November 1988, will supervise ITC's financial affairs and relationship with majority shareholder Midland Montagu Ventures. Prior to serving seven years as managing director of Samuel Montagu, Buggy was vice president of Bankers Trust Company in New York. ITC currently syndicates game show *Tic Tac Dough* and various film packages.

Marking the first anniversary of the earthquake that leveled sections of San Francisco, **GGP** is syndicating hour special, *The Next Disaster: Are You Prepared?* Bob Horowitz, president and CEO, GGP, has signed actor Robert Conrad to host the special, which will feature safety tips and simulations of how various natural disasters affect the environment and community. *The Next Disaster*, has an October 12-20 broadcast window and has cleared on 114 stations representing 68% of country. Horowitz said "floating" windows will be made available for stations to insert localized two-minute segment for station talent to customize emergency preparedness procedures for that market. *Next Disaster* is available on 6½ 1/2-minute local and 6 minute national barter basis.

**MCA Inc.**, through its Universal Pictures subsidiary, has signed as first studio to sponsor *Inside Scoop*, series of one minute syndicated vignettes pre-promoting latest upcoming theatrical releases going into production. Jointly produced by R.E.R. Productions and The Marlin Entertainment Group. *Inside Scoop* will be distributed by Select Media Communications and has already cleared 80% of U.S. Spokeswoman for R.E.R. Productions and Marlin Entertainment says Universal committed to "year's worth" of 30-second advertising buys on local stations, which in turn will give way to half-minute air play to "behind-the-scenes" look at upcoming features from studio. Set for December 3 premiere, Universal has slated early peaks for Arnold Schwarzenegger's "Kindergarten Cop" feature, and "Havana," starring Robert Redford. R.E.R. and Marlin, according to spokeswoman, are in talks currently to line up other studios to join in first-run promotional series, which will occasionally air as strip or two to three times per week.

**Genesis Entertainment's** *Highway To Heaven* opens its second off-network season in syndication today with 153 markets (91% national coverage). This season, *Highway* delivers 111 hour-long episodes, including 24 previously unseen off-network episodes for syndication. Genesis offers Michael Landon drama on straight five-minute national and seven-minute local barter basis.

James Brolin, Emmy Award-winning actor from *Hotel* and *Marcus Welby, M.D.*, has signed to host **Blair Entertainment's** weekly half-hour *Reunion*, which is slated to debut in first-run September 24 on 130 stations (representing over 90% of country).

**Warner Bros. Domestic Television Distribution** has entered into agreement with NATPE®Net to distribute program information to over 700 stations subscribing to organization's national computer system. Cues, timings, program run-downs, barter information and other urgent information will be part of expected 40,000 pages of correspondence that Jim Moloshok, Warner Bros. TV's senior vice president, corporate marketing and advertising services, expects Hollywood studio to distribute each month to stations for its eight first-run and six off-network programs.

## TCI CUSTOMER SERVICE

Continued from page 48

ary, when he came on board, Dodson said, the level of complaints has been fairly constant averaging less than one call per day, except during the summer when a billing change overwhelmed the phone system. Judging from the number of complaints years ago, said Dodson, service has improved. But he acknowledged there is no real way for the city to monitor whether TCI was meeting its customer service guidelines, other than tallying the complaints.

Thomas Benton, director of planning and cable enforcement, Jefferson City, Mo., said he, if anybody in the city, would know about TCI's Customer 1st program, but stated: "I am not familiar with it." Jefferson City, of course, was the site of a landmark \$36 million lawsuit which TCI lost, and since that time, TCI has improved its image there, he said. A new franchise was passed after the lawsuit that increased the number of telephone lines by TCI, among other items. "They have really improved their situation," he said, although people are still complaining. TCI is not as bad as the other utilities in town, he added, as far as customer service. Still, the city is looking at the feasibility of a municipal-owned cable system.

Eugene Swank, associate director of the Lane Council of Governments, which oversees TCI's franchise in Eugene, Ore., said service has improved over the past five years and cable complaints have dropped to one or two a month in the 50,000 subscriber system. But he attributes that to resignation by residents as much as to improved service. "The problem here is whether the citizens have been beaten back," he said, after reading stories over the years that cable is unregulated and cities can not do much about it. A survey the council did two years ago found that 75% of subscribers were satisfied, and he added that TCI's new general manager in the area "really does seem to have a customer orientation."

Mike Pell, director of development for Cheyenne, Wyo., who handles cable complaints, said he has not seen a formal presentation of the elements of Customer 1st. But he said the satisfaction level of TCI is high, running at about 95%. He serves as middleman between subscribers and TCI, and said the company is "very good" at resolving complaints. He said TCI's rate notification policies are good but since billing comes from another state, there can be a lot of calls when there is a problem. And al-

though TCI's notification is good, he said the subcontractor TCI has hired to do a rebuild does not always warn customers when they will dig up their lawns.

TCI's other 11 points that have been added to the program include a videotape for new customers to be shown on

LO channels; on-hold messages imparting "valuable and timely information;" advanced office operations training manuals, one for CSR's, another for management; a public affairs position in each TCI division, and use of credit cards by customers for installation and converter purchases. —MS

# DATEBOOK

Continued from page 16

763-2975.

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

**Oct. 24**—Annual Bayliss Media Roast, sponsored by *John Bayliss Broadcast Foundation*. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

**Oct. 24**—*National Academy of Television Arts and Sciences*. New York chapter. drop-in luncheon. Speaker: Thomas Morgan, president, WNYC Communications Group. Copacabana. New York. Information: (212) 768-4510.

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

**Oct. 24-26**—Third annual short course on "Management of Electromagnetic Energy Hazards." sponsored by *Rutgers University and Electromagnetic Energy Policy Alliance*. Cook College Campus. Rutgers University, New Brunswick, N.J. Information: (201) 932-9271.

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

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

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

**Oct. 26-27**—*National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

**Oct. 26-27**—"Covering the Clean Air Act in 1990's." science and economics conference for journalists sponsored by *Foundation for American Communications and Gannett Foundation*. Harrison Conference Center, Wellesley, Mass. Information: (213) 851-7372.

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

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

**Oct. 29-31**—Third annual international conference on interactive entertainment, InterTainment '90, co-sponsored by *Alexander & Associates* and *NYNEX Corp.* Marriott Marquis, New York. Information: (212) 382-3929.

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

**Oct. 30-Nov. 1**—*Utilities Telecommunications Council* board of directors meeting. Capitol Hilton, Washington. Information: (202) 872-0030.

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

**Oct. 31-Nov. 3**—Sportel. "first international television program market devoted solely to sport." Participants will include broadcasters, cable, satellite and DBS programmers. Loews Hotel. Monte Carlo. Information: Vital Communications. (201) 869-4022.

## NOVEMBER

**Nov. 1**—"Writing Your Way Into: Daytime Television Dramas, Television Documentaries, Print Journalism and Public Relations." seminar sponsored by *Center for Communication*. General Electric Auditorium, New York. Information: (212) 836-3050.

**Nov. 1-4**—*American Advertising Federation* Western advertising leadership conference. Marriott Rancho Las Palmas Resort. Rancho Mirage, Calif. Information: (415) 421-6867.

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

**Nov. 9**—*Long Island Coalition for Fair Broadcasting's* sixth annual "Connection Day." for "broadcast professionals to provide advice and guidance on working with today's media." Long Island Marriott, Uniondale, N.Y. Information: (516) 222-0146.

**Nov. 9-10**—*Broadcast Promotion and Marketing Executives* U.K. seminar. Hilton Hotel, Leeds, England. Information: (011-44) 0532-438-283 or (213) 288-0481.

**Nov. 9-11**—*National Broadcasting Society*. Alpha Epsilon Rho. Central plains regional meeting. St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

# FOR THE RECORD

As compiled by BROADCASTING from Sep 4 through Sep 10 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—presur-rise 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-FM** Wickenburg, AZ (AM: BAL900827ED; 1250 khz; 1 kw-D, 202 w-N; FM: BALH900827EE; 105.5 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Kenyon Communications Inc. to Interstate Broadcasting Systems of Arizona Inc. for \$1 million. Seller is headed by Willard and Suzy Lochridge and has no other broadcast interests. Buyer is headed by Paul J. and Joyce K. Toberty, who have interest in KRDS(AM) Tolleran, AZ, and KYMS-FM Santa Ana, CA. Filed Aug. 27.

■ **KNRY(AM)** Monterey, CA (BAL900822EE; 1240 khz; 1 kw-U)—Seeks assignment of license from Southern California Broadcasting Co. to Kerry L. McArthur for \$400,000. Seller is headed by Fred S. and Ronald W. Beaton, and has interest in KIEV(AM) Glendale, CA. Buyer has no other broadcast interests. Filed Aug. 22.

■ **WDKC(AM)** Fort Pierce, FL (BAL900824EA; 1330 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Treasure Coast 1330 Corp. to Indian River Wireless Inc. for \$425,000. Seller is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Malby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. Buyer is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. Filed Aug. 24.

■ **WCVG(AM)** Covington, KY (BAL900823EB; 1320 khz; 500 w-D, 69 w-N)—Seeks assignment of license from Richard L. Plessinger Sr. to Miken Broadcasting Co. for \$750,000. Seller has no other broadcast interests. Buyer is headed by Kenneth R. Hall, Micheal S. Freeman and William F. Maltbie III, and has no other broadcast interests. Filed Aug. 23.

■ **KOH(AM)-KSXY(FM)** Reno, NV (AM: BAL900824EE; 630 khz; 5 kw-D, 1 kw-N; FM: BALH900824EF; 101.7 mhz; 1.3 kw; ant. 426 ft.)—Seeks assignment of license from Modern Broadcasting Corp. to Lobster Communications Corp. for \$2 million ("Changing Hands," Sept. 10). Seller is headed by Sidney and Vera Stern, husband and wife, and has no other broadcast interests. Buyer is headed by W. Richard Green, Donna M. Crosson, William E. Boeing Jr. and Douglas D. Kahle, and has no other broadcast interests. Filed Aug. 24.

■ **WBLA(AM)-WGQR(FM)** Elizabethtown, NC (AM: BAL900827EA; 1440 khz; 5 kw-D; FM: BAPH900827EB; 105.7 mhz; 3 kw; ant. 387 ft.)—Seeks assignment of license from WCTN Inc. to Sound Business Inc. for \$550,000. Seller is headed by Gerald Waters and has interest in WBZB(AM) Selma, NC. Buyer is headed by Lee W. Hauser, Arthur S. Deberry, M. Elaine Dibner, Nancy L. Hauser and Martha D. Deberry, and has no other broadcast interests. Filed Aug. 27.

■ **WMPS(AM)** Millington, TN (BAL900824ED; 1380 khz; 2.5 kw-D, 1 kw-N)—Seeks assignment of

license from Good News Broadcasting Co. to David Grayson Life Changing Ministries for \$295,000. Seller is headed by John David Acker and has no other broadcast interests. Buyer is headed by David and Delores Grayson, Debra Weston, Nicole Cumberbatch and David W. Grayson Jr., and has no other broadcast interests. Filed Aug. 24.

■ **WLOW(FM)** Bluffton, SC (BTCH900822GK; 106.9 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from DHA Broadcasting Inc. to W. Lee Simmons for \$100,000. Seller is headed by Dorothy Aranda and W. Lee Simmons and has no other broadcast interests. Buyer has no other broadcast interests.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL <sup>*</sup>
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
<b>Total Radio</b>	<b>10,717</b>	<b>1,396</b>	<b>12,118</b>
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ <b>Total TV</b>	<b>1,452</b>	<b>233</b>	<b>1,680</b>
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ <b>Total LPTV</b>	<b>757</b>	<b>1,713</b>	<b>2,470</b>
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

### CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Filed Aug. 22.

■ **WSBH-FM Warren, VT** (BALED900815HN; 96.1 mhz; 48 w; ant. 2,306 ft.)—Seeks assignment of license from Mountain Media Inc. to Nichols Radio Broadcasting Corp. for \$10,000. Seller is headed by Deborah First, Warrin Meyers, John L. Eddy and Virginia Brouillard, and has no other broadcast interests. Buyer is headed by John C. Nichols, Paul T. Battaini, Hugh J. McIlrevey, Deborah S. McIlrevey, Hubert McIlrevey, Bruce J. McIlrevey, Hugh H. Stebbins, Jayne M. Stebbins, Bruce F. Hambro, Karen Winer, Paul Poquette and Allen D. Webster, and is licensee of WDOT(AM) Burlington, VT. Filed Aug. 15

#### Actions

■ **WFPA(AM) Fort Payne, AL** (BAL900716EB; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Fort Payne Broadcasting Co Inc. to PEPA Communications Inc. for \$200,000. Seller is headed by Gilbert H. Watts Jr. and has interest in KLSQ(AM) Dalton, GA. Action Aug. 28.

■ **WAME(AM) Wilmington, DE** (BAL900717EH; 1380 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Blue Hen Broadcasting Inc. to New Castle County Broadcasting Inc. for \$1. Seller is headed by Joseph P. Farley Sr. and Paul Teevan, and has interest in WKEN(AM) Dover, DE. Buyer is headed by Joseph P. Farley Sr., and Rosemary P. Farley (see WKEN[AM] Dover, DE). Action Aug. 28.

■ **WXPQ(AM) Babson Park, FL** (BAL900711EE; 1530 khz; 500 w-D)—Granted app. of assignment of license from Webber College Inc. to Ted L. Hite for \$22,500. Seller is headed by Paul V. Egan and has no other broadcast interests. Buyer is headed by Ted L. Hite Sr., owns WAUC(AM) Wauchula, FL. Action Aug. 27.

■ **WHOG(AM) Fernandina Beach, FL** (BAL900709EI; 1570 khz; 5 kw-D)—Granted app. of assignment of license from North East Florida Radio Inc. to B&L Communications Inc. for \$225,000. Seller is headed by Billy G., Jeffrey L. and Mark T. Hogan and has no other broadcast interests. Buyer is headed by Don Bruns, James H. Lawson, Dennis Cunningham and Linda Bruns, and has no other broadcast interests. Action Aug. 28.

■ **WGFL-TV High Springs, FL** (BTCCT900702KF; ch. 53; 530 kw-V; 53 kw-A; ant. 549 ft.)—Granted app. of assignment of license from Budd Broadcasting Co. to Harvey and Ilene S. Budd for \$10. Sale is transfer of 51% interest. Seller is headed by Carol Hennes and has no other broadcast interests. Buyers interest in American Communications and Television Inc., licensee of WTGS-TV Hardeeville, SC. KOOG-TV Ogden, UT, and currently have 49% interest in Budd Broadcasting. Action Aug. 28.

■ **WGIL(AM)-WAAG(FM) Galesburg, IL** (AM: BTC900702EA; 1400 khz; 1 kw-U; FM: BTCH900705EB; 94.9 mhz; 50 kw; ant. 350)—Granted app. of assignment of license from Lester T. Pritchard, John T. Pritchard and Sally Custer Day to First Illini Bank, trustee, for no financial considerations (includes KMCD[AM]-KIKK[FM] Fairfield, IA). Sellers have no other broadcast interests. Buyer is headed Malcolm E. Lambing Jr., and is in partnership with Galesburg Broadcasting Co. and Northwest Corp.

Galesburg Broadcasting is headed by Lester T. Pritchard, David L. Isackson, Janis Day Calais, Sarah Pritchard Nielson and Christopher N. Pritchard. Northwest Corp. is headed by David A. Christensen, Pierson M. Grieve, Charles M. Harper, William A. Hodder and George C. Howe, and has interest in Community Pacific Broadcasting Corp., licensee of KKSD(AM)-KASH(FM) Anchorage, AK; KFIV-AM-FM Modesto and KTOM-AM-KTOM-FM Salinas, both California, and KEED(AM) Eugene AND KSND(FM) Springfield, both Oregon. Action Aug. 30.

■ **WESZ(FM) Lincoln, IL** (BALH900629GM; 100.1 mhz; 3 kw; ant. 200 ft.)—Granted app. of assignment of license from Capital Broadcasting Inc. to L&M Broadcasting Co. Inc. for no financial consideration. Seller is headed by Jack Hoskin, John W. Johnson and William R. Wheeler and has no other broadcast interests. Action Aug. 24.

■ **KMCD(AM)-KIKK(FM) Fairfield, IA** (AM: BTC900620EA; 1570 khz; 250 w-D, 108 w-N; FM: BTCH900620EB; 95.9 mhz; 3 kw; ant. 135 ft.)—Granted app. of assignment of license from Lester T. Pritchard, John T. Pritchard and Sally Custer Day to First Illini Bank, trustee, for no financial considerations (includes WGIL[AM]-WAAG[FM] Galesburg, IL, see above). Sellers have no other broadcast interests. Buyer is headed by Malcolm E. Lambing Jr., Lester T. Pritchard and David A. Christensen (see WGIL[AM]-WAAG[FM] Galesburg, IL). Action Aug. 30.

■ **KRFS-AM-FM Superior, NE** (AM: BAL900703EB; 1600 khz; 500 w-D, 44 w-N; FM)—Granted app. of assignment of license from Valley Broadcasting Co. Inc. to Superior Broadcasting Inc. for \$120,000. Seller is headed by Dennis and Mary Hull, husband and wife, and has no other broadcast interests. Buyer is headed by Herbert R. and Ruby J. Hoeflicker, husband and wife, who are each 50% shareholder of H.R.H. Broadcasting Corp., licensee of KFRM(AM) Salina, KS. Action Aug. 28.

■ **KGCT(TV) Tulsa, OK** (BALCT900702KE; ch. 41; 1,350 kw-V; 270 kw-A; ant. 1,510 ft.)—Granted app. of assignment of license from Green Country Associates Ltd. to R.D.S. Broadcasting Inc. for \$157,500. Seller is headed by Robert A. and Margaret F. Armstrong and has no other broadcast interests. Buyer is headed by Robert Rosenheim, Douglas Bornstein and Richard Kaylor, and has no other broadcast interests. Action Aug. 27.

■ **WSDT(AM) Soddy Daisy, TN** (BAL900702EA; 1240 khz; 1 kw-U)—Granted app. of assignment of license from Roberta G. Davis to Lee College for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Charles Paul Conn and Robert Daugherty, and has no other broadcast interests. Action Aug. 29.

■ **KRGE(AM) Weslaco and KRIX(FM) Brownsville, both Texas** (AM: BAL900711EI; 1290 khz; 5 kw-U; FM: BALH900711EI; 99.5 mhz; 100 kw; ant. 1,042 ft.)—Granted app. of assignment of license from Daytona Group of Texas Inc. to Sunbelt Radio Group Inc. for \$1.1 million. Seller is headed by Norman Drubner, who also heads WVGO(FM) Richmond, VA; WPAP(FM) Panama City and WJLQ(AM)-WCOA(FM) Pensacola, both Florida; KXYQ(AM)-KZRC(FM) Portland, OR; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It is in process of selling KGRX(FM) Globe, Ariz. ("Changing Hands," April 2) for \$2 million. Buyer is headed by Richard N. Lea and has interest in KRRG(FM) Laredo, TX. Action Aug. 27.

#### NEW STATIONS

##### Actions

■ **Orland, CA** (BPH880714ND)—Granted app. of Edward E. Abramson for 106.5 mhz; 3 kw; ant. 328 ft. Address: 1345 W. Sacramento Ave., Chico, CA 95926. Abramson has no other broadcast interests. Action Aug. 28.

■ **Ocala, GA** (BPH870930MG)—Granted app. of Osceola Communications Inc. for 98.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 585, Fitzgerald, GA 31774. Principal is headed by Curtis F. Rogers Jr. and Hugh D. Taylor Jr., who each own 50% of WSIZ(AM)

Ocala, GA. Action Aug. 29.

■ **Bishopville, SC** (BPH880519ND)—Granted app. of JKRC Central Communications Ltd. for 93.7 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 264, Bishopville, SC 29010. Principal is headed by Ruby D. Gibbs, Robert L. Haskins, Thomas H. Barr, William E. Wrenn Jr., and has no other broadcast interests. Action 900813

■ **Calhoun, TN** (BPH870430NK)—Granted app. of Carroll, Carroll and Rowland for 104.1 mhz; 3 kw; ant. 1,069 ft. Address: 1995 Keith St., NW, Cleveland, TN 37311. Principal is headed by Max R. Carroll, J.T. Rowland and James P. Carroll, and has no other broadcast interests. Action Aug. 29.

■ **Liberty, TX** (BPH880127MO)—Granted app. of Trinity River Valley Broadcasting Co. for 99.9 mhz; 50 kw; ant. 469 ft. Address: 517 North Travis, Liberty, TX 77575. Principal is headed by William R. Buchanan, and is licensee of KPXE(AM) Liberty, TX. Action Aug. 28.

■ **Marion, VA** (BPED900108NR)—Granted app. of Virginia Tech Foundation Inc. for 91.9 mhz; 3.2 kw; ant. 1,489 ft. Address: 220 Burruss Hall, Blacksburg, VA 24061. Principal is headed by Gordon D. Bowman II, T.A. Carter, G. Frank Clement, C.A. Cutchins III, Henry H. Dekker, Edward R. English, Horace G. Fralin, George R. Goodson, Charles O. Gordon, Lucian Y. Grove, Lee C. Tait, plus 27 more board of directors, and is licensee of WVTF(FM) Roanoke, VA; has CP for new FM in Charlottesville, VA, and owns FM translator station W209AA in Charlottesville and W209AG in Roanoke County, both Virginia. Action Aug. 28.

#### FACILITIES CHANGES

##### Applications

##### FM's

■ **Sacramento, CA** 88.9 mhz—Aug. 23 application for mod. of CP (BPH860613MA) to change ERP: 50 kw H&V; change ant.: 492 ft.; TL: approximately 3.5 km N. of Walnut Grove, CA.

■ **Bakersfield, CA** 99.3 mhz—Aug. 9 application for mod. of CP (BPH880114NG) to change ERP: 6 kw H&V.

■ **Indio, CA** 102.3 mhz—Aug. 24 application for mod. of CP (BPH851030MV) to change TL: Indio Hills, 8 km N. of Indio, CA.

■ **Key Largo, FL** WZMQ(FM) 103.9 mhz—Aug. 24 application for mod. of CP (BPH880801IF) to change freq: 92.5 mhz; change ERP: 6 kw H&V; ant.: 328 ft.; TL: approximately 3.8 km SE of Rte. 80, approximately 3.5 km SW of Rte. 29-Rte. 80 intersection in Labelle, FL.

■ **Hartford City, IN** WWVO(FM) 93.5 mhz—Aug. 23 application for CP to change ERP: 3.04 kw H&V.

■ **Tompkinsville, KY** WTKY-FM 92.1 mhz—Aug. 23 application for mod. of license to increase ERP: 3.9 kw H&V (pursuant to docket #88-375).

■ **Auburn, ME** WKZS(FM) 99.9 mhz—Aug. 21 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.

■ **Bethesda, MD** WMMJ(FM) 102.3 mhz—Aug. 24 application for CP to change ERP: 2.89 kw H&V.

■ **Jackson, MN** 105.3 mhz—Aug. 23 application for mod. of CP (BPH880601MY) to change ERP: 6 kw H&V; ant.: 328 ft.; TL: County Hwy. 14, .85 km E. of Jackson, MN.

■ **Albany, NY** WKLI(FM) 100.9 mhz—Aug. 21 application for mod. of CP (BPH870331IY as mod.) to change ERP: 6 kw H&V; ant.: 328 ft.

■ **Sharpshville, PA** WMGZ-FM 95.9 mhz—Aug. 21 informal objection filed.

■ **Seminole, OK** KSLE(FM) 105.5 mhz—Aug. 22 application for CP to change ERP: 4.56 kw H&V; other: change from 3 Bay FM antenna to new 2 Bay

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**Actions**

**FM's**

■ **McFarland, CA** KSUV(FM) 102.9 mhz—Aug. 29 application (BMPH8905121A) granted for mod. of CP (BPH860707OG) to change ERP: 25 kw H&V; TL: .64 km NW of intersection of Los Angeles St., and Cherry Ave. SW of Shafter, CA; change to class B1 (per docket #88-153).

■ **Valdosta, GA** WZLS(FM) 96.7 mhz—Aug. 28 application (BPH8910251C) granted for CP to change ERP: 50 kw H&V; change ant.: 492 ft.; TL: 1.7 km NE of Quitman, GA, near Monument Church; change to class C2 (per docket #88-436).

■ **Creston, IA** KITR(FM) 101.7 mhz—Aug. 27 application (BPH9006181C) granted for CP to change freq: 101.3 mhz; change ERP: 18.75 kw H&V; ant.: 364 ft.; change to class C3 (per docket #89-485).

■ **Hiawatha, KS** KNZA(FM) 103.9 mhz—Aug. 29 application (BPH9005181I) granted for CP to change ERP: 50 kw H&V; change ant.: 416 ft.; TL: 2 km from Willis, KS, at bearing of 28.8 degree; class: C2 (per docket #87-36).

■ **Greenfield, MA** WHAI-FM 98.3 mhz—Aug. 27 application (BMPH9006241B) granted for mod. of CP (BPH8909291K) to change ERP: 2 kw; ant.: 403 ft.; other: correct ant. site coordinate.

■ **Ellisville, MS** WBSJ(FM) 102.3 mhz—Aug. 28 application (BPH8912041F) granted for mod. of CP (BPH8912041F) to change ant.: 164 ft.

■ **Monticello, NY** WSUL(FM) 98.3 mhz—Aug. 27 application (BPH9002131B) dismissed for CP to change ERP: 2.2 kw H&V; change ant.: 531 ft.; other: change in tower height resulting in increased ant. height and proposed increase to equivalent of 6 kw ERP at 328 ft.

■ **Napoleon, OH** WNDH(FM) 103.1 mhz—Aug. 27 application (BPH9005241A) dismissed for CP to change ERP: 3.6 kw H&V; change ant.: 406 ft.

■ **Bend, OR** KIDD-FM 98.3 mhz—Aug. 27 application (BMPH9004161D) granted for mod. of CP (BPH8909271C) to change ERP: 7 kw H&V; ant.: 705 ft.; change to class C3.

■ **Graysville, TN** WAYB(FM) 95.7 mhz—Aug. 22 application (BPH9003221B) granted for CP to change ERP: .55 kw H&V; change ant.: 721 ft.; TL: atop Walden Ridge; 2.2 km NNW of Graysville, TN.

■ **Tyler, TX** KVNE(FM) 89.5 mhz—Aug. 29 application (BPED8711251M) granted for CP to change directional ant. pattern data.

■ **Richfield, UT** KKWZ(FM) 93.7 mhz—Aug. 29 application (BMPH8910061C) granted for mod. of CP (BPH8702251Q) to change ERP: 35.679 kw H&V; ant.: 3,014 ft.; TL: from city of Richfield 17.5 km at 310.7 degrees.

■ **Deer Park, WA** KAZZ(FM) 107.1 mhz—Aug. 28 application (BPH8907311F) granted for CP to change ERP: 25 kw H&V; change ant.: 253 ft.; TL: NW 1/4 of section 4, range 41 E., Township 29 N, Stevens County, WA, distance of 7.5 km and bearing of 315 degrees from Deer Park, WA; change to class C3 (per docket #87-620).

**ACTIONS**

■ **Tolleson, AZ** Affirmed Review Board decision granting application of Hector Garcia Salvatierra. Limited Partnership, for new UHF TV station at Tolleson and denying competing applications. (MM docket 85-182, by MO&O [FCC 90-297] adopted Aug. 27 by commission).

■ **Illinois City, IL** Dismissed Martin F. Beckey request for consideration to allot channel 223A to Illinois City. (MM docket 89-347 by R&O [DA 90-1145] adopted Aug. 21 by deputy chief, Policy and Rules Division).

■ **Eden Prairie, MN** Denied or dismissed plethora of interlocutory pleadings filed in new FM station, channel 289A, at Eden Prairie proceeding. (MM docket 89-

387 by MO&O [FCC 90R-78] adopted Aug. 20 by Review Board).

■ **Lebanon, NH** Dismissed as moot multiple documents filed by Susan Marcotte in new FM station, channel 263A, at Lebanon proceeding. (MM docket 90-73 by order [FCC 90R-79] adopted Aug. 22 by Review Board).

■ **Atlantic City, NJ** Dismissed with prejudice application of Knight Radio Inc., for failure to prosecute its application for new FM station, channel 297B1 at Atlantic City. (MM docket 88-433 by order [FCC 90R-77] adopted Aug. 20 by Review Board).

**ALLOCATIONS**

■ **Destin, FL, and Fairhope, AL** Effective Oct. 19, allotted channel 221C3 to Destin and modified license of WMMK(FM) accordingly and allotted channel 221C3 to Fairhope and modified license of WZEW(FM) accordingly. (MM docket 89-136 by R&O [DA 90-1146] adopted Aug. 17 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Ogden, KS** Effective Oct. 19, amended FM table to substitute channel 278C2 for channel 278A at Ogden and modify license of KQLA accordingly. (MM docket 90-16 by R&O [DA 90-1144] adopted Aug. 21 by deputy chief, Policy and Rules Division).

■ **Coushatta, LA** Effective Oct. 22, amended FM table by substituting channel 235C3 for channel 222A at Coushatta; modified CP of KSBH-FM accordingly. (MM docket 89-447, by R&O [DA 90-1147] adopted Aug. 7 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Amarillo, TX** Effective October 22, amended FM table to allot channel 265C1 to Amarillo; filing window opens Oct. 23, closes Nov. 23. (MM docket 89-381,

by R&O [DA 90-1149] adopted Aug. 21 by deputy chief, Policy and Rules Division).

■ **Rutland, VT** Effective Oct. 22, amended FM table to substitute channel 233C3 for channel 233A at Rutland; modified license of WKLZ(FM) accordingly. (MM docket 89-518, by R&O [DA 90-1148] adopted Aug. 21 by deputy chief, Policy and Rules Division).

**CALL LETTERS**

**Applications**

**Existing AM's**

KKLE(AM) KVFV Johnson Enterprises Inc., Winfield, KS

WXMY(AM) WKGK Sound Media Inc., Saltville, VA

**Existing FM**

KCOE(FM) KAUB-FM Coe-Coe Broadcasters, Auburn, NE

**Grants**

**New AM**

WFBA(AM) Community Broadcasters Inc., Miami, FL

**New FM's**

KBFS-FM Lovcom Inc., Belle Fourche, SD

KHIQ(FM) Northwestern Oklahoma State University, Alva, OK

KQMN(FM) Minnesota Public Radio, Thief River Falls MN

KTNA(FM) Talkeetna Community Radio Inc., Talkeetna, AK

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Signature \_\_\_\_\_ Are you in cable TV operations  Yes  No

For renewal or address change place most recent label here

KZMU(FM) Moab Public Radio, Moab, UT  
 WJSJ(FM) Larry Rogers Scott, Belzoni, MS  
 WJXY-FM Conway Broadcasting Co., Conway, SC  
 WKBE(FM) Karamatt Broadcasting Inc., Warrensburg, NY  
 WKXO-FM Berea Broadcasting Co., Berea, KY  
 WRTY(FM) Temple University, Jackson Township, PA  
 WXMK(FM) Lorraine M. Wiggins, Dock Junction, GA  
 WZMF(FM) Kathleen Desmond Rollings, Danville, IL

**Existing**

KAVE(FM) KZAM-FM JED Broadcasting Co. of Oregon, Creswell, OR  
 KBCM(FM) KQHU Flagship Communications Ltd., Yankton, SD  
 KCGR(FM) KISQ Chitex Communications Inc.,

Portland, TX  
 KKNW(FM) KNUA Brown Broadcasting Co. of Utah, Bremerton, WA  
 KMPQ(AM) KFRD Fort Bend Broadcasting Co., Rosenberg, TX  
 KPYR(FM) KMPZ Diamond Broadcasting Inc., Osceola, AR  
 KXTC(FM) KMCC P. Matthew Runnels, Thoreau, NM  
 WFXF(FM) WMJC WIN Communications Inc. of Indiana, Indianapolis IN  
 WJLT(FM) WEZV Fairfield Broadcasting Co. of Indiana, Fort Wayne IN  
 WLYV(AM) WEZR Fairfield Broadcasting Co. of Indiana, Fort Wayne IN  
 WMXT(FM) WPHO Pamplico Broadcasting Ltd., Pamplico, SC  
 WOGL-FM WOGL CBS Inc., Philadelphia, PA  
 WOGL(AM) WCAU CBS Inc., Philadelphia, PA  
 WTKZ(AM) WINX Montgomery County Broad-

casting Co., Rockville, MD

**Following Clarifies and Corrects Previous Reports**

**New FM**

WTRL(FM) Tony J. Trunkel, Tomah, WI

**Existing FM**

KKCY(FM) KKLK Monument Media Inc., Columbus, CA

**Call letter requests that have been withdrawn at applicant's request or by FCC**

**Existing AM**

KLAO(AM) KESY SunGroup Broadcasting of Nebraska Inc., Omaha, NE

**TV's**

WNNY(TV) WFYF Watertown Television Corp., Watertown, NY

WUTI(TV) WTJA Citadel Communications Co., Jamestown, NY

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# CLASSIFIED

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Public radio KCSN-FM** suburban LA, seeks development director. Deadline 9/27/90. Send letter of application and resume to: Personnel, CSUN, 18111 Nordhoff Street, Admin 515-4, Northridge, CA 91330. EOE/AA/Title IX. Sections 503 & 504 Employer.

**General sales manager:** This is an exciting, challenging job. WXLO-FM needs a creative, energetic GSM to lead our station to record billing levels. Practical knowledge of alternative revenue sources and sales training a must. Send materials to Michael Cohen, WXLO, East Courtyard Terrace, Worcester, MA 01608. EOE M/F.

**Coastal California, AM/FM** stations seeking local sales manager. Successful sales background with sales management experience. Must lead two separate sales departments. EOE. Call BJ Young, 805-483-1000.

**Station manager needed** for Southern Gospel Class C FM. Florida's Gulf Coast. Must carry list, train and direct sales staff. Call Fred Ingham 305-566-7559. EOE/MF.

**Station manager** for great small market FM/FM combo in Alexandria/Glenwood, Minnesota. Need pro with strong sales background, aggressive, creative, bottom line oriented, ability to train, motivate and sell. Community involvement required. The right person will be rewarded based on station performance. Submit letter giving career/salary history with current references to: StarCom, 5001 West 80th Street, Suite 901, Bloomington, MN 55437. EOE.

**General manager-Petoskey, MI** beautiful fast growing area - WMKC in St. Ignace moving tower to Petoskey area, tower 1000 feet AAT. Opportunity of a lifetime to gain equity, profit sharing for aggressive sales orientated experienced radio station manager. Expect signal to reach Traverse City to Sault St. Marie. Call evenings 517-321-1763. EOE.

**Selling GM needed** for Southwest Texas FM. Equity and a college town are some of the benefits. If you can take charge and love radio, this is your job. Resume, references and your philosophy on radio to Box P-44. EOE.

**Program director** for Maine 50KW. Looking for leader to achieve new ratings levels. Candidate must have experience, strong delivery and management skills. Send resume and salary requirements to Box P-48. EOE.

### HELP WANTED SALES

**Northern New York's** premiere radio stations have a rare opening for an account executive. Solid professional with good communication skills to sell for our top rated combo. Great commission structure, paid benefits and pension. Join a stable winning team. Resume to James W. Riley LSM, WTNY AM and FM, 134 Mullin Street, Watertown, NY 13601. EOE.

**Sales manager:** Southern, top 100 market is searching for an outstanding sales manager with proven management skills to assume leadership of ambitious radio station's sales and research growth. Previous media sales management experience of at least 3 years preferred. Confidentiality respected. Reply to Box P-28. EOE.

**Top-rated 100kw Country FM/NewsTalk AM.** College town. Looking for creative, promotion oriented salesreps. Must be aggressive, self-starter with megarete philosophy, and ability to close. Can lead to management. Base plus commission, negotiable. Send sales philosophy and resume to Gera Ely, K-103/KZIM Sales, PO Box 1610, Cape Girardeau, MO 63702. EOE.

**Top-rated Easy Listening FM** seeking experienced sales professional to handle Tampa/St. Petersburg. Established list. Send resume and references to GSM, WDUV, Box 240, Bradenton, FL 34206. EOE.

**Sales manager:** Experienced, small-medium market broadcaster needed to direct sales at #1 AM-FM, Western Massachusetts. Excellent opportunity for energetic, motivator. EOE. Resume to: Box P-32.

**Successful small market AM/FM** in vacation market looking for career oriented radio marketing people. Will train right person. New facilities. Growing group in resort and vacation markets. Potential \$15,000 to \$30,000 depending on list. Advancement for outstanding performers. Resume to: KOMC/KRZK, PO Box "S", Branson, MO 65616. Fax 417-334-7141. EEO.

### HELP WANTED TECHNICAL

**Chief engineer:** Great opportunity for experienced person with extensive audio and FM/AM transmitter background to take charge of the technical operations of WCOL/WXGT in Columbus, Ohio. Good salary and benefits. Send resume, references, and salary history to Corporate Director of Engineering, Great Trails Broadcasting Corporation, 717 East David Road, Dayton, OH 45429. EOE.

**National FM subcarrier** network is looking for a field service engineer to be based in Southern California. FM radio engineering experience essential; data communications experience desirable. Contact Kayo Stolarski, VP Engineering, Cue Paging Corporation 2737 Campus Drive, Irvine, CA 92715. 714-752-9200. EOE.

**Chief engineer:** AM-FM combo in NJ is looking for roll-up-the-sleeves type. FCC General Class Radio-Telephone license. RF & studio design, engineering & maintenance exp. Leadership and interpersonal skills. EOE. Send resume & salary history to Box P-18.

### HELP WANTED ANNOUNCERS

**Successful small market AM/FM** in vacation market looking for career oriented announcer. Morning drive. Oldie based A/C. New facilities. Growing group in resort and vacation markets. Starting \$10,000 to \$15,000 depending on experience. Resume & tape to: KOMC/KRZK, PO Box "S", Branson, MO 65616. Fax 417-334-7141. EEO.

**Award winning community service** station in New York's scenic Finger Lakes region seeks creative morning jock with energy, production skills and top notch air sound. The proven performer becomes operations manager in six months. Box P-33. EOE.

### HELP WANTED NEWS

**Chief reporter: WUFT-FM** Gainesville, Florida. Chief reporter with RTNDA and Ohio State award winning highly rated news staff. Supervise local news, contributes indepth reports to state and national networks. Teach student reporters long-form reporting helpful. Salary range 17,351-20,000. High school diploma and 5 years experience or appropriate college coursework may substitute at an equivalent rate for the required experience. Send tape, current resume and reference letters to: University of Florida, Division of University Personnel Service, Referral #807340, 434 Stadium, Gainesville, FL 32611, by 10/22/90. An EEO/AA employer.

**News director** and one full-time reporter needed at start-up station outside Albany, NY. Send tape and resume to: WBUG, c/o PO Box 1073, Highland, NY 12528. EOE.

**Successful small market AM/FM** in vacation market looking for career oriented news director. Must thrive on news gathering. Brand new facilities. Growing group specializing in resort and vacation areas. Salary \$12,000 to \$18,000 depending on experience. Resume & tape to: KOMC/KRZK, PO Box "S", Branson, MO 65616. Fax 417-334-7141. EEO.

**News director.** NPR station KDSU-FM seeks news director. Directs local news, part-time student reporters, produces interviews and feature reports. Must have bachelor's degree or equivalent education and experience as journalist and good delivery, interview and production skills. Minimum salary: \$16,859 plus benefits. Review of applications begins 10/1/90. Send letter, resume, three reference letters and recent audition tape including news delivery, interview and production samples to PO Box 5227, Fargo, ND 58105. NDSU is an equal opportunity institution.

**Director, radio news - MANH.** Edit and produce programs on Middle Eastern, Israeli and American affairs involving reading/monitoring Israeli/American newspapers/local news/wire services, White House & State Dept. briefings daily. Define news line-up for daily programs, establish standards for broadcasting, assign stories to reporters, edit and/or rewrite program portions. Responsible for professional journalistic integrity of live on-air broadcast, special reports & shows. Supervise 2.35 hrs/wk, 3-10 pm, \$27,500/yr., Bachelor in Journalism, 3 yrs. exp., written & spoken knowledge of Hebrew. Send resume in dup to: BB #583, Room 501, One Main Street, Brooklyn, NY 11201. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Looking for top notch** program director. West Coast AM/FM combo. Pay top dollar. Medium market. Decisions made immediately. Reply Box P-46. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Experience:** 20 plus years in top 20 markets from sales, start up and turn arounds. Want GM position in South Florida. Tom 305-431-8472.

**Turnaround GM:** Present station billing up 160%. Previous station moved 7th to 3rd in market revenue. Good crisis manager; see radio as war. Top 50 markets, no standalone AMs. Call 800-835-2246 ext. 126.

**Medium market GM** with excellent track record available. Station is selling, O & O is buying, 20 years radio, 10 years management, seeking new goals to accomplish. Super successful in sales, programing, people... and profits. Box P-19.

**Higher sales, lower expenses.** Bottom line GM looking for stability in medium market. Great numbers: billing and Arbitron. Box P-20.

**Top consultant** will double your sales instantly. Industry leader who has elevated AM/FM and group broadcasters to success. 28 year pro has pioneered and perfected the "Consultant Sell" and several formats. Extensive corporate background. Your best call ever! 415-381-8753

**GM sales pro,** leadership intensive, profit motivated, bottom line oriented, programing background, people skills, turnaround or start-up considered, prefer class C FM. 409-639-6040.

**GM:** Integrity, professionalism, dedication to excellence. Strong sales, programing, organizational, people skills. 25 years experience. Market size/location secondary to opportunity. Evenings/weekends 919-637-9776.

**General manager:** Successful, sales oriented broadcaster with over 20 years of proven experience. New station & turnarounds welcomed. Box P-43.

#### SITUATIONS WANTED ANNOUNCERS

**Seeking entry-level DJ** position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, PO Box 3055, Waterbury, CT 06705.

**Morning personality pro!** Fifteen years experience. Innovative, topical, outrageous with great voice. Call Brad: 216-677-9113.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer/AT.** Will engineer AM/FM. Request airshift on rock FM; AOR/Classic rock/CHR. Small/medium markets. Experienced. Eric, evenings: 219-924-7004.

#### SITUATIONS WANTED NEWS

**Looking for new challenge!** Small market news, with two years (plus) experience -seeks larger market or news director. Contact: Baaron Pitenger 319-242-6462.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Let's make \$\$\$\$\$!** Program director who knows how to help sales raise revenues and increase an audience seeks bigger and better challenges. Currently programing top rated AC/FSAC combo. Call 603-448-6589.

**AM/FM traffic manager** with programing experience looking to relocate to Conn. or Westchester County, NY. Box P-34.

#### MISCELLANEOUS

**Make money in voiceovers.** Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

**Voices wanted:** Producers' audition hotline in DC, Baltimore, NY and LA now adding additional demo tapes. Call 1-800-950-AUDITION. EOE.

#### TELEVISION

##### HELP WANTED MANAGEMENT

**New ABC Affiliate** in Rocky Mountains is seeking station manager with strong sales background. Must be leader, motivator, able to recruit, train and sell. Send resume and salary requirements to Box P-29. EOE.

**Station manager** with proven sales and administrative ability for VHF network station in growing Southwest city. EOE. Box P-3.

**General sales manager:** Midwest network affiliate seeks qualified individual with 7 to 10 years television sales experience and proven track record to oversee all facets of local, regional and national sales. Must be aggressive self-motivated and goal oriented possessing strong leadership, organizational and motivational skills along with thorough knowledge of ratings, pricing and computers. Strictly confidential - send resume and salary history - Box P-10. EOE.

**Account executive.** Work with a marketing leader. WVEC-TV, Norfolk has an opening for an experienced TV salesperson. Must have strong credentials in developmental sales and use of Stowell or Marshall. Write: Local Sales Manager, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. EOE.

**Account executive:** Dominant NBC affiliate in Columbia, SC, seeks a sales professional. Must possess strong organization and communication skills. Must project positive image and maintain a high profile in the community. Minimum 2 years direct sales experience required. Broadcast sales preferred. Will consider Yellow Pages, cable, or newspaper experience. Offer good training program, established list, and excellent benefits. Straight commission. Send resume to: C. Joseph Tonsing, GSM, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

**Traffic manager:** Midwest Fox affiliate seeks Columbia experienced individual to lead staff of four. Great opportunity with growth potential. EOE. Mail resume in confidence to Box P-35.

**Promotion manager, TV:** A Midwest small market. VHF, affiliated television station is currently accepting applications for promotion manager-TV, located on the University of Missouri-Columbia campus. KOMU-TV is seeking an innovative and creative individual to handle on-air promotions, print and radio buys. Must be able to organize and implement community service projects and be involved in community activities. Qualifications: Bachelor's degree in communications-related area or equivalent is necessary. One to two years experience in public relation/TV promotion work is required. Please submit letter of application and resume to: University of Missouri-Columbia, 201 S. Seventh St., 130 Heinkel Bldg., Columbia, MO 65211. EOE/AA.

**Business manager:** Manage business/accounts payable department for production company, prepare work-sheets for budget reviews and monthly closings. Knowledge of accounting procedures and financial statements. BA/BS required. Send resumes to: Channel One, 655 Third Ave., Suite 1500, New York, NY 10017, Attn: Joseph Czarniecki. EOE.

**Accounts payable data input:** Responsible for invoice processing, data input, research and filing. Send resumes to: Channel One, 655 Third Ave., Suite 1500, New York, NY 10017. Attn: Patrice Shallow. EOE.

**Portland, OR:** The largest cable interconnect in Oregon seeks an aggressive professional with a strong desire to join an industry leader in cable advertising. This is a tremendous opportunity to work in a growing market with an excellent quality of life. Send resume to KBL-TV, 3075 NE Sandy Blvd., Portland, OR 97232. EOE.

##### HELP WANTED SALES

**Account executive** - San Francisco UHF TV station seeks local experienced professional to sell both advertising and programing time. Resume, salary requirements to Box P-1. EOE.

**Knowledgeable radio/TV** account executive with ability to prospect and concept sell. Promotion experience helpful. Career opportunity at independent with news and professional sports in top 5 market. Send resume to: Vivian Serrano, KICU-TV36, PO Box 36, San Jose, CA 95109. EOE. M/F/H/V.

**Account executive:** WHP-TV, Harrisburg, PA (ADI 45) is looking for an experienced account executive. 2-3 years experience preferred. Must be a self-starter who is proven in new business development, and creative selling. If you're interested in top 50 and want to be on the ground floor of major growth, send resume and salary requirements to David Mollidrem, GSM, 3300 N 6th St., Harrisburg, PA 17105. EOE.

**Sales specialist/Fairfield County:** Responsible for generating sales in Fairfield County for WTNH-TV. Minimum of 3 years broadcast experience required. Must be self-motivated individual. Send resume to Fran Tivald, WTNH, 8 Elm St., New Haven, CT 06510. EOE.

**Sales manager,** Midwest 100+ network affiliate. Responsible for general and local. Must have successful TV sales management experience and street sales savvy. Motivator. \$40,000+ per year. Resume to Box P-47. EOE.

##### HELP WANTED TECHNICAL

**California dreaming?** Odetics Inc., manufacturer of Broadcast Cart Machines has immediate openings for video maintenance technicians. A sound video fundamentals background required. Experience on U-matic, Betacam or MII preferred. As "One of the 100 Best Companies to Work For," we offer exciting opportunities, excellent benefits and an unbeatable location. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE.

**Television maintenance engineer** to maintain and troubleshoot all equipment associated with operations of commercial TV station with emphasis on UHF transmitters at our NY facilities. 2-3 years experience required. Resume to: Chief Engineer HSN Broadcasting of NJ, Inc., 390 West Market Street, Newark, NJ 07107 EOE. M/F.

**Assistant chief engineer:** Must have FCC General or SBE certification. 2+ years in TV broadcast, strong knowledge of high-power UHF TV transmitters and Baseband video. This is a 24-hour on-call position with a major market TV station. Send resume and salary history to: Neal Ardman, Chief Engineer, WPPT-TV, PO Box 2809, Pittsburgh, PA 15230. EOE.

**Medium market California affiliate** looking for engineering maintenance and operations personnel. Operations applicants should have experience with VTR's, audio consoles, switchers, lighting studio cameras, etc. Degree and/or SBE certification preferred. Two years experience required. Send resume to Box P-37. EOE.

**Senior maintenance position** at affiliate station in California's San Fernando Valley area. Candidate must have strong background in UHF transmitters and studio maintenance experience. Send letter with resume to T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Pl., Suite 109, Lincoln, RI 02865. EOE.

**Assistant director** of engineering for major market TV station heavy in production needs strength in technical administration, scheduling, union negotiations and interdepartment interface. Salary fifties. Box P-36. EOE.

**Chief engineer.** Must know high power UHF, RF system; 3/4" on and off-line editing systems; ENG cameras. Requires FCC license, SBE certification, management experience. Resume to: Arthur Gray, General Manager, KFWD-TV52, 1720 Regal Row, Suite 240, Dallas, TX 75235. EOE.

**Director of engineering & technical services:** South Dakota Public Broadcasting seeks a director of engineering at Vermillion, SD. Supervises the technical operations of the statewide South Dakota Public Broadcasting television and radio network. Researches, plans, consults, designs and supervises the construction and operations of broadcasting and other telecommunications systems from concept to daily operations. Represents the network and serves as resource for inter-agency telecommunications studies and cooperative technical ventures and projects. Researches and explores new technologies to assist the network in pursuing its mission of service. Plans and administers all budgetary, purchasing and personnel matters for engineering and technical services. Prepares and submits engineering proof-of-performance data for proposed and operating FCC-licensed installations under the control of the agency. Serves as technical liaison to the appropriate regional and national organizations and agencies. Possesses a valid Radio/Telephone Operator's license from the FCC; Bachelor's degree in Electronics Technology or a related area and 6 years experience in broadcast telecommunications; or an equivalent combination of education and experience. Salary range is minimum \$12.79 to \$18.58 per hour. Closes September 28, 1990. Questions call Larry Miller or Roger Bamsey 605-677-5861. State application to: Bureau of Personnel, 500 East Capitol, Pierre, SD 57501. An equal opportunity employer.

**Manager, technical facilities and services:** Top 20 market affiliate Midwest station. Candidate will possess working knowledge of satellite and uplink operations; knowledge of microwave and ENG operations; computer familiarity; extensive educational background and/or experience in broadcast operations, maintenance and remote pickups; management skills in scheduling and evaluating personnel; knowledge of FCC rules and regulations. Send resume to Box P-39. EOE.

**Engineer sought** for New York City facility. Experience with digital television, tape machine, Telecine, editing systems, and system design is desirable. EOE. All inquiries will be kept strictly confidential. Box P-40, or FAX resume to 212-867-4914.

**Experienced maintenance engineer,** SBE certification or FCC General Class license. VTR's (1", 3/4", MI), monitors, switchers, cameras, (CCD), microwave systems. Competitive salary and excellent benefits. Resume to KCEN-TV, PO Box 6103, Temple, TX 76503-6103. EOE.

**Immediate opening** for creative on-line editor with nationally recognized state-of-the-art production facility in progressive Midwestern community, working with Fortune 500 clients for commercial broadcast. Experience with Beta and 1" computer editing required. Salary commensurate with experience. Resumes, tapes: John Prechtel, NorStar Video Productions, 304 North 16th St., PO Box 1630, Fairfield, IA 52556. PH: 515-472-4545. EOE.

**TV maintenance engineer needed** for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Assistant chief engineer:** KWCH-TV is accepting applications for the position of assistant chief engineer. Applicants must have an FCC General Class license, be able to troubleshoot and repair to component level on microprocessor-based equipment and all VTR formats, administrative experience and the ability to work well with others. The successful candidate for this position should have a thorough knowledge of broadcast television systems in general and the operation and maintenance thereof. If you have interest in this position, please send applications and resumes to: Mr. Clell Lacy, Chief Engineer, KWCH-TV, PO Box 12, Wichita, KS 67201. KWCH-TV is an equal opportunity employer.

**Broadcast/studio maintenance engineer:** 3-5 years experience required on studio equipment repair and maintenance. Send resume to WXEL-Personnel, PO Drawer 6607, West Palm Beach, FL 33405. EOE.

#### HELP WANTED NEWS

**KCRA-TV** news is updating its files. We'd like to hear from photographers, videotape editors, newscast producers and writers. Photographers and videotape editors should send their material to: Bill Brooks, News Operations Mgr. Producers and writers contact: Deborah Collura, Executive News Producer. Submit 3/4" non-returnable tape, resume (with references listed), a letter, and in the case of producers, writers, include writing samples. KCRA-TV news, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EOE M/F. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE.

**Morning show** and noon news co-host. Dominant small west Texas affiliate seeks a creative and talented person to co-host a well established and top-rated morning news/talk show and co-anchor a noon newscast. Must be knowledgeable in the Triton Weather System and must be able to do both morning and noon weather. Send resume and tape to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**News photographer/editor** wanted for position with network-affiliated newsroom in California. Prior ENG experience a must. Send resume to Box P-38. EOE.

**Weather anchor:** WFIE-TV in Evansville, Indiana is seeking a top-notch weather anchor. We're proud of our record in selecting top talent. If you are a weather anchor with a minimum of 2 years experience and the necessary credentials, send your resume and tape to: C.J. Beutien, News Director, WFIE-TV, POB 1414, Evansville, IN 47712. All replies confidential. No phone calls, please. EOE.

**General assignment reporter:** Midwest NBC affiliate seeks an experienced, strong journalist with commanding on-air presence to be general assignment reporter. Top rated. Computerized. Live truck. EOE. Tape, resume to: John Baumgartner, News Director, WTVO-TV, Box 470, Rockford, IL 61105.

**Producer:** Organizational abilities, news judgment, creativity, writing skills, and ability to work with others are some of the skills we're looking for in our 5pm and 10pm producer. Prefer someone with professional news experience. Send tape and resume to John Murovich, News Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE, M/F.

**Sports.** WFMZ-TV is now accepting tapes for a possible future opening for a sports anchor/producer. Send tape to Brad Rinehart, ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

**Special projects producer** for documentary unit which produces prime time programs and news series. Applicants should have a news background in writing and producing longer pieces. Tapes and resumes to: Steve Hawkins, News Director, WCYB-TV, 101 Lee St., Bristol, VA 24203. EOE.

**Early morning news producer** needed at network affiliate in a prime Southeastern city. Will play a key role in starting up this newscast. Must be a solid journalist with excellent writing skills and a desire to beat the competition. Degree preferred, along with minimum of three years producing experience. EOE, M/F. Send resume and references to: Box P-49.

**Photographer needed** to join #1 newscast. Demonstrated ability to shoot pictures that are "above the pack." TV news photography experience required. NPPA dues paid by station. Minority candidates urged to apply. Tape and resume...no phone calls...Marci Burdick, News Director, KYTV, 999 W. Sunshine, Springfield, MO 65807. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Associate producer I:** KPBS-TV program production department seeks an associate producer in television to perform a variety of tasks. Duties include: performing research for programs; maintaining research files; writing scripts; promos and narrations; identifying, contacting and pre-interviewing potential guests for programs. Qualifications: A Bachelor's degree or equivalent preferred, with a minimum of six months experience in production of television programs; television writing, knowledge of producing skills and technical needs of various kinds of television programs. Strong understanding of local events, politics, organizations and prominent leaders, as well as knowledge of the same regionally and nationally is required. Must be able to write in both informational and conversational style. Strong understanding of public affairs issues, specifically dealing with Black ethnic and Asian ethnic communities, is desired. Demonstrated writing ability and organizational skills a must. Ability to work as part of a team, but also self-initiating. Bilingual ability helpful. Knowledge of word processing is essential. Salary range: \$1853-\$2193 per month. Excellent benefits package. Apply: Obtain SDSU Foundation employment application directly from: SDSU Employment Office, Third Floor - Administration Building, San Diego, CA 92182, or call SDSU Foundation Personnel Office at 619-594-5703 to request application materials. Completed applications should be received at SDSU Employment Office address no later than September 28, 1990. KPBS-TV/FM is an EEO/AA/Title IX employer and we welcome all applications.

**Top 50 Northeast network** affiliate seeks creative dynamo with 3 years marketing/promotion experience, with a major emphasis on news. Applicant must have strong oral and written skills. A proficiency with state-of-the-art equipment, experience in media buying and an unbridled enthusiasm for marketing, public relations and community interfacing. EOE. Reply to Box P-24. EOE.

**On-air promotion producer:** Southwest Indy in the top 80 seeks creative promotions producer not afraid to take on-air promotion to the edge! Major emphasis on movie promotion. Hands on production experience required. Copywriting and movie knowledge preferred. Send resume, salary requirements to Box N-62.

**Exciting opportunity for Columbine** experienced traffic manager. Start-up station in Indonesia looking for traffic manager/consultant to train and run department. Indy experience preferred. Great opportunity and benefits. Resumes to Box P-14. EOE.

**Producer:** Special opportunity to create and supervise production of television information programming for international news and information service. This position requires experience with strong editorial news, and visual graphics skills. Journalism and video production background essential. Position located in northern Virginia near Washington DC. Excellent benefits accompany this professional opportunity with expanding, mid-size independent company. Send information and salary range in strict confidence to Box P-41. EOE.

**Promotion producer/writer/director:** Top gun wanted for #1 Indy in Tampa. Outstanding writing skills a must. No fear of machines. Minimum one year experience (and it had better of been a great one). Great station, great department, great weather. Resume only to: Promotion Manager, WTOG-TV, 365 105 Terrace NE, St. Petersburg, FL 33716. EOE.

**Creative producer** w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Graphic artist needed** for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Creative services director:** Southwest top 40 Independent is seeking a person to produce commercials and station promotions. Must be innovative with excellent creative writing skills and a good knowledge of directing and production techniques. Person selected will supervise a small department in pleasant surroundings and reside in a most livable city. Send letter and resume only to Box P-42. EOE, M/F.

**Producer, Bay Area Backroads: KRON-TV** in San Francisco, is seeking a producer for their locally produced show, Bay Area Backroads. Qualified candidates must have seven years major market television production experience in a wide variety of show formats including: Documentary, magazine style, live and studio remote. Strong writing and creative skills a must. A college degree is preferred. Send resumes and tapes to: Lori Fava, Human Resources Manager, 1001 Van Ness Ave., San Francisco, CA 94109. EOE.

**Producer/director:** Strong public television station looking for aggressive and experienced PD. Must have demonstrated ability in live, taped and remote production. Knowledge of CMX 3400, GVG 200 switcher and Panasonic MII ENG/EPF equipment a plus. Must be a self-starter. WGUV/WGVK-TV is a regional leader in the production of programs for local, state and national distribution. Competitive salary and excellent fringe benefits. Send cover letter and resume (no tapes) by September 21 to: Timothy M. Scarpino, Acting Production Manager, WGUV/WGVK-TV, Grand Valley State University, 301 W. Fulton, Grand Rapids, MI 49504-6492. AA/EEO. Please indicate where you saw this ad.

#### SITUATIONS WANTED MANAGEMENT

**General manager** with 20 plus year background in television. Ready for challenge. Excellent profit record. Looking for GM or station manager position. Box P-25.

**TV general manager:** Employed, experienced, excellent record. Seeks relocation due to pending estate breakup by group owner. Box P-8.

#### SITUATIONS WANTED SALES

**Selling against newspaper?** Why not hire a newspaperman? Successful, aggressive newspaper sales rep in NY ADI switching to TV. Call David at 201-238-7609.

#### SITUATIONS WANTED TECHNICAL

**25 years broadcast engineering.** 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box P-12.

#### SITUATIONS WANTED NEWS

**Excellent experienced sportscaster** looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

**Notre Dame grad** seeks on-air television or radio position. Has weatherman/reporter/radio training (prefers West Coast). 818-842-0606.

**Feature reporter.** Six years experience. Excellent writing skills. Also have strong news background. Currently in top 50 market. 513-399-5058.

**Orlando's best weathercaster!** That's what the local TV critic says. He also calls my weathercasts clear, concise and energized. Remember when ice and snow closed all the interstates out of Florida last Christmas? I gave my audience almost 2 days warning. Degree and AMS seal. Dan 407-869-4107.

**I want to wake up** your viewers! Female weekend anchor in top 60 ready to move to morning anchor or similar position. Good reporting skills. Five years experience. 1-800-749-8374 leave message.

**On-fire, go-getting,** experienced reporter seeks aggressive, progressive news operation. I love to beat the pants off of my competition. Long hours/relocation...no problem. Call Natalie @ 601-329-4785.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Creative writer & producer:** TV, radio & print. Network, cable advertising & corp. clients. Looking for challenging venture/assignments. Chris 215-489-0966.

#### MISCELLANEOUS

**Need an agent?** We are looking to add 15 clients. We offer job search, financial planning, and legal services. We are not just for top 10 markets. Call 608-845-8773 for a free brochure.

**Primo People** - The news director's friend! We can deliver the best talent...immediately. Call Steve Porricelli or Fred Landau at 203-637-3653...Box 116, Old Greenwich, CT 06870-0116.

#### CABLE

##### HELP WANTED NEWS

**Senior and line producers** for very early morning general business news shows. Resumes to: Mr. Phil Brady, News Director, FNN, 6701 Center Dr. West Los Angeles, CA 90045. No calls please. EOE.

#### ALLIED FIELDS

##### HELP WANTED INSTRUCTION

**Broadcast journalism:** Tenure-track position for broadcast news sequence available September 1991. Advise student-run FM campus radio. Teach courses in broadcast news and announcing. Develop courses in TV news, production and documentaries. Salary and rank commensurate with qualifications and experience. Knowledge of telecommunications and cable industry helpful. Master's required with significant radio and television news and production experience. Send vita and letter requesting official application form to Dr. Nishan R. Havandjian, Head, Journalism Department, Cal Poly State University, San Luis Obispo, CA 93407. Applications must be clearly postmarked by November 1, 1990. Affirmative action/equal opportunity employer. Minorities and women encouraged to apply. Cal Poly hires only individuals lawfully authorized to work in the United States.

**Ithaca College**-Roy H. Park School of Communications seeks candidates for a tenure-eligible position in video production beginning August 15, 1991. Successful candidate must be able to teach a combination of courses in basic and advanced video field production-direction. Other areas may include documentary production, computer applications in video technology and/or other courses in areas of expertise. Experience in minicams and video editing essential. Ph.D. or MFA with successful teaching experience required; professional experience desirable. Screening will begin December 1, 1990. Send resume and statement of interest to: Professor Megan Roberts, Video Production Search Committee, Roy H. Park School of Communications, Ithaca College, Ithaca, NY 14850 607-274-3242. Ithaca College is an equal opportunity/affirmative action employer.

**Television instructor/cable manager:** Mississippi State University is seeking an energetic producer/director to teach television production courses in a state of the art facility and manage a newly developed cable channel. Interaction with students, new program development, and producing and directing opportunities are important components of this opportunity. Minimum of two years experience in television production and a Master's degree in Television Production or related field required. Deadline - October 9 or until position is filled. Send resume and three letters of reference to David Hutto, Director, University Television Center, PO Box 6101, Mississippi State, MS 39762. MSU is an AA/EEO.

#### EMPLOYMENT SERVICES

**Government jobs:** \$16,412 - \$59,932/yr. Now hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

**Intelligence jobs.** FED, CIA, US Customs, DEA, etc. Now hiring. Listings. (1) 805-687-6000, Ext. K-7833.

**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. Eckhart Special Productions (ESP).

#### WANTED TO BUY EQUIPMENT

**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Used 1", 3/4", VHS videotape.** Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

**Top dollar** for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

**Strobe parts:** We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

#### FOR SALE HOUSING

**Are you relocating to the #1 market but don't want to live in N.Y.C.?** 3 1/2 Rm CO-OP for sale in quiet suburban area. Large rooms with high ceilings, new eat-in kitchen, w/w carpet, walk-in closets and more. Move-in condition. Easy commute by car or train. \$67K. Call John 914-237-0786. No brokers please.

#### FOR SALE EQUIPMENT

**Television mobile unit-41'** Gerstenslager trailer with complete power, hvac systems, Grass Valley 1600-7k switcher. Ward Beck 24 input audio console, eight Philips LDK-5 cameras with lenses (40x) monitor wall and video support equipment. Call Rick Melamed ABC-TV, 212-887-4981.

**50kw - AM transmitter RCA-50H** —\$14,000.  
**10kw - AM transmitter RCA-BTA10** —\$9,000. Call 804-685-3128.

**88 AM-FM transmitters** (in stock). All powers - all manufacturers - all complete - all books - all spares. BESCO Internacional 5946 Club Oaks Drive, Dallas, TX 75248. Phone 214-630-3600. Fax 214-226-9416.

**Recortec video tape evaluators.** 2". 1". 3/4". Cheap. 702-386-2844.

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**50Kw AM:** CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

**FM transmitters:** Wilkinson 25000E (1983), CCA 20000D (1972), RCA BTF 20E1 (1976), RCA BTF 10ES1 (1975), Harris FM5H3 (1975), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888. FAX 215-884-0738.

**AM transmitters:** Harris MWSA (1979), CCA 5000D (1974), McMartin BA 5K (1980), Cont. 315B (1966), Collins 828E-1 (1978), McMartin BA 2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

**1Kw AM transmitters:** Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

**Transmitters, radio & television:** TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

**FM antennas.** CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**Equipment financing:** New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 800-342-2093

**Broadcast equipment (used):** AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

**Save on videotape stock.** We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

**1000' tower.** Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen. 303-786-8111.

**Strobe parts:** We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service. 305-989-8703.

**Lease purchase option.** Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000.00. Carpenter & Associates, Inc. Voice: 504-465-0908. Fax: 504-465-0910.

**FM 25/30KW BE FM30** (1984) w/FX-30 exciter, Harris FM25K (1983) w/MS-15 exciter, Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

**1200 Feet** of 6 1/8 inch, 50 OHM, Coaxial Transmission Line, 20-foot sections. Contact John Gordon, KTBO-TV, 3705 NW 63rd St., Oklahoma City, OK 73116.

**Used GE TT61-A UHF TV transmitter** - Tube Exciter: 1 control cabinet, 1 Aural Cab., 1 Rectifier Cab., 2 Visual Cab.; Varian/Eimac 55 KW Klystrons (4KM 150-LA); Klystron Magnetic Assemblies and related equipment. Repossession: No Warranty. Best offer. DeWitt King, 704-386-8554.

**Used/new TV transmitters,** full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems. 602-582-6550.

**Antennas transmitters coax tower:** for AM-FM-TV-LPTV: All power levels. Financing available call Jimmie Joynt, J&L Associates, 800-279-3326 or 719-528-5862.

**Used towers.** Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

**ENG Camera Panasonic 300CLE.** Sony VO 8800 Recorder. Portabrace cases, all accessories. Bought for production that didn't happen. All as new. 717-437-2119.

**Sony Video/Edit:** BVE-900 editor \$4000, (3) BVU-950's 3/4" deck w/TC \$7000 ea., (3) VO-5800's 3/4" Deck \$2,200 ea.. Low hours, excellent condition. All manuals & supplied cables (2) tan standard 7"2" video rack w/doors \$350 ea. o.b.o. TEL: 213-394-6611. FAX: 213-394-1288.

**PAL Ikegami/Sony:** Ikegami cable comp amp Mod #CC-305 PAL paid \$1200, Sony CCD camera Mod #DXC-101P PAL color w/wide angle lens paid \$2400. Excellent condition. Must sell, will take best offer. TEL: 213-394-6611, FAX: 213-394-1288.

**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.

## TELEVISION

### Help Wanted Management

#### WANTED: GENERAL MANAGER

WMSM Fox 47, a fast growing Fox affiliate in Madison, Wisconsin, is seeking a qualified professional to serve as general manager. Strong sales background, successful fiscal & cash management experience, plus responsibility for budgetary controls a must. Minimum of two years of successful experience at the senior management level of a television station. Independent TV/Fox affiliate experience necessary. Helpful is a degree in Mass Communications or related field. Send letter of application, resume, professional references and salary requirement to:

Tripp Widder,  
Corporate Counsel  
c/o Mohs, MacDonald & Widder  
20 North Carroll Street  
Madison, Wisconsin 53703  
EOE

See last page of Classified Section for rates, closing dates, box numbers and other details.

## Help Wanted Management Continued

### ACCOUNT EXECUTIVE - SALES NCA

National Cable Advertising, cable's largest spot representative firm, seeks an experienced sales person for its New York office to represent major market systems. Proven track record in advertising sales, both on the agency and/or client level is required. Please send resume and salary requirements in confidence to:

**Bob Camporeale**  
Sales Manager  
National Cable Advertising  
575 Fifth Avenue (20th Floor)  
New York, NY 10017  
EOE



### SALES/SERVICES TRAFFIC MANAGER

DETROIT'S FOX AFFILIATE HAS AN OPENING FOR AN EXPERIENCED SALES SERVICE/TRAFFIC MANAGER. THE SUCCESSFUL CANDIDATE WILL WORK CLOSELY WITH SALES MANAGERS AND ACCOUNT EXECUTIVES: SUPERVISE SALES AND TRAFFIC SUPPORT PERSONNEL TO ASSURE ACCURATE, EFFICIENT AND TIMELY PROCESSING OF ALL COMMERCIAL ORDERS. COLLEGE DEGREE IN COMMUNICATION ARTS OR EXTENSIVE SUCCESSFUL EXPERIENCE IN BROADCAST SALES/TRAFFIC OPERATIONS. COMPUTER EXPERIENCE IS A MUST. PLEASE SEND RESUME TO:

**PERSONNEL - SST**  
WKBD TV-50  
P.O. BOX 50  
SOUTHFIELD, MI 48037  
WKBD TV IS AN EQUAL OPPORTUNITY  
EMPLOYER. M/F BY CHOICE



## Help Wanted News



### HARD HITTING CONSUMER REPORTER WXYZ-TV, DETROIT

Tape and resume to Bob Rowe, News Director WXYZ-TV, Box 789, Southfield, MI 48307. EOE.

**UPPER MID—WEST TV STATION  
IN 100+ MARKET  
NEEDS LEAD SPORTS ANCHOR.  
SEND RESUME AND LETTER  
EXPLAINING WHY YOU ARE  
THE PERSON FOR THE JOB.  
BOX P-16. EOE.**

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# DIRECT SALES MANAGERS

## SUCCESS Is In The Air

Devote your energies to selling the technically advanced broadcast systems that distinguish Panasonic Broadcast Systems Company's world leadership.

To promote ongoing success of our products and meet the demands of an expanding marketplace, we are seeking energetic, result-oriented, dedicated sales professionals. You will solicit and present our systems to Chief Engineers in the broadcast industry in one of the following territories:

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Approximately 40% overnight travel is involved.

Successful candidates will possess:

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We offer the top-range compensation you'd expect from one of the world's largest electronics manufacturers including company car, expenses and full benefits.

Please forward resume indicating salary history and territory preference to: Panasonic Broadcast Systems Company, Dept. ACTM, Two Panasonic Way, Panazip 7C-5, Secaucus, NJ 07094. An Equal Opportunity Employer.

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## Help Wanted Technical

### V.P. of Operations and Engineering

Innovative and experienced professional, with production and operation expertise, needed as V.P. of Operations and Engineering to oversee broadcast operations, network program production, and development of new facilities for this established and aggressive television station operated by this exciting company. Unique opportunity for responsibility and creativity. B.S. or Electrical Engineering degree required. If qualified, please rush resume and salary requirements to:

**Personnel**  
Fox Television/WTTG  
5151 Wisconsin Avenue N.W.  
Washington, D.C. 20016

E.O.E.



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## Help Wanted Programing Promotion & Others

### EXECUTIVE PRODUCER

Executive Producer needed for long-established, successful AM talk show. Top ten market, leading net affiliate. Supervise staff of 7, budget management and assistance in development of other programs. Prefer 3 years "hands-on" in TV talk production, but will consider applicable news background. Supervisory experience preferred. College degree required. Send resume to Box P-30. EOE.

**Help Wanted Programing  
Promotion & Others Continued**

**DIRECTOR OF RESEARCH  
AND MARKETING SERVICES**

Responsible for the development and analysis of market research which provides the foundation for station positioning. Principal resource for the development of sales strategies with advertisers and agencies.

BA; Masters preferred in Marketing or Market Research Analysis. Five years progressive experience in Media, Broadcast or Advertising Research, Marketing Sales Promotion, and Ratings Analysis in medium to major market or network are required.



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ON-AIR PROMOTION  
PRODUCER**

NBC'S FLAGSHIP STATION IS LOOKING FOR AN EXPERIENCED ON-AIR PROMOTION PRODUCER FOR NEWS SERIES, NEWS TOPICALS, IMAGES AND LOCAL PROGRAMS. THIS PERSON MUST BE AN IDEA PERSON WITH STRONG CREATIVITY AND PRODUCTION ABILITY. WRITING, GRAPHICS, AND MUSIC. 2-3 YEARS EXPERIENCE.

SEND REEL (AND RESUME) OF YOUR VERY BEST (NO MORE THAN 5 SPOTS). WE'LL ASK FOR A SECOND REEL IF INTERESTED. TO: TONI SABIA, WNBC-TV 30 ROCKEFELLER PLAZA, N.Y., N.Y. 10112 ROOM 1133. NO CALLS PLEASE. EQUAL OPPORTUNITY EMPLOYER.



**RADIO**

**Help Wanted Management**

**ABC RADIO NETWORKS**

**DIRECTOR  
ABC ENTERTAINMENT  
RADIO NETWORK**

Top rated radio network seeks dynamic individual to manage all affiliate sales and marketing functions, including negotiation of contracts with stations. Radio station management or sales background preferred. Extensive travel required. Contact:

Capital Cities/ABC Inc.  
Personnel Dept., Attn.: CF  
77 West 66th St.  
New York, NY 10023

Capital Cities/ABC Inc. is an equal opportunity employer m/f/h/v.

**ALLIED FIELDS  
Help Wanted Technical**

**Help Wanted Sales**

**Do you have experience in  
radio advertising sales?**

A nationally known broadcast organization is looking for individuals with radio sales experience who are interested in traveling and willing to relocate to pursue a rewarding career in sales and marketing. If that sounds right for you, please send a resume and salary requirements to Box N-1. EOE.

**Situations Wanted Announcers**

**YOU NEED THIS MAN!**

Morning drive host at news/talk powerhouse seeks new horizons in full-service, news/talk, or personality A/C. Sharp, versatile, educated, creative, funny, great phones, great interviewer. tons of experience, good team player, stable, nice guy. Enjoys present job, so serious + discreet inquiries only, please!

**CONTACT "TALKHOST"**  
Phone: (313) 446-6889  
FAX: (313) 259-6024



**Video  
Maintenance  
Engineer**

Amway Corporation is currently seeking a qualified media engineer with the equivalent of 3-5 years of audio visual production engineering skills and a degree in Broadcast Electronics or related field. This position is primarily a first shift position but also requires evening and weekend hours.

Responsibilities include maintenance of all Audio Visual equipment, and involvement in the design and modification of new and existing audio visual systems.

The successful candidate will have extensive AV knowledge relative to time-code editing, 1" 3/4" video recorders, Beta-cam (SP), Grass Valley production switchers and DPM products, Chyron products, various audio recording systems, and Sony EFP and ENG equipment.

Amway offers a highly attractive fringe benefit package and starting wage commensurate with experience. To receive prompt consideration, please send your resume detailing Audio Visual Engineering experience and equipment familiarity to: Amway Corporation, Attn: HR Administrator - A/V, 7575 Fulton Road East, Ada, MI 49355-0001. Equal Opportunity Employer M/F/H/V.



## Employment Services

### **JOBPHONE**

THE NATIONAL JOB LISTING SERVICE  
FOR THE COMMUNICATIONS INDUSTRY

**1-900-234-INFO ext. TV (88)**

\$2 per minute

From any touch tone phone

### **JOB HUNTING?**

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in television. Access a daily report by phone. For more information call:

**800-237-8073**

in CA: 408-648-5200

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Daily updated rundown of television Anchor, Sports, Reporter, Weather, Producer, Photographer, Production, Promotion, Sales and Management positions!

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Corporate Public Relation positions for those looking to make a switch!

**1-900-990-6865**

\$1.95 first minute \$.95 each add'l

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To order: **1-800-776-7877**

SPORTS CAREERS HOTLINE

**1-900-420-3005** \$2/min.

California

### **Broadcast Job Bank**

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California Broadcasters Association

Don Fitzpatrick Associates proudly announces **THE PIPELINE** now includes radio!

**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!

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MEDIA/AUDIO - TEXT JOINT VENTURES

DIGITAL AUDIO TEXT COMPUTER MANUFACTURER AND INFORMATION SUPPLIER DESIRES JOINT VENTURES NATIONWIDE WITH RADIO, TV, CABLE & OTHER MEDIA. GREAT PROMO AND ADVERTISING REVENUE POTENTIAL. FOR RADIO, TV, CABLE AND ALL MEDIA. "INFOLAB" TURN-KEY SYSTEMS SALES AND PROGRAMMING ALSO PROVIDED. CALL MR LH. LINE - 1-800-722-9847.

## Wanted to Buy Stations

Qualified buyers seek underperforming FM or AM/FM combo in Arbitron-ranked markets 101+ in PA, MD, VA, NY, Ohio, NJ or New England. Seller financing required or will consider cash plus debt assumption. Brokers welcome. Reply in strictest confidence.

Box P-45

## For Sale Stations

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AM	Orlando, Fulltime Terms	\$300K
FM	S.W. Coastal Terms	\$1.6M
FM	Jax. Mkt. Up-grade	\$1.5M
AM/FM	South Fl. 100KW terms	\$2.1M
AM/FM	North Fl. up-grade	\$650K
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**Payable in advance.** Check, money order or credit  
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 must accompany all orders. All orders must be in  
 writing by either letter or Fax 202-293-3278. If pay-  
 ment is made by credit card, indicate card number,  
 expiration date and daytime phone number.

**Deadline** is Monday at noon Eastern Time for the  
 following Monday's issue. Earlier deadlines apply for  
 issues published during a week containing a legal  
 holiday. A special notice announcing the earlier dead-  
 line will be published above this ratecard. Orders,  
 changes, and/or cancellations must be submitted in  
 writing. NO TELEPHONE ORDERS, CHANGES, AN-  
 D/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category  
 desired: Television, Radio, Cable or Allied Fields;  
 Help Wanted or Situations Wanted; Management,  
 Sales, News, etc. If this information is omitted, we will  
 determine the appropriate category according to the  
 copy. NO make goods will be run if all information is  
 not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue:  
 Help Wanted: \$1.20 per word, \$22 weekly minimum.  
 Situations Wanted: 60¢ per word, \$11 weekly mini-  
 mum. All other classifications: \$1.30 per word, \$24  
 weekly minimum.

**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, Wante-  
 d To Buy Stations, Public Notice & Business Oppor-  
 tunities advertising require display space. Agency  
 commission only on display space.

**Blind Box Service:** (In addition to basic advertising  
 costs) Situations wanted: \$5 per ad per issue. All  
 other classifications: \$10 per ad per issue. The  
 charge for the blind box service applies to advertisers  
 running listings and display ads. Each advertisement  
 must have a separate box number. BROADCASTING  
 will not forward tapes, transcripts, portfolios, writing  
 samples, or other oversized materials; such materials  
 are returned to sender. Do not use folders, binders or  
 the like.

**Replies to ads with Blind Box numbers** should be  
 addressed to: Box (letter & number), c/o BROAD-  
 CASTING, 1705 DeSales St., NW, Washington, DC  
 20036.

**Word count:** Count each abbreviation, initial, single  
 figure or group of figures or letters as one word  
 each. Symbols such as 35mm, COD, PD, etc., count  
 as one word each. A phone number with area code  
 and the zip code count as one word each.

The publisher is not responsible for errors in printing  
 due to illegible copy—all copy must be clearly typed or  
 printed. Any and all errors must be reported to the  
 Classified Advertising Department within 7 days of  
 publication date. No credits or make goods will be  
 made on errors which do not materially affect the  
 advertisement.

Publisher reserves the right to alter classified copy  
 to conform with the provisions of Title VII of the Civil  
 Rights Act of 1964, as amended. Publisher reserves  
 the right to abbreviate, alter, or reject any copy.

# FATES & FORTUNES

## MEDIA

**Meg Delone**, general sales manager, WSNF(FM) Philadelphia, joins WEAZ-AM-FM there as assistant general manager.

**Jeffrey J. Guzy**, VP, special projects, Overseas Telecommunications Inc., joins Comsat Video Enterprises Inc., Clarksburg, Md., as director, video network services. **Claus Fuchs**, senior product manager, Hughes Network Systems, Germantown, Md., joins Comsat Communications Satellite Corp., Washington as director of operations.

**John Hutchinson**, VP and general manager, WWBT(TV) Richmond, Va., joins WBTV(TV) Charlotte, N.C., in same capacity.

**Robert M. Wagman**, partner, Price Waterhouse, Los Angeles named partner-in-charge, business management and personal financial services, Entertainment Industry Services Group.

**Cullie M. Tarleton**, senior VP and general manager, WBTV(TV) Charlotte, N.C., resigns, succeeded by **John H. Hutchinson Jr.**, VP and general manager, WWBT(TV) Richmond, Va.



Sensing

**Larry D. Sensing**, president and CEO, REBS Inc., broadcast holding company, Nashville, joins American Network Group Inc., group owner there, as VP and chief financial officer.

**Peter Acquaviva**, general manager,

WGMD(FM) Rehoboth, Del., joins WALK-AM-FM Patchogue, N.Y., in same capacity.

**Terry Blaber**, director of research, Select Media, New York, joins KXTV(TV) Sacramento, Calif., as research director.

**Kristen Walsh**, sales and research assistant, WABC(AM) New York, joins CBS Radio Representatives there as research analyst.

**Reggie Bates**, general sales manager, WRKA(FM) Louisville, Ky., joins WNOE-AM-FM New Orleans as station manager.

**Bill Anderson**, program and production

manager, KCRG-TV Cedar Rapids, Iowa, joins WGGB-TV Springfield, Mass., as director of marketing and operations.

**Gary E. Cassard**, operations manager, Cox Cable Ocala (Florida), Inc., named VP and general manager.

**Robert T. Ganzak**, sales manager, WHFB-AM-FM Benton Harbor, Mo. (St. Joseph), named general manager, succeeding **Kent Slocum**, resigned.

## SALES AND MARKETING

Appointments at W.B. Doner & Co.:

**Jim Dale**, vice chairman, corporate creative director, named president and chief operating officer, Baltimore; **Barry Levine**, VP, chief financial officer, named senior VP, chief financial officer, Detroit; **Steve LaGattuta**, executive VP, international business development, named vice chairman, international business development, Detroit; **Alan Kalter**, executive VP, director of retail, named vice chairman, account management, Detroit, and **Don Riesett**, executive VP, director of account management, named vice chairman, account management, Baltimore.

**Ann Meschery** and **Charles Rutman**, senior VP's, group media directors, Backer Spielvogel Bates Inc., New York named executive VP's.

**Howard Nass**, senior VP, media, Ayer, joins Foote, Cone & Belding Communications Inc., Chicago, as senior VP, corporate director of local broadcast.

**Len Spangnoletti**, investor and developer, San Francisco, joins KNBC-TV Los Angeles as director of sales. **L. Reed Manville**, director of finance, KNBC-TV named manager of sales planning.

**Judy Williams**, sales marketing manager, WJLA-TV Washington, named local sales manager.

**David Henry**, local sales manager, KLUV(FM) Dallas, named general sales manager.

**Robert L. Bernstein**, general sales manager, KLZ(AM)-KAZY(FM) Denver, joins KOY-AM-FM Phoenix in same capacity.

**Anthony J. Kahl**, local sales manager, WBFF(TV) Baltimore, joins WPMT(TV)

York, Pa., in same capacity.

**Sarah Dickson**, from Real Estate Review Show, Lincoln, Mass., joins WGOT(TV) Merrimack, N.H., as account executive.



Rinaldo

**Diane Rinaldo**, national broadcast group supervisor, Foote Cone & Belding, joins Warner Bros. Domestic Television Distribution, Burbank, Calif., as account executive, media sales.

Appointments at Keystone Communications, Salt Lake City: **Barry McCann**, VP and general manager, KKWY(FM) Ogden, Utah, named VP, sales and marketing; **Blaine Colton**, VP, network group, named senior VP, network service group; **Douglas J. Jessop**, vendor director, KCPX-FM Salt Lake City named assistant director of marketing; **Brian Lookofsky**, VP, video sales, named VP, West Coast sales, Los Angeles; **Mary Costa**, former syndication manager, Mediatech, named account executive, Los Angeles, and **Carol Tucker**, customer service representative, Los Angeles named account executive.

**Brian Wynn**, associate director, program sales, JM Entertainment, joins SFM Entertainment, New York, as account executive, station sales department.

**Richard J. Corcoran**, account executive, Krome Communications Inc., joins Dudreck DePaul Ficco & Morgan Inc. advertising and public relations firm, Pittsburgh, as advertising account executive.

**Michael Portugal**, account executive, Metrobase Cable Advertising, joins QVC Network, West Chester, Pa., as manager, North Central region. **Mary Jo Terzano**, account executive, WXTU(FM) Philadelphia, joins QVC Network as manager, Mid-Atlantic region.

**Fran Waters**, former sales executive, WFLA-TV Raleigh, N.C., joins WRTP(AM) Chapel Hill, N.C. (Durham), as national sales manager.

**Bob Camporeale**, director of advertising sales, Long Island Cablevision, joins National Cable Advertising, New York

as New York sales manager.

**Richard Deutsch**, national sales manager, KITN(TV) Minneapolis, joins KZKC(TV) Kansas City, Mo., as general sales manager.

**Robert Bordelon**, from McGavren Guild, joins co-owned Group W Radio Sales, Dallas, as VP, regional manager.

**Tom Doyle**, senior account executive, WDBO(AM) Orlando, Fla., joins WGTO(AM) Cypress Gardens, Fla., as account executive.

**Hildy Weiss**, research manager, Petry Television, New York, named group research manager. **Tim Bennett**, from Petry's sales training program, named account executive, Petry National's white team, New York.

Appointments at Katz Communications Inc.: **Connie Stokes**, sales executive, Katz Independent Television, Atlanta, named sales manager; **Bill Robinson**, sales executive, Katz American Television, Los Angeles, named sales manager, gold team, Katz Continental Television there; **Jay Krenson**, sales assistant, Katz Continental's East Central station group, named research analyst, New York, and **Helene Montagna**, senior research analyst, Katz Continental Television, named senior media analyst, Katz Television Management Services, New York.

**Daniel Bogosh**, VP, associate director, DDB Needham, Chicago named VP, creative director.

**Diane Kinderwater**, promotion director, KLUZ-TV Albuquerque, N.M., joins KXLN-TV Rosenberg, Tex. (Houston), as national sales account executive.

**Gerry Horn**, sales manager, Katz Communications Inc., Charlotte, N.C., joins TeleRep, there as account executive. **Patti Markham**, account executive, TeleRep, Charlotte, named Charlotte sales manager.

**Howard L. Robertson Jr.**, director of local sales and business development, WPTY-TV Memphis, resigns to establish Brain Trust, marketing, sales and public relations consultants there, and will act as president.

## PROGRAMING

**Nicholas J. Ashooh**, director of corporate communications, Public Service Company of New Hampshire, joins Paramount Communications Inc., New York, as VP, corporate communications.

**Susan Notarides**, VP, licensing and merchandising, MGM/UA, Culver City, Calif., named senior VP, licensing and

## ITC NAMES NEW CHAIRMAN

**A**lan R. Buggy has been named as chairman of ITC Entertainment Group effective immediately, filling position left vacant by resignation of Jerry Leider last February. In making appointment, ITC President and CEO Chris Gorog will concentrate on all of company's motion picture and television development, acquisition and distribution activities. Buggy, who resigned as an investment banker with New York-based Samuel Montagu

Inc., lending institution that provided equity capitalization for management buyout of ITC in November 1988, will supervise ITC financial affairs and relationship with majority shareholder Midland Montagu Ventures. Prior to serving seven years as managing director of Samuel Montagu, Buggy was vice president of Bankers Trust Company in New York. ITC currently syndicates game show *Tic Tac Dough* and various film packages.

merchandising.

**Gail Williams**, regional director, HBO, San Francisco, joins Times Mirror Cable Television, Irvine, Calif., as VP, field marketing and sales development.

**Gary S. Howard**, VP and treasurer, United Cable, Denver, joins United Artists Entertainment Co., there as senior VP and chief administrative officer.



Howard



Odunton

**Adoley Odunton**, director of motion pictures for television, CBS Television, joins Republic Pictures Productions Inc., Los Angeles, as senior VP.

Appointments at Columbia Pictures Television, Burbank, Calif.: **Michael E. Viebrock**, assistant general counsel, named VP, legal affairs; **Jeff Wachtel**, senior VP, production, Orion Television Entertainment, Los Angeles, named VP, movies and mini-series, and **Elise Keen**, director, syndication contracts, named VP, syndication contracts.

**Robert Stahl**, senior analyst, first-run research, Warner Bros. Domestic Television Distribution, Burbank, Calif., named research systems specialist.

**Tim McGowan**, director of research, MTM Television Distribution, joins Orion Television Entertainment, Los Angeles as VP, research. **Eliot Rifkin**, research analyst, Orion Television, named manager of research.

**David Bixler**, VP, acquisitions for media, Media Home Entertainment, Culver City, Calif., named senior VP, distribu-

tion.

**Gary L. Portmess**, broadcast consultant, Boca Raton, Fla., joins WYVN(TV) Martinsburg, W. Va., as VP, programming and sales.

**Tom Christie**, director of business development, Showtime Networks Inc., New York, named VP, business development.

**Sandra F. Brewer**, manager, media services, Buena Vista Television, Burbank, Calif., named director of media services.

Appointments at *Night Court*, Warner Bros., Burbank, Calif.: **Fred Rubin** and **Bob Underwood**, producers, named supervising producers; **Kevin Kelton**, from *Saturday Night Live* and *A Different World*, named executive story consultant; **Bill Fuller** and **Jim Pond**, from *Newhart*, named executive story editors; **Elaine Aronson**, from *It's Gary Shandling's Show*, named story editor, and **Nancy Lee Myatt**, from Warner Bros. writers workshop, named staff writer.

**Don Thornton**, director of account services, Private Satellite Network Inc. (PSN), New York, named VP, network services. **Katherine Leary**, director of marketing, (PSN), named VP, sales and marketing.

**Mitchel Fried**, director, marketing, Nickelodeon, joins Viewer's Choice, New York, as director of event marketing.

**Bill Lee**, director of pay per view sales, U.S. and Canada, Culver City, Calif., joins United International Pictures Pay TV Group, London, as director of sales and new business development.

**Daniel C. DeVany**, manager, Arts & Performance Network at Minnesota Public Radio, joins WETA-FM Washington as air personality.

**Jim Manley**, from co-owned WHKO(FM) Dayton, Ohio, joins WHIO(AM) there as air personality. **Paul Ellis**, air personality, WSPD(AM) Toledo, Ohio, joins WHKO in same capacity.

**Tom Shannon**, air personality, WIMX(FM) Harrisburg, Pa., joins WWKL(FM) there in same capacity.

## NEWS AND PUBLIC AFFAIRS

**Judy Muller**, correspondent, CBS News, joins ABC News, Los Angeles in same capacity.

**Ahmad Rashad**, courtside reporter, NBA coverage, NBC, New York, adds duties as co-host, *NBA Inside Stuff*, NBA Entertainment there. **Julie Moran**, from WCTV(TV) Thomasville, Ga. (Tallahassee, Fla.), joins NBA Entertainment's *NBA Inside Stuff*, as co-chair.

Appointments at United Press International, Washington: **Joel J. Peneburgh**, senior VP, finance, named senior VP, chief financial officer; **David L. Haymore**, VP, broadcast sales, named senior VP, sales to U.S. news media cus-

tomers; **R. Michael Aulabaugh**, director, sales to broadcast media groups, succeeds Haymore; **Patrick A. Grotto**, senior VP, media sales, joins parent company, Infotechnology Inc., New York, as senior VP, business development. New regional executives are **Robert Kieckhefer**, editor for Midwest, Chicago; **Eric Kramer**, founder and owner, *The Falcon* weekly newspaper, Lakeside, Ariz., for West, Los Angeles; **William Morrissey**, client relations manager, Northeast, for Northeast, New York, and **David Mould**, Southeast regional editor, for South, Atlanta.

**Alyce Dissette**, producer, David Gordon/Pick Up Co., joins KTCATV St. Paul, Minn. (Minneapolis), as executive producer, *Alive from Off Center*, succeeding **John Schott**, who resigned to become executive director, Independent Television Services there.

**Monica L. Abler**, former co-anchor and writer, WHIZ-TV Zanesville, Ohio, joins WLWT(TV) Cincinnati as news writer.

**Elliott Wiser**, assistant news director, morning anchor and business editor, WTVR-TV Richmond, Va., named news director, continuing business editing duties.

Appointments at WFLA-TV Tampa, Fla.: **Brian Seifert**, 6 p.m. producer, named executive producer; **Dave Kaylor**, supervisor of news projects and satellite operations, named news operations manager; **Linda Lupatkin**, 10 p.m. producer, KMOL-TV San Antonio, Tex., named 6 p.m. producer; **Lance Williams**, reporter, WALA-TV Mobile, Ala., to same capacity; **Mary McDevitt**, reporter, KTVE(TV) El Dorado, Ariz. (Monroe, La.), named overnight news anchor; **Kellie Davidson**, production assistant, WPSD-TV Paducah, Ky., named editor; **Wendy Foster**, part-time associate producer, named associate producer. and **Joe LoNigro**, editor, KCAL(TV) Norwalk, Calif. (Los Angeles), named producer.

**Ryan Banfill**, producer, *The Good Morning Show*, WCTV(TV) Tallahassee, Fla., joins Florida Public Television there as producer and reporter.

**Chris Jenkins**, from KRDO-TV Colorado Springs, joins KWGN-TV Denver as general assignment reporter.

## 1990-91 CHAIRS ANNOUNCED FOR NAB COMMITTEES

Advanced Television Task Force, Warren Williamson III, WKBN Broadcasting Corp., Youngstown, Ohio; AM Improvement, Art Suberbielle, KANE(AM) New Iberia, La.; AM Receiver Manufacturer Liaison Task Force, Ted Snider, Snider Corp., Little Rock, Ariz.; Cable Relations Task Force, co-chairs, Thomas L. Goodgame, Television Station Group, Westinghouse Broadcasting Co. Inc., New York and Cyril E. Vetter, WVLA(TV) Baton Rouge, La.; Children's Television, Glenn C. Wright, KIRO Television, Seattle; Congressional Relations, co-chairs, Walter E. May, WPKE(AM)-WDHR(FM) Pikeville, Ky., and Patricia Smullin, California/Oregon Broadcasting, Medford, Ore.; Copyright, Leavitt J. Pope, WPIX Inc., New York; Digital Audio and Satellite Sound Broadcasting Task Force, Alan Box, EZ Communications Inc., Fairfax, Va.; Engineering Conference & Advisory, Donald Wilkinson, Fisher Broadcasting, Seattle; Financial Advisory, Michael J. Conly, Harte-Hanks Communications, San Antonio, Tex.; Frist Amendment, Thomas A. Oakley, Quincy Newspapers, Quincy, Ill.; FM Transmission, Bert Goldman, Shamrock Broadcasting, KMLE(FM) Chandler, Ariz. (Phoenix); HDTV World, James McKinney, Advanced Television Systems Committee (ATSC), Washington; Hundred Plus Markets Television, Judith Ekberg Johnson,

Meyer Broadcasting Co., Bismarck, N.D.; Insurance, James A. Hammond, WCEI-AM-FM Easton, Md.; Clark Broadcasting Co.; Local Cable Advisory, Cullie M. Tarleton, Jefferson-Pilot Communication's WBT(TV) Charlotte, N.C.; On-Air Initiatives, Ramsay G. Elliott, KCRX(AM) Roseville, Calif.; Radio Allocations & Regulatory Review, Denise A. Shoblom, WUHN(AM)-WUPE(FM) Pittsfield, Mass.; Radio Membership and Board Composition, Steven A. Downes, WISN(AM)-WLTQ(FM) Milwaukee; Radio '91 Steering, Nancy Widmann, CBS Radio, New York; Research, Donald Newberg, WGOW(AM)-WSKZ(FM) Chattanooga; Research Subcommittee on Local Radio Audience Measurement, Jerry Lee, WEAZ-FM Philadelphia; Research Subcommittee on Local TV Audience Measurement, Thomas McClendon, Cox Enterprises Inc., Atlanta; Resource Development Committee, Mauricio Mendez, KTMD(TV) Galveston, Tex. (Houston); Small/Medium Market Radio, co-chairs, Jerry Papenfuss, Result Radio Group's KAGE(AM) Winona, Minn., KBEW(AM) Blue Earth, Minn., KBRF-FM Fergus Falls, Minn., and William Eure, Eure Communications, Yorktown, Va.; Telco Entry Task Force, John Behnke, Fisher Broadcasting Inc., Seattle, and Television Membership, Edward T. Reilly, McGraw-Hill Broadcasting Co., New York.

## TECHNOLOGY

**Kristin P. Ralph**, VP, human resources, Kidder Peabody, joins The Post Group Inc., Hollywood, Calif., as president and chief operating officer.

**Jack Bryant**, marketing manager, subscriber group, Scientific-Atlanta, joins General Instrument's Jerrold Communications, Hatboro, Pa., as director of product management, subscriber marketing department. **John Burke**, previously overseeing Jerrold's on/off-premises effort, named manager of addressable converters, subscriber marketing department.

**Leighton Reed-Nickerson**, director of engineering, WPXI(TV) Pittsburgh, joins Tektronix, Philadelphia as district sales manager.

**Ronald J. Hranac**, senior VP, editorial, CT Publications, joins Coaxial International Inc. cable television management and consulting firm, Denver, as VP, engineering.

**Lee Anne Winfrey**, from SkyLink, joins Satellite Transmission and Reception Specialists, Los Angeles, as major account executive.

**Norman Blake**, marketing manager, GTE, Danvers, Mass., named manager

of specifier markets and legislative affairs, GTE's Sylvania lighting division.

## PROMOTION AND PR

**Enette Nusbaum**, publicity coordinator, Stephen J. Cannell Productions, Hollywood, named manager of public relations.

**Beth Kohl**, group manager, event marketing, Philip Morris USA, joins Abram Promotion Group, newly formed division of Abram Communications Inc., New York, as president.

**Sharon E. Seldon**, morning show producer, WPGC-FM Morningside, Md., named promotions coordinator.

**Michael Fedolli**, account executive, Robinson and Satterwhite printing firm, Nashville, joins Keller-Crescent Co., Evansville, Ind., as account executive.

**Elizabeth Ferris**, freelance writer and producer, WUSA(TV) Washington and PBS, Alexandria, Va., joins *You're on the Air, Washington* there as media relations specialist.

**Nana Greller**, director of publicity, Doubleday's Books for Young Readers, joins Children's Television Workshop, New York, as assistant director of information.

Assistant account executives named account executives, Porter/Novelli, Washington: **Lori George**, **Lisa McDougal**, **Ann Marie Pearson** and **Rebecca Thorp**.

**Lori Miller**, promotion director, WGCL(AM)-WTTS(FM) Bloomington, Ind.,

joins KTLR(FM) Houston as director of promotion and marketing.

**Larry Hryb**, assistant promotion director, WKSS(FM) Hartford, Conn., named promotion coordinator.

## ALLIED FIELDS



**Schreter**  
erly Hills, Calif.

**Michael M. Schreter**, executive VP, Golden West Broadcasters, resigns to form MiJoy International financial investment and consulting company, specializing in broadcast and cable mergers and acquisitions, Beverly Hills, Calif.

**Andrew R. Paul**, director of government relations, Paramount Communications Inc., joins Satellite Broadcasting and Communications Association, Alexandria, Va., as senior VP, government and international affairs.

**James S. Baker**, director, finance, American Advertising Federation, Washington, named VP, finance and human resources. **Richard K. Blatt**, VP, marketing, American Advertising Federation, named VP, marketing and operations.

**Dick Enberg**, NBC sportscaster, New York, named "1990 Sportscaster of the Year," American Sportscaster Association Inc., there.

**Oksana Dragan**, deputy chief, USSR division, Voice of America's Ukrainian branch, named chief of European division, Washington.

**Julie Pinkwater**, senior VP, director of media planning, McCaffrey and McCall, joins Network Television Association, New York, as senior VP, director of marketing development.

**Cynthia Saraniti Upson**, director of communications, Electronic Industries Association, Washington, named executive director, communications department, Consumer Electronics Group, succeeding **Thomas K. Lauterback**, named president of member services.

**George Veras**, producer, CBS Sports, New York appointed to board of directors, American College of Sports Medicine Foundation, Indianapolis.

**John Hegelmeyer**, client service representative, television/advertiser agency services, Arbitron Co., Los Angeles, named account executive.

**Angela Burnett**, former attorney, International Facilities Division, Common Carrier Bureau, FCC, Washington, joins Information Industry Association there as staff counsel.

## DEATHS

**Paul Jackson**, 37, sports director, WSPA-TV Spartanburg, S.C., died in plane crash near Lynchburg, Va., Sept. 8 after returning from covering Clemson-Virginia football game. Before joining WSPA-TV in 1977 as weekend sports anchor, Jackson was radio sportscaster in Chattanooga. He is survived by his wife, Pam, and daughter, Elizabeth.



**Jackson**



**Calenberg**

**Thomas Wayne Calenberg**, 55, newscaster and account executive, died of cancer Sept. 6 at Baptist Hospital, Columbia, S.C. Having 30-year stint in broadcasting, Calenberg most recently sold advertising at WIS-TV Columbia, S.C. He is survived by his daughter, Kimerly; mother, Florence, and brother, Jerry.

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# FIFTH ESTATE

## JOHNATHAN RODGERS: CBS'S MAN FOR ALL STATIONS

**J**ohnathan Rodgers, newly named president of CBS's owned stations division, like many children of the 1960's, believed he could save the world. After 23 years in the post-graduate "real world," Rodgers has settled for trying to improve local communities through television. His newest business challenge: to improve the bottom lines of CBS's five stations.

Educated at the University of California at Berkeley, Rodgers felt he could make a difference through journalism.

Rodgers started his career in print journalism as a reporter for *Sports Illustrated* and later *Newsweek*. Following a stint in the army, Rodgers went to graduate school at Stanford, and then back to *Newsweek*, where he was named associate editor. In 1973, he left *Newsweek* to join WNBC-TV New York as writer-producer. There he became reacquainted with a childhood friend who was also trying her hand at television journalism—Royal Kennedy, a reporter at WKYC-TV Cleveland, the NBC-owned station there. (Rodgers and Kennedy were both from Air Force families and had known each other from a mutual posting at Mitchell Air Force Base in New York.) After a two-year courtship, they were married in 1975.

In 1974, a reporter slot opened at WKYC-TV and Rodgers took it, also reporting for NBC News. In 1975, Kennedy was transferred to WMAQ-TV Chicago. Rodgers left his job at WKYC-TV to follow her to Chicago, where he remained jobless for nine months.

It was while in Cleveland that Rodgers decided he wanted to expand his career. "I had this fantasy about being a great reporter with a trench coat and hat. But I came to realize I wasn't that good. I saw so much going on around in me in the newsroom, the structure, the way things were done that I would change. But as a reporter I had control over maybe 90 seconds of airtime a day. That was frustrating."

An opportunity emerged in Chicago when Rodgers hit it off with Jay Feldman at a dinner party. Feldman was news director at CBS-owned WBBM-TV Chicago at the time, and was looking for an assistant news director. In March of 1976, Rodgers signed on in his first management job.



In 1978, he was transferred to KNXT(TV) Los Angeles (now KCBS-TV) where, over five years, he moved from executive producer to news director to station manager. Meanwhile, Kennedy was picked up by ABC as a correspondent in Chicago, and later Los Angeles.

At KNXT, Rodgers served under three general managers, Van Gordon Sauter, Ed Joyce, and Jamie Bennett.

In 1983, Sauter, then president of CBS News, asked Rodgers to become executive producer of the network's late night newscast, *Nightwatch*.

This time, it was Kennedy's turn to put her career on hold. She left ABC to follow her husband to New York. About six months later, Rodgers shifted to executive producer of the weekend *CBS Evening News*. That, too, was a brief but memorable stint. "More than any other time in the business, I felt that I was doing good as opposed to doing well. To cover the world and put it in a cohesive, understandable fashion was the greatest thrill in the world."

After the weekend news duty, Rodgers was briefly executive producer of

the *CBS Morning News* before he took the most politically sensitive assignment of his career—the general manager position at WBBM-TV in March 1986.

The station was being boycotted by the Jesse Jackson-led coalition, Operation PUSH, primarily for its firing of black news anchor Harry Porterfield. PUSH believed the station was failing to serve the programming needs of Chicago minorities, a charge Rodgers did not dispute.

Rodgers was sent in to put out the fire and turn the station around. PUSH boycotted aside, the station's ratings were dropping and it was no longer the strong number one it had been. Without question, CBS gave a rising young executive a chance to manage a key asset.

It paid off. Over his four-year run at the station, revenues and profits increased, and relationships with minority groups in the city improved. Whether

his race had anything to do with the appointment is something Rodgers doesn't dwell on. "You try not think about some things because you don't want to know the answer. If it was a straightforward business decision, then that is to their [CBS's] credit. The fact is the station was in decline. That I was from here, that I knew Jesse Jackson from my earlier stint, that I happened to be black and a broadcaster, were all to the station's and the city's advantage."

Rodgers believes the broadcasting industry needs more minorities in key decisionmaking roles. To that end, he is proud of the fact that at

WBBM-TV, he has put women in the key director posts for news, programming and promotion. "And they are the best qualified to do those jobs," he adds. "Pete Rose always used to say that he gave 12 dimes to the dollar. And to get ahead that is what everybody should do, regardless of color or sex."

### Johnathan Arlin Rodgers,

*President, CBS Television Stations; b. Jan. 18, 1946, San Antonio, Tex.; BA, Journalism, University of California at Berkeley, 1967; reporter, Sports Illustrated, 1966-68; reporter, Newsweek, 1968, U.S. Army, 1969-71; MA Communications, Stanford University, 1972; associate editor, Newsweek, 1972-73; writer-producer, WNBC-TV New York, 1973-74; reporter, WKYC-TV Cleveland, 1974-75, assistant news director, WBBM-TV Chicago, 1976-78; executive producer, news director and station manager, KCBS-TV Los Angeles, 1978-83; executive producer, CBS News, 1983-86; vice president and general manager, WBBM-TV, 1986-90; present position since August 1990; m. Royal Kennedy, Sept. 27, 1975; children—David, 8; Jamie, 2.*

# IN BRIEF

In surprise announcement, **James T. Lynagh, Multimedia president-COO, resigned**, effective Oct. 1, nine months after being promoted from post of president, Multimedia Broadcasting. Lynagh, who joined Multimedia in 1981, will also step down as director and member of company's executive management committee and will work as "consultant to the chief executive officer," Walter Barlett, helping with broadcasting and entertainment divisions. Lynagh told BROADCASTING that he had first discussed idea of leaving company at least month ago and would have delayed leaving but that it would not have been possible to keep decision quiet. He said personal situation, health reasons and desire to "try something new after 40 years in the broadcasting business" contributed to his decision and he denied there was any conflict with Barlett or company's board: "It was leave now or commit to the company for the next nine years." The 56-year old Lynagh sold majority of his stock in company last October for reported \$9 million.

**NBC and McDonald's** have created "McMillions on NBC" promotional campaign with total prize pool of \$35.5 million. Beginning on Sept. 24 and linked to debut of NBC's fall schedule, one viewer every day for 28 days will be able to win \$1 million, by matching nine-number digit on game cards with numbers announced during NBC programming. Prize money will roll over each day if no winning numbers are claimed. In addition to daily \$1 million prize, more than 7 million \$1 instant prizes will be awarded. Game cards will be available at 8,300 McDonald's restaurants beginning on Sept. 21. First numbers will be announced on Sept. 24 during *Fresh Prince of Bel Air*, 8-8:30.

**Neal Marzens and Carol Black**, husband and wife team who created *The Wonder Years* are reportedly **about to sign multi-year contract for reported \$15 million with Walt Disney Co.** Company spokesperson would not comment, and spokesperson for producers was unavailable.

**New York Attorney General Robert Abrams is calling on N.Y. Senators Daniel Patrick Moynihan and Alfonse D'Amato to support**

**elimination of section of proposed cable legislation** that he called "ambiguous," and might preempt New York state cable consumer protection law approved in February. Abrams is concerned that bill would empower FCC to preempt authority granted to states in 1984 Cable Act. In letter to two senators last Friday, Abrams said Congress should "set minimum national standards for customer service and consumer protection in the cable television area, without jeopardizing the higher local standards conditions may require."

Effective March 1991, **Showtime will raise its rates to cable operators for first time in four years.** Sources said 10% rate increase will put premium channel's price more on parity with HBO's. Same increase applies to The Movie Channel and will be the first in its history.

FCC's **Milton Gross will appear on NAB's Telejournal**, broadcast from Biznet studio of Washington Chamber of Commerce, to further explain commission's political programming guidelines (BROADCASTING Sept. 10). Joining Gross will be NAB President Eddie Fritts and NAB attorneys Jeff Baumann and Steve Bookshes-ter, and lowest unit charge expert Arther Goodkind, a lawyer at Koteen & Naftalin. *Telejournal* is hour-long program sent to stations every third Friday of month. Friday, Sept. 21, program will be live and expanded to hour and half, 11:30 a.m.-1 p.m. ET, and will be available on Telstar 301, transponder 10V, audio 6.2 and 6.8.

**BET President Bob Johnson and actor Tim Reid made formal announcement of new production company** last week to produce movies, mini-series, specials and documentaries depicting black lifestyles for sales to all media outlets. Michele Clark, former director of business affairs for HBO, will be president-COO of new company. Venture will be outlet for black creative artists, said Johnson.

**Chyron Corp.**, manufacturer of video graphics and digital special effects equipment, **filed for Chapter 11 bankruptcy protection** last week after Manufacturers Hanover Trust called company's loan of about \$10 million. Manufacturers Hanover, company said, has agreed in principle to make up to \$9 million of financing available to Chyron as debtor in possession. Chyron also announced that Manufacturers Hanover had "instituted suit" two weeks ago against Chyron's other major lender, European American Bank (EAB), charging it with "fraud and breach of contract. Chyron owes EAB about \$20 million. Impasse between two banks, Chyron said, is reason it is filing Chapter 11. Chyron was named as nominal defendant in that action, but no relief is sought against Chyron.

**U.S. military personnel in Saudi Arabia were receiving Armed Forces Radio and Television Service FM radio signals** last week, but low-power TV transmitters deployed there stood idle, as AFRTS awaited Saudi approval of their use. FM

## FIRST TIME HONOR



**T**he Cable News Network garnered its first news Emmy last week when the National Academy of Television Arts and Sciences gave out its news and documentary awards in ceremonies Sept. 12 at the Waldorf-Astoria Hotel in New York. CBS and PBS tied for high honors with 10 statues apiece, followed by ABC with six; NBC, five; TBS, four, and CNN, Fox, HBO, MTV and syndicated programming, one each. Above: accepting for CNN are anchor Bernard Shaw and executive producer Jane Maxwell.

transmissions include mainly news, including AP Network News at top of hour, sports and very small amount of music. Hundreds of TV's will be disseminated among soldiers, said Bob Matheson, chief of TV division, AFRTS broadcast center, when and if transmissions are approved. Fact that request is to operate NTSC service in nation with different standard might explain two-week wait since transmitter deployment, he said. TV service will also be "smorgasbord" of network news and news-feed programming, sports and some entertainment. And last week at NAB's radio convention, Group W Radio announced it's spearheading fundraising campaign to send radio sets and batteries to troops. Goal is to send 25,000 radios to AFRTS for distribution to troops in Persian Gulf.

**NAB and city of Montreux, Switzerland, last Friday announced co-venture to conduct NAB/Montreux International Radio Symposium and Exhibition in June 1992.** European Broadcasting Union has endorsed project and agreed to be patron. Lowry Mays, NAB joint board chairman and president of Clear Channel Communications, and Daniel Kramer, director of engineering, Swiss Broadcasting Corp., will co-chair executive planning committee—tentatively scheduled to meet this fall.

**General Instrument's Jerrold Communications will construct advanced television test bed for Cable Television Laboratories,** by agreement reached between parties last week. Jerrold's Applied Media Lab is to deliver automated test system for cable and fiber next month to Cable-Lab's test site at Advanced Television Test Center, Alexandria, Va.

**David Sarnoff Research Center signed \$100 million, multi-year agreement with Thomson Consumer Electronics Inc.** to continue development of TV systems, displays and receivers carrying RCA name. Thomson, successor to (former Sarnoff parent) RCA's consumer electronics business, and Sarnoff Center, now subsidiary of SRI International, are partners in Advanced Television Research Consortium with NBC and Philips Consumer Electronics. D. Joseph Donahue, senior VP of technology and business development for Thomson, described deal as "clear vote of confidence in Sarnoff's R&D efforts on advanced television systems and related work in digital compression studies, TV features and displays."

## FALL'S FIRST SYNDICATION NUMBERS

**A**s Buena Vista Television's game show strip, *Challengers*, entered its second week of distribution, four other game shows made their premieres last week to equally disappointing early showings in nation's 24 metered markets. Reality strips did not fare much better in their second outings; however, off-network strips and first-run children's programming continued to find expanding niche markets.

Through Sept. 12, *Challengers* scored a three-day 3.4 rating/10 share (NTI) metered market average in its second week of syndication, down nearly 10% from its 3.5/11 premiere week average, according to analysis by New York-based rep, Sotel. *Challengers*'s second week score was still 29% lower than its lead-in programming (4.4/14). Across the board average lead-in share declines were posted by all four remaining game shows, with Warner Bros. Domestic Television's *Trump Card* following with 2.8/9 three-day average, about 25% lower than its lead-in programming (3.6/12). ITC's *Tic Tac Dough* averaged 2.8/9, 20% below its lead-in average (2.9/10); Orbis' *Joker's Wild* measured 2.2/8, 20% lower than its lead-ins (2.9/10), and Guber-Peters Television's *Quiz Kids Challenge* dropped 30% from its lead-ins (2.2/10) with an 1.6/7 average.

Meanwhile, Twentieth (Fox) Television's interview strip, *Personalities*, turned in a 2.5/8 average for its eight days in distribution (ending Sept. 12), dropping 11% of its lead-in share average (4.5/9). Nostalgia strip, *Instant Recall*, from King World, has hung tighter to its lead-ins (4.2/13) in 20 metered market season-to-date measurements with 3.5/13 average.

In limited off-network sitcom rollouts, Buena Vista's *Golden Girls* shined in nine metered markets through its 7.2/16 season-to-date average, improving 12% on its 6.1/14 lead-in average. *ALF*, from Warner Bros., held solidly with 4/9 average in five metered markets of staggered rollout, compared to its 4/10 lead-in programming. Columbia Picture Television's 227 has a limited four-market, second-week run under its belt with 3.3/8 average, but has fumbled 33% of its lead-in average (4.4/12).

Buena Vista's two-hour *Disney Afternoon* block marked debut of this season's new children's syndicated programming last week, with a strong early fringe 4.2/13 three-day average. The latest half-hour addition to the block, *Tale Spin*, got a 5.2/12 for its Sept. 10 premiere, beating companion *Chip 'n' Dale's Rescue Rangers'* previous 4.6/11 debut day record last season. *Tale Spin*'s average was 5.3/13 (also 18% higher than October 1989 programming [4.3/11] in same time periods), while BVT's other rookie entry, *Gummi Bears*, opened two-hour block with modest 2.8/10, but improved 11% against lead-in programming (2.4/9).

*Disney Afternoon's* *Duck Tales* and *Chip 'n' Dale*, scored 3.9/13 and 4.9/14, respectively, in their second-season premieres. Most syndicators and station rep sources, however, noted that *Disney Afternoon* went unopposed by new children's programming, with Warner Bros. Domestic Television's *Tiny Toon Adventures* and *Merrie Melodies* and Fox Children's Network's *Peter Pan and the Pirates* yet to make their season debuts. When full October and November (NST) rating books are delivered, the all-important children 2-11 demo will provide a better gauge of each programs' performance.

In early morning children's shows, Wordvision's *Wake, Rattle & Roll* averaged 1.4/6 (25% lower than its 1.6/8 lead-in average) and Viacom's *Mighty Mouse & Friends* measured 1.1/5 (17% off its 1.3/6 lead-in). —MF

According to **Paramount Domestic Television**, its fall 1991 **talk show hosted by Maury Povich has cleared 40% of U.S.**, including eight of top 10 markets (BROADCASTING, Sept. 10). Paramount has closed deals with NBC O&O's in New York (WNBC-TV and Washington (WRC-TV) and CBS-owned stations in Los Angeles (KCBS-TV), Chicago (WBBM-TV) and Philadelphia (WCAU-TV). Other major market deals were sewn up

with Chronicle Broadcasting's KRON-TV San Francisco; Post-Newsweek's four-station group (including WDIV-TV Detroit and WPLG-TV Miami); Times Mirror stations (including KDFW-TV Dallas); Great American Broadcasting stations; Kelly Broadcasting's KCRA-TV Sacramento, Calif.; McGraw-Hill's KGTV-TV San Diego, and United Television's KMOL-TV San Antonio, Tex. Show premieres week of Oct. 8, 1991.

# EDITORIALS

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## TRIAL RUN

**T**here was cause for celebration in journalistic quarters of the Fifth Estate last week. The Judicial Conference of the U.S. voted to allow a three-year test of cameras in federal civil trial and appellate courts. Given the turn of events in recent months, the decision was not unexpected, but it was no less welcome after years of knocking on the door without success.

There were caveats, including the restriction of the test to civil matters, but it was a step forward, and could be a giant one if electronic journalists pass the test, as they should, and such coverage in all federal courts becomes the rule rather than the exception.

Once the test courts have been determined, it will be up to broadcasters to prove both their interest in covering the trials and their ability to do so inobtrusively. Fortunately, they've had practice in 45 out of 50 state courts.

Less than a year ago, the prospects for a test of cameras in federal courts appeared dim. Still framing the issue was the historic stand of former Chief Justice Warren Burger, who as chairman of the Judicial Conference had repeatedly opposed such coverage over the years. In that spirit, the Ad Hoc Committee on Cameras in the Courtroom had tentatively decided in August 1989 to maintain the ban. Not taking that potential no for an answer, attorney Tim Dyk, representing 17 media organizations lobbying to remove the ban, and Steven Brill, from the Time Warner cable television programming service, American Trial Network, asked the committee to reopen the debate and conduct a test of cameras in the court. Meanwhile, help was on the way from two lofty venues. Chief Justice William Rehnquist, chairman of the conference, set a new tone for the debate in a letter to Representative Robert W. Kastenmeier (Wis.) in which he said he was "by no means averse to the idea" of experimental coverage. Kastenmeier provided the other push in the right direction. As chairman of the House Judiciary Subcommittee on Courts, Intellectual Property and the Administration of Justice, he had sent a letter to the chairman of the ad hoc committee, with a copy to Rehnquist, suggesting it was time to allow cameras. It was that letter that prompted the Rehnquist endorsement.

Laurels to all involved.

## WORST CASE SCENARIO

**T**here's only one way to treat the threat of a spectrum tax on radio and TV operations: seriously. As envisioned by budget conferees trying to roll back the federal deficit, the broadcast industry could be singled out for \$10 billion in imposts over five years. (The administration hopes for a \$210 billion to \$260 billion revenue gain over five years.) For a business already reeling from the effects of recessionary cutbacks and mounting competition, it would be a body blow. For some it would be the last straw.

When last heard from, the measure would call for a 5% tax on radio stations with revenues over \$100,000, and 2½% on those with a gross under \$100,000. For TV, the duty would be 5% for stations with grosses over \$2 million and 2½% on those with grosses under \$2 million.

Many believe the radio industry would be virtually destroyed by such a duty, and that TV would be crippled. Given the fact that the President has said that the economic solution should not stifle economic growth, one wonders what the White House has in mind for radio and television. AM is already in the red, as an industry goes, and FM isn't so healthy that it can support the national economy unilaterally.

The spectrum tax (or fee, as some would prefer to call it; from a parliamentary point of view, it affects which committees the spectrum impost is referred to) is not yet a fait accompli. Even if it emerges among the recommendations of the budget summit it must still pass muster with the Congress, including the Senate and House Commerce Committees, whose leadership is now opposed to the spectrum tax idea.

If there were an argument for a spectrum fee, this would be neither the forum nor the time for it. There are still some who feel a special fee in return for true title to the spectrum would have merit. But an arbitrary, discriminatory tax directed against one segment of the economy, and one user of the spectrum, is, at best, only bureaucratic opportunism.

The inherent injustice in the spectrum tax may be an argument but it is no shield. Deader snakes than this have crawled, and it is incumbent on all broadcasters to join in the grassroots campaign the National Association of Broadcasters has been waging from the outset on this issue. There has been a compact between radio and TV and this country for far more than half a century, holding that service in the public interest is the appropriate compensation for use of the spectrum. One need not endorse every iota of that understanding to know that one party to that understanding may not abridge it overnight.

Broadcasters are prepared to pay their rightful share of the bill for the body politic—alongside all other media and all other users of the spectrum. But in this case—to paraphrase President Lincoln's story about the citizen being tarred and feathered and ridden out of town on a rail—"if it weren't for the honor, we'd rather walk."



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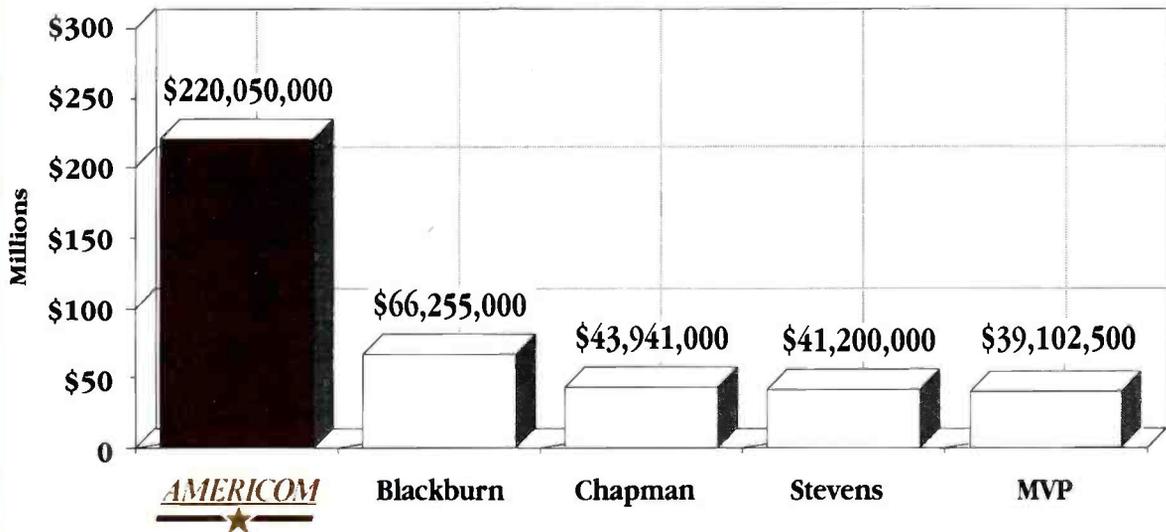
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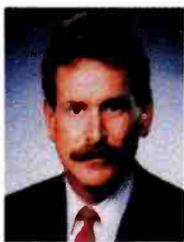
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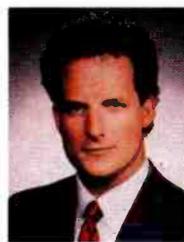
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