

Broadcasting Aug 27

Incorporating Broadcasting / Cable

59th Year 1990

RADIO / 40

Talk networks help AM stations fill programming void

TELEVISION / 35

Networks "stagger" into fall; Programming Top 10 markets

CABLE / 48

Tiering talk causes language changes in programming contracts

BUSINESS / 61

Station trading: Many a slip twixt contract and close



Diane Roberts Bob Alvarez Wendy Ross John Summer

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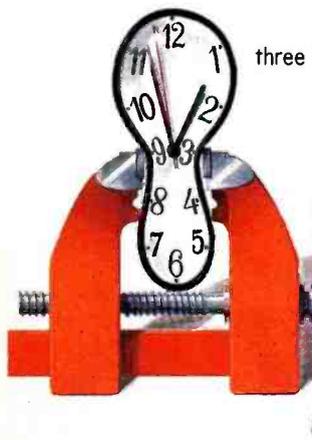
AUG 30 1990

Vol. 118 No. 9

**How profitable it is—
 or isn't—among
 the groups**
 CBS News shakeup

D-2 has expanded the li Now it can co

It was only a matter of time. Now Sony D-2 composite digital video offers broadcasters something they've been waiting for. Time compression. It's an option now available on the DVR-18, Sony's



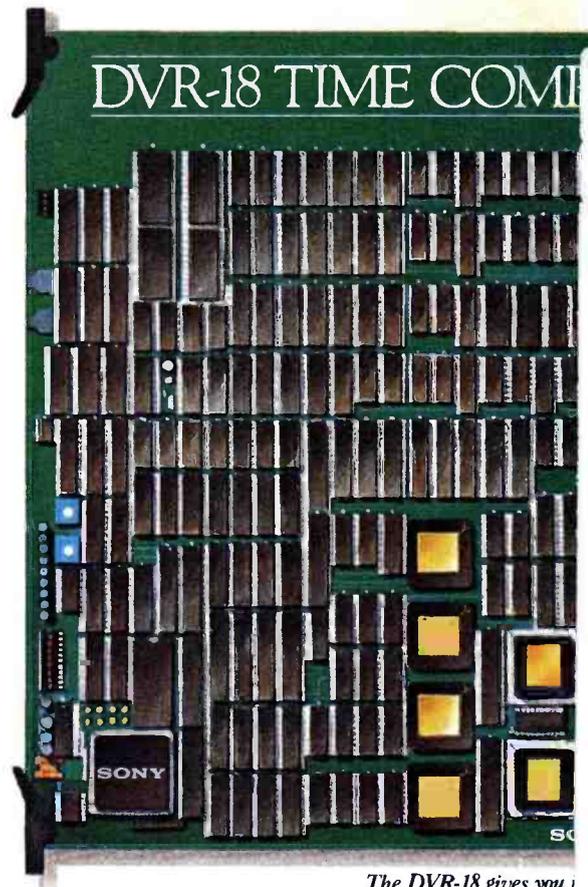
three hour D-2 VTR.

The DVR-18's time

With the DVR-18's optional time compression, you can squeeze more out of the time you've got.

compression and expansion feature is remarkably advanced. A single plug-in module provides full audio data recovery as well as precise digital pitch correction for two stereo pairs of audio signals at the same time. For example, your main audio channels and your SAP. All without the need for any external equipment.

Plus, the DVR-18 gives you Sony's advanced picture processing for the highest quality video playback. And since it's digital, you'll get a time



The DVR-18 gives you i

compressed program without losing a generation.

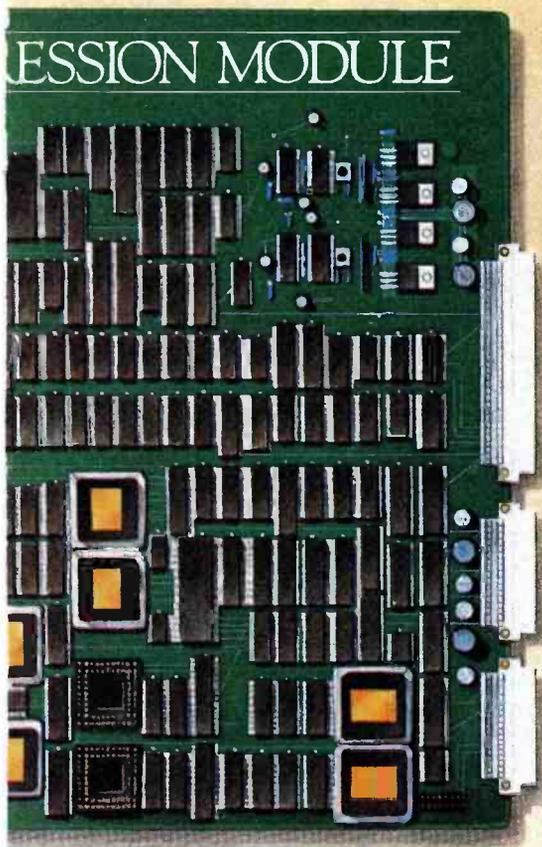
Of course, the DVR-18's time compression

The DVR-18's pitch correction makes it easy to keep your audio in tune, without the need for external equipment.



and expansion isn't the only reason why broad-

Units of video and audio. Compress them.



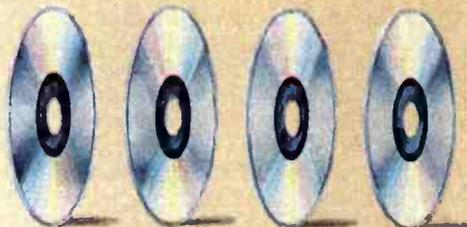
tion of time compression.

casters should consider D-2. The DVR-18 offers recognizable color pictures at shuttle speeds up to 100X play speed. It can also accommodate all three D-2 cassette sizes. So it can give you a full three hour capacity. And it can pre-stripe tape stock at three times normal speed for insert editing.

The DVR-18 also has an optional serial digital interface. Which means simple, convenient connection to other digital equipment.

When you compare the size of a Sony DVR-18 to a regular 1-inch video tape recorder, you'll find the DVR-18 to be about three times smaller. That's a pretty big advantage to a TV station, where space is always at a premium.

To find out more information about the



*The DVR-18 lets you compress
four audio signals at the same time.*

DVR-18, call 1-800-635-SONY.

Because if you haven't thought about what Sony D-2 technology can do for your station, maybe now is the time.

SONY

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THIS WEEK

27 / SQUEEZE ON TV PROFITS FOR 1990

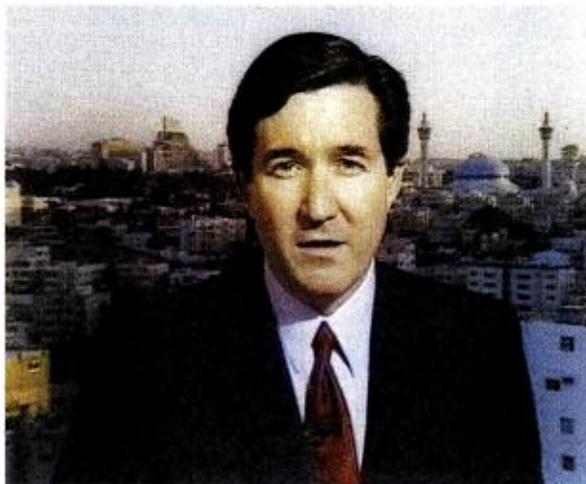
Until recently, TV station operating margins in 1990 were expected to hold their own against 1989. But flat local ad revenue and events in the Middle East are starting to cause securities analysts to lower their projections and encourage operators to try to keep costs one step behind revenue.

28 / BURKE OUT AT CBS NEWS

CBS News President David Burke, whose stern and tight-lipped management style was apparently his undoing at the network, was forced out last week. He has been replaced by long-time insider Eric Ober, most recently head of the CBS-owned TV stations division.

30 / IRAQIPHOBIA

Network correspondents spent another busy and controversial week in Iraq. By week's end ABC's Ted Koppel left Baghdad by choice, while CBS's Dan Rather was given the boot by the Iraqi government. Personality clashes were not limited to the Persian Gulf. Rather accused NBC News executive Steve Friedman of being the voice behind an anonymous quote poking fun at Rather's coverage. By week's end, CNN had gotten its first reporter into Baghdad and had aired the exchange between Iraqi president Saddam Hussein and western hostages in its entirety. Also in the news was Jesse Jackson, who has



ABC's Forrest Sawyer is working out of Amman, Jordan (page 30)

his own ambitions to interview Hussein in Iraq. One of the many questions left unanswered: Who would air such an interview.

31 / FAVORING THE TELCOS?

According to National Association of Broadcasters President Eddie Fritts, the National Telecommunications and Information Administration, which is responsible for advising the White House on communications issues, has an unabashed bias in favor of the telephone industry.

32 / PD ROLE PLAYING

Are program directors an endangered species? In response to new marketplace realities, TV stations are redefining the role of the program director and the programing department nationwide. Some stations feel less need for a full time PD;

others have merged them into a bigger unit comprising promotion, marketing, production and public affairs.

34 / HOW SWEET IT IS

After KRON-TV San Francisco declined to renew King World Productions' *Jeopardy!* and *Wheel of Fortune*, the company, in principle, sold the 1992-94 broadcast rights to KGO-TV there. An industry source said King World sweetened the deal for both nationally top-rated game shows by dropping the combined license fee.

35 / JAGGED EDGE

This year, more than any other, the television networks are staggering their new programing from August through at least October. NBC will unveil most of its new shows in August; CBS will roll out most of its schedule over the last three weeks of September, while holding at least

three series until October. Fox begins its premiere plans on Labor Day weekend. Only ABC will premier all of its schedule during September.

36 / TOP 10 TROUBLES

With a surplus of incumbent game shows and reality-based magazine strips, station programmers in the nation's top 10 markets surveyed by BROADCASTING were chary about allotting prized early fringe and prime access time periods to new syndicated programs. No. 1 New York provided only one access slot for a new game show, while No. 2 Los Angeles made three early fringe game show entries and one magazine strip insertion for access.

40 / AM SAVIOR?

Over the last five years, stations have tried—with varying degrees of success—to program anything that might boost AM audiences, from round-the-clock Elvis to game shows to talk radio. The resurgence of the last named on AM bodes well for national talk networks—if local resistance and regional differences don't pose too much of a challenge.

48 / HOW I SPENT MY SUMMER VACATION

Some cable operators and programmers spent the summer rearranging contract provisions dealing with tiering of services. Despite any regulatory decisions from Washington, MSO's are

requesting the changes, but programers are setting up contractual hurdles to make tiering unattractive.

50 / THE LAST TO LAUNCH

What appears to be the last major regional sports network launches on Wednesday (Aug. 29), when Turner Broadcasting and the MSO-owned SportSouth network appears on cable systems in the Southeast. Turner's Atlanta Braves and Hawks, Charlotte Hornets and local college football will be mainstays of the service.

51 / NOT SUITABLE FOR THE ENTIRE FAMILY

With the still lagging pay-per-view industry looking for a boost, adult and B-movie channels are providing cable operators with respectable buy rates without too much marketing effort.

53 / RULES FOR RECONSIDERATION

The FCC plans a study of the broadcasting marketplace that could lead to relaxation or elimination of some broadcast regulations. One question to be explored is what changes broadcast TV has undergone since the emergence of cable TV as a powerful player in the late

1970's. There have been a lot of changes since then, says Office of Plans and Policy Chief Bob Pepper, adding: "Broadcasters are single-channel providers in a multichannel world. That would be my starting point."

53 / COME SEPTEMBER

Cable reregulation, children's TV, campaign finance reform and spectrum fees are a sampling of the communications policy issues Congress faces when it returns next month.

55 / CLOSER LOOK AT ITALIAN BILL

Critics say Italy's legislation regulating the broadcast industry does not achieve its stated goals: to insure greater pluralism in broadcasting; to protect stations from market dominance by the state-funded RAI networks and entrepreneur Silvio Berlusconi's private channels, and to promote new media ownership.

58 / BED IS MADE

The Advanced Television Test Center has installed its RF test bed, a key piece of equipment invented for laboratory testing of high-definition television transmission systems.



See you in October: Dallas is among later bloomers (page 35)

60 / DAB DIFFERENCES

The National Association of Broadcasters was among those opposing a proposal by Satellite CD Radio Inc. to establish a service of 100 local and national digital audio broadcasting channels. But some broadcasters, including Hubbard Broadcasting, favored the proposal's call for satellite-delivered, compact disk-quality radio.

61 / HARD TO CLOSE

In the last 12 months, literally dozens of station sales have failed to close. BROADCASTING looks at some of the yet to close deals and what part the current economic climate has played in the delay. It certainly is not a seller's market right now, but that does not mean that the buyers are having a field day.

A look at delayed station sales (page 61)



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CLOSED CIRCUIT

Washington

Swift departure?

Representative Al Swift (D-Wash.), key member on House Telecommunications Subcommittee, could lose his seat on subcommittee next year during reorganization of 102nd Congress. Swift is expected to succeed retiring Congressman Thomas Luken (D-Ohio) as next chairman of Transportation and Hazardous Materials Subcommittee. But in order to take chairmanship, he'll have to claim spot during first round in bidding process for subcommittee assignments. Ideally, Swift would like to stay on Telecommunications, but there is some question as to whether he will be lucky enough to win seat during second round of bidding especially since Telecommunications is so popular. Nevertheless, Swift is not expected to fade from telecommunications policymaking scene. He'll still serve on parent Energy and Commerce Commit-

tee, and as chairman of Transportation and Hazardous Materials Subcommittee, which has jurisdiction over Federal Trade Commission, he'll oversee advertising issues, many of which affect broadcast media.

Jury is out

In spite of disappointing preliminary test results, staff of NAB's science and technology department says it is too early to say that antenna developed by consultant Ogden Prestholdt to reduce skywave propagation is failure. NAB executive committee was told that observations of antenna in mid-June showed that it had only 30% success rate. But Kelly Williams, NAB staff engineer, said that since June, NAB has continued testing and has amassed a great deal more information that it is now evaluating. He could not say whether additional data will present rosier picture of Prestholdt antenna. Final reports are expected to

be released during Radio '90 convention in Boston next month.

NAB has spent over \$75,000 on antenna project that it began in 1986. Testing has been done from broadcast tower NAB built in Maryland suburb of Beltsville last year.

New York

Pitching pay

Cable pay-per-view portion of summer 1992 Olympics, via Rainbow Programming Services (NBC owns 50%), will field six-member affiliate services team to visit top 100 MSOs and major independent systems between Labor Day and Atlantic Cable Show (Sept. 25-27) to pitch two-week, three-channel event. One offering they'll take with them will be choice of multiple options on affiliate agreements, which has been point of contention between operators and event rights holders (NBC and Cablevision). One option will be traditional pro-

grammer/operator PPV revenue split, although exact numbers have not been determined. Second option is for operator to pay wholesale license fee to Rainbow based on number of subscribers who take PPV package. Operators then set their own retail rate, which provides them with more pricing flexibility.

Highly overrated?

Rep firms circling clients of MMT Sales Inc., which last week was faced with loss of Act III stations to Seltel ("In Brief," Aug. 13) may be premature. Industry insiders don't expect defection of stations from MMT in near future. Act III said its decision had nothing to do with MMT's efforts, and other MMT clients including Renaissance Communications (five TV's) and Barry Baker, owner of KDNL(TV) St. Louis, are said to be very pleased with MMT.

Swap talk

In one recent week, virtually all high-yield media bonds were down except for those of Price Communications. Possible explanation is that some market participants have picked up signals suggesting exchange offer for debt of New York-based group owner is imminent. Asked about possibility, Price owner president and chief executive officer, Robert Price, said he has discussed exchange offer in past but that nothing definite is planned. In first half of 1990 company repurchased, at discount, \$12 million of high-yield notes, but as of June 30 still had over \$250 million outstanding. Meanwhile those expecting exchange of-

PLAYING IT COOL ABOUT SKYPIX

Seattle-based SkyPix's proposal to deliver 80 channels to home satellite antennas as small as 22 inches by early next year (BROADCASTING, Aug. 20) hasn't fazed principals of the better known direct satellite powers. At quietly held meeting in New York Aug. 21, top level Sky Cable partners confirmed their unshaken confidence in high-power DBS's advantages over SkyPix's 40-50-w service. Charles Dolan, chairman of Cablevision Systems, said he never thought Sky Cable would be the only DBS service. "The last thing we're concerned with is market preemption," he said, adding, "there is so much to prove out there in marketing and technology" before Sky Cable goes after the 12-18-inch dish market in 1994. Seconding Dolan was NBC Cable Senior Vice President Tom Wolzien, who said "Sky Cable has time to sort out what works and doesn't work" in digital video.

Additionally, sources inside and outside of competing companies took issue with SkyPix claims that (1) it can use a mid-power bird to gain 8-1 signal compression, very small dishes and top picture quality without tradeoffs in one or the other; (2) the consumer unit will retail at only \$700 and (3) its system is truly complete, including error correction for all kinds of motion. However, Comsat Video Enterprises President Robert Wussler confirmed that SkyPix has achieved crucial real-time encoding, and chances to dispel other doubts may come as SkyPix revs up its permanent uplink near New York next month.

FYI



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NEIL DERROUGH
PRESIDENT AND GENERAL MANAGER

Memo To: Staff of KNSD, San Diego
From: Neil Derrough, General Manager
TOPIC: Murphy Brown

I am pleased to announce that KNSD-TV has acquired the highly-rated sitcom, "Murphy Brown" to begin stripping in Fall '92.

As you know, San Diego has had a long history of adult sitcoms working well on affiliates. Outstanding, ensemble shows with timeless humor like "M*A*S*H" and "Cheers" have performed season after season in our market, and we anticipate that "Murphy Brown," with its award-winning production and writing, will continue this long-standing tradition of success for our station.

In addition, on the network, "Murphy Brown" and the *FYI* crew have consistently turned in a strong rating story in San Diego. The audience that they attract not only makes them an ideal early fringe news lead-in, but also allows us to run them in late-night. This makes it the perfect affiliate show, enabling us to produce a good return on our investment run after run.

Best of all, "Murphy Brown" is the kind of show that we can be proud of presenting five-days-a-week. And the kind of show that gives us the perfect environment for our important advertisers.

Please join me in congratulating all those people at KNSD-TV who participated in this most important acquisition for our station. We can all look forward to Fall '92 and the good fortune that this valuable asset will bring to our station.

GILLETT COMMUNICATIONS OF SAN DIEGO, INC.



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SHUKOVSKY, ENGLISH
PRODUCTIONS

MURPHY BROWN

Available Fall '92

fer have noted that cash interest on those notes continues while company's cash is lower, as is, probably, value of its investment portfolio of stocks and bonds. Company's liquidity could be enhanced if Price's affiliated entities, such as Fairmont Communications, were to repurchase notes they issued to Price. But despite fact that interest on some of Fairmont notes held by Price soon increases from 12½% to 18%, indications currently are that Fairmont will not repurchase them and may continue to pay interest in form of additional notes rather than cash.

Alexandria Profile problems

Higher profile enjoyed by home satellite industry this past year will be harder to maintain in coming months. Year-old agreement among manufacturers to fund public relations effort with \$1 per integrated receiver-descrambler unit sold ended in July. Not enough manufacturers committed to continue fund, which means Satellite Broadcasting & Communications Association public relations budget will lose about \$30,000 per month. Plans to hire new PR firm to replace year-old contract with Hill and Knowlton have already been scrubbed.

Reinventing programming wheel

Announcement of Fox Television Stations President Bob Kreek's move to head up new Fox Cable Programming venture and his replacement by KTTV-TV Los Angeles general manager Greg Nathanson, who will do double duty, prompted speculation that Fox Stations programming vice president, Steve Leblang, was effectively out of picture. Through Fox spokeswoman, Nathanson said that "the traditional station programming group executive is

passe." Due to "aggressive in-house development" of first-run programming within Fox's O&O group, he said, group is "redefining the position" Leblang will fill, adding that "Steve will be a part of our future in developing shows for our station group." In recent years, Fox TV Stations Inc. has made rare acquisitions of off-network or outside first-run programming and has been using O&O group as launch pad for such offerings as *A Current Affair*, *Pump It Up*, *Cops* and recently cancelled *Tribes*.

Boca Raton Sci-Fi abroad

Cable service Sci-Fi Channel is setting up separate department to handle international sales affiliations. Cable service, which launches first quarter 1991, is getting inter-

est from Asian and European media companies to carry parts of channel, according to Sci-Fi President Mitch Rubenstein. Sci-Fi has signed deals with handful of British cable concerns, including two American cable systems involved in U.K. operations. One is MSO TeleCable, which has signed deal for U.S. carriage as well. Service is close to deal in Philippines, and has three interested parties for Japanese version of channel.

San Antonio

Slow going

Speaking of deals failing to close (see story page 61), word is that almost one year after announcement of \$6 million sale of KFAN(FM) Fredericksburg (San Antonio), Tex., from Gillespie Broadcasting to

Waldron Partners deal will go through. If that is case it would be first closing for Waldron since going on spending spree last year that saw group sign letters of intent to purchase six radio stations before establishing senior financing. Should deal fall through—as did Waldron deal to buy KVKI-AM-FM Shreveport, La. and KBFM(FM) Edinburg, Tex., KFAN(FM) operations manager Steve Coffman may step in and try to buy station.

Bala Cynwyd Primed and almost ready

Although it has not set precise date, K Prime now believes it will be able to launch its full complement of seven superstations and three pay-per-view services by end of October or first week in November to limited markets. K Prime continued to promise to identify those distant signals and PVV channels, this time hoping to name names, including test markets, as soon as first week in September.

Boston Nascent news

Less than year after completing acquisition of WFXT(TV) from Fox Television Stations Inc., new owner Boston Celtics is gearing UHF station (channel 25) for nightly newscast as early as fall 1991. Competing Boston station source says WFXT is talking to veteran anchor Tom Ellis about helping launch 10 p.m. news. Ellis, in his 20-plus years in market, has served anchoring stints at WNEV-TV (now WHDH-TV), WBZ-TV and WCVB-TV.

Gerald Walsh, president and general manager, WFXT, acknowledged that station will be moving to new studio facility (with expanded sets for news operation), but declined comment about negotiations with Ellis.

ATTENTION AT THE TOP

First Lady Barbara Bush and elementary school teacher Susan Michal were at Washington's Kennedy Center for preview screening of Kidsnet TV and books campaign PSA's encouraging children to read about things they've seen on TV. Kidsnet is national clearinghouse of television, video, radio and audio programming used primarily by educators to supplement class materials. Campaign will be helped by active participation and airing of spots by charter members, which include A & E Network, Capacities/ABC, CBS, NBC, Fox Broadcasting, Discovery Channel, Family Channel, HBO, Jim Henson Productions, Lorimar Television, MTV Networks-Nickelodeon, National Association of Broadcasters, Rainbow Program Enterprises-Bravo, Showtime and USA Network.



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But the Report won't just help to "anchor"

your listeners. It will help attract advertisers as well. Because they've found the Report to be an appealing vehicle for reaching upscale audiences.

So if you're concerned about listener defections, call Jonathan Krongard at (800) 828-6397. He'll gladly discuss how your station can become the exclusive source of the Report in your area.

And how it can create the kind of loyalty that



puts an
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end to
of listening.

Dow Jones Report

DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

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

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

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

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

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

Aug. 28—*Women in Cable*. Atlanta chapter. breakfast. Speaker: Ruth Otte, president, Dis-

covery Channel. Westin Lenox, Atlanta. Information: (404) 928-0333.

September

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

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

■ **Sept. 5**—"Leapfrogging analog HDTV directly to a fully digital standard: Is an intermediary standard necessary?" sponsored by *Columbia University Graduate School of Business, Center for Telecommunications and Information Studies*. Speakers include Julius Barnathan, Capcities/ABC; Bruce Franca, FCC and Rich-

ard Solomon, MIT. Uris Hall, Columbia University, New York. Information: (212) 854-4222.

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

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

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

Sept. 6-10—Cinetex 1990, film market, production exposition, international comedy film festival and conference sponsored by *The Interface Group*, in collaboration with *The American Film Institute*. Bally's, Las Vegas.

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

MAJOR MEETINGS

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

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

Sept. 21-25—*International Broadcasting Convention*. Brighton Convention Center, Brighton, England. Information: London, 44 (7) 240-1871.

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

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

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

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

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

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

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

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

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.

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

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

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

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

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

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

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

March 24-27, 1991—*National Cable Television Association* annual convention. New Orleans

Convention Center, New Orleans.

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

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

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

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

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

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

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

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

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

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

Yeah,
but will
it play in
Peoria?

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■ **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. 1-4**—*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. 9-11**—*National Broadcasting Society, Alpha Epsilon Rho*. Central plains regional meeting. St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

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

■ **Nov. 11**—*Caucus for Producers, Writers and Directors* eighth annual dinner dance and fifth general membership meeting. Los Angeles.

Information: (202) 652-0222.

■ **Nov. 12-14**—"Regulating the Cable Industry," satellite delivered course from *Cable Management Education Program*, with collaboration from Women in Cable and University of Denver, originating from Pennsylvania State. Sites scheduled to receive course are Atlanta, San Francisco, Chicago and Boston. Information: Christine Kane, (312) 661-1700.

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

■ **Nov. 13**—*Academy of Television Arts & Sciences* forum luncheon. Speakers: Russell Goldsmith, Republic Pictures Corp.; Harris Kattelman, 20th Century Fox Television, and Frank von Zerneck, von Zerneck/Serfner Films. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

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

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

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

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

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

■ **Nov. 15**—Deadline for entries in International Film and Video Festival for Black History Month, sponsored by *PCTV, Peralta Colleges Television*, cable network. Theme of festival: "Global Africa: Looking Back-Moving Forward." Information: (415) 464-3253.

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

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

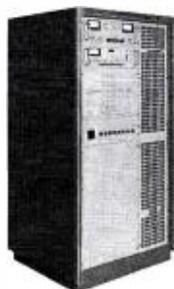
■ **Nov. 16-18**—*National Association of College Broadcasters* third annual conference. Theme: "Voices and Visions: College Broadcasters Forging the '90's." Brown University, Providence, R.I. Information: (401) 863-2225.

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

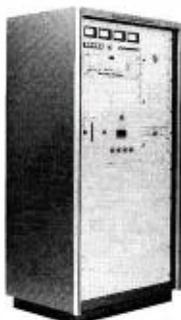
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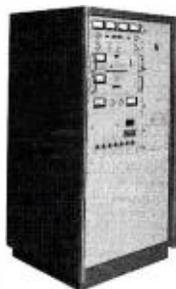
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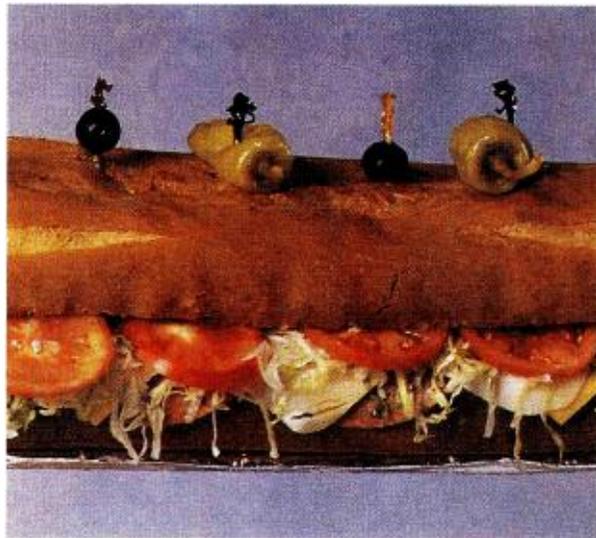
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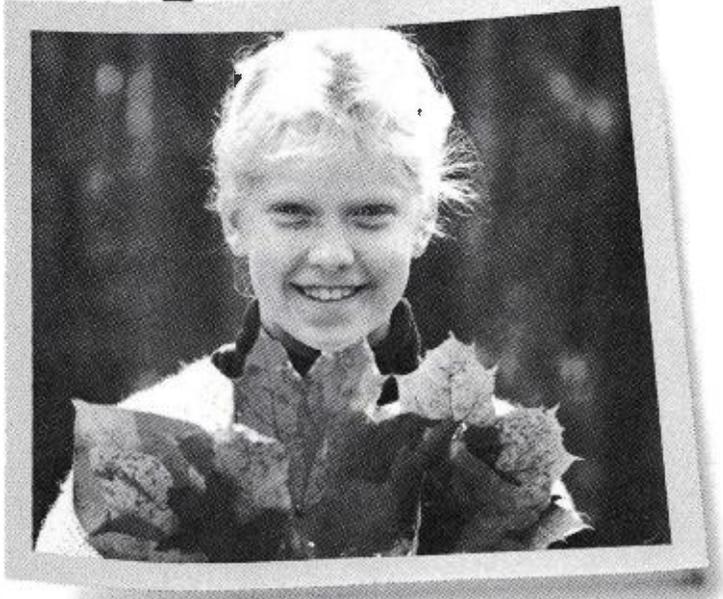


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MCA TV
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225-8183.

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

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

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

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

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

DECEMBER

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

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

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

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

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

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

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

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

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

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

JANUARY 1991

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

■ **Jan. 14**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Fuchs, chairman, Home Box Office. Topic: "Reality, Relevance and Quality: TV in the 90's." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

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

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

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

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

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

FEBRUARY 1991

■ **Feb. 10-15**—*National Association of Broadcasters* 26th annual management development seminars for broadcast engineers. University of Notre Dame, South Bend, Ind. Information: (202) 429-5350.

■ **Feb. 13-15**—*Cable Television Public Affairs Association* forum '91. Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

■ **Feb. 19-20**—*North Carolina CATV Association* winter meeting. Sheraton Imperial hotel, Research Triangle Park, N.C. Information: Kelly Edwards, (919) 821-4711.

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

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

MARCH 1991

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

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

(612) 641-0268.

■ **March 21**—31st annual International Broadcasting Awards, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton hotel, Los Angeles. Information: (818) 769-4313.

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

APRIL 1991

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

April 10-13—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

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

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

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

April 21-24—*Broadcast Financial Management*

Association 31st annual convention. Century Plaza, Los Angeles. Information: (708) 296-0200.

MAY 1991

May 13-15—Pay per view '91 annual convention, sponsored by *Cable Television Administration and Marketing Society*. Marriott World Center, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (212) 682-2500.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans. Information: (202) 822-2090.

May 16-19—*American Women in Radio and Television* 40th annual convention. Omni, Atlanta. Information: (202) 429-5102.

JUNE 1991

June 8—*National Academy of Television Arts* Cleveland chapter Emmy Awards presentation. Stouffer Tower City Plaza, Cleveland. Information: Janice Giering, (216) 621-5925.

CALL FOR ENTRIES

55th Annual Program Competition

Applications are now being accepted for broadcasting's oldest program competition honoring excellence in educational, informational, and public affairs broadcasting.

Entry deadline: October 1, 1990.

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For applications write or call:
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WOSU Stations
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Columbus, Ohio 43210-1027
(614) 292-0185

THE OHIO STATE AWARDS

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION



OPEN MIKE

In memoriam

EDITOR: It was with great sadness that we at NTIA learned of the death of Len Zeidenberg (BROADCASTING, Aug. 20). Untimeliness is almost always associated with the passing of one you hold in high regard.

Len was a dedicated professional and his coverage of NTIA was fair and accurate. He will be missed by those who knew him and by those who read him.—*Janice Obuchowski, assistant secretary for communications and information and director, National Telecommunications and Information Administration, Washington.*

EDITOR: All of us here are terribly saddened by the death of Len Zeidenberg.

BROADCASTING's loyal following among the nation's communications lawyers is attributable in no small measure to Len's skillful reporting and thoughtful analyses of legal events and decisions over the past 30 years. His contribution to our profession will be remembered fondly, and with immense gratitude.—*Robert A. Beizer, Sidley & Austin, Washington.*

DAB: Ultimate shortwave band

EDITOR: There was an ad recently in a national newspaper for a \$49 portable shortwave receiver. The ad claimed you could hear critical and timely decisions coming out of exotic locales such as Cairo, Baghdad, and Amman. For those of us who actually try to listen to these low-powered shortwave stations (with our 120-foot dipoles and \$1,500 receivers) and who put up with the static and crowding on the shortwave bands the ad was amusing.

As WARC 92 approaches and we scramble for DAB spectrum space, I hope we can see the potential and allow room along with our personal interests for what could be the ultimate international band. Every country that wishes could have its own channel. A crystal clear interference-free outlet to the rest of the world. Can there be a better use of this technology? Can you imagine the market for receivers when you actually can hear Baghdad and Amman?—*Bob Botik, president, Botik Broadcast Services Inc., Austin, Tex.*

Engineer's lament

EDITOR: As an experienced veteran of broadcasting, both as an engineer and air talent, I have spent a considerable amount of time and money trying to find a job. The effort seems futile, at best, and since I can no longer find any answers concerning the industry, I have decided that it is time to make a few comments:

"Good engineers are hard to find." I hear this comment often from the radio people I talk with, and I have to reply, "Not as hard as it is to find a decent salary." Apparently, it has become economical to let equipment deteriorate to the point that it has to be replaced, rather than take care of it in the first place. "Oh, but we have a contract engineer." That may be so, but is he truly "on call" 24 hours a day, and does he perform more than the basic maintenance? Is your audio and RF signal all that it could, or should be? In other words, are you really getting your money's worth?

So what's an engineer worth in today's marketplace. According to a 1985 salary survey, radio engineers in the top 50 markets averaged \$29,800; top 100, \$25,000; below top 100 \$18,600. Additionally, many of the fringe benefits included paid vacations, paid sick leave, paid medical, and some included life insurance and dental, to name a few. Remember, these are 1985 figures, without realistic consideration for today's cost of living due to inflation.

Why do I bring this up? It's because like so many of us, there seems to be a need to make general managers aware, and to essentially supply them with a reference for negotiations. Our education was expensive; our experience invaluable. Add to that the fact that in a lot of situations, we also have to supply the tools and test equipment, which by the way is not cheap. But as the adage says, "You get what you pay for."

In closing, if you need an engineer, consider the facts. And, if you are lucky enough to find an engineer willing to pull an airstrip, especially if he is willing to work within an approximation of inflation corrected figures, you'll probably find that in the long run, you'll be financially ahead of the game. In essence, a good engineer can help you save money, and make money.—*Eric Stevens, Highland, Ind.*

Broadcastings

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Lawrence B. Talshoff, publisher.

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Broadcasting □ Cable Yearbook

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Robert (Skip) Tash, Midwest and Southern regional sales
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Doris Kelly, sales service manager.
Mitzi Miller, classified advertising manager.

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Randi B. Teitelbaum, sales manager.
Yadira Crawford, advertising assistant.
Lewis Edge & Associates, (East Coast equipment and
engineering); 609-923-7900; fax: 609-497-0412.
Dave Berylin & Associates: 914-631-6468.
Marilyn Calloway, receptionist.

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213-463-3148
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Schiff & Associates (Western equipment
and engineering): 213-393-9285; fax: 213-393-2381.

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Kwentin K. Keenan, circulation manager.
Patricia Waldron, data entry manager.
Aretha L. Williams, Maureen Sharp, Thomas Simms,
circulation assistants.

Production

Harry Stevens, production manager.
Julie Gunderson, production assistant.

Administration

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Tracy Henry, assistant controller.
Albert Anderson, office manager.
Nancy Miller, personnel administrator.
Rhonda Moore, accounting assistant.
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Patricia A. Vance, director.
Catherine F. Friday, secretary to the publisher.

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Fax: 212-599-2837
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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
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, Mike Freeman, staff writers.

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Pattie/M: Chicago 708-679-1100; fax: 708-679-5926;
Los Angeles 213-462-2700; fax: 213-463-0544;
Hawaii 808-545-2700; fax: 808-599-5802;
London 071-379-9797; fax: 071-379-8049.
Japan (06) 925-4452; fax: (06) 925-5005.
□

Broadcasting Publications Inc.

A Times Mirror Business Publication
Lawrence B. Talshoff, president.
Kenneth W. Talshoff, vice president.
Donald V. West, vice president.

MONDAY MEMO

A radio advertising commentary from Charles Blackmon, Xerox manager of advertising and sales promotion for office products, New York

Although Xerox has had successful relationships with such major ad agencies as Backer Spielvogel Bates, Lowe Marschalk and Blair Advertising, we recently initiated an unusual collaborative relationship with Radio Band Of America, A New York-based commercial production company which specializes in original music and offbeat radio advertising to produce a new radio campaign for our dealers.

All our agencies serve us well when it comes to devising effective advertising to meet our needs as a manufacturer, and working together we have produced several award-winning campaigns. However, when a manufacturer distributes their products through dealers, they must satisfy a unique set of needs.

Three years ago, radio advertising occupied a fourth or fifth place position in our dealers media mix as measured by their co-op expenditures. Today it stands second only to print as a core of our ad buy. Obviously, it is crucial that we provide our dealers with high quality breakthrough advertising they'll use. Manufacturers provide advertising allowances to dealers to promote the sale of their products. Often, it's these materials that actually drive the effective use of the allowance. From the manufacturer's perspective it is important that advertising placed by the dealer be strategically correct in terms of its message and approach. From the dealers the advertising must allow them to promote their own identities as independent business, and it must work in context with their other efforts.

There have been changes in Xerox philosophy over the past few years. One of the most important of these has been the expansion of our channels of distribution to include relationships with Sears, Lechmere, Highland and other major national retailers, independent office dealers and a highly successful sales agent program.

Since Xerox began selling through multiple channels of distribution, we have studied our dealer's advertising to determine what works most effectively. Through this research we found newspaper



and radio to be the most commonly used media. Therefore, I was determined to provide the most effective newspaper and radio materials possible.

Virtually all of our agency creative groups BS, Lowe, Marschalk and Blair had worked with RBA to produce radio for their clients. They know what worked for radio, how to write and produce for it, and how to get the most out of it. And, they are *enthusiastic* about the medium.

An independent production company was uniquely positioned to create the campaign. Agencies tend to emphasize their client's point of view. An outside supplier can have a more

open perspective and approach the project from the dealer's side. They could balance our needs as a manufacturer with the needs of our dealers. The result more effective advertising and better utilization of the advertising allowance we provide.

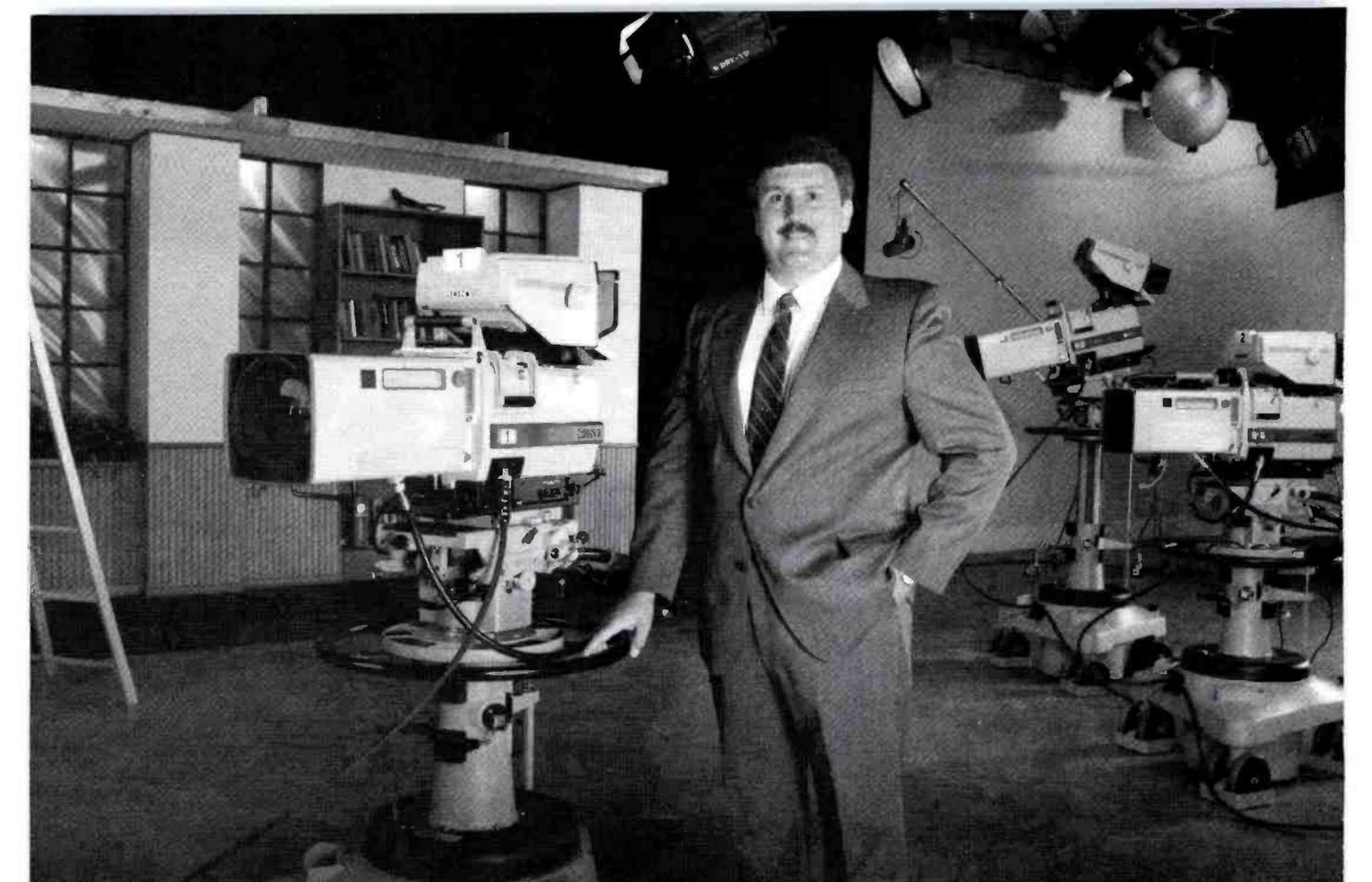
I provided Radio Band with input on our products, and feedback from our dealers on previous campaigns. What emerged from the studios a week later cut right to the (funny) bone. The spots for our desktop copiers and typewriters were targeted with sales messages clothed in well-etched comedy routines.

For a trade-in promotion, a character was created who tries to swap his amateur impressionist brother-in-law for a new copier; for the whisper-quiet 62 series typewriter we devised a boss who thinks his secretary is a Ninja, and for the 50 series copier we eavesdropped on a sales meeting of a fictional copier company that finds itself in "deep clam dip" trying to match Xerox value.

Both my customers at Xerox and our dealers were delighted with the results. I was especially pleased to get that sort of positive feedback. These good notices coupled with the experience of working directly with the creative team on this project lead me to believe that we'll use this process again.

Does this mean Xerox will rely less on our agency partners in the future? Not at all. We will also continue to draw on creative boutiques and other specialists to make sure we continue to meet our dealers needs. ■

"From the manufacturer's perspective it is important that advertising placed by the dealer be strategically correct in terms of its message and approach. From the dealer's, the advertising must allow them to promote their own identities as independent businesses, and it must work in context with their other efforts."



**“For precision studio production, the Sony BVP-270
CCD camera meets our requirements across the board.”**

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

As WDSE marks a quarter century of distinguished public broadcasting, they are once again at the forefront of broadcast technology. Because they're the first facility nationwide to take delivery of three new CCD studio cameras — from Sony. A company which pioneered worldwide CCD development for ENG/ EFP applications.

“We're a leading public broadcast station. This stems from our commitment to local programming, plus a progressive technical stance. So when the time came to replace our tube cameras, we knew that the equipment had to be high-end, with specifications designed for precision studio work. Including everything from magazine format and call-in shows, to live broadcasts.

The Sony BVP-270 Studio Camera gives us that kind of versatility. With the high picture quality and stable day to day performance we needed to justify going with a CCD camera. Furthermore, it eliminates the need for registration, beam focus and other time consuming adjustments; and unlike tube cameras, the HAD image sensors provide clean images, free from burn-in and streaking caused by bright objects.

As for efficiency, the AUTO SETUP feature can cut normal setup time by two-thirds. When you combine this with the BVP-270's logical sequence of operations, the result is very smooth operating characteristics, all of which enhances the comfort factor and creative options of the camera operator.

When we considered its advanced features, plus the savings on tube replacement costs, the BVP-270 was the best value available in a CCD studio camera. From our perspective, the BVP-270 represents the future of studio cameras. Even more, it's backed by Sony's outstanding reputation for technical support and service”

... Rex Greenwell

For more information on 3-chip BVP-370/270 Studio Cameras, including Camera Control and Master Setup Systems, call 1-800-635-SONY.

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SONY®

BROADCAST PRODUCTS

TOP OF THE WEEK

TV STATION GROUP OPERATING MARGINS

	1987	1988	1989	1990*
		(All figures are percentages)		
A.H. Belo	45.4	42.1	42.2	42.2
Capital Cities/ABC	53.0	54.9	54.5	54.0
Gannett	30.8	29.0	27.2	25.6
Multimedia	33.3	35.9	36.3	34.0
McGraw-Hill	NA	31.2	32.9	33.0
Pulitzer	35.1	34.6	32	29.3
Scripps-Howard	36.3	34.2	34.1	35.4
Times Mirror	59.5	56.8	47.1	44.3
Washington Post	45.6	40.2	44.0	41.1

TV station group operating margins represent group revenue divided into group profit or cash flow, which are estimates by analysts at Donaldson Lufkin & Jenrette and elsewhere. Methods of calculating margins may vary, thus comparisons between station groups are difficult. Margins in some cases may have been affected by changes in the composition of the station group from year to year. Most margins in the chart reflect only television operations; those of Multimedia, Gannett, Pulitzer and Scripps Howard include a minor portion of radio operations. *1990 figures are estimates. NA—not available.

HOLDING THE LINE ON TV PROFITS IN 1990

Investors in process of revising TV station margins downward; operators trying to keep costs one step ahead of revenue

Until recently TV station operating margins in 1990 were not projected to be down much compared to last year. But flat local advertising revenue and recent events in the Middle East are starting to cause securities analysts to lower their projections. However, those general concerns apply less to station groups weighted toward independent television, to oil patch markets or, in some cases, to the West Coast.

It is the revenue side of the margin equation with which analysts are most concerned. The cost side has been, and continues to be, watched carefully by most broadcasters, many of whom learned their lesson the hard way over the past few years. One group operator said that roughly 40 staffers were laid off last year in anticipation of slow revenue growth, with the cutbacks coming primarily at the corporate level and at news departments. Other layoffs and cutbacks are occasionally being made public.

The decline of TV advertising by automobile manufacturers and dealers in the first half, according to the Television Bureau of Advertising, would alone account for a cut of roughly three-quarters of a million dollars in revenue, on average, per station. Banks and department stores have also cut back, according to TVB, paring their advertising spending by 18% and 14%, respectively. Such news, already reflected in the second-quarter earnings results of group owners (BROADCASTING, July 30) is causing some securities analysts to tear up earlier projections while awaiting further clues to the economy's direction.

Michael Kupinski, media analyst at St. Louis-based A.G. Edwards said: "We are going through a number of revisions right now. We were anticipating a little bit of a pop in advertising but haven't seen it pick up." John Reidy, at Smith Barney Harris Upham & Co., said: "I think margin projections are likely to be revised downward." Added

another analyst: "Our models were done two or three months ago, I think there would be a less rosy outlook today."

Some companies, including both Capital Cities/ABC and CBS, have indicated they expected matters to get worse before they get better. Those expectations are also likely to be reflected in the operating budgets for 1991, which are just now in the early stages of being put together.

Among the publicly-held group owners, few are looking at sharp margin reductions, although analysts at Donaldson Lufkin & Jenrette and some other firms think that affiliate TV groups such as Washington Post Co., Times Mirror or Pulitzer, might see margin contractions of several percentage points. Scripps-Howard's margins are expected to improve due to better performances by its Fox TV affiliates. A.H. Belo's stations should also improve, reflecting the relative improvement in the Texas economy.

-GF

OBER CHOSEN TO REPLACE BURKE AS HEAD OF CBS NEWS

The turmoil continues at CBS News. David Burke, who emerged from relative obscurity two years ago as a lieutenant at ABC News to join CBS News as president, was forced out last week. But news staffers breathed a sigh of relief when word arrived that long-time insider Eric Ober, most recently head of the CBS-owned television stations division, had been named to replace Burke.

Burke's stern and tightlipped management style was apparently his undoing at CBS News. Sources said Burke was a disciplinarian with a definite sense of right and wrong who made decisions often without much input from subordinates.

His management style didn't win him a lot of friends at CBS, nor did it impress his corporate superiors. Although even those who said he wouldn't be missed said they respected his sense of integrity.

When the end came last week, Burke insisted that CBS News announce the turn of events accurately—that he was being fired, not resigning. "It is clear to me, following amicable discussions with the management of CBS, that they would be more comfortable about the future direction of the news division under new leadership," Burke said in a prepared statement. "They have the right to make that decision, and I intend fully to cooperate in the transition of leadership responsibilities," he continued.

Last week Burke refused to take calls from reporters, a practice he has been known for throughout his two-year reign at the news division. That practice was part of a bigger internal policy that Burke instituted, with mixed results, to stop "news leaks" from within CBS News.

In interviews with CBS/Broadcast Group President Howard Stringer and other CBS executives, both inside and outside the news division, it became clear that one of Burke's fundamental problems was his aloofness and a tendency toward management by fiat.

Last week Stringer refused to analyze Burke's performance or management style while at CBS News. But it seemed clear that Stringer expects Ober to bring to the job what Burke failed to. "Eric has an unpretentious, open style at a time when that is more important than



New CBS News President Eric Ober

ever," Stringer said.

Stringer said the current competitive environment in network journalism requires the news division to "start fighting for our lives." The news division, he said, "must have open relationships with other divisions and [CBS corporate headquarters] Black Rock. And Ober, Stringer implied, has a personality better equipped to do that. "He's collegial, energetic, cheerful and smart. And what he needs to do is bring producers together and stir up ideas and attack problems. I've said it before—that we can produce our way out of trouble."

CBS News's troubles are mounting. Under Burke's tenure, the *CBS Evening News with Dan Rather* fell out of first place, behind ABC News. Despite many years of tinkering with the two-hour morning news program, now called *CBS This Morning*, the newscast is still in third place.

Burke's authority was severely undermined last winter, when he tried to impose a three-month suspension on *60 Minutes* commentator Andy Rooney. Against orders, Rooney gave a controversial interview to a gay magazine, which portrayed him as a racist gay basher. Rooney denied the charges as well as quotes attributed to him, but Burke suspended him.

60 Minutes took a dramatic downturn in the ratings upon Rooney's departure, and corporate management pressured Burke to rescind the suspension after a month.

As for Burke's colleagues at CBS News, the sense last week appeared to be an eagerness to get on with business. "There's no despair here," said one



David Burke

producer, over Burke's departure. "He was much more remote than Stringer, and a lot of [news staffers] saw him as aloof. He did not make many friends here. And he certainly did not establish a cordial working relationship with his corporate superiors."

Last week both Stringer and Ober denied that Ober was given a mandate to get costs back under control at the division.

At the owned stations division, Ober has proved to be quite adept at controlling costs. According to Peter Appert, media analyst for Cyrus J. Lawrence, New York, under Ober's tenure the division improved its operating margin performance from the low 30% range to the low 40% range. In the same period, operating profits grew from about \$110 million to an estimated \$175 million in 1989.

Ober, a 24-year CBS veteran, has been president of CBS Television Stations for about three-and-a-half years. Prior to that, he served as vice president, public affairs broadcasts, CBS News, for three years, overseeing *60 Minutes*, *West 57th*, and *CBS Reports*. Before that he was vice president, news, for the owned stations group, and earlier served as news director at the company's WBBM-TV Chicago and WCAU-TV Philadelphia.

He started as a news writer at CBS after graduating from Yale with a degree in history. Ober describes his style as "hands on," and "collegial." He declined to talk about specific changes he may have in mind for the news division. "In a general sense I want to make sure it is as competitive a place as possible." —SM

CABLE CLINGS TO TENUOUS CONSENSUS ON LEGISLATION

While industry today has unified front to take to negotiations with Hill, number of differences among large and small operators, programers remain

When Congress returns to Washington after Labor Day, the National Cable Television Association will resume negotiations with key lawmakers and their staff on cable legislation that is headed for the floor of both houses.

As they go about trying to water down or strip the more onerous regulatory provisions from the bills, NCTA President Jim Mooney and the lobbyists he commands will be representing a more or less unified industry position agreed to at a special meeting of the NCTA board in Washington four weeks ago.

But the consensus they share is fragile and could shatter as negotiations heat up and, in the give and take, the interests of one segment of the industry are swapped for those of another.

Such fracturing would handicap the efforts of most big operators to push through Congress this year an "acceptable" cable law that would end the regulatory instability that has ravaged cable stock prices, slowed system trading activity to a crawl and made lenders skittish.

With few remaining legislative days and many issues demanding the attention of lawmakers, serious controversy within the industry over what should go into the law and what should be left out threatens passage. In other words, NCTA, which officially represents companies serving 85% of cable homes, must work out a deal that not only appeases all the big cable operators that dominate its board, but also satisfies the increasingly vocal factions that have emerged as the legislation gathered momentum over the past nine months.

The factions include, small operators, which are being rallied by the Community Antenna Television Association; independent cable programers like USA Cable and ESPN without ownership ties to the large operators, and a group of mid-sized operators represented in Washington by former Carter White House official Stuart Eizenstat.

Given the range of interests and opinions in the industry, some believe that controversy is inevitable, but not necessarily fatal to the legislation. "If a bill gets close, a number of companies will oppose it no matter what," said one cable source.

The small operators assembling under

the CATA flag believe cable legislation is unwarranted and unnecessary. However, they may be persuaded to go along with it if NCTA is successful in gutting some portions and if they are convinced that opposition would be futile.

Jim DeSorrento, chairman and chief executive officer, Triax Communications (300,000 subscribers in 16 states), and a member the CATA board who has urged CATA to oppose the legislation, said that Congress is rushing to judgment. "I don't want any legislation. I think it is just fine the way things are working under the cable act. Maybe that isn't realistic though."

According to Robert Gessner, vice president, Massillon (Ohio) Cable TV, it

"What NCTA wants to do does not just affect its own members; that's something I wish it would keep in mind."

is "very possible" that CATA could refuse to go along with any NCTA compromise. CATA was born in 1976 when some operators broke with NCTA over the Copyright Act, which created cable's compulsory copyright license. "The same thing could happen here," he said. "What NCTA wants to do does not just affect its own members; that's something I wish it would keep in mind."

Despite the rhetoric, CATA believes it and NCTA will remain partners in the legislative drive. "When it comes down to the final version," said CATA Executive Vice President Jim Ewalt, "I think it is unlikely that there will be a difference of opinion between NCTA and CATA." In the end, he said, "most of the industry will either be for it or against it."

The independent programers are concerned that operators are knuckling under to provisions on broadcast-only tiers, must-carry, channel positioning and other programing-related provisions they feel are detrimental.

Roger Williams, senior vice president, affiliate sales and marketing, ESPN, said an independent course for some of the independent programers is a

"real possibility. "As the bill approaches the floor, we will have to see where the NCTA stands on it," he said. "There are clearly a lot of things [in the legislation] that disturb EPSN that may not bother NCTA."

The Eizenstat group—United Video Cablevision, Hauser Communications, Sutton Capital Associates, Jones Inter-cable, Adelphia Communications, Simmons Communications and Star Cablevision—puts provisions on modification of access to programing and exclusivity high on its legislation fix-it list, but, unlike the NCTA, it also considers changes to the antitrafficking and "bad actor" provisions priorities.

Gus Hauser, of Hauser Communications, downplays the possibility of the Eizenstat group breaking ranks. "We're no different than anybody else," he said. "In an industry as big as ours, lots of companies have concerns and issues that are peculiar to them. They want this little thing or that little thing. But, broadly speaking, our concerns are not that different from anybody else's."

However, Hauser is a bit evasive about whether the group could support legislation with, say, an antitrafficking provision. "I would not want to characterize any issue as make or break," he said. "That is not appropriate."

As NCTA struggles to keep its industry-wide coalition intact, it must also be concerned about maintaining an internal consensus.

The most serious fault line within NCTA appears between the association's two largest and most powerful members, Time Warner and Tele-Communications Inc. Time Warner, concerned about its sagging stock price, is more eager for legislation and, thus, more tolerant of harsh regulatory measures than TCI.

Bob Thomson, TCI vice president, government affairs, does not deny that wide differences exist within NCTA and between NCTA and other segments of the industry, but said they have been "overstated."

"The industry is unified to walk through the [legislative] process together and try to bring these bills within the zone of acceptability," Thomson said. "If we don't succeed in that, we will work together to make sure the bills come to a graceful and just death." —HAJ,MS

THE CONTINUING FRUSTRATION OVER COVERING IRAQ

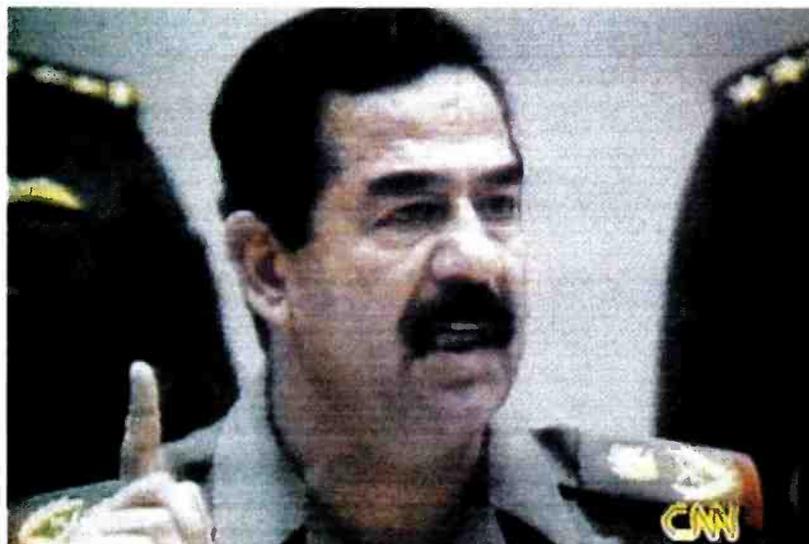
It was another turbulent week for television journalists in the Middle East as all battled the elements, the Iraqi government and their egos in an attempt to bring the crisis home.

ABC's Ted Koppel, first among American network journalists into Baghdad, came home last week. Koppel's Aug. 14 arrival in the Iraqi capital stole the thunder from CBS and its anchor, Dan Rather, who, despite being in the Middle East first, did not get into Baghdad until Aug. 15. On Aug. 22 Rather and the CBS crew in Iraq were ordered out by the government. Booted with Rather were correspondents Allen Pizzezy and Peter Van Sant. For ABC, Sam Donaldson is covering the story from Saudi Arabia and Forrest Sawyer is working out of Amman, Jordan.

NBC still has not had any luck getting anyone into Baghdad. Tom Brokaw arrived in Saudi Arabia early last week and, after getting no further, returned to New York. The reason NBC is having so much trouble getting into Iraq, said executive vice president Don Browne, is the network is being "singled out because of a series of exclusive reports on NBC Nightly News." Browne cited reports on Iraqi gassing of Kurds, Iraqi programs to build the Condor Missile and reports on Iraqi attempts to develop both nuclear and biological weapons. Staying in Saudi Arabia throughout the week was NBC's *Today* show host Bryant Gumbel. *Meet the Press* host Garrick Utley is still in the Middle East.

Last Thursday (Aug. 23), CNN got its first correspondent into Baghdad when Jim Clancy arrived from Amman. CNN also aired in its entirety a tape of an interview with Saddam Hussein on Iraqi television. The tape, according to one CNN spokesperson, was heavily edited by the Iraqi government. Despite the network's troubles with getting people in Iraq, CNN is still considered to be the source of choice for both politicians here and the Iraqi government. The *Washington Post* reported last week that Baghdad continues to give CNN advance notice whenever a major address is to be aired on Iraqi television.

Egos were bruised last week too as a long feud between NBC News and CBS News burst into the headlines when the *Washington Post* quoted an anonymous network source that "The only action Dan Rather has seen in Jordan is a fight between housekeeping and room service in the Inter-Continental Hotel." Rather



Saddam Hussein on CNN last week



ABC's Sam Donaldson remains in Saudi Arabia

was later quoted in *People* magazine saying that NBC News executive producer Steve Friedman was behind the quotes and that Friedman speaks for NBC's Tom Brokaw. A source at CBS said that this was just the latest of several assaults by Friedman on Rather.

Throwing his hat into the Iraqi ring last week was politician-turned-talk show host Jesse Jackson. Published reports last week had Jackson preparing to head to Iraq for a possible interview with Hussein for *The Jesse Jackson Show*. Warner Brothers, which syndicates Jackson's show (set to premier Sept. 29) said that it will not produce any inter-

views Jackson may do in Iraq. However, Jackson may produce a show through his own company. It is unlikely that any of the networks, CNN or Fox would air any Jackson interview because they would not have editorial control over the product.

Meanwhile, on the homefront, Radio Television News Directors Association President, Dave Bartlett wrote a letter to President Bush calling the Pentagon pool "barely adequate," and urging him to "do everything in his power to guarantee American journalists full access to the military operations now underway in the Middle East."

-JF

BROADCASTERS FIGHT BACK AGAINST SPECTRUM FEES

The National Association of Broadcasters' grassroots battle against spectrum fees is gaining momentum as broadcasters respond to NAB's call for action. They are writing their congressmen urging them to oppose an administration proposal to impose a 4% fee on the revenues of commercial users of spectrum.

For example, Mary Quass, president of KHAK-AM-FM Cedar Rapids, Iowa, in a letter to Senator Charles Grassley (R-Iowa), warned that a spectrum fee would have a devastating effect on her station's ability to serve the public. Wrote Quass: "Senator, as a small business person who has only owned my stations for two years, I can tell you that having a license is only the

beginning. I take the commitment to serve this community very seriously. As a business person and a broadcaster, I daily fight the battle of rising costs versus the expenses of providing local public service. Senator, don't make me have to choose!"

Quass's letter was typical. "Many broadcasters do not have the financial resources to absorb a spectrum tax. Their stations would be forced to reduce their expenditures on programming of all types, including local community and public service programming," wrote Hugh Roche, general manager of WMBB-TV Panama City, Fla., to Florida Congressman Bill Grant (R).

James N. Hoff, president of Hoff Broadcasting (KRED-AM-FM) Eureka,

Calif., complained to Senator Alan Cranston that levying a spectrum fee on broadcasters is unfair. "Since this proposed tax would not apply to newspapers, magazines or other media, it would put radio and television stations at a grossly unfair disadvantage," wrote Hoff.

And as F. Robert Kalthoff pointed out in a letter to Senator Robert Kasten (R-Wis.), "Free broadcasters have no way to pass this tax forward as do cellular telephone companies or cable system operators." Free broadcasters, said Kalthoff, would be "forced to reduce their level of public interest service which broadcasters have historically accepted in exchange for free use of the spectrum."

FRITTS CHARGES NTIA WITH TELCO BIAS

NAB president says agency is advocating policies harmful to broadcasters

National Association of Broadcasters President Eddie Fritts lashed out at the National Telecommunications and Information Administration for what he feels is the agency's unabashed bias in favor of the telephone industry.

Suggesting that the NTIA's initials stand for the "National Telephone Improvement Association," Fritts sharply criticized the agency in a speech scheduled for delivery Saturday, Aug. 25, to the West Virginia Broadcasters Association. He expressed his fear that NTIA, which is responsible for advising the White House on communications issues, is pursuing policy objectives that are "bad news for our free over-the-air system of broadcasting." He said he thinks NTIA is biased in favor of the telephone companies and their agendas.

The NAB president argued that NTIA's two broad inquiries (one of which focused on future use and management of the radio frequency spectrum, and the other on the country's telecommunications infrastructure) have ignored broadcaster concerns. The radio spectrum inquiry, Fritts said, did not focus on the role of broadcasters and instead "centered on enhancing spectrum use by other communications industries. Nor did the other inquiry look at the broadcast media, said Fritts.

Despite NTIA's attitude, he said NAB

filed comments with the agency "stressing the important role that broadcasting plays in this country." But despite NAB's comments and visits with agency officials, Fritts said the agency has offered a legislative proposal that "ignores the importance of broadcasting and displays an unfortunate and blatant bias in favor of wire- and fiber-based telecommunications technologies." Moreover, he said it "actually proposed the phasing out of UHF television so that spectrum could be allocated to other users."

And he said that NTIA director Janice Obuchowski, as well as key NTIA staffers, have been "professionally associated with the telephone industry either as regulators or consultants." In fairness, he added, "I now understand she [Obuchowski] has recused herself from the telco issue, but that's too little and too late. It appears the die is cast." Obuchowski worked for NYNEX's Washington office before taking the NTIA post and her husband, attorney Albert Halprin, has telephone company clients.

Said Fritts: "I have no solutions to the NTIA problem but I firmly believe they are steering a course which tears at the very fabric of the system of free over-the-air broadcasting. There appears to be a callous disregard for the great service rendered the people of America by broadcasting. The NTIA is, thank good-

ness, only an advisory agency. Other bodies like the FCC and Congress will have a much greater impact."

His speech also covered other challenges facing broadcasters. The NAB president urged the West Virginia broadcasters to get involved in the industry fight against a spectrum fee. The administration has suggested raising \$1.5 billion from broadcasters in spectrum fees (BROADCASTING, Aug. 6 and 13) and NAB has launched a massive grassroots campaign hoping to kill it (see box above).

"It is vital that you communicate to Senators Bob Byrd and Jay Rockefeller and all your congressmen that this tax is unfair and will seriously deteriorate the level of public service that broadcasters are financially able to provide their communities," said Fritts.

On other matters, the NAB official emphasized that the association was working to ensure that digital audio broadcasting will "represent a great evolutionary step forward or enhancement for the radio industry—just as HDTV will be for television." He reaffirmed NAB's stand that the telcos should never be allowed to be more than video common carriers. And he promised that if cable legislation is not enacted into law this year, NAB will aggressively pursue cable legislation in the next Congress.

-KM

TV PROGRAM DIRECTOR: ENDANGERED SPECIES?

Some stations feel less need for full-time PD and have phased out or downgraded position; others feel this is 'penny wise and pound foolish'

Reacting to new marketplace realities, television stations around the country are redefining the role of both the program director and programing department. In some cases, the position is being downgraded, with the programing department being consolidated with other departments such as promotion, public affairs and, sometimes, even news.

At some stations, including major market stations WJLA-TV Washington, WFAA-TV Dallas and WPLG(TV) Miami, the programing department has been merged into a bigger unit comprising promotion, marketing, production and public affairs. In each case, a promotion executive has been given overall responsibility for the new unit with the program director and other department heads reporting to that executive.

In the case of two Group W Broadcasting stations, WJZ-TV Baltimore and KDKA-TV Pittsburgh, one large "on air" department has been created that includes programing, production and news, with the news director in each case the senior executive. "As our business continues to change, all aspects of station operations are being reexamined," said Marcellus Alexander, vice president and general manager, WJZ-TV. "As an industry, we have to anticipate the changes" and act accordingly, he said.

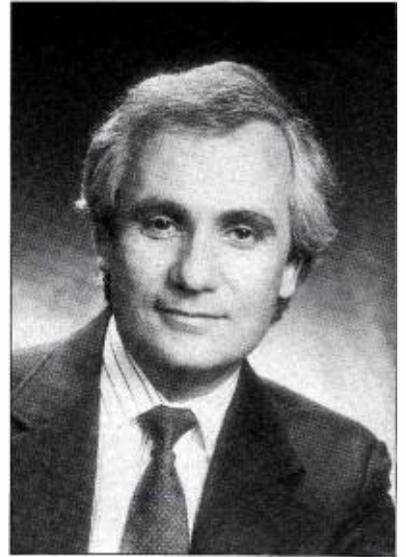
In other cases, the station manager or general manager has become increasingly involved in programing issues and decisions. "I don't know how any general manager cannot be deeply and decisively involved in major programing decisions when the fate of the station is dependent on local news and purchased programing," said Roger Colloff, vice president and general manager, WCBS-TV New York.

At some stations, the program director slot has been eliminated by attrition, with the station manager or general manager also serving as the top programing executive.

While the trend appears more widespread at affiliate stations, which have less air time to fill locally, some independents have also reorganized, eliminating the program director spot. Elliott Troshinsky, vice president and general manager at independent KRBK-TV Sacramento, Calif., confirmed the station has



Michael Grant, WFAA-TV Dallas



Bob Casazza, WJLA-TV Washington

no immediate plans to fill its program director slot, vacant for four months. Troshinsky has assumed the duties himself.

But Troshinsky said he has help. In addition to a programing coordinator at the station, he said he "collaborates" with the program director at the co-owned station in St. Louis, KPLR-TV. "I also bring in my sales and marketing promotion people to analyze major pieces of product," he said. "I think it can be done."

According to Dick Kurlander, vice president, programing, Petry Television, the trend has been evident for some time. "You could see it coming for years," he said. "At the local level, news directors have gained more responsibility; there is less local production outside of news, and promotion managers have become more involved in the on-air look. On the acquisition side, the cost of programing has increased so much that the general managers are now involved in most of the major buying decisions. So the program director is getting squeezed from both sides."

In some cases, the decision to eliminate the program director's spot has been accompanied by a decline in the ratings. WLVI-TV Boston, the Gannett independent there, lost its lead in afternoon children's programing after eliminating the program director's post in

mid-1988. Six months later, the station reversed its policy, bringing in Bill Butler as program director. The station has not regained its past rating levels but seems to have stemmed the decline.

WTVJ-TV Miami, an NBC-owned station, did not replace program director Judy Girard after she left for the group's flagship station in New York last year. Sign-on to sign-off, the station is off two share points in May 1990 compared to a year ago.

At KBVO-TV Austin, Tex., Steve Beard, general manager and part owner, also serves as the independent station's program director. The station laid off the executive who had been serving as program director several months ago. Beard said he and the station manager work together on program acquisitions and scheduling. "We got to looking at the bottom line and decided [the program director] could go," said Beard. "The biggest expense we have is programing costs. My partners and I are professional broadcasters and we operate as a team. We also get excellent programing advice from Katz [the station's rep]."

But some in the industry question that strategy. "I don't understand a station not having a program director," said Vicky Gregorian, director of marketing and program development, WHLL-TV Worcester, Mass., and NATPE International chairperson. "I think stations that

have tried it have seen their ratings suffer. I think it's penny wise and pound foolish."

In many instances, the responsibilities, autonomy and power of the program directors have been reduced substantially. And some question whether



Oscar Welch, WPLG(TV) Miami

such a trend is healthy in an industry that constantly reminds itself that a savvy programming strategy is the key to success in any market.

But at stations where changes have been made, executives insist they are not taking their eye off the programming ball. Instead, they say the opposite is true. Stations are so dependent on program success to maintain audience share, especially in a tight advertising market, that promotion and marketing of programs has become as—or more important than—program acquisitions and scheduling.

At WJLA-TV, the station's top management has concluded a three month internal evaluation of how to make the station operate more efficiently. In addition to laying off about 10% of the station's 220-person work force, the station merged three departments—programming, promotion and communications—into one "audience development" department. "That's really what we do," said Bob Casazza, vice president, audience development.

Casazza had been in charge of the station's marketing and promotion department reporting to the general manager, as did programming director Jane Cohen. Thursa Thomas, the station's communications director, reported to Michael Moore, president and chief executive officer, WJLA-TV, who recently

assumed the general manager position as well. Cohen and Thomas now report to Casazza.

"All three departments have audience-directed responsibilities," said Casazza. "After careful examination, we concluded the station could operate more efficiently with one department."

Earlier this year, WPLG(TV) Miami implemented a similar reorganization sparked by the departure of program director Sherry Burns. At that time, creative services director Oscar Welch pitched a reorganization merging the programming and promotion departments. Management liked the idea and Welch became director of programming and promotion. "Programming, promotion and design all work together at today's television station," said Welch. "What we are really doing is marketing the station to the audience and advertisers. It made sense to combine the departments under one head."

At WFAA-TV Dallas, the station created a super department that includes programming, promotion, advertising, production, design, community services and public relations. "They decided to bring in a person with promotion and marketing experience into the programming area," said Michael Grant, acting station manager and executive director of programming and creative services.

Grant said that before the reorganization, the autonomous departments were often working at cross purposes. "The nature of the beast was politics, turf

battles and territorial squabbles," said Grant. "What we tried to do was establish consensus goal setting and team building within the one larger department. We think it's working."

But while some program directors are getting squeezed out, others are moving up. Bruce Marson, vice president, programming, WHDH-TV Boston, was named station manager two weeks ago, in effect, replacing the general manager, Sy Yanoff, who moved to a corporate post.

For the time being, Marson said he will not hire a new program director, but instead retain that function himself in addition to running the station. "In keeping with the tenor of the times, I am not rushing to replace myself," he said. "There is increasing emphasis on cost controls. It's all part of a trend to be a little leaner and a little meaner."

Joe Heston, vice president and station manager, WBAL-TV Baltimore, is also a former program director. Heston believes that program directors being squeezed out of the loop have nobody to blame but themselves. "A lot of people are whining but I look at the mediocrity that pervades the ranks of the whiners," said Heston.

"Today, it's marketing and promotion and positioning product in the right way on the air that will determine your biggest hits and failures," said Heston. "The problem is not in their stars; it's in themselves," he said. "They have to figure out how they best can affect their station." -SM

COMMITTEE OK'S TEST OF TV IN COURTS

An ad hoc committee of federal judges is recommending a three-year experiment permitting cameras and microphones in federal courtrooms as well as still photography. The committee's recommendations will be voted on next month (Sept. 12) by the Judicial Conference of the United States, which meets twice a year to review policy issues affecting the courts. The Conference is chaired by Chief Justice William Rehnquist, who has indicated he is not "averse to the idea" of an experiment.

The committee, chaired by Judge Robert F. Peckham, approved the pilot program in up to two courts of appeals and six district courts. The test, however, will only apply to civil cases. The committee, however, remains "unpersuaded that it would be appropriate to drop all restrictions on media coverage of federal court proceed-

ings." Moreover, the committee felt that a substantial majority of judicial officers favor a more "cautious and deliberative approach."

News of the proposed experiment was greeted with enthusiasm by Radio-Television News Directors Association President David Bartlett, although he expressed disappointment that the experiment would be limited to civil cases. "Most of the cases that command the attention of the public are in criminal courts," said Bartlett. RTNDA urged the Judicial Conference to expand the pilot program to include criminal trials.

C-SPAN said it will offer "technical assistance in planning dignified and unobtrusive coverage of federal court proceedings. As the experiment develops, C-SPAN will televise the entirety of select court proceedings to its national cable television audience."

KGO-TV PICKS UP 'WHEEL' AND 'JEOPARDY!' FOR 92-94

Early last week, KRON-TV San Francisco declined to renew King World Productions' long running game shows, *Wheel of Fortune* and *Jeopardy!* (see page 38), but by late last Thursday, King World had, in principle, sold the 1992-94 broadcast rights to both Capcities/ABC O&O KGO-TV in that city. An industry source with ties to the market said King World sweetened the deal for both nationally top rated game shows by dropping the combined license fee from \$156,000 per week at KRON-TV to an enticing \$120,000 for KGO.

One rep source said the syndicator could make up the difference in revenue with one minute of national barter advertising time attached to *Wheel* and *Jeopardy!*. "If KGO-TV can deliver higher ratings, King World will more than make up any loss in cash license fees," the source said.

Although King World Chairman Roger King declined to discuss any financial terms, he said only that "KGO-TV's deal was a lot sweeter. KGO has taken both shows for 7-8 p.m., and is high enough on them to push back Peter Jennings [on ABC News at 7 p.m. currently] to insert



'Jeopardy!'

Wheel and *Jeopardy!*." KGO-TV officials were unavailable to confirm either show's potential access insertion two seasons from now, but it is considered likely in most circles since a majority of King World's nearly 200 client stations air the programs in access.

In foregoing both King World quiz shows, Chronicle Broadcasting's KRON-



'Wheel of Fortune'

TV signed a deal to pick up Paramount Domestic Television's *Entertainment Tonight* in 1992 from incumbent KGO-TV, and tabloid *Hard Copy* at the end of this coming season from Fox affiliate KTVU-TV. KRON-TV has the option of airing *Hard Copy* in 1991-92, or 1992-93 with *ET*. Sources in the market say KRON-TV will pay \$100,000 per week for the Paramount pair; that means the station could save close to \$3 million annually compared to another two-year term (\$8.1 million per season) with King World's two game shows.

"KRON-TV's move was based purely on economics," said a New York rep source. "They were interested in keeping *Jeopardy!*, but station executives know that *Wheel* and *Jeopardy!* can't be had on stand-alone deals. The fact is that *Wheel* is slipping among the younger demos in San Francisco and other markets, but King World expects stations to roll over and pay those prices. Those days are over."

King World President and CEO Michael King earlier in the week said that KRON-TV's news lead-ins "regularly delivered 8 or 9 share points," while he expects that *Wheel* will benefit from the "17 or 18 shares that KGO-TV's news now delivers."

The deal with KGO-TV comes just weeks after fellow Capcities' O&O, KABC-TV Los Angeles, agreed to assume the 1992-94 broadcast rights of *Wheel* and *Jeopardy!* from incumbent KCBS-TV. Those realignments mean that seven out of eight Capcities/ABC stations (the exception being KTRK-TV Houston) will be carrying *Wheel* and *Jeopardy!*. —MF

USA NETWORK BUYS 'MY TWO DADS'

Columbia Pictures Television have sold its off-network comedy, *My Two Dads*, to USA Network. It's the first off-network comedy with three seasons of production in the can (60 episodes) to be sold to a basic cable service.

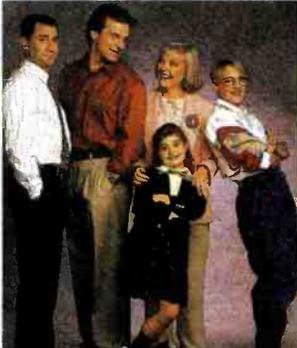
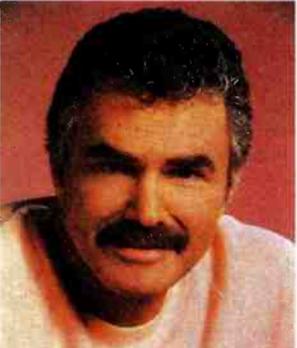
Barry Thurston, president of CPT's syndication division, confirmed that there were competing bids for the show from other cable networks and from-broadcast station groups. He declined to identify the bidders, but said it was the first time he had both cable and broadcast bidders competing for the same property.

Industry sources said bidders included Lifetime and The Family Channel on the cable side, and Tribune and Fox on the broadcast side. Neither CPT nor USA would discuss the deal terms. But one programming executive at a rep firm estimated USA may have paid \$250,000 per episode. Thurston would only say that USA paid a higher price than CPT would have made selling the show to syndicated stations.

Off-network programs bypassing syndication for cable are nothing new, according to Dave Kenin, USA's senior vice president, programming. "The basic marketplace has changed so dramatically, this is more commonplace now than it has ever been." USA was seeking a sitcom with younger viewer appeal that it could strip, according to Kenin. "Columbia had a lot of programs to sell. But these were the ones that made sense to us," he said, referring as well to USA's purchase of 20 episodes of *Square Pegs*.

USA plans to strip *My Two Dads* in early fringe, between 5 and 7 p.m., and use *Square Pegs* once a week on Saturday, with a Sunday repeat. *My Two Dads* could begin appearing on the network as early as January, replacing another recently acquired off-network strip, *Just the 10 of Us*, which hits the network in September. If the 47-episode *Just the 10 of Us* performs as hoped, *Dads* won't replace it until April. *Square Pegs* should appear on the network in January.

PROGRAMING

AUGUST	SEPTEMBER	OCTOBER
 <p data-bbox="244 811 378 834">Fox's 'Simpsons'</p>	 <p data-bbox="623 815 816 838">ABC's 'Married People'</p>	 <p data-bbox="1061 815 1194 838">NBC's 'L.A. Law'</p>
 <p data-bbox="200 1212 393 1236">NBC's 'Working it Out'</p>	 <p data-bbox="615 1212 808 1236">CBS's 'Evening Shade'</p>	 <p data-bbox="1016 1212 1253 1236">Fox's 'Class of Beverly Hills'</p>

THEY'RE OFF...AND OFF: NETWORKS STAGGER FALL STARTS

Fall premiere week, the time when the networks used to proudly showcase their new product to viewers, may be going the way of the multi-night mini-series. This year, more so than any other, the networks are staggering their premieres from August through at least October.

Only ABC will premier all its schedule during September. NBC premieres most of its new shows in August, starting last week when it debuted three series (*Hull High*, *Parenthood*, and *Lifestories*) on Monday night, Aug. 20. CBS will roll-out most of its schedule over the last three weeks of September, while holding at least three series until October to unveil. Fox begins its premier plans

on Labor Day weekend, when it presents four series, three of them new. Fox also has at least one new series that won't make it on the air until October.

It was not long ago that at the beginning of the fall television season the three networks launched their new schedules in an orderly fashion during an agreed upon premier week, usually in the second or third week of September. However, two years ago the delay from the writers' strike produced more of a rollout of new shows which lasted until the end of the year. And last year, Fox jumped the gun on the others by debuting part of their new schedule prior to the traditional start week.

Although no one is ready to announce

that the traditional premier week process has been junked, the debut method seems to be changing to one that will have each network debut its schedule according to its individual needs and strengths. "I don't think you can look at this year or last and determine how things will be done in the future," said Ted Harbert, executive vice president, prime time, ABC Entertainment. "It depends on how many new shows you're going to premiere," he said.

Harbert pointed out that ABC wouldn't have to rely on any stunting this fall because of the six new shows premiering this fall, "four are going into protected time periods." He cited *Baby Talk*, which follows *Who's the Boss* on

Tuesday nights, *Married People* from 9:30-10 p.m. on Wednesday nights after *Doogie Howser, M.D.*, *Going Places* which follows *Perfect Strangers* on ABC's strong Friday night schedule, and *America's Funniest People*, which is paired with *America's Funniest Home Videos* on Sunday night. "We're fortunate this year in that we don't have a lot of new shows, and most of those that we do have are going into protected time periods," said Harbert.

With nine new series to premiere, NBC—which is doing the most stunting—is relying on early sampling to build an audience for its new projects. "What you're seeing at NBC this year is reflective of the competitive environment," said Perry Simon, executive vice president, prime time programs, NBC Entertainment. "Because the volume of new shows increased this year, and we believe in the quality of our shows, we wanted to make sure people get to see them," he said. The benefit to premiering many of their new shows in August or early September, he said, is avoiding the glut of new show premiers during the last two or three weeks of September.

Simon admitted that there is a gamble in airing many of their new series at a time when HUT (homes using television) levels are low, calling it "somewhat experimental," but said ultimately "it's the quality of the show that determines its fate, although sampling is very important."

Below are the premier plans for each network:

ABC

Although a straight roll-out of the schedule during September is planned at ABC, some special airings of series are planned. The pilot for *Gabriel's Fire*, starring James Earl Jones, will air twice, on successive nights, Sept. 12 and 13. The first episode airs in its regular time slot on Thursday Sept. 20 at 9 p.m.

Also, Harbert said a special debut of *Cop Rock* is planned but would not specify how it would premier. According to one production source, the network originally planned to launch the Steven Bochco series on Oct. 3, but now the first air date is a week earlier on Sept. 26.

CBS

To date, the network is planning to kick off its new season beginning with the premieres of *Sons and Daughters* at 9 p.m. and *Knots Landing* at 10 p.m., on Thursday, Sept. 13. *Jake and the Fatman* returning to the schedule, will air

an original episode a day earlier on the 12th.

CBS will launch its full Monday night schedule on Sept. 17, including new entrants *Uncle Buck* at 8 p.m., and *The Trials of Rosie O'Neill* at 10 p.m.

The network also has the most series premiering in October, with *WIOU*, *Over My Dead Body* and *Dallas* getting their launch after the World Series has been completed. If the championship series extends to a full seven games, the network will have to wait until Oct. 25 to premier any of the three series.

Fox

Fox announced last week that it would kick off its new season over the Labor Day weekend by airing the season premieres of *Totally Hidden Video* and its new video companion show, *Haywire*, on Saturday, Sept. 1. Last week, Fox moved *The Simpsons* from its Sunday night slot to its new day and time on Thursday at 8 p.m.

On Sunday, Sept. 2, Fox debuts two new series, *True Colors* at 8:30 p.m., and *Parker Lewis Can't Lose* at 9:30 p.m.

The following week, Fox launches its new Friday night lineup with the fall debuts of *America's Most Wanted* and *D.E.A.*

On Saturday, Sept. 8, David Lynch's new series *American Chronicles* premieres in the 9:30-10 p.m. time slot.

Babes, following *The Simpsons* in the Thursday, 8:30-9 p.m. time slot, debuts on Sept. 13.

Fox has one series that has been given an October start date. *Class of Beverly Hills* (working title) has been given a tentative premiere date of Thursday, Oct. 11.

NBC

NBC has scheduled its premieres from August to October, when *L.A. Law* makes its fall season premiere. In August, the network will preview five of its nine new series as part of their double pump strategy (BROADCASTING, Aug. 13) of airing a new series twice before the other networks introduce most of their new shows.

The preview of *Hull High* (11.0/20), *Parenthood* (14.1/24), and *Lifestories* (10.9/20) last Monday, won the night for NBC. The network is also planning to air *Law and Order* in *L.A. Law*'s time slot of Thursday 10 to 11 p.m. for four weeks beginning Sept. 13. In addition, the new series will get a late night airing on Sept. 27, when the show's pilot is rebroadcast from 11:30 p.m. to 12:30 a.m. —SC

SYNDICATED SHOWS GET MIX OF SLOTS IN TV'S TOP 10

A BROADCASTING survey of the programming plans in the nation's top 10 TV markets shows a general scarcity of available early fringe and access time periods for new game shows and magazine strips. Bucking that trend however, was the Los Angeles market, with five new first-run strips (three new game shows and two new magazines) scheduled in those time periods.

Programers at L.A.'s three independent stations gave syndicators reason to rejoice. Orbis Communications' *The Joker's Wild*, Quiz Kids Challenge and ITC Distribution's *Tic Tac Dough* got reprieves from KCOP-TV Los Angeles in early fringe. The station is programming those shows, with the returning *Family Feud*, in an early fringe block from 3 p.m. to 5 p.m.

A pair of new game shows backed by two of syndication's biggest players—Warner Bros.' *Trump Card* and BVT's

The Challengers—fared worse than the new game shows scheduled by KCOP. KCAL-TV, which, like Buena Vista Television, is owned by The Walt Disney Co., scheduled BVT's *Challengers* at 11:30 a.m., following *Trump Card*. KCAL Program Director Matt Cooperstein said that the slotting of Warner's *Love Connection* at 7 p.m., preceding BVT's off-network sitcom, *Golden Girls* at 7:30 p.m., better fit the "situational" needs of the station.

KTLA-TV is counter-programming sitcoms and game shows with 10 consecutive hours of off-network dramas starting at 9 a.m., but then follows with a stripped version of MCA's *Out of this World* at 7 p.m. and a 7:30 p.m. check-erboard of *Out of this World*, *My Secret Identity*, *Charles In Charge*—all from MCA—and Viacom's *Super Boy* and *Super Force*. KTLA, the Tribune-owned station, caps a 10-hour drama marathon

from 4 p.m. to 7 p.m. with *Magnum P.I.*, *Highway To Heaven* and *Hunter*.

Meanwhile, on the O&O side of the L.A. ledger, KABC-TV concluded a deal several weeks ago with King World to acquire nostalgia entry *Instant Recall* as a result of picking up the 1992-93 broadcast rights for top-rated game shows *Wheel of Fortune* and *Jeopardy!* from KCBS-TV. *Instant Recall* is slotted at 7:30 p.m., with K-W's other reality strip, *Inside Edition*, which is at 7 p.m. The move knocked Television Program Enterprises' half-hour magazine, *Preview: The Best of the New* to either a 4:30 a.m. or 5 a.m. slot weekdays, according to a station source.

KNBC-TV is sticking with Paramount's *Entertainment Tonight* and *Hard Copy* in the 7-8 p.m. access slots. KCBS-TV and KTTV-TV (Fox) have yet to release their schedules. It is believed that KCBS-TV will be keeping King World's top-rated game shows *Wheel of Fortune* and *Jeopardy!* in the 7-8 p.m. access slots. Station officials have already said that *Personalities* will get a 7 p.m. slot on KTTV, next to companion piece, *A Current Affair*, at 7:30 p.m.

The following is a market-by-market look at plans in the other top 10, which together with Los Angeles account for 31% of the nation's ADI coverage:

New York

In the No. 1 ADI market, only six new first-run shows made it into early fringe slots (BROADCASTING, Aug. 20) but sources said a contract buyout of up to \$1 million by Buena Vista Television to get *The Challengers* moved from WCBS-TV to WNBC-TV was the only way a new game show could get a 7 p.m. clearance in the city. Meanwhile, Warner Bros.' *Trump Card* and Guber-Peters' *Quiz Kids Challenge* were placed in less desirable 9-10 a.m. slots on WCBS-TV.

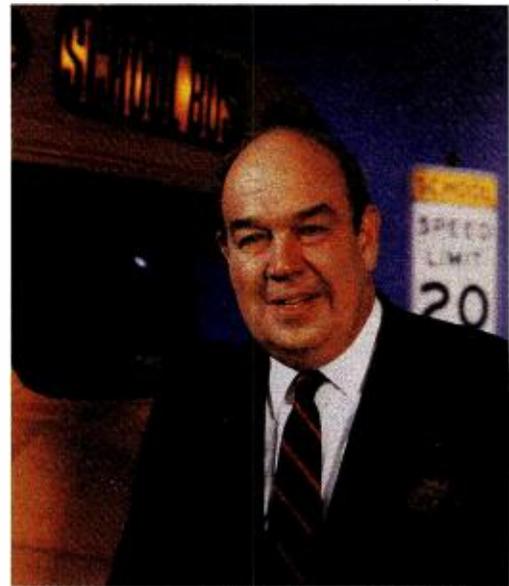
Chicago

Among the Windy City's three network-owned stations, *The Challengers* emerged with the best clearance at 3 p.m. on ABC's WLS-TV, while CBS O&O WBBM-TV penned in *Trump Card* for 11 a.m. and NBC O&O WMAQ-TV slotted *Tic Tac Dough* and *Joker's Wild* at 1:30-2:30 a.m. Fox O&O WFLD-TV provided a slightly better clearance than anticipated at 2 p.m.

With only single access clearances in the central time zone, Paramount's reality strip, *Hard Copy*, received a 6:30 p.m. spot on WMAQ-TV, while WLS-TV and WBBM-TV hung on to incumbents

EDUCATIONAL TV, CBS STYLE

CBS News is doing a week-long project on education that will be anchored by a two-hour documentary Thursday, Sept. 6, *America's Toughest Assignment: Solving the Education Crisis*, hosted by Charles Kuralt. Later that night, starting at 11:30 p.m., Kuralt will anchor a town meeting-type forum, where affiliates will tie in, and teachers, students and others around the country will share their views on the education problem. At a press luncheon last week, Kuralt said the documentary was "advocacy journalism," in that CBS went into it with a definite point of view. The program offers a slate of proposals, he said, which if acted upon, the network believes could go a long way toward solving the "crisis." CBS has also put together an "education conference" at Georgetown University in Washington Sept. 5. Political, education and business leaders will discuss education issues.



Wheel and *Entertainment Tonight*, in that period, respectively.

Tribune Broadcasting's WGN-TV kept its lineup intact but made a 5:30 p.m. change to Warner Bros.' *Perfect Strangers*. Fellow independents WPWR-TV made Warner's off-network entry, *Head of the Class*, part of its comedy block at 5:30 p.m., and WFLD-TV acquired *ALF* for 5 p.m. and pushed back *The Cosby Show* a half hour to 5:30 p.m. WFLD also chose to place *A Current Affair* at 6:30 p.m., while companion *Personalities* starts in the 10:30 p.m. slot.

Philadelphia

The Challengers got a shot in the arm with a 7 p.m. clearance on WCAU-TV, a CBS O&O that also made changes with *Trump Card* at 4 p.m., *Cosby* at 4:30 p.m. (originally 5 p.m.) and *Golden Girls* at 5. KYW-TV, Westinghouse's NBC affiliate, banished *Tic Tac Dough* and *Joker's Wild* to 4-5 a.m., and *Preview* fared minimally better at 1:30 a.m. *Instant Recall* and *Personalities* got early fringe spots at 4-5 p.m. on KYW-TV. WPVI-TV, the ABC O&O, stayed solidly King World with *Oprah* (4 p.m.), *Jeopardy* (7 p.m.) and *Wheel* (8 p.m.).

Among major changes with the independent stations, WTXF-TV added *ALF* and *The Hogan Family* to its 5-6 p.m. slots. WGBS-TV is stripping *Charles In Charge* for 6 p.m. and adds 227 at 7 p.m. WPHL-TV is countering with new

entries *Perfect Strangers* and *Head of the Class* at 7-8 p.m.

San Francisco

Chronicle Broadcasting's NBC affiliate, KRON-TV, has slotted *Challengers* and *Trump Card* in a 4-5 p.m. block. KRON airs *Joker's Wild* at noon. Following its early news, KRON has *Wheel* and *Jeopardy* in access, but the station last week declined to renew both programs beyond next season (see accompanying story). ABC's O&O, KGO-TV is keeping its single access slot (7:30 p.m.) with *ET*, relegating *Preview* to 1 a.m., and KPXTV, CBS's Bay Area affiliate, made its changes with *Personalities* and *Instant Recall* in the 3-4 p.m. block and *Quiz Kids Challenge* in the 1:40 a.m. graveyard.

In other changes, Fox's KTVU-TV has apportioned 5-6 p.m. to new strips *Out of this World* and *Hogan Family*; independent KBHK-TV has acquired *ALF* and *Head of the Class* for the 5:30-6:30 p.m. slots, and KOFY-TV now caps a 4-8 p.m. off-network drama block with *Hunter*.

Boston

WBZ-TV, an NBC affiliate, cornered the game show market; on the upside it has scheduled *Joker's Wild* and *Challengers* for its 4-5 p.m., while on the downside *Feud*, *Quiz Kids* and *Tic Tac* have

SAN FRANCISCO SHAKEUP

King World Productions' top-rated game shows—*Wheel of Fortune* and *Jeopardy!*—are being shuffled in San Francisco, the nation's number five market, with Chronicle Broadcasting's NBC affiliate, KRON-TV, declining to bid for the 1992-93 renewal of both programs. KRON-TV Program Director David Salinger confirmed that the station has signed a deal with Paramount Domestic Television to pick up *Hard Copy* and *Entertainment Tonight* for the station's 7-8 p.m. access slots for 1992-93, with *Entertainment Tonight* available in the market after competing ABC affiliate, KGO-TV, did not renew the program.

Salinger said King World was offering *Wheel* and *Jeopardy!* at a "reason-

able increase on renewal," but said that "a price increase for *Wheel* is not justified, since its ratings have continued to downtrend over the last several years." King World President and CEO Michael King countered that KRON had no intention of renewing the programs because, he said, the station is still pushing NBC to allow a rollback of West Coast prime time to 7 p.m.

Salinger declined to discuss what King World was seeking for a combined weekly cash license for both programs, but one rep source estimated that the pair of game shows were priced in the \$150,000 range, while Paramount was looking for \$90,000 to \$110,000 per week for its two reality strips.

successive 2:30-4 a.m. cellar slots. *Preview* secured a 3 p.m. lead-in to *Instant Recall* at the station. CBS's affiliate, WHDH-TV (formerly WNEV-TV) is maintaining *Inside Edition* and *Hard Copy* at 4-5 p.m. and the *Wheel-Jeopardy* com-

bo for access. WCVB-TV made no acquisitions and the ABC affiliate is keeping its 4-6 p.m. *Donahue-Oprah* block intact.

Acquiring *The Cosby Show* from WCVB-TV, Fox affiliate WFXT-TV is double-running the sitcom at 6 and 7 p.m.,

with 227 sandwiched between, while *Personalities* is being mulled for late fringe. Independent WLVI-TV added *Growing Pains* and *Perfect Strangers* (6:30-7:30 p.m.), while WSBK(TV)'s new insert was *ALF* at 6:30 p.m.

Detroit

WJBK-TV, the Gillet CBS affiliate in the market, made the most aggressive schedule changes, with morning clearances for *Tic Tac* and *Trump* (10-11 a.m.), *Personalities* at 4:30 p.m. and *Joker's Wild* at 7 p.m. (which is a lead-in to *A Current Affair*). Meanwhile, ABC affiliate WXYZ-TV scheduled *Challengers* for midnight, following *Nightline*, and stuck with *ET* in 7:30 p.m. single access. WDIV-TV returns *Wheel* and *Jeopardy* to access, but slotted *Instant Recall* at 12:30 a.m.

Preview got another boost with a 7:30 p.m. slot on Fox affiliate WKBD-TV and *Quiz Kids* extracted a 2 p.m. slot. WXON(TV) starts Cannell Distribution's off-Fox *21 Jump Street* at 5 p.m., 227 at 6 p.m. and 11 p.m. and *The Hogan Family* at 7:30 p.m.

Dallas

Early fringe game show clearances abound: CBS affiliate KDFW-TV put *Joker's Wild* and *Challengers* into a 4-5 p.m. block; ABC affiliate WFAA-TV penned in *Jeopardy* and *Family Feud* at 3-4 p.m.; Fox's KDAF-TV has *Quiz Kids* at 5 p.m., and NBC's KXAS-TV has *Tic Tac Dough* at 2:30 p.m. KXAS has slated *Trump Card* for 11:30 a.m.

Washington

New game shows took a back seat to the old-timers: ABC's WJLA-TV stuck with *Wheel* and *Jeopardy* in access by placing *Challengers* and *Trump Card* in an 11 a.m. block and NBC O&O WRC-TV saddled *Quiz Kids* with magazine *Preview* into a 2-3 a.m. block, while *Joker's Wild* and *Tic Tac* settled for 9-10 a.m. coupling. Gannett's CBS affiliate, WUSA-TV, is staying with a 4-7:30 p.m. news block and *ET* following it.

Houston

NBC affiliate KPRC-TV was the only network station that drastically changed its schedule in the market, with the addition of *Trump Card* and *Joker's Wild* in 2-3 p.m. slots and *Challengers* at 4 p.m. TVX independent KTXH-TV declined to unveil its schedule, but new inventory includes *21 Jump Street*, *Perfect Strangers* and MCA TV's *My Talk Show*. —MF

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RATINGS ROUNDUP

NBC once again took first place in the prime time ratings race last week, Aug. 13-19, with CBS finishing second and ABC third. NBC averaged a 9.7 rating and 19 share, while CBS

averaged a 9.2/18 and ABC a 8.9/17. The three networks totaled a 54 share, up from previous summer weeks but down five share points from the same week last year.

Week 47

Aug. 13-Aug. 19

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	▲	15.8/33	C	60 Minutes
2	▼	15.1/29	N	Cheers
2	▲	15.1/27	A	Roseanne
4	▲	13.7/24	F	Simpsons
5	▲	13.6/23	C	Designing Women
6	▼	13.4/28	N	Empty Nest
7	■	13.0/24	A	Amer. Funniest Videos
8	▲	12.8/22	A	Coach
8	▲	12.8/22	F	Married... With Children
10	▼	12.6/22	C	Murphy Brown
10	▼	12.6/24	N	Unsolved Mysteries
12	▲	12.6/26	N	Cosby
12	■	12.5/23	N	News Spec.:Cutting Edge
14	▼	12.2/24	N	A Different World
14	▲	12.2/21	N	Heat Of The Night
14	■	12.2/22	C	Murder, She Wrote
14	▲	12.2/22	A	Wonder Years
18	▲	12.1/22	N	Grand
19	▼	12.0/25	N	Golden Girls
20	▲	11.9/22	C	Major Dad
20	▼	11.9/25	A	20/20
22	▲	11.5/20	N	Two Grenvilles, Pt. 2
22	▼	11.5/22	A	Who's the Boss?
24	▲	11.4/21	N	Night Court
25	▲	11.3/28	C	Movie:Naked Lie
25	▲	11.3/22	A	Head Of The Class
25	▼	11.3/19	F	In Living Color
28	■	11.0/23	N	Carol & Company
28	▼	11.0/24	A	Full House
30	▲	10.9/20	N	Matlock

31	■	10.8/20	N	Matlock/Mon.
32	▲	10.7/20	A	Doogie Howser, M.D.
32	▼	10.7/22	A	Perfect Strangers
34	▲	10.6/22	A	Growing Pains
34	▲	10.6/20	C	Rescue: 911
36	▼	10.4/22	A	Family Matters
37	▼	10.2/18	A	Movie:Columbo
37	▼	10.2/18	A	Tim Conway
39	▲	10.1/20	N	Dear John
39	▼	10.1/18	C	Face to Face w C. Chung
41	▲	10.0/19	C	Northern Exposure
42	■	9.9/19	C	48 Hours-Wed.
43	▼	9.8/20	A	New Attitude
44	▲	9.4/18	N	L.A. Law
45	▼	9.3/17	C	Movie: L. Geter Story
45	▼	9.3/17	C	Jake and The Fatman
45	▼	9.3/16	C	Movie:Combat Boots
48	■	9.0/16	C	Wish You Were Here
49	▲	8.7/16	F	Amer. Most Wanted
50	■	8.6/16	A	NFL Pre-Season Football
50	▼	8.6/17	A	Primetime Live
52	▲	8.2/17	C	48 Hours
53	■	8.1/15	A	Anything But Love
54	■	7.7/16	C	Candid Camera Spec.
55	■	7.5/15	A	Ladies On Sweet Street
56	▲	7.4/14	C	Eddie Capra Mysteries
56	▲	7.4/14	A	thirtysomething
56	▼	7.4/14	A	Young Riders
59	▼	7.3/16	C	Primetime Pets
60	▲	7.1/14	A	Equal Justice

60	■	7.1/15	C	Trenchcoat/Paradise
62	▼	6.9/15	N	13 East
63	▲	6.7/14	F	Cops
63	▼	6.7/14	A	Twin Peaks
65	▼	6.4/15	N	Amen
66	■	6.3/13	C	Newhart
67	■	6.2/13	A	Life Goes On
68	■	6.1/12	C	Steel Magnolias
69	▲	5.9/14	C	Paradise
69	■	5.9/14	A	Super Jeopardy!
71	▼	5.7/12	N	Midnight Caller
71	■	5.7/12	C	Piece Of Cake
71	■	5.7/13	F	Totally Hidden Video
74	▲	5.3/11	C	Room For Romance
75	▼	5.2/11	N	Shannon's Deal
76	▲	5.1/10	N	A Family For Joe
76	■	5.1/9	N	Baywatch Spec.
78	▼	4.9/9	F	Booker
79	▲	4.7/10	N	Ann Jillian
79	▼	4.7/9	C	His & Hers
79	▼	4.7/10	N	Quantum Leap
82	▼	4.2/9	A	Monopoly
83	▲	4.1/9	F	Outsiders
83	■	4.1/8	F	21 Jump Street
85	▼	4.0/8	A	China Beach
86	■	3.8/6	F	Alien Nation
87	■	2.9/6	F	Tracey Ullman Show
88	■	2.7/5	F	Ghostwriter
89	■	2.3/5	F	21 Jump Street-Wed.
89	■	2.3/4	F	Molloy

FREEZE FRAMES: Syndication Scorecard *

Week ended Aug. 12

Rank	Program (Syndicator)	Rtg	Strs	Covg	Rank	Program (Syndicator)	Rtg	Strs	Covg
1	Wheel of Fortune, syn. (King World)	11.2	232	99	9	Donahue (Multimedia)	5.7	229	99
2	Jeopardy! (King World)	10.3	220	99	10	Geraldo (Tribune)	5.2	190	98
3	Star Trek: Next Generation (Paramount)	8.3	234	98	11	People's Court (Warner Bros Domestic TV)	5.1	182	90
4	Current Affair(20th Century Fox TV)	8.0	196	98	12	Mama's Family-Syn (Warner Bros Dom TV)	5.0	177	91
5	Cosby Show (Viacom)	7.9	205	98	13	Chip 'N' Dale (Buena Vista TV)	4.9	179	96
6	Oprah Winfrey (King World)	7.8	217	99	13	Inside Edition (King World)	4.9	122	84
7	Entertainment Tonight (Paramount)	7.2	181	96	15	Ducktales (Buena Vista)	4.6	194	95
8	Wheel of Fortune, wknd. (King World)	6.7	204	90	15	Lifestyles Rich & Famous (TPE)	4.6	154	89

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

TALK NETWORKS PURSUE ROLE OF AM 'WHITE KNIGHT'

Resurgence of talk radio on AM bodes well for national talk networks but local resistance, regional differences, formatics pose challenges

The mass exodus of listeners from AM to FM over the last 20 years has left some 5000-plus stations scrambling to keep from being in the red—or, worse yet, going dark. Over the last five years stations have tried, with varying degrees of success, to program anything and everything that might stave off “the death of AM.” These attempts have included 24-hour car news, game shows, children’s entertainment, an all-Elvis format and talk radio.

The last, by far, is the most common of the “AM savior” formats. According to the 1990 BROADCASTING YEARBOOK, some 488 radio stations—419 of them AM’s—program a full time talk format, while 45 additional AM’s carry at least some talk programming during their broadcast week. Indeed, most large markets and many secondary ones have at least one AM powerhouse drawing substantial audience numbers by offering 24-hour talk programming to its listeners.

While talk radio can’t save all AM’s, it can assist some marginal operations from going under or from being simulcast with an FM music station. The Catch 22, however, is the prohibitive cost incurred by having a full line-up of talk show hosts. The expenses of programming live, local talk programming around the clock is a staggering notion to most of these stations. For this reason, many smaller market stations have slashed their news staffs as post-deregulation cost-cutting measures. Short of signing up with a satellite-delivered turnkey music service, many of these stations are left with virtually no alternative but to go all-weather, all the time.

Enter the talk radio network. While not designed as a substitute for localism, network talk programming can help some stations pull numbers that, at minimum, show up in the Arbitron book and provide some chance of selling on the street. “Just because people don’t listen to music on the 5,000 AM radio stations in this country doesn’t mean the listeners or the stations are going to go away,” said Donald Emanuel, President of Albany, N.Y.-based American Radio Net-

works. Whether it is programmed locally or nationally, “talk radio gives listeners the opportunity to go back to grass roots radio,” he said. “The concept is to put America in touch with itself.”

ABC’s Talkradio and NBC’s Talknet have provided blocks of network talk programming since the early 1980’s and other networks/distributors have been supplying individual talk features for much longer. Add to that such relative newcomers as ARN, New York-based EFM Media, Clearwater, Fla.-based Sun Radio Network and USA Radio Network in Dallas, and stations apparently have a wide range of programming from which to choose.

The stumbling block is the age-old local versus network argument, usually posed by programmers who believe that radio should be as local as possible. The prevailing thought is that, by giving up some of their programming autonomy, they sacrifice their local integrity.

This need not be the case, says EFM President Ed McLaughlin, who believes quality, not origin, should be primary in determining a program schedule. “Local or national, a station should just be committed to good programming,” he said. “Morning drive should always belong to the station, but sometimes a station

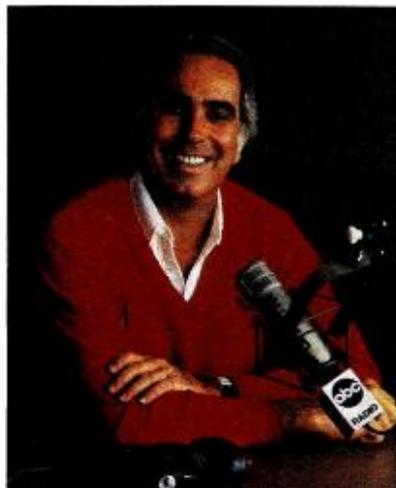
forces localization just for the sake of being local. The role of the network is to provide programming that’s superior to the best of everything that’s out there. It’s also our role to help bring people to talk radio, to bring new audience to the format and to the AM band.”

“Frankly, I’ve never subscribed to the local-is-better philosophy,” said ABC Talkradio Vice President Maurice Tunick. “Good programming works regardless of origin. I don’t think the listeners care whether it’s local or network. They just want good programming.” Still, this local sentiment prevailed when ABC canceled its daytime talk programming, largely because of minimal station interest (BROADCASTING, July 2). While much of the blame for this cancellation has been placed on inadequate marketing, daytime talk still proves to be a tough nut to crack.

According to Tunick, talk programming has to do more than fill air space. It needs both to attract as large an audience as possible and to appeal to a core target demo. To attract the audience, said Tunick, stations should structure their talk schedule with the formatic elements with which the audience is familiar. “A talk station can be programmed much like a music station is programmed,” he said. “You ought to be able to selectively pick your topics, your guests, your points of interests—and by doing this you ought to be able to appeal to the kind of audience that you’re trying to attract.”

Talk hosts Tom Snyder and Sally Jessy Raphael are examples of this “niche-targeting” in talk radio, Tunick said. “The types of things [Sally] talks about are young topics: dating, careers, people starting families. These are the things that have a broad range of interest that everyone is interested in, but are targeted toward younger people.” Tom Snyder’s appeal, Tunick said, is the “hip, savvy, sophisticated listener who may not listen to talk all day but may be ready to wind down.”

Understanding the demographic composition of the audience is crucial to determining a programming image, said



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Source: RADAR 41-Spring 1990, full week.



ARN's Ted Byrne

NBC Talknet director of programing, Bill Lally. "The talk radio listener is not 75-to-dead with green hair and a dialysis machine hooked to his kidneys," he said. "The general audience probably does skew a little older, a little heavier on the female side, usually people who seek advice and guidance on certain issues." Even younger listeners, however, often tune in because they "seek alternatives to the same six records that

are being played," Lally said.

He added that talk programing largely is determined by the type of station, day-part and market. "Some of our stations are Adult Contemporary, some are Country, some are all Talk," Lally said. "If they want to be controversial, or if they want to play safe and talk about the local bond issue, that's up to them. It's my job to provide them a network service that's a luxury and has no surprises and they know exactly what they're going to get.... We try to go right down the middle, not too far left nor too far right."

Through this type of targeting, each talk network creates its own identity. For instance, Larry Wyman, Sun Radio Network general manager, said Sun Radio steers away from "heavy politics, including church politics," and is wary of financial business news and psychologists because "you never know what certain susceptible person might sell his soul because of what he heard on your network. We're more vanilla than that: we like some controversy, but we don't like profanity, and we don't want our hosts to get carried away on a cause." Because the network never knows exactly what the host or the callers might say on the air, "we tend to do a heavy job on our fingernails during the year," Wyman said.

ARN's Don Emanuel said his 24-hour talk programing "runs the gamut." He noted that "when Roseanne Barr did her thing [her controversial rendition of *The Star Spangled Banner*] the phones were lit up, and right now the Iraq-Kuwait confrontation is big news." Still, Emanuel said that listeners—and therefore the network's hosts—like to keep things light and clean. "We're not into blue radio," he said.

"Many topics just don't work," said



Talknet's Bruce Williams

EFM's McLaughlin. "If you talk too much about sex or gun control, it becomes boring, and with religion, you're just hearing points of view, not creating a dialogue. What you have to do is find ways to make these subjects interesting."

One way to do this, McLaughlin said, is to have a strong host. "The day of the interlocutor is over; that's not what the listener is looking for. Listeners want a host who is really bright, intelligent and curious. And whether they agree or disagree, they want to know where the person is coming from."

The best rule of thumb is for the station, network and host to be flexible, said Tunick. "What works best is if you can change from day to day, staying on top of whatever the people are talking about. The job of the station and the network is to provide more conversation, or another view, about a topic. Ideally, talk radio is no more than some people talking about what's on their minds and that's what we try to reflect on the radio—as if all your listeners might be at a party in your living room that night." -REB

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LIMBAUGH: THE HOST'S THE THING

EFM Media's Rush Limbaugh has been hosting the nationally broadcast *Rush Limbaugh Show* for just two years, but already the three-hour daily program is carried by some 256 stations coast to coast. Prior to moving to New York in July, 1988, Limbaugh received regional notoriety as host of a similar program on KFBK(AM) Sacramento, where he covered much the same ground as he does with his current show. Now, in addition to his network talk program, Limbaugh broadcasts a

live hour local program from WABC(AM) New York.

Limbaugh is a prime example of the talk show host whose success is grounded on his own personality. While he acknowledges that publicity can act as an aphrodisiac, Limbaugh insisted that his personality "has to be bigger than the show, or I'm not going to have any listeners. There are thousands of talk shows out there and I have set myself up to be bigger than the they are." He also can't let ego get in the way of his profes-

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sionalism, he said, because "when you start to force it you can become a caricature of yourself and you lose whatever credibility you had."

Limbaugh said his strength as a talk host begins with his approach to the show and its listeners. "Unlike most shows, I don't leave it up to the listener to tell me what's interesting," he said. "My purpose on the radio is to attract as many people as I can and hold them as long as I can. I talk about things that are interesting to me and that I can be enthusiastic about." Predictably, current topics of interest include Iraq and Kuwait and the U.S. posture in the Middle East. "We're also seeing a lot of interest in such social concerns as obscenity, culture, war, art, environment, and animal rights," Limbaugh said.

On the other hand, if a topic doesn't work for Limbaugh, it won't work for his listeners, either. "There are many things I will refuse to talk about in the age-old context: gun control, abortion, UFO's. Millions of people are fascinated by that sort of stuff, but I don't want them on my show."

With some 10,000-plus radio stations

on the air, Limbaugh said there is plenty of opportunity for all types of air personalities. "You can have the inciters and the activists, but that's not me," he said. "I did not participate in the tea bag stunt (BROADCASTING, Feb. 13, 1989) and I don't intend to do that sort of thing. There are some hosts who believe that



Rush Limbaugh

talk radio must be the modern equivalent of the old town meeting, but I refuse to narrow it that much. You've got too many people doing too many things and a lot of them love to do things that will attract attention to themselves. And a lot of people like to single out talk radio as the enemy of democracy or America. That's up to them, but it's just not me."

Despite his conservative politics, Limbaugh said his listeners do not necessarily stack up on the right. "Listeners come from both sides," he said. "My program combines two elements that are not usually found in one presentation: serious discussion of issues along with irreverent humor," he said.

Limbaugh said he has been criticized for not including experts on his show, a la Mutual Broadcasting's Larry King. "A lot of people think I should call someone in Washington who is an expert on military strategy and ask them what the U.S. should do in the Middle East. But what fascinates me is what the people think we should do. That's the great thing about talk radio—it lets them in on the process."

Passion and empathy are crucial factors in the attitude of a talk host, Limbaugh said. "Passion is the absolute best ingredient in what any communicator has, whether it's the caller or the host. If there's no passion, there's nothing. Here's where empathy is key. The most required characteristic of a good broadcaster is empathy with the listener; he has to know when the listener is going to tune out—and then do it first." —REB

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20% from basic to broadcast basic.

Lifetime, which traditionally has had no policy on tiering, is now negotiating contracts that speak to broadcast basic and basic service. Like AMC, it too will charge operators across most of their subscriber base if penetration drops. And if operators choose to tier Lifetime above the basic level, an even higher penalty is built in, above subscriber fees, to offset loss of advertising revenue.

Lifetime's new contract provisions are based largely on the fact that the network anticipates losing only 2% of its base due to a broadcast basic tier, according to Seymour Kaplan, senior vice president, affiliate relations. "Should that increase," he said, "we have always operated under the basis that if Lifetime is being hurt, we have the opportunity to go in and renegotiate our contracts."

USA Network has forbidden tiering in contracts signed during the last three or four years. Now the network is instituting "stiff penalties for very small percentage losses of subscribers," said Douglas Holloway, senior vice president, affiliate relations. "And we're making some considerations for loss of advertising revenue."

Contracts pre-dating four years ago had loopholes that allowed tiering, a situation that resulted in TCI's tiering of the service. But Holloway said the net-

work is not getting many tiering requests, and that it is negotiating very few contracts right now. Most are up in the next couple of years, he said.

Turner services, according to sources, adjust rates if penetration drops below a certain level. And if CNN or Headline News is placed on a tier, operators see local ad times reduced from three minutes to two for both of these services.

A&E's current contracts mandate that the service be carried on basic, and it is just going through its contract extension process now, said Daniel Davids, vice president, affiliate sales and marketing. Specifics will be worked out in the fall, and "we're looking at everything," he said. MTV Networks also has provisions against tiering, but doesn't anticipate changing its policy, according to Mark Rosenthal, executive vice president, affiliate sales and marketing. Rosenthal said about 80% of MTV's contracts don't allow the services to be tiered, and in the 20% that are, operators must pay a penalty.

But according to both programmers and operators, regardless of what networks mandate, services now are being taken off the most penetrated levels anyway. Over the summer, according to one operator, the tiering of services that don't contractually permit it has become widespread, at least among larger MSO's. So far, however, no programmer has taken formal action against such operators, the

source said.

Operators are also concerned that programmers are increasing their base license fees to compensate for potential losses from tiering. Many programmers are increasing their rates a penny a year. For those with very small license fees, that could be an increase of between 15% and 30%, according to one source. "Subscriber fees ought to be going down," said Fred Dressler, vice president, programming, American Television & Communications. Programmers "are gorging themselves at the license fee table," said Egan. "A number of services are looking for increases as contracts turn over, reasoning they were underpriced to begin with. Programmers, he said, "should be looking at a minimal increase when contracts turn over, and a 5% increase thereafter."

There's talk of creating tiers especially for new services, according to McEnroe, which she said would hurt their chances for success. But Mitch Rubenstein, president, Sci-Fi Channel, said he hasn't been approached for carriage beyond the basic level above lifeline. His contracts stipulate that the service be placed on the basic level above the broadcast tier, and if tiered, must be penetrated by 80% of a system. "We have no license fees for the first two years, so there's no advantage not to put us on the most widely viewed tier," said Rubenstein. -SDM

SPORTSOUTH PREPARES TO ENTER THE GAME

SportSouth, which might well be the last major regional sports service to launch, is set to debut on Wednesday, Aug. 29, when the Turner Broadcasting and MSO-owned network is beamed to more than 1.1 million cable homes in the Southeast.

"We're going to have a good launch," said Blair Schmidt-Fellner, vice president and general manager of SportSouth, who was working on last-minute preparations last week. The network has 800,000 homes committed from Tele-Communications Inc. and Scripps-Howard, and recently signed Prime Cable (in Atlanta) and Wometco to deals covering 373,000 subscribers. All four MSO's are also owners of the service.

Turner's own Atlanta Hawks and Braves will be the keystone of the network, along with the NBA's Charlotte Hornets and programming from Prime Network. The service will launch with

the Braves versus the Pittsburgh Pirates, one of the few Braves games not spoken for by superstation WTBS Atlanta. SportSouth will carry four other Braves games this year, and 25 next year; 20 Hawks games this year, as well as 20 Hornets games. SportSouth has a three-year deal with Charlotte calling for 20 games to be carried each year.

The network's affiliate deals means it will be in most of Georgia, including Atlanta, as well as Chattanooga and Knoxville, both Tennessee, and parts of Birmingham and Montgomery, both Alabama, said Schmidt-Fellner. There are 10 other MSO's with over 100,000 subscribers in SportSouth's six-state territory—Alabama, Georgia, Mississippi, Tennessee and North and South Carolina. Sportsouth has been concentrating on the MSO's in and near Georgia, before hitting other systems. The entire region has 5.5 million basic cable subscribers.

Two of the larger players, however, American Television & Communications and Comcast, remain on the sidelines. (ATC and Comcast, however, aren't without their say on SportSouth, since both companies have representatives on the board of Turner Broadcasting.) ATC has more than 600,000 subscribers in the region, including major systems in Charlotte, and Raleigh-Durham, both North Carolina; and, Memphis and Birmingham, both Alabama. Comcast has 200,000 subscribers in Alabama. "We're talking to everybody," said Schmidt-Fellner, who is optimistic that the major players will eventually be on board. Like other services, SportSouth is running into the problem of tight channel capacity.

ATC's Fred Dressler, vice president, programming, said the MSO was awaiting the service to launch, but that there is interest in signing an affiliation deal, which probably will be done on a sys-

tem-by-system basis.

As an incentive for carriage, SportSouth is offering nonowners the first three months of service free. The service's base rate card is 35 cents, as low as any regional sports service, said Schmidt-Fellner. The rate drops for systems further away from Atlanta. For instance, the rate is 30 cents for the Charlotte area and 25 cents for the state, the low point on the card. Operators will receive two minutes of advertising each hour. One coup for SportSouth is that all its at-launch subscribers will be on basic tiers. "It was important for us," Schmidt-Fellner said, in order to have a

good shot at selling advertising.

At the moment, no entity owns more than 40% of the service. Turner Sports Programming Inc. will eventually own only 25% of the service when all expected equity players are involved. MSO's get ownership shares equivalent to the number of subscribers they commit to carriage, but no one entity will own more than 50% of the service. SportsSouth is run by a separate board, although Schmidt-Fellner reports to TBS Sports President Terry McGuirk.

There is some liaison with Turner Broadcasting System, but the operation is largely separate. Some of Turner's

affiliate sales staff market SportSouth, but the sports network has its own ad sales staff. Group W Sports Marketing, which represents Prime Network affiliates nationally, is selling time for SportSouth, as is the Atlanta interconnect.

The Prime affiliation will bring more than 600 events in the first year, including live college football of the Southwest Conference, Pac 10, Grambling St. and Division II Champion Georgia Southern. Games from the ACC and SEC will be carried on a tape-delayed basis. The network will also produce 120 events a year, including 15 NASCAR races. **-MS**

ADULT PROGRAMING, B MOVIES FILL GAPS IN PPV MENU

Genre generates revenue and needs little marketing, making it good choice for filling out PPV offering

Although pay per view is not yet a mature business, niche services are already stepping in to fill the programming holes mainstream PPV leaves behind. Adult services are bringing in buy rates that sometimes approach mainstream movie channels, making them the first choice for a third channel. B-movie services offer low prices that can compete with video store rental costs and attract a niche audience.

For those systems that carry adult pay per view, the category can bring in significant PPV revenue. For KBLCOM, which has three stand-alone pay-per-view channels, 40% of total buy rates come from adult services, 50% from mainstream movies and 10% from events. But on a margin basis, features and adult programs are running neck and neck, according to Phil Laxar, vice president, programming and pay per view, KBLCOM.

That is because the splits are often better with adult programming, and as most operators attest, the category has price elasticity. According to Dan O'Brien, vice president, new product development, Warner Cable, since license fees are lower, usually around \$1.25, operators can end up with as much as a 75% split.

Adult programming can save in other ways as well. About 85% of Warner markets with adult PPV do no marketing of the service. "You almost don't have to market adult programming," said O'Brien. "People find it. It develops a faithful core audience." Programming can either be done on a nightly basis or per movie. "There doesn't seem to be much difference in the buy rates," he said.



PLAYBOY
At Night

Adult programming also helps build the business, according to O'Brien, since it appeals to a different group than usual PPV users, and does not cannibalize other PPV services.

"It's pretty axiomatic that an adult pay-per-view channel gets you 10% buy rates," said Joanne Abbey, director of marketing, ATC. But she disagrees that it helps the category. "I don't see it as building the business. It's not something I believe will attract new users to the



category," although it does fill out the range of offerings, said Abbey.

Regardless, ATC does not have the channel capacity for a third PPV channel, and neither ATC nor any other operator would bring in adult product as a second PPV channel. Even though adult programming can bring in significant buy rates, it rarely outperforms a movie product. "If there were enough product for three hit channels, that would be better. But not enough is produced," said Barry Mines, director of pay per view, Cablevision Systems.

But it can add to the bottom line of a system. In several United Artist Entertainment systems, adult services can bring in anywhere from 30% to 40% of the business in a three or four channel environment, according to Greg DePrez, vice president, pay per view, UAE. In the MSO's Baton Rouge system, for ex-

ample, which shows Viewer's Choice, Request and Graff's adult channel, Rendezvous, the adult service accounts for 31% of the buys. And when the higher retail rates and better margins are factored in, the adult service carries its weight.

But it does not belong on just any system. DePrez said UAE would conduct a survey of community attitudes before it would launch an adult service. Times Mirror's Charles Ward, vice president, programming, said adult product "is not consistent with our corporate taste."

Rendezvous (to be renamed Spice on Oct. 1), is now up to 2.5 million subscribers, up from 800,000 this time last year. Nearly half that growth came from the demise of Tuxedo, which lost its transponder after an Alabama indictment for obscenity. The service expects to be available in five million addressable homes by the end of 1991.

The interest in adult services first escalated when the window for A product slipped, according to Nancy Anderson, senior vice president, programming, Graff. Rendezvous is attractive to operators, she said, because it adds 40% to 50% to a system's existing buy rates, and buy rates are consistent, since subscribers who purchase adult product purchase frequently.

Rendezvous is careful about how its service is distributed, in wake of the demise of Tuxedo. Over the next few months, the service is switching from VCII encryption to the more secure VCII+, according to Anderson. "We're careful with programming and community standards," she said. "And we advise operators on how to conservatively market the service, so as not to offend anyone."

Playboy At Night may have a leg up on Rendezvous in carriage, as it already has a channel in many systems as a subscription service. Still seen as a pay service in 400,000 homes, Playboy is now available to 3.5 million addressable homes and expects to be in five million by the end of 1991. Many systems, such as Cablevision Systems, which are picking up the PPV service, already carry the subscription service and will continue to carry both. Cablevision, which has standalone systems, is launching Playboy at Night on Sept. 1 in 10 systems totalling 450,000 subscribers.

"Playboy said buy rates should be between 7% to 10%, but I think that's a little high," said Cablevision's Mines. Playboy also has the advantage of name recognition, said David Sowa, executive vice president, video division, Playboy,



which he said means easier marketing and better buy rates. "Over 60% are buying the brand name without product knowledge," he said. Playboy margins are closer to the level of Viewer's Choice and Request, with operators keeping 50% of what is usually a suggested retail price of \$5.

The B-movie category, which fills a much smaller niche than adult PPV, is currently the domain of Graff's Drive-In Cinema. At 1.3 million subscribers, it is soon to be joined by Avalon Pictures' Action Pay Per View, launching Sept. 1 to what President Rick Blume said will be 400,000 homes. It is looking to attract a niche market of 18-40 year-old males who tend to be heavy home video users. It separates itself from Drive-In by saying it has true B-pictures while Drive-In "is at the C and D level," according to Blume. But one-third of the movie product will overlap with both the primary and secondary Viewer's Choice and Request channels.

Retail pricing suggestions range from \$1.99 to \$4.99, with a 55% split in favor of the operator. "For us to be able to exhibit better quality movies, that kind of split has to be maintained," said Blume, and Action reserves the right to renegotiate the split in 12 months. The

MORE LEARNING

FNN and its parent, Infotechnology, have exercised an option to increase their stake in the Learning Channel to 51%. The companies will pay \$434,000 and issue 377,400 shares of Infotech common stock to purchase 11% of the channel's fully-diluted equity. Minority partner American Community Service Network, Infotech and FNN own 82.5% of the service and said they had engaged Prudential-Bache and Robinson-Humphrey to "examine strategic alternatives," such as selling the service to an "appropriate strategic partner." Discovery, among others, has been mentioned as being interested in the service.

pricing for B movies is generally lower than A-movie services, bringing in what operators hope is a category of viewers who would not normally use PPV.

Drive-In Cinema averages 6% and Action anticipates buy rates in excess of 12%. A B-movie service is more of a fourth channel, according to operators, something very few have to offer. Occasionally, it can be a third channel, if an adult service does not seem appropriate for a certain community, according to DePrez.

Sometimes a B-movie service can fit into a three-channel environment, such as Warner Cable of Houston, which shows Drive-In on its third channel until 11 p.m. and Rendezvous from 11 p.m. to 3 a.m. Drive-In gets a 3% buy rate, compared with Rendezvous's 10%. The Viewer's Choice and Request channels combined average a 28%, together not even quite double what the adult service brings.

The B-movie category is more marketing driven than adult product, since people know little about the titles, said DePrez. "But I'm not sure we're up to speed" on marketing it yet, he said. Drive-In, which is on in several UAE systems, "hasn't had its fair share yet, because it's not on barker channels or program guides." DePrez said UAE is interested in trying out Action, too, when it launches.

Cablevision's Boston system has four standalone PPV channels, two of which are action oriented. While they do not pull in the buy rates of the two A movie title channels, "they appeal to an audience segment we don't reach," said Mines. But much of the same type of product on Drive-In and Action is like much of the product seen on Viewer's Choice II, said Rob Stengel, senior vice president, programming, Continental. "There's clearly a market for that type of product, but it needs to be more differentiated," he said.

Cable Video Store is one service which is not interested in differentiating itself from Viewer's Choice or Request. Until now, the service has been marketed as a primary PPV channel, providing mainstream product, according to Jeremy Rosenberg, director of operations. But since it has been up for sale the past few months, "we've been in a holding pattern," said Rosenberg.

"We don't see a terrific niche in our company for Cable Video Store," said UAE's DePrez. "CVS is designed to exist in a single channel environment," he said, and "isn't a good fit against Request and Viewer's Choice because it focuses on A titles." -SDM

WASHINGTON

FCC PLANS MARKETPLACE STUDY

No rule out of bounds for reconsideration according to Office of Plans and Policy Chief Bob Pepper

Within the next few weeks, the FCC Office of Plans and Policy and the Mass Media Bureau will begin work on a joint in-house study of the broadcasting marketplace that could lead to relaxation or elimination of some broadcast regulations.

FCC Chairman Alfred Sikes ordered the review to see if existing rules are still necessary in the face of increasing competition among broadcasters and between broadcasters and other media ("Closed Circuit, Aug. 13).

OPP Chief Bob Pepper and Mass Media Bureau Chief Roy Stewart said they plan to meet this week or next to define the scope of the study and coordinate the work. After that, they said, they will assign staff to the project and the work will begin in earnest. "We are still in the very earliest stages," said Pepper.

Echoing Sikes, Pepper and Stewart said the effort could lead to proposals to relax or eliminate rules next year. "We're going to look at changes in the market, the nature of the changes, how broadcasting has changed and the growth of competing media," Stewart said. "And then we'll try to figure out what changes, if any, should be made to make it a more competitive marketplace."

After looking at regulations that are 15 or 20 years ago in light of today's marketplace realities, said Pepper, "we may find that some are doing fine, and some will be crying out for change."

Both were careful not to prejudge the study or say where it would lead. "It's a first-cut analysis," said Pepper. "Depending on what we find out will determine what [rules are] in play and what's not."

"We are entering this very much with an open mind," Pepper said, declining to put any of the myriad rules that restrict broadcasters' business activities out of bounds. "We just don't know what we are going to find. It's not one of those things where we start off with any preconceived notions about anything."

Pepper said they would probably not solicit formal comments. If they do not, he said, they would still be open to

informal ones.

Jeff Baumann, executive vice president and general counsel, National Association of Broadcasters, and one-time deputy chief of the FCC Mass Media Bureau, said the staff study is nothing unusual. "I suspect what they are doing is looking at various deregulatory options."

NAB's response: "We intend to find out what they are doing and intend to have input into it," Baumann said.

During the FCC administrations of Sikes's predecessors, Mark Fowler and Dennis Patrick, the commission reviewed and relaxed some of its major broadcast regulations, notably the multiple ownership, duopoly and one-to-a-market rules.

Those actions do not preclude further action on them, Pepper and Stewart said. "It may be one thing to look at those things individually: it may be another to look at them collectively," Stewart said.

On the other hand, said Pepper, "maybe we have done everything that could be done and our study will be

redundant."

Judging from their public statement, a consensus exists among at least four of the five commissioners for considering relaxation or repeal of the cable-broadcast crossownership ban that prohibits television stations from owning cable systems in the same market and the cable-network crossownership ban that bars the big three broadcast networks from owning systems. Indeed, the FCC has already received comment, most of it positive, on eliminating the latter regulation.

Whether action on the broadcast-cable front would await the publication of the broadcast study, neither Pepper nor Stewart could say.

One question that Pepper would like to explore is what changes broadcast television has undergone since the emergence of "multichannel television," or cable television, as a powerful player in the late 1970's. "We've seen a lot of changes since then," he said. "Broadcasters are single-channel providers in a multichannel world. That would be my starting point."

—HAJ

COMMUNICATIONS ISSUES AWAIT CONGRESS'S RETURN

Among matters of importance to broadcasters is proposal to impose spectrum fee to help ease deficit

Cable reregulation, children's television, campaign finance reform and spectrum fees are a sampling of the communications policy issues Congress faces when it returns next month. (The House will be back on Sept. 5; the Senate returns on Sept. 10.)

Indeed, there is such a crush of business including the budget summit, appropriations bills, conferences on clean air, child care and other controversial legislation, and the Middle East crisis, that it is becoming increasingly likely

that instead of adjournment on Oct. 5, lawmakers will return in November for a lame duck session. Much will depend on whether the administration and congressional leaders can come to terms on a fiscal 1991 budget. Many Hill insiders agree if they cannot reach a consensus by Oct. 5, a lame duck session is almost certain.

As for the budget summit itself, the National Association of Broadcasters has declared war on an administration proposal to raise \$1.5 billion from

broadcasters in spectrum fees (BROADCASTING, Aug. 6, 13). In an effort to reduce the federal deficit, the Office of Management and Budget has suggested a 4% fee on the revenues of commercial users of spectrum. OMB anticipates raising \$4 billion annually, with about \$1.5 billion from broadcasters.

NAB President Eddie Fritts said NAB is working "full bore" on spectrum fees. He said there has been a "tremendous response" from the industry on the issue and he expects members will hear throughout the recess from broadcasters. "We've got a full mobilization going on spectrum fees," said Fritts.

Besides the pressures surrounding the budget summit, NAB will play an active role in the consideration of other key legislation. "There's a lot going on; we're giving all these issues full priority," said Fritts.

The most pressing communications policy matter before Congress is cable reregulation legislation. Both the full Senate and House may wind up adopting measures that could substantially curtail cable's freedom and power in the marketplace. For the most part, the version pending in the Senate is considered more onerous than that in the House. Nonetheless, the National Cable Television Association is not supporting either one and will be working to revise key provisions dealing with access to programming and rate reregulation.

The House Energy and Commerce Committee's action on a cable measure (BROADCASTING, July 30) was unanimous; that is a good sign it can move to the floor and pass without much debate. The legislation could get hung up on the Senate floor, however, where amendments are anticipated. And even if the Senate were to pass something, a House-Senate conference to reconcile differences will take time. Moreover, the administration has indicated its opposition to a reregulation bill and the threat of a veto is considered a possibility by some cable lobbyists.

The Senate's deliberations on cable may include discussion on a so-called video-dial tone amendment. A bill, S. 2800, passed by the Senate Commerce Committee in early August, retains the telcos' common carrier status but at the same time would allow them to deliver video without a franchise agreement (BROADCASTING, Aug. 6).

House and Senate Commerce Committee members must also confer on children's TV legislation. Both chambers have moved bills restricting the amount of advertising during children's programming on both cable and over-the-

air television (BROADCASTING, July 23 and 30). The only significant difference between the two bills is that the Senate version would establish a \$10 million endowment for educational television, something House Republicans oppose; they do not consider it germane and would rather see such a proposal included in a public broadcasting authorization. It is anticipated they will come to some settlement and legislation will move to the President's desk.

The children's TV bill would also require broadcasters to air more educational and informational children's programs for license renewal. NAB is not opposing the measure, and although a similar version was vetoed by President Reagan before he left office, and the Justice Department threatened to recommend a veto last year, many observers feel Bush will sign it.

There is one measure that could easily become law this fall. It would require television sets with screens 13 inches or larger to have built-in closed captioning decoders for the hearing impaired. The Senate unanimously passed it and the House will likely follow (BROADCASTING, Aug. 13).

An FCC authorization bill for fiscal 1990 and 1991 is also likely to be signed into law.

Debate in the Senate on a spectrum

reallocation bill, S. 2904, could be lively. At a Senate Communications Subcommittee hearing, both the Commerce and Defense Departments registered opposition to the proposal. A virtually identical measure was adopted by the House (BROADCASTING, Aug. 6). Under the legislation, 200 mhz of government spectrum would be reallocated to the private sector. It is an idea that originated with House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who sees a growing need for additional spectrum, especially for new technologies such as HDTV and digital audio broadcasting.

Campaign finance reform bills adopted by both chambers will also occupy congressional time (BROADCASTING, Aug. 13). These proposals are seen as resting on shaky ground because of major differences between the two versions and because Bush has promised a veto. Broadcaster opposition is strong. NAB is unhappy with provisions in the Senate legislation that would give federal candidates who comply with overall spending limits nonpreemptible campaign spots at a station's lowest preemptible rates. The House bill would permit candidates who agree to spending limits to receive one free spot for every two full-priced ads at comparable rates. Fritts thinks a House-Senate conference may never occur. —KM

WASHINGTON WATCH

BEER BLAST

The beer industry is striking back. Anheuser-Busch announced it was launching a major TV and radio ad campaign in more than 150 cities in 26 states to fight a proposed beer tax. The tax has emerged as one approach to raise funds to offset the federal deficit. The ads will target states that are home to congressional budget summit negotiators and other Hill leaders.

MSTV TAPS WRIGHT

NBC President Robert C. Wright will be the luncheon speaker for the Association of Maximum Service Television's fourth annual HDTV Update conference, scheduled for Sept. 6 at Washington's Westin hotel. Wright joins FCC Chairman Alfred Sikes on the agenda for the one-day meeting (BROADCASTING, Aug. 13). Other speakers will include Richard

Wiley, chairman of the FCC's advisory committee on advanced television service; Stanley S. Hubbard, president, Hubbard Communications; James McKinney, chairman, Advanced Television Systems Committee; James Robbins, president, Cox Cable Communications, and Thomas L. Goodgame, president emeritus, Group W TV Stations.

CHANGES FOR EBS

In hopes of rejuvenating the Emergency Broadcast System, the FCC has reassigned responsibility for its management from the Office of Managing Director to the Field Operations Bureau. According to Arlan K. van Doorn, deputy chief, FOB, who will handle EBS duties until a permanent head of the new EBS office is named, the commission felt that FOB was better able to coordinate EBS efforts with the states because of its network of field offices.

INTERNATIONAL

CRITICS ATTACK ITALIAN BROADCASTING BILL

Legislation does not achieve goals, some say, of insuring pluralism and protecting stations from market dominance of RAI and Berlusconi

Italy finally has legislation regulating the broadcast industry, setting down ground rules for the medium 14 years after the government first deregulated state-dominated radio and television.

The bill, however, has drawn harsh criticism from all fronts, which charges the new regulation passed by Italy's parliament in early August achieves none of its stated goals: to insure greater pluralism in broadcasting; to protect local stations from market dominance by the state-funded RAI networks and entrepreneur Silvio Berlusconi's private channels, and promote new media ownership.

The new law reduces the number of commercial breaks allowed in feature films, imposes limits on the amount of commercial availabilities allowed, sets limits on media companies' market share, establishes media crossownership rules and forbids commercial breaks in children's cartoons.

Staunch anti-Berlusconi factions of Parliament argue the bill does not do enough to reduce the market share of his holding company, Fininvest, a central aim of some in the governing body.

Commercial broadcasters, however, and particularly Berlusconi, will suffer considerable losses due to restrictions in TV advertising.

RAI remains largely untouched by the law. Parliament, following stormy debate, decided to put off for two years discussion of the two most complex issues pertaining to RAI's three state channels—whether to lift its advertising cap, currently set at roughly \$750 million a year, and whether to eliminate the viewers' tax that yields RAI an extra \$120 million annually.

Also affected are large publishers, restricted by new cross-media ownership rules from getting into the TV business.

Fininvest, which said it is satisfied to be recognized by the new law as a legitimate broadcaster of three national networks (Canale 5, Italia 1 and Retequattro) and finally be able to air live programming, will have to pay a price for

a privilege that, up to now, has been reserved for RAI.

For instance, media crossownership rules will force Berlusconi to give up his daily newspaper *Il Giornale* and his interests in the all-sports channel Capodistria. Publitalia will no longer be able to sell air time for TV networks not owned by Fininvest, namely Capodistria, Italia 7 and Junior TV. Nor will Publitalia be allowed to continue selling air time for the six radio networks it represents.

In addition, Publitalia will collect less ad revenues, due both to fewer commercial breaks allowed in feature films and the reduction in commercial avails.

Finally, Fininvest's 6,104-title film library, with an estimated worth of about \$1.53 billion, will be depreciated some 30%, it says, due to the amendment that forbids airing adult-only rated movies, and permits airing of movies for viewers older than 14 only after 10:30 p.m.

Fininvest estimates the law will cause losses close to \$400 million. The company expects \$80 million of the losses to result from an amendment prohibiting commercials in cartoons, \$75 million in losses to result from fewer commercial availabilities; \$100 million lost because Publitalia is forbidden from selling air time on other networks, and \$125 million due to fewer commercial breaks in feature films.

From the local station perspective, Commercial Broadcasters Association spokesman Andrea Ambrogetti commented: "A bad law is better than no law. At least we know what the rules are." He added, however, referring to an amendment that limits the amount of advertising a media rep firm can sell, "We are truly disappointed and embittered. RAI and Fininvest have gained at the expense of local stations."

Ambrogetti explained that many local stations that do not have the in-house resources to court national advertisers have linked with major rep firms such as Fininvest's Publitalia and RAI's Sipra. "Forcing an end to the relationship between rep firms and local stations is an

attempt to kill local broadcasters. They will no longer have access to national advertisers."

As a consequence, Ambrogetti charged, local stations will not be able to afford quality programming or the costs of producing newscasts, the latter a public service and source of pluralism he said politicians are supposedly anxious to safeguard.

According to Ambrogetti and other industry sources, what took place in Parliament was not discussion and evaluation of pertinent media issues but base political "haggling." Party infighting was so fierce it nearly caused the collapse of the shaky government coalition.

Years in the making, the first draft of the bill was originally introduced by the Telecommunications Minister Oscar Mammi in 1988. It travelled a tortuous political road and finally reached the full Senate for debate last spring.

In an unexpected upset, a group of left-of-center senators pushed through extremely strict limits on TV advertising. As written, the Senate's draft could have cut Fininvest's ad revenues by one-third and practically shut down many local broadcasters.

The bill then moved to the Chamber of Deputies and was immediately used as a political screen by certain factions of Parliament to reach other aims, namely, widening the rift within the Christian Democratic party, a member of Italy's governing coalition, and attempting to destabilize the government.

The law still leaves many questions unsolved, such as how minor networks like Italia 7, Junior TV and Capodistria will survive under the new law, particularly once their financial ties to rep firms are severed.

Many industry sources also feel the new crossownership rules will prevent large Italian media companies from expanding enough to be competitive with international groups such as Germany's Bertelsmann, Britain's Robert Maxwell and Australian-born Rupert Murdoch.

—Anna Carugati, European correspondent

SATELLITE

SkyPix update. Although Hughes Communications President Steve Petrucci said his company has no signed agreements yet for customers aboard its 41-watt SBS VI satellite—scheduled to launch in October—that bird appears to be the optimal, if not the only, Ku-band satellite that would satisfy Seattle-based SkyPix's plan to launch an 80-channel direct-to-home TV service in early 1991 (BROADCASTING, Aug. 20). Indications that SkyPix and Hughes have been negotiating a long term lease of 10 transponders on that bird remained undenied.

In any case, process of elimination makes any Ku birds other than SBS VI considerably less attractive candidates. With the largest Ku fleet in orbit, GTE Spacenet—which confirmed last week that its Ku transportable was driven across Seattle after the Goodwill Games to perform transmission tests for SkyPix, which continued last week—can offer no Ku capacity more powerful than 20 watts, including GStar IV, scheduled to be launched in November. SkyPix requires at least two times that power. GE Americom's two Ku birds, Satcoms K-1 and K-2, carry enough power for SkyPix (45 watts), but neither bird could likely offer the eight to 10 transponders SkyPix needs to launch with 80 channels. And GE Americom is already a partner in K Prime, the SkyPix competitor scheduled to launch a 10-channel, Ku-band direct-to-home service, also early in 1991. Two Ku birds owned by Comsat will run out of station-keeping fuel within 12 months, and Hughes's SBS IV and V are both more than 80% occupied. AT&T, Contel ASC, GTE, Hughes and National Exchange all have firm plans to launch additional Ku capacity, but not until 1993 or beyond.

If SkyPix flies on SBS VI at 99 degrees west longitude, it would likely seek to transfer to Hughes's hybrid Galaxy IV satellite, which would replace SBS VI at 99 degrees in early 1993. SBS VI would then be moved to 74 degrees, a considerably less ideal position than 99 for reaching all the continental U.S. SkyPix President Brian McCauley said that settling for a 20-watt bird would "still work for us," but would require compression of only four, not eight, signals per transponder to still reach 22-36-inch antennas.

Pay per view central. As Forstmann Little & Co., through its subsidiary FLGI Holding Corp. completed its \$1.6 billion acquisition of General Instrument Corp. (each outstanding GI common share was converted into \$44.50 in cash) last Wednesday (Aug. 22), business development as usual at GI's VideoCipher division were taking the form of stepped-up promotion of centralized home satellite pay-per-view programming through the Satellite Video Center (SVC), jointly operated by VideoCipher and CableData. Boasting more than 2,000 movies and 3,000 sports events per month offered to owners of VIDEOpal "impulse PPV order-recorders," VideoCipher said that, among September titles provided by five PPV channels—Viewer's Choice One and Two, Cable Video Store, Drive-In Cinema and Rendezvous—are "Born on the Fourth of July," "Joe Versus the Volcano," "Revenge" and "War of the Roses." As part of its efforts to assure Hollywood that signal piracy is on the wane, VideoCipher is

in the process of attempting to equip 10,000 VIDEOpal owners with upgraded VideoCipher II Plus descramblers by Oct. 1. On the sports side, Prime Network's home dish programming subsidiary Satellite Sports Network said it had completed agreements to provide 11 college football PPV games to home satellite this fall, including four live Florida State contests in September.

War traffic. According to Intelsat, demand for TV news from the Middle East has produced record international occasional-use traffic this month, primarily originating from Egypt, Iraq, Israel and Saudi Arabia. Booking more than 200 occasional uses (minimum 10 minutes) per day since Aug. 10, Intelsat added that ABC, CBS, CNN and NBC are uplinking from transportables in Egypt, Jordan and Saudi Arabia and operating on renewable one-week leases aboard its 338.5 bird over the Atlantic. (Washington-based Professional Video Services' transportable flyaway Ku up- and downlink system and engineers accompanied CNN and the Pentagon media pool, setting up operations in Saudi Arabia on Aug. 13.)

Demand for the reaction story has also been creating significant traffic. Trans-Atlantic satellite carrier BrightStar Communications said that its two U.S.-to-Europe transponders aboard Intelsat's 332.5 bird have been filled with news generated by the BBC, ITN, Sky Channel, BSB, Visnews and ARD coverage of activity at the White House, Pentagon, State Department and United Nations, all in the U.S. "The only time our circuits haven't been busy is in the middle of the night," said Bill Page, BrightStar vice president, North America, "and then only for a brief period." Meanwhile, BrightStar said it has renewed its contract to provide daily news transmissions from London and Tokyo to Boston for Christian Science Monitor's *World Monitor* evening news program.

Truck for all seasons. Raleigh, N.C.-based Capitol Satellite and Communications Systems, which provided satellite transmission for WTTG(TV) Washington's coverage of the Aug. 11 Washington Redskins-Atlanta Falcons preseason football game and for WTBS(TV) Atlanta's carriage of the Falcons at Cleveland Browns, said it had reached an agreement with Jefferson-Pilot Teleproductions to provide television transmission services for a third consecutive year of Atlantic Coast Conference football this fall. Following that 12-game, Sept. 1-Nov. 17, schedule, Capitol said its newest deal with Raycom Sports and Entertainment will keep its Starshooter transportable uplink busy covering ACC basketball, from Nov. 30 through the March 8-10, 1991, ACC tournament.

Shoot 'n' scoot. Miami-based Calhoun Satellite Communications Inc. said it added a second Ku-band transportable uplink and production unit, complete with a 4.5 meter Andrew antenna, switcher, editing bay, character generator and fully redundant transmission equipment. Calhoun said its clients have recently included NBC, ESPN and SportsChannel Florida.

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TECHNOLOGY

ENGINEERS REST EASIER AFTER INSTALLING TEST BED

State of the art device will put variety of HDTV transmission system proponents through tests leading to FCC's choosing standard

A milestone in the effort to establish a high-definition and enhanced-definition television broadcast system was reached last week by the Advanced Television Test Center (ATTC). Engineers at ATTC's Alexandria, Va., headquarters installed the "RF test bed," a device that will reveal which of the proposed high-definition transmission systems will produce signals robust enough to be considered as an FCC standard.

Walking through the ATTC plant, one can see an almost fully constructed facility. The racks of equipment are up and ready, except for some notable holes waiting for the arrival of key components. Those holes must be filled if testing on the proposed systems is to begin by the end of this year and end by the FCC's goal of September 1992.

The most well-known hole in the system is the "format converter," the device being built by Tektronix Inc. of Beaverton, Ore., that will allow taping and playback of video images simultaneously in all proposed high-definition formats (BROADCASTING, July 23).

An earlier big hole, the RF test bed, was filled last week by Harris Corp., Quincy, Ill., which won the contract to build it earlier this year. "Harris really did a nice job on it. It's very impressive," said Peter Fannon, ATTC executive director. Bob Plonka, who headed the three-man Harris team that built the device, was in Alexandria last week to install it with the aid of James M. DeFilippis, ATTC senior staff engineer.

One of the test bed's consoles controls simulations of signal transmissions over VHF channels 11, 12 and 13. While a high-definition signal is routed through one channel, an NTSC channel can be simulated through another to check a system's reaction to adjacent-channel interference. Other conditions engineers can simulate include multipath echoes (which cause ghosting on sets receiving broadcast signals), white noise and man-made noise created by home electrical or electronic devices.

All of the same conditions can be



ATTC's DeFilippis and Hamilton with Harris Corp.'s Plonka install the RF test bed

created for simulations of UHF transmissions. And capability for testing all of the UHF taboo channels has also been built into the system. On another console, simulated power output can be controlled for the HDTV and NTSC interference channels.

The ability to create multipath echoes on the system "was one of the more interesting engineering problems," DeFilippis said. A separate system was designed to simulate signal delays of up to 20 microseconds. The system is made up of a series of five racks adjacent to the test bed (as large as the test bed itself) containing 16 1,000-foot spools of coaxial cable.

Such complexity was necessary to recreate just one impairment, Plonka said, because of the necessity for a "clean" delay. Other forms of noise would have been present in a smaller system, resulting in less accurate measurements of multipath for each system. "The test plan calls for testing of one impairment at a time, not two impairments in the system operating against each other," Fannon said.

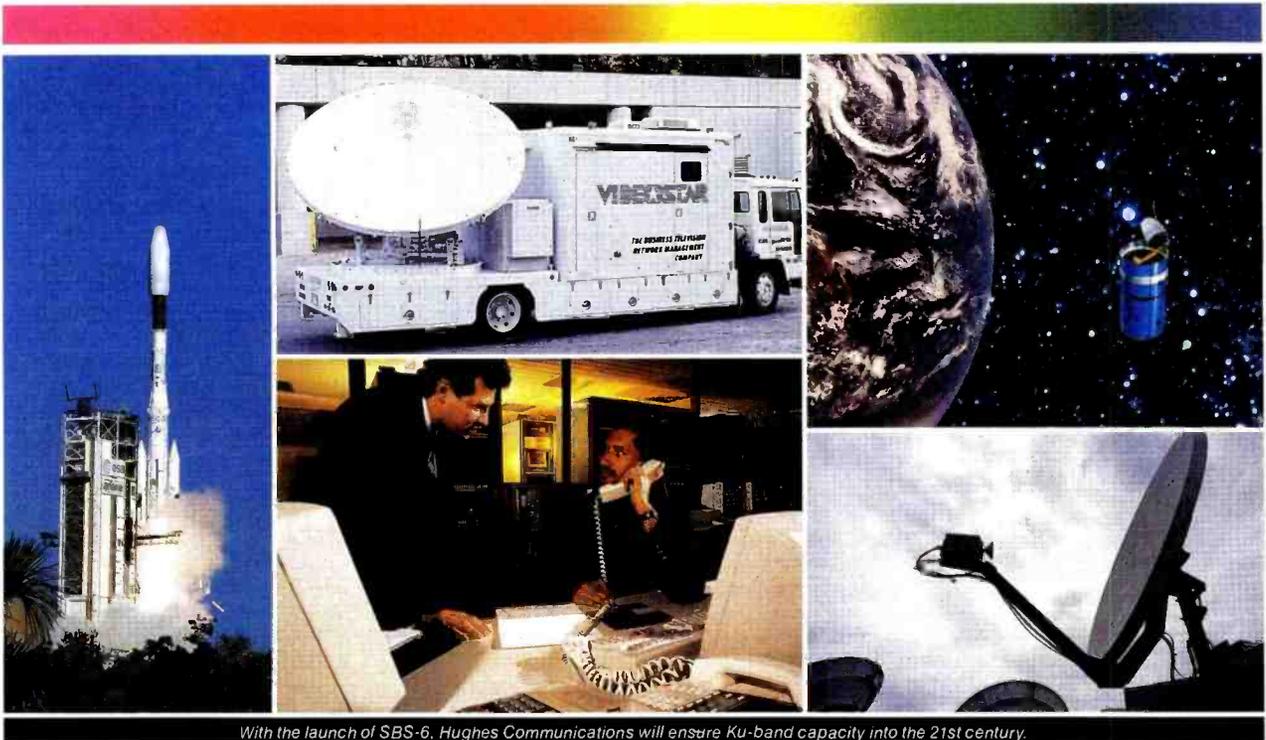
The test plan calls for routing of HDTV and EDTV signals through five key rooms in the test center that have been connected by miles of coaxial cable. The original video signal will begin in the master control room, either in the form of moving test materials or stills from the ATTC-designed "pixar" high-definition stillstore device. It will be routed to a "black box" room containing a proponent's HDTV or EDTV encoding system. It is from that room that the signal will be sent to the RF test bed for transmission simulation.

After the test bed, signals could be routed to one of two places. For some tests, the RF signals will go through a cable test bed to determine how broadcast HDTV signals will react to the possible impairments of cable delivery. The cable test bed is still among the holes in the overall ATTC facility. Cable Laboratories Inc., Boulder, Colo., is handling the building and installation of the device. According to Cable Labs spokesman Mike Schwartz, the company chosen to build the cable test bed will probably be announced this week. The goal remains to have the system in place at ATTC in October, in time for the start-up of testing if it begins before the end of 1990.

After being sent through one or both test beds, signals will be routed back to the "black box" room, where the signal will be decoded as it would be in a consumer TV set. The decoded signal is then sent to master control, where it is recorded on digital tape and archived for later analysis.

Another feed of the decoded signal is sent to a viewing room, one floor above the test beds and master control. That room will be used for subjective analyses, mainly by expert viewers. Hitachi Denshi has designed a high-definition multiscan projections system for this room. The projector has presettings for display of 15 different video formats, including all of the formats to be used by the seven HDTV transmission system proponents. A prototype of the projector with a 4:3 aspect ratio is now on loan at

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ATTC. A 16:9 version is to be delivered in September or October.

As the the plans for each of these rooms were developed, it became clear that manual control would be a complex, time-consuming and costly task in coordination and manpower. It was soon determined that the project could be done "only through automation," Fannon said. ATTC's Scott E. Hamilton, manager, computer systems and engineering, and Jeff Longbottom, systems analyst, designed the software that "will completely automate all the devices in the plant," Hamilton said.

There were actually shouts of joy at the test center last week. As the RF test bed was installed, ATTC tested its automation system on it. Only two bugs were found in the software. In the automation system's final implementation, a network of three Macintosh II computers will be installed at master control, the RF test bed and the viewing room. Control of the test beds, the several high-definition digital videotape machines in master control, the pixar and several other systems will be fully controllable from any of the three computers. **-RMS**

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DAB PLAN DIVIDES BROADCASTERS

NAB opposes Satellite CD Radio's proposal for satellite radio service; other broadcasters foresee opportunities

Broadcasters, in comments filed with the FCC last week, had differing views on the appropriate method of introducing digital audio broadcasting (DAB).

The comments were in response to a proposal by Satellite CD Radio Inc. (CD Radio), Washington, to establish a 100-channel system of national satellite-delivered and local terrestrially-transmitted DAB signals over 70 mhz in the L-band (1,460-1,530 mhz).

The National Association of Broadcasters was the leading opponent to the CD Radio application. It repeated its stand against any form of satellite-delivered national DAB service. But some broadcasters, most notably Hubbard Broadcasting Inc., Minneapolis, broke with the NAB position.

CD Radio is a joint venture of MARCOR, the year-old Washington-based firm that developed the proposed DAB technology, and Ingenico, a French-owned company. Its petition for a rule-making to establish its system as an FCC standard was filed earlier this year (BROADCASTING, May 21). Other DAB technologies have also been suggested for FCC consideration, including a 10-channel mobile satellite system proposed by Radio Satellite Corp. and the Eureka 147, which has been co-developed by the Eureka research consortium and the European Broadcasting Union. All three systems are subjects of an FCC inquiry initiated on Aug. 1 to examine the general issues of DAB system establishment in the U.S. (BROADCASTING, Aug. 6). Comment deadlines for the inquiry were announced last week: Oct. 12 for initial comments and Nov. 13 for replies.

NAB's well-established opposition to CD Radio's petition and the other proposed DAB satellite systems was a central topic of its comments. "Such a proposal would be in direct contravention of the principles of broadcast localism that have guided the development of the American radio broadcasting system." NAB also claimed that national satellite DAB implementation would be much less spectrum efficient than an all-terrestrial plan that would provide for a larger number of local services.

In the other corner, Hubbard Broadcasting said that it "strongly supports the requested allocation." It compared DAB technology to direct broadcast sat-

ellites (DBS), a TV delivery method Hubbard has pioneered. "DBS can deliver high-quality video pictures [HDTV], which is analogous to the proposed delivery of CD-quality radio. DBS, after a long and difficult struggle is finally about to become a reality. Similarly, Satellite CD Radio Inc.'s proposal could revolutionize radio broadcasting in the U.S."

NAB also said that approval now of a DAB plan would be premature. It claimed that setting up a DAB system would have to involve complex decisions involving frequency selection, channel allocation, licensing procedures and technical standards. "A proceeding on technical standards alone could be very time consuming, as the commission's experience with the HDTV standardization process shows. The commission cannot simply grant petitioner's application, foreclose a public standard-setting process, and permit petitioner, alone, to determine and control a new broadcasting technology," NAB said.

Other broadcaster complaints were voiced in a joint filing submitted by 24 radio groups through the Washington law firm of Leventhal, Senter & Lehrman. "The opportunities for local radio stations throughout the country to provide CD-quality radio service under CD Radio's proposal are not clearly defined," the groups said. Under CD Radio's plan, 34 channels would be set aside for local service in urban areas and 14 channels in rural areas. That would not be nearly enough to cover the largest U.S. radio markets, including New York (95 stations) and Los Angeles (60 stations), the groups said.

But a few individual radio station owners wrote of the opportunities DAB implementation could mean to them. "Traditionally, broadcasters have invested large amounts of money and time into bringing quality service to the public," said InterMart Broadcasting, owner of WEZO(FM) Orlando, Fla. "InterMart believes it appropriate for the commission to reserve a certain amount of spectrum for existing broadcasters to participate in CD-quality broadcasting service" and "for existing broadcasters to participate in all aspects of a CD-quality broadcasting service, including participation in a regional or national service." **-RMS**

BUSINESS

1990: YEAR OF THE UNDONE DEAL

Deteriorating operating and financial climate between initial contract and closing are forcing number of deals to come apart or be renegotiated

Add station trading to the many things in which being close does not count. During the last 12 months, dozens of announced deals have failed to close or have "cratered," leaving buyers, sellers and brokers pointing fingers at each other and at banks that they say have abandoned the industry.

Some of the more well-known broadcasters and broadcasters-to-be involved in deals that have failed to close or still have not closed include Waldron Partners, Jacor Communications, Benedek Broadcasting Co., Salem Communications and Fairmont. As one broadcaster put it: "The deadline extension department at the FCC has been very busy lately."

The banks are not the only place broadcasters place the blame for deals that did not close. Some buyers who failed to close interviewed by BROADCASTING said that either the operations or the cash flow at the station in question had deteriorated to such a point that nei-

ther they nor their lenders could justify the price. But the sellers in question don't buy that argument and, in some cases, law suits have been filed.

The price of a station is no indicator as to whether the deal will close, since both large and small deals have been hit by the credit crunch. Salem Communications signed a letter of intent in November 1989 for Jerry Lee's WEAZ(AM) Philadelphia for \$6.5 million. After

clearing the commission, however, Salem Communications was, according to Lee, unable to come up with its senior lending and the deal fell through. Lee's station is still on the market.

Oftentimes, when senior lending falls through or is moderated, the buyer tries to get the seller to take a couple million off the price: sometimes the seller will, sometimes the seller won't. In March, Busse Broadcasting announced the sale of its Eau Claire, Wis., station, WEAU-TV, to group owner Benedek Broadcasting for \$31 million. Richard Benedek, according to one industry insider close

"don't give lenders confidence and everyone is running a little scared."

That deal may have had a domino affect for owner Busse Broadcasting, the four-TV station group created as a trust by George Gillet for his children. It has been speculated that the proceeds of that sale would have gone to restructuring more than \$100 million in debt ("Closed Circuit," July 9).

Not all deals crater completely; buyers and sellers often work together and try to salvage contracts teetering on the brink. One such deal is said to be between Fairmont Communications and

National Media Ventures. Last December, when Fairmont announced the sale of KKOB-AM-FM Albuquerque, N.M., to National Media Ventures for \$20 million, one broker remarked that it was highly unlikely the deal would close at that price. The broker was right. Almost nine months later the deal still has not closed and word is that the price has been adjusted down-

ward a couple million. Neither party would comment.

Another deal that has been done over several times is Jacor's sale of WMYU(FM) Knoxville, Tenn., to The Dalton Group for \$11.2 million. There are conflicting reports about why that deal has been hung up. One has Dalton's senior lender, American Security, cutting its loan agreement by about \$2 million. The bank would not comment on



to the deal, was a "victim of the credit crunch" and was unable to come up with the money he thought his bank was willing to provide. Benedek would not comment specifically on the transaction except to say that "a lot had changed" with lending institutions between the time the deal was negotiated in December and when it was reviewed by his backers for closing in mid-June. Cash flow multiples in general, Benedek said,

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that report. Dalton, who also would not comment on the still in-progress deal, may be hoping to get Jacor, which has some financial dilemmas of its own, to come down on its asking price, or Dalton may have to seek mezzanine lending, which according to one broker is like "trying to find a bald eagle in downtown Washington."

Philadelphia-based Waldron Group, headed by former Greater Media executive Larry Wexler, has been especially hard hit lately. Deals that Waldron announced that received FCC approval on but did not close include KVKI-AM-FM Shreveport, La., and KBFM(FM) Edinberg, Tex.; KFAN(FM) Fredericksburg, WMI(AM)-WKFR(FM) Kalamazoo, Mich., and WWKI(FM) Kokomo, Ind. Of those, KVKI-AM-FM and KBFM are said to have cratered completely. The others are in various stages of negotiations and renegotiations. Waldron said that its senior financing is still not in place and the future of several of the sales is still uncertain.

It's not always a bank that gets cold feet. Former 20th Century Fox and ABC executive Dave Johnson was all set to buy WOKR(TV) Rochester, N.Y., an ABC affiliate, for \$57.5 million (about 10 times cash flow). Johnson's investors lost their nerve. Said Johnson: "It represented yet another example of capital fleeing low prices." Johnson would not confirm rumors that his bank and/or his

investors even had to pay for backing out of the deal.

Senior lenders are not thrilled at the current station trading climate because of the highly leveraged transaction situation (BROADCASTING, June 4). Bankers are nervous because some feel they have been burned in the past by bad loans. One banker said that "overly aggressive projections have come back to haunt bankers who are already busy dealing with a teeter-tottering economy, fear of recession, regional recessions, the S&L crisis and war in the Middle East."

Finding the right property at the right price is tough even for a well-known broadcaster. Former CBS executive Gene Jankowski told BROADCASTING that it is a "good time to be a buyer." He has been out looking for properties for some time and is counting on the market becoming more conservative.

Broad Street Television partner Richard Geismar also has been looking for properties. Geismar said there is "no question that, especially in the Northeast, there is a negative attitude toward everything." Geismar said that when "things are going up, you can't see the top and when things are going down you can't see the bottom and right now there are a considerable number of people in the various lending institutions who have never been through a down cycle." —JF

NORTHWEST MEDIA EMPIRE ON BLOCK

Family controlling King Broadcasting retains firms to sell company; broadcasting and cable may go separately

The controlling shareholders of King Broadcasting Co. put the group owner, MSO and production company on the block last week. The shareholders, principally the two daughters of King Broadcasting founder Dorothy Bullitt and a foundation created by the latter's estate, control over 70% of the closely-held company's stock. The remaining stock is held by third-generation family members, various trusts, an employee stock ownership plan (ESOP), directors of the company, managers and some former employees.

The two daughters, Priscilla Bullitt Collins and Harriet Stimson Bullitt, said last week they had decided to force the sale of the company "in part because of our age (both are over 60)...we prefer to sell at a time of our own choosing rather than wait until a sale would be required by our deaths." Collins reportedly underwent

surgery late last month for lung cancer.

The Seattle-based company owns five TV's, one low-power affiliate TV, three AM-FM combos, cable systems serving roughly 200,000 subscribers, and Northwest Mobile Television, a production company specializing in live sporting events. One investment firm recently estimated the TV stations had 1989 revenue of \$84 million and cash flow of \$33 million, with just under half of that coming from KING-TV Seattle and another quarter coming from KWG-TV Portland, both of which are NBC affiliates. Assuming the cable systems have typical margins, that division should generate roughly \$70 million in revenue and \$35 million in cash flow, while the radio division, which contains some weaker stations, and the production facility might bring King's total revenue to

continues on page 66

CHANGING HANDS

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

KTVE(TV) El Dorado, Ark., WJHG(TV) Panama City, Fla., and WALB-TV Albany, Ga. □ Sold by Terry P. McKenna, executor, to GCC Holdings Inc. for \$41,242,500. Sale is for 51.7% of company. Price is for 253,800 shares at \$165.800 each. **Seller** is executor of estate of James H. Gray Sr. **Buyer** is headed by James H. Gray Jr. (son), Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has interest in KTVE(TV), WJHG(TV) and WALB-TV. KTVE is NBC affiliate on ch. 10 with 316 kw vis., 63.1 kw aur., and antenna 290 feet. WJHG is NBC affiliate on ch. 7 with 316 kw vis., 34 kw aur., and antenna 870 feet. WALB-TV is NBC affiliate on ch. 10 with 316 kw vis., 31.6 kw aur., and antenna 964 feet.

WTTO(TV) Birmingham, Ala., and WCGV(TV) Milwaukee □ Sold by HR Broadcasting Corp. of Milwaukee to ABRY Television Ltd. for \$37 million. Total is due in cash at closing. Stations were acquired in July 1986 for \$30.5 million. **Seller** is headed by Albert P. Krivin, Robin French, Robert Furlong and Hal Gaber. **Buyer** is headed by W. Mitt Romney, Joshua Bekenstein and Royce Yudkoff, and has interest in WNUV-TV Baltimore, and KZKC(TV) Kansas City, Mo. WTTO is independent on ch. 21 with 1,042 kw vis., 104 kw aur., and antenna 1,342 feet. WCGV is Fox affiliate on ch. 24 with 3,000 kw vis., 300 kw aur., and antenna 1,069 feet.

WKQD(FM) Tullahoma, Tenn. □ Sold by Fortune Media Communications Inc. to Camellia Broadcasters Inc. for \$3.6 million. Total is due in cash at closing and includes \$400,000 noncompete covenant. Station was acquired in July 1988 for \$150,000. **Seller** is headed by Larry W. Latham, Charles Reidhead and G. Douglas Young, and has no other broadcast interests. **Buyer** is headed by R. Parker and Virginia Griffith, husband and wife, and Thomas H. Griffith, brother. R. Parker Griffith has interest in WTAK(AM) Huntsville, Ala. WKQD has adult contemporary format on 93.3 mhz with 100 kw and antenna 995 feet.

KKAA(AM)-KQAA(FM) Aberdeen, S.D. □ Sold by T&J Broadcasting Inc. to CD Broadcasting Corp. for \$850,000. Price includes \$10,000 deposit, \$590,000 cash at closing and \$250,000 noncompete covenant payable over five years. Stations were acquired in July 1988. **Seller** is headed by Thomas E. Ingstad and has interest in KBMW(AM)-KLTA(FM) Breckinridge, Minn.:

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,260,000 □ 5

FM's □ \$5,763,280 □ 4

AM-FM's □ \$850,000 □ 3

TV's □ \$78,242,500 □ 5

Total □ \$86,115,780 □ 16

Year to Date:

AM's □ \$78,271,077 □ 173

FM's □ \$389,888,987 □ 171

AM-FM's □ \$308,308,698 □ 157

TV's □ \$732,216,900 □ 73

Total □ \$1,530,467,660 □ 592

For 1989 total see Feb. 5, 1990 BROADCASTING.

KIT(AM)-KATS(FM) Yakima, Wash.; **KPXR(AM) Anchorage, Alaska;** **KXIC(AM)-KKRQ(FM) Iowa City;** **KIMM(AM)-KGGG(FM) Rapid City, S.D.,** and **KFKA(AM)-KSQI(FM) Greeley, Colo.** T&J Broadcasting is selling **KBMW(AM) Breckinridge, Minn.** **Buyer** is headed by Christopher T. Dahl, Russell Cowles II, Richard W. Perkins, Lance W. Riley and Mel Paradis, and has interest in **KRRZ(AM)-KZPR(FM) Minot** and **KJJQ(AM)-KKQQ(FM) Volga, both South Dakota,** and **KKBJ(AM)-KKBJ(FM) Bemidji,** **KLGM(AM)-KLBR(FM) Redwood Falls** and **KQHT-FM Crookston, all Minnesota.** **KKAA** has country and western format on 1560 khz with 10 kw day and 5 kw night. **KQAA** has adult contemporary format on 94.9 mhz with 100 kw and antenna 1,383 feet. *Broker: Johnson Communication Properties Inc.*

For other proposed and approved sales see "For the Record," page 68.

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FOCUS ON FINANCE

The market last week had 30/30 vision—30 year bond yields above 9% and oil above \$30 per barrel. The combination had stock prices reeling and media stocks were no exception.

Among the handful of issues that were relatively flat or actually increased were deal stocks, such as Outlet Communications, TVX Broadcast Group and MGM, and companies such as A.H. Belo and Clear Channel Communications, whose

oil-belt based operations hedged against oil price fears. Perhaps biggest drop for week was recorded by Scientific-Atlanta, down 21.2% to 18½, which was attributed to announcement by company that orders are expected to be lower due to re-evaluation of capital spending by cable operators. Lower stock prices impacted at least one company's financing, as Carolco scrapped planned convertible bond offering. Stock was off 9% for week to \$8.

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

	Closing Wed Aug 22	Closing Wed Aug 15	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

N (CCB) Cap. Cities/ABC	500	524	7/8	-24	7/8	-04.73	17	8,652
N (CBS) CBS	170	5/8 181	5/8	-11		-06.05	12	4,037
A (CCU) Clear Channel	11	1/2 11	1/2			00.00	-76	65
O (JCOR) Jacor Commun.	2	1/2 2	13/16	-	5/16	-11.11	-1	24
O (LINB) LIN	54	1/8 63	1/2	-	9 3/8	-14.76	-19	2,804
O (OSBN) Osborn Commun.	8	1/4 9	1/2	-	1 1/4	-13.15	-11	57
O (OCOMA) Outlet Comm.	17	18	1/2	-	1 1/2	-08.10	20	111
A (PR) Price Commun.	2	2				00.00		18
O (SAGB) Sage Bcsg.	1	3/8 1	5/8	-	1/4	-15.38	-1	5
O (SCRP) Scripps Howard	46	49		-	3	-06.12	19	475
O (SUNNC) SunGroup Inc.		3/4 3/4				00.00	-1	1
O (TLMD) Telemundo	5	1/8 4	3/4		3/8	07.89	-2	117
O (TVXGC) TVX Group	7	1/2 7	3/4	-	1/4	-03.22		54
O (UTVI) United Television	28	1/4 30	1/2	-	2 1/4	-07.37	3	306

EQUIPMENT & MANUFACTURING

N (MMM) 3M	79	1/8 84	7/8	-	5 3/4	-06.77	13	17,605
O (IATV) ACTV Inc.	3	7/8 3	7/8			00.00		3
O (AFTI) Am. Film Tech.	7	3/8 8	3/4	-	1 3/8	-15.71	28	72
N (ARV) Arvin Industries	16	1/2 17	7/8	-	1 3/8	-07.69	23	310
O (CCBL) C-Cor Electronics	7	3/4 8		-	1/4	-03.12	6	33
O (CTEX) C-Tec Corp.	16	17		-	1	-05.88	266	270
N (CHY) Chyron	1	1/4 1	1/2	-	1/4	-16.66	-3	14
A (COH) Cohu	9	10	1/2	-	1 1/2	-14.28	7	17
N (EK) Eastman Kodak	39	42	5/8	-	3 5/8	-08.50	24	12,653
N (GRL) Gen. Instrument	44	1/2 44	1/4		1/4	00.56	14	1,227
N (HRS) Harris Corp.	25	1/2 27	1/4	-	1 3/4	-06.42	26	1,020
N (IV) Mark IV Indus.	9	7/8 11	1/4	-	1 3/8	-12.22	2	145
O (MATT) Matthews Equip.	2	2	1/16	-	1/16	-03.03	100	11
O (MCDY) Microdyne	3	1/8 3	1/4	-	1/8	-03.84	44	12
O (MCOM) Midwest Comm.	2	1	1/2		1/2	33.33	5	6
N (MOT) Motorola	67	1/2 74	3/4	-	7 1/4	-09.69	17	8,802
A (PPI) Pico Products		7/8 7/8				00.00		3
N (SFA) Sci-Atlanta	18	1/8 23		-	4 7/8	-21.19	10	404
N (SNE) Sony Corp.	50	54	1/4	-	4 1/4	-07.83	25	16,596
N (TEK) Tektronix	12	1/2 13		-	1/2	-03.84	-3	364
N (VAK) Varian Assoc.	29	3/4 33	3/8	-	3 5/8	-10.86	-33	568
O (WGNR) Wegener	1	1/8 1	1/8			12.50	-7	8
N (WX) Westinghouse	30	1/8 32	1/2	-	2 3/8	-07.30	9	8,784
N (ZE) Zenith	6	1/4 6	3/4	-	1/2	-07.40	-2	167

	Closing Wed Aug 22	Closing Wed Aug 15	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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PROGRAMING

O (ALLT) All American TV	2	1/2 2	1/2			00.00		4
N (CRCI) Carolco Pictures	8	3/8 8	3/4	-	3/8	-04.28	19	251
A (CLR) Color Systems	1	5/8 1	7/8	-	1/4	-13.33	-1	9
O (DCPI) dick clark prod.	4	1/2 5		-	1/2	-10.00	19	37
N (DIS) Disney	98	1/8 108	5/8	-10	1/2	-09.66	16	13,065
O (FNNI) FNN	6	3/4 8	1/8	-	1 3/8	-16.92	20	122
A (FE) Fries Entertain.		1/2 5/8		-	1/8	-20.00		2
A (HHH) Heritage Ent.	1	3/8 1	3/4	-	3/8	-21.42	-1	10
N (HSN) Home Shop. Net.	4	5/8 5	1/4	-	5/8	-11.90	115	415
O (IBTVA) IBS	1	3/8 1	3/8			00.00	17	4
N (KWP) King World	20	3/4 22	3/8	-	1 5/8	-07.26	9	788
O (KREN) Kings Road Ent.		1/4 1/4				00.00		1
N (MCA) MCA	40	1/4 45	7/8	-	5 5/8	-12.26	15	3,001
N (MGM) MGM/UA Comm.	13	1/4 13	1/8		1/8	00.95	-20	675
A (NNH) Nelson Holdings	3	1/4 3	1/2	-	1/4	-07.14		14
O (NNET) Nostalgia Net.		11/16 11/16				00.00		3
N (OPC) Orion Pictures	10	3/4 11	5/8	-	7/8	-07.52	30	194
N (PCI) Paramount Comm.	33	7/8 37		-	3 1/8	-08.44	24	4,029
N (PLA) Playboy Ent.	4	4				00.00	-57	75
O (QNTQE) Qintex Ent.		1/8 1/8				00.00		26
O (QVCN) QVC Network	9	1/8 9	1/2	-	3/8	-03.94	-130	158
O (RVCC) Reeves Commun.	6	3/4 6	3/4			00.00	-6	85
O (RPICA) Republic Pic.'A'	5	3/4 6		-	1/4	-04.16	23	24
O (RPICB) Republic Pic.'B'	5	5	1/2	-	1/2	-09.09	55	21
O (SP) Spelling Ent.	4	7/8 5	1/2	-	5/8	-11.36	24	161
O (JUKE) Video Jukebox	5	1/2 6	5/8	-	1 1/8	-16.98	-28	51
O (WONE) Westwood One	4	3/4 5		-	1/4	-05.00	-2	69

SERVICE

O (AGRPC) Andrews Group	2	3/8 2	3/8			00.00	-1	21
O (BSIM) Burnup & Sims	7	1/2 7	7/8	-	3/8	-04.76	93	94
N (CQ) Comsat	29	1/2 31	5/8	-	2 1/8	-06.71	8	499
N (DNB) Dun & Bradstreet	41	3/4 43	3/4	-	2	-04.57	14	7,618
N (FCB) Foote Cone & B.	24	26		-	2	-07.69	13	256
O (GREY) Grey Advertising	173	173				00.00	16	195
O (IDBX) IDB Commun.	6	3/4 8		-	1 1/4	-15.62	22	42
N (IPG) Interpublic Group	31	1/8 33	1/8	-	2	-06.03	14	1,075
O (OMCM) Omnicom	26	26				00.00	13	683
N (SAA) Saatchi & Saatchi	3	3/8 3	7/8	-	1/2	-12.90	-3	534
O (TLMT) Telemation	2	1/4 2	1/4			00.00	4	10
A (UNY) Unitel Video	7	1/8 7	3/4	-	5/8	-08.06	-16	15

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**Because Your Business News Is
On Main Street, Not Wall Street**

	Closing Wed Aug 22	Closing Wed Aug 15	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

N	BLC) A.H. Belo	33	34	1/2	- 1	1/2	-04.34	28	641	
N	AFL) American Family	14	3/8	15	1/2	- 1	1/8	-07.25	11	1,169
O	ACCMA) Assoc. Comm.	18	3/4	21	1/2	- 2	3/4	-12.79	58	349
N	CCN) Chris-Craft	27	1/8	29		- 1	7/8	-06.46		678
O	DUCO) Durham Corp.	25	1/4	26	1/4	- 1		-03.80	14	213
N	GCI) Gannett Co.	31	3/8	33	5/8	- 2	1/4	-06.69	12	4,957
N	GE) General Electric	60	1/4	66	1/4	- 6		-09.05	13	54,052
O	GACC) Great American	3	3/8	4	3/8	- 1		-22.85		118
A	HTG) Heritage Media	3	7/8	4	5/8	- 3/4		-16.21	-9	175
N	JPF) Jefferson-Pilot	39	40	3/8	- 1	3/8	-03.40	10	1,433	
N	LEE) Lee Enterprises	22	3/8	23	1/4	- 7/8		-03.76	13	534
N	LC) Liberty	45	3/4	47		- 1	1/4	-02.65	10	390
N	MHP) McGraw-Hill	46	3/4	51	7/8	- 5	1/8	-09.87	116	2,275
A	MEGA) Media General	23	7/8	24		- 1/8		-00.52	34	617
N	MEDP) Meredith Corp.	23	1/2	25	1/2	- 2		-07.84	14	432
O	MMEDC) Multimedia	61	1/2	63	1/4	- 1	3/4	-02.76	18	695
A	NYTA) New York Times	18	1/8	19	1/2	- 1	3/8	-07.05	5	1,381
N	NWS) News Corp. Ltd.	17	1/2	19	1/8	- 1	5/8	-08.49	11	4,698
O	PARC) Park Commun.	19	19	3/4	- 3/4		-03.79	20	393	
O	PLTZ) Pulitzer Pub.	24	1/2	25	1/4	- 3/4		-02.97	9	256
O	RTRSY) Reuters	45	57	3/4	-12	3/4	-22.07	21	19,398	
O	STAUF) Stauffer Comm.	137	138		- 1		-09.10	48	144	
N	TMC) Times Mirror	25	1/8	26	1/2	- 1	3/8	-05.18	13	3,228
O	TMCI) TM Commun.	1/8			- 1/32		-20.00	-1		
N	TRB) Tribune Co.	36	3/8	40		- 3	5/8	-09.06	12	2,407

	Closing Wed Aug 22	Closing Wed Aug 15	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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A	TBSA) Turner Bestg.'A'	37	41	1/8	- 4	1/8	-10.03	-102	1,839	
A	TBSB) Turner Bestg.'B'	34	3/4	39	5/8	- 4	7/8	-12.30	-96	936
N	WPO) Washington Post	233	1/2	244	1/2	-11		-04.49	15	2,852

CABLE

A	ATN) Acton Corp.	7	1/2	9		- 1	1/2	-16.66	27	11
O	ATCMA) ATC	29	1/4	31	1/2	- 2	1/4	-07.14	30	3,189
A	CVC) Cablevision Sys.'A'	18	1/2	20	3/8	- 1	7/8	-09.20	-2	410
A	CTV) Century Comm.	6	6	7/8	- 7/8		-12.72	-5	392	
O	CMCSA) Comcast	10	1/8	11	1/8	- 1		-08.98	-7	1,142
A	FAL) Falcon Cable	12	13	1/2	- 1	1/2	-11.11	-11	76	
O	JOIN) Jones Intercable	6	3/4	7	1/2	- 3/4		-10.00	-3	84
N	KRI) Knight-Ridder	42	1/4	42	3/4	- 1/2		-01.16	12	2,126
T	RCLA) Rogers 'A'	10	11		- 1		-09.10	-17	349	
T	RCLB) Rogers 'B'	6	7/8	6	7/8	- 1		-12.70	-12	568
O	TCAT) TCA Cable TV	12	1/4	12	3/4	- 1/2		-03.92	-40	296
O	TCOMA) TCI	10	1/4	12	1/4	- 2		-16.32	-13	3,649
N	TWX) Time Warner	79	1/2	83	3/8	- 3	7/8	-04.64	-5	4,570
O	UAECA) United Art.'A'	10	1/2	11		- 1/2		-04.54	-9	1,466
O	UAECB) United Art.'B'	10	1/2	11	3/4	- 1	1/4	-10.63	-9	701
A	VIA) Viacom	19	5/8	21	3/4	- 2	1/8	-09.77	-20	2,094

Standard & Poor's 400	373.64	401.38	-27.74	-7
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continued from page 62

about \$200 million. Based on a cash flow multiple of 10, and subtracting debt service on a company that is, said president and chief executive officer, Steven Clifford, "not heavily leveraged," the sale could produce gross proceeds of \$500 million.

Taxes on the proceeds will exert influence on the way the sale is structured, and therefore, the potential buyers. King Broadcasting's principal television properties were both started by the company more than 30 years ago and consequently would almost certainly be assessed as huge taxable gains. Even some of the cable was started 25 years ago with systems outside of Los Angeles that today account for roughly one-third of total subscribers. Another third represents systems in Washington, northern California and Idaho, with the remainder being mostly recently purchased properties in the Minneapolis area.

To minimize overall taxes, said Clifford, King would prefer not to sell its assets, either separately or collectively, but rather sell or swap all the stock in the company. But acknowledging that buyers might not want to purchase cable and broadcasting properties together, Clif-

KING BROADCASTING

TELEVISION

KTVB(TV) Boise, Idaho
KHNL(TV) Honolulu
KGW-TV Portland, Ore.
KING-TV Seattle
KREM-TV Spokane, Wash.

LOW-POWER TV

K38AS Twin Falls, Idaho

RADIO

KSFO(AM)-KYA(FM)
San Francisco
KING-AM-FM
Seattle
KGW(AM)-KINK(FM)
Portland, Ore.

CABLE TV

More than 200,000
subscribers in California,
Idaho, Minnesota
and Washington

PRODUCTION

Northwest Mobile
Television

A buyer for the broadcasting operations might be faced with a spin-off since the AM-FM-TV combination in Portland would lose its grandfathered status. Portland falls outside of the top-25 markets and would have a harder time getting a waiver from the FCC.

King's stations have benefited from the revenue growth on the West Coast, where most of its stations are located. Clifford said that for the fiscal year ending July 1, 1991, the company has budgeted double-digit revenue growth for stations in Seattle, Honolulu and Twin Falls, Idaho. A negative factor is the proportion of television revenue coming from affiliates of NBC, which is vulnerable to further sliding off its number-one perch. Clifford said that he expected three to six months would be required to reach a definitive agreement with a buyer, with a similar period required for FCC and other governmental approval. He said that at the current time neither he nor Bremner, president of the company's broadcast division and chairman of the NBC affiliate board, were "taking any initiative" to undertake a leveraged buyout, for which financing has become more difficult.

—GF

FIRST HALF FINDS TV REVENUE UP 8%

NBC is network leader with \$1.9 billion, while CBS's 14% rise is biggest gain

Total revenue for broadcast television for the first half of 1990 was up 8% over the first half of 1989, according to the Television Bureau of Advertising (TVB).

Network revenue for the first half of 1990 totaled \$5,177,283,500, a 10.7% increase over the \$4,678,640,900 revenue total for the three networks for the same period last year.

CBS's \$1,679,842,800 in revenue, a 14% improvement over 1989's \$1,473,291,100, was the biggest jump among the three major networks. ABC showed a 12.2% increase in revenue, from \$1,409,236,600 in the first-half of 1989, to \$1,582,517,900 this year. NBC, the leader in total revenue for the half year, showed a 6.6% increase to \$1,914,922,800, from \$1,796,113,200 for first-half 1989.

The top five network ad categories were food and food products; automotive; toiletries and toilet goods, and proprietary medicines and restaurants. All increased their network ad budgets on the networks. Procter & Gamble, with \$273,716,500, knocked General Motors from the number one network ad spot into second with \$268,841,100.

Spot advertising rose 5.2% to \$2,650,765,900 for the first half of 1990 compared to 1989's \$2,518,578,700. General Motors spot advertising for 1990 has been flat at \$168,085,700. Procter & Gamble increased its spot budget 35% to \$131,844,500 and Philip Morris raised its spot budget 42% to \$126,504,500. Car manufacturers Toyota (with \$89,552,600) and Ford Motor Co. (with \$83,117,300) rounded out the top five national and regional spot TV.

National syndication revenue showed the biggest increase, a 27.3% gain to \$726,436,000. However, those numbers are deceiving because they include Fox Broadcasting.

Local advertising showed the smallest gains, only 1.2% to \$2,452,763,700. Pepsico Inc., which includes Pizza Hut, Taco Bell and Kentucky Fried Chicken, was the leading local advertiser with \$88,573,700, a 14% increase from \$77,503,400 for first half of 1989. McDonald's was second with \$70,847,500; Walt Disney Co. was third with \$40,700,800; Imasco Ltd., parent of Hardees and Roy Rogers, with \$27,468,200 and American Stores Co. with \$22,582,800 rounded out the top

five.

In other TVB news, the association signed the New York Times Broadcast Group. Its stations are: WREG(TV) Memphis; WNEP(TV) Wilkes-Barre, Pa.; WQAD-TV Moline, Ill.; WHNT(TV) Huntsville-Decatur, Ala. and KFSM(TV) Fort

Smith, Ark. Frank Roberts, Times Broadcast Group president, said: "After a long evaluating process, we firmly believe that joining TVB will help us enhance our revenue stream and give us the opportunity to support the broadcast industry."
-JF

PARTNERS NEEDED

One of the Nation's largest 900 services providers is looking for individuals with solid media contacts in any of the top 50 markets.

Qualified candidates may be invited to participate in a strategic partnership for the purpose of developing a major new 900 service.

Profit potential is essentially unlimited.

An investment of \$5,000 is required upon acceptance.

Call Brent Franks or Wayne Menthen for detailed information.

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FOR THE RECORD

As compiled by BROADCASTING from Aug 15 through Aug 21 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m—meters; mhz.—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; ?—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Application

- **WTTO(TV) Birmingham, AL** (BALCT900802KH; ch. 21; 1042 kw-V; 104 kw-A; ant. 1,342 ft.)—Seeks assignment of license from HR Broadcasting Corp. of Milwaukee to ABRY Television Ltd. for \$37 million (includes WCV[TV] Milwaukee, WI). Seller is headed by Albert P. Krivin, Robin French, Robert Furlong and Hal Gaber. Buyer is headed by W. Mitt Romney, Joshua Bekenstein, Royce Yudkoff, Andrew Banks, Dan Yih, Kim Davis, Geoffrey S. Rehner, Michael Goss, Karl E. Lutz, Adam Kirsch and Robert F. White, and has interest in WNUV-TV Baltimore, MD, and KZKC(TV) Kansas City, Mo.
- **KJNO(AM)-KYKU(FM) Juneau, AK** (AM: BTC900806EC; 630 khz; 5 kw-D, 1 kw-N; FM: BTCH900806ED; 105.1 mhz; 3.84 kw; ant. -1,057 ft.)—Seeks assignment of license from Alaska Broadcast Communications Inc. to Media Ltd. for undisclosed amount (includes KTKN(AM)-KGTW(FM) Ketchikan and KIFW(AM) Sitka, both Alaska). Seller is headed by Craig McCaw and Roy Paschal. McCaw has interest in Comco Broadcasting Group, licensee of KYMG(FM) Anchorage, AK. Buyer is headed by Dennis Egan and is 25% shareholder in Alaska Broadcast Communications. Filed Aug. 6.
- **KTKN(AM)-KGTW(FM) Ketchikan, AK** (AM: BTC900806EE; 930 khz; 5 kw-D, 1 kw-N; FM: BTCH900806EF; 106.7 mhz; 4 kw; ant. -308 ft.)—Seeks assignment of license from Alaska Broadcast Communications Inc. to Media Ltd. for no financial considerations. (includes KJNO(AM)-KYKU(FM) Juneau and KIFW(AM) Sitka, both Alaska). Seller is headed by Craig McCaw and Roy Paschal. McCaw has interest in Comco Broadcasting Group, licensee of KYMG(FM) Anchorage, AK. Buyer is headed by Dennis Egan and is 25% shareholder in Alaska Broadcast Communications. Filed Aug. 6.
- **KIFW(AM) Sitka, AK** (BTC900806EG; 1230 khz; 1 kw-U)—Seeks assignment of license from Alaska Broadcast Communications Inc. to Media Ltd. for no financial considerations (includes KTKN(AM)-KGTW(FM) Ketchikan and KJNO(AM)-KYKU(FM) Juneau, both Alaska). Seller is headed by Craig McCaw and Roy Paschal. McCaw has interest in Comco Broadcasting Group, licensee of KYMG(FM) Anchorage, AK. Buyer is headed by Dennis Egan and is 25% shareholder in Alaska Broadcast Communications. Filed Aug. 6.
- **KPTO(AM) Citrus Heights, CA** (BAP900731EB; 890 khz; 50 kw-D, 1 kw-N)—Seeks assignment of license from Kin Shaw Wong to Rene De La Rosa for \$650,000 ("Changing Hands," Aug. 20). Seller has no other broadcast interests. Buyer has interest in Oro Spanish Broadcasting Inc., licensee of KIQI(AM) San Francisco, CA. Filed July 31.
- **WMOX(AM) Meridian, MS** (BAL900806EB; 1010 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from Lauderdale Broadcasting Co. to Broadcasters and Publishers Inc. for \$30,000. Seller is headed by James B. and Hilah M. Skewes, husband and wife, and Jack L. Bouchillon Jr., and has no other broadcast interests. Buyer is headed by Houston L. Pearce, Voncile R. Pearce and Susan C. Pearce, and is licensee of WJQ(AM) Marion and WJQ-FM Meridian, both Mississippi. WJQ(AM) is dark, and license will be cancelled. Houston L. Pearce is chairman and 50% stockholder of Radio South Inc., licensee of WFFN-FM Cordova, AL; chairman and 40% stockholder of WJUD Stereo Inc., licensee of WJUD(AM) Moss Point and WJUD-FM Pascagoula, both Mississippi. Filed Aug. 6.
- **KVEG(AM) North Las Vegas, NV** (BTC900803EA; 840 khz; 50 kw-D, 25 kw-N)—Seeks assignment of license from Roberts Communications Corp. Bel Air Communications Ltd. for \$431,000 ("Changing Hands," Aug. 20). Seller is headed by Yolanda Juarez Smith and Bernadett and Lillian Wegerly. Buyer is headed by Richard and Barbara Griser, Mark Stone, Joav Gersten and Alan Erickson, and has no other broadcast interests. Filed Aug. 3.
- **WTJA(TV) Jamestown, NY** (BALCT900802KF; ch. 26; 715 kw-V; 71.5 kw-A; ant. 597 ft.)—Seeks assignment of license from Jamestown TV Association to ACT III Broadcasting Inc. for no financial considerations. Seller is headed by Craig L. Fox and George W. Kimble, who have interest in WNYR(AM) Syracuse and WNY5(AM) Canton, both New York; WOLF-TV Scranton, PA, and WYFF-TV Watertown, NY. Fox has interest in WACA-TV Ithaca and WTUV(TV) Utica, both New York, and WWLF(TV) Hazleton, PA. Buyer is headed by Bertram Ellis Jr., Thomas McGrath, John Delorenzo, Warren Spector, Norman Lear, William Castelman, Seymour H. Knox III and Robert O. Swados, and is licensee of WUTV(TV) Buffalo, NY, and has interest through various subsidiaries in WTAT-TV Charleston, SC; WYAH-TV Charleston, WV; WRGT-TV Dayton, OH; WZTV-TV Nashville, TN; WNRW-TV Winston-Salem, NC; WRLL-TV Richmond, VA, and WUHF-TV Rochester, NY. Filed Aug. 2.
- **KWBX-FM Bend, OR** (BALH900803GV; 105.7 mhz; 35 kw; ant. 592 ft.)—Seeks assignment of license from University of Oregon Foundation to JJP Broadcasting Inc. for \$250,000. Seller is headed by Hale G. Thompson, Donna P. Woolley, Ronald E. Blind and Eloise Stuhr and has no other broadcast interests. Buyer is headed by Juan E. Rodriguez Diaz, Jorge J. Rodriguez and Prentis C. Hale III. Juan E. Rodriguez Diaz is director of Channel 7 Inc., licensee of WSTE-TV Ponce, PR. Filed Aug. 3.
- **KKAA(AM)-KQAA(FM) Aberdeen, SD** (AM: BAL900726EC; 1560 khz; 10 kw-D, 5 kw-N; FM: BALH900726ED; 94.9 mhz; 100 kw; ant. 1,383 ft.)—Seeks assignment of license from T&J Broadcasting Inc. to CD Broadcasting Corp. for \$850,000. Seller is headed by Thomas E. Ingstad and Randy K. Holland and has interest in KBMW(AM)-KLTA Breckinridge, MN, and KIT(AM)-KATS(FM) Yakima, WA. Buyer is headed by Christopher T. Dahl, Russell Cowles II, Richard W. Perkins, Lance W. Riley and Mel Paradis, and has interest in KRRZ(AM)-KZPR(FM) Minot and KJQ(AM)-KKQQ(FM) Volga, both South Dakota, and KKBJ(AM)-KKBJ(FM) Bemidji, KLG(AM)-KLBR(FM) Redwood Falls and KQHT-FM Crookston, all Minnesota. Filed July 26.
- **WKQD(FM) Tullahoma, TN** (BALH900807GU; 93.3 mhz; 100 kw; ant. 995 ft.)—Seeks assignment of license from Fortune Media Communications Inc. to Camellia Broadcasters Inc. for \$3.6 million. Seller is headed by Larry W. Latham, Charles Reidhead and G. Douglas Young, and has no other broadcast interests. Buyer is headed by Virginia Griffith, R. Parker Griffith and Thomas H. Griffith. R. Parker Griffith owns 100% of Gant Broadcasting Inc., licensee of WTAK(AM) Huntsville, AL. Filed Aug. 7.
- **KPUR(AM) Amarillo, TX** (BAL900801EC; 1440 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Holder Broadcast Services of Texas Inc. to Tules T. Gamboa for \$500,000. Seller is headed by Harold D. and Shirlee Holder and has interest in KHWK(FM) Canyon, TX. Buyer has no other broadcast interests. Filed Aug. 1.
- **KHLC(FM) Bandera, TX** (BALH900726GS; 98.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Big Pine Broadcasting Inc. to ZTF Radio Inc. for \$143,000. Seller is headed by Steven S. and Robyn D. Monroe, husband and wife, and Gordon H. and Peggy S. Monroe, husband and wife, and has no other broadcast interests. Buyer is headed by Stephen B. Bunyard and Richard Fitzner. Bunyard is vice president and 90% shareholder of CSB Communications Inc., licensee of WMJW-FM Magee, MS; president of Olympia Broadcasting Networks, wholly headed subsidiary of Olympia Broadcasting Corp. Filed July 26.
- **KBKK(FM) Johnson City, TX** (BAPH900806GT; 107.9 mhz; 50 kw; ant. 150 ft.)—Seeks assignment of license from William L. Moir to Jayson and Janice Fritz for \$20,280. Seller has interest in Metromedia of Kentucky Inc., licensee of WDXR(AM) Paducah, KY. Buyers have interest in Gillespie Broadcasting Co., licensee of KFAN-FM Fredericksburg, TX. Filed Aug. 6.
- **KBRO(AM) Bremerton, WA** (BAL900801EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Robert La Bonte, receiver, to Nelson Investment Enterprises Inc. for \$130,000. Seller has interest in KYSN(AM) Bremerton, WA. Buyer is headed by Geraldine Nelson, Shirley Borchering, David Borchering, Barbara Knudsen, Roger Knudsen, Wayne Nelson, Carol Nelson, Dale Nelson, Marit Nelson and Rich Bichler, and has no other broadcast interests. Filed Aug. 1.
- **WCGV(TV) Milwaukee, WI** (BALCT900802KG; ch. 24; 3,000 kw-V; 300 kw-A; ant. 1,069 ft.)—Seeks assignment of license from HR Broadcasting Corp. of Milwaukee to ABRY Television Ltd. for \$37 million (includes WTTO(TV) Birmingham, AL). Seller is headed by Albert P. Krivin, Robin French, Robert Furlong and Hal Gaber. Buyer is headed by W. Mitt Romney, Joshua Bekenstein, Royce Yudkoff, Andrew Banks, Dan Yih, Kim Davis, Geoffrey S. Rehner, Michael Goss, Karl E. Lutz, Adam Kirsch and Robert F. White, and has interest in WNUV-TV Baltimore, MD, and KZKC(TV) Kansas City, Mo. Filed Aug. 2.

Actions

- **WAQT(FM) Carrollton, AL** (BALH900621HN; 94.1 mhz; 99 kw; ant. 1,007 ft.)—Granted app. of assignment of license from Pickets County Broadcasters to Vintage Broadcasting Corp. for \$660,100. Seller is headed by Roth E. Hook and Alza Farrar. Hook has interest in WQST-AM-FM Forest, MS. Buyer is headed by Terry Fulton, Stanley Lockridge, Michael Hall, William Fancher and John Duren, and has no other broadcast interests. Action Aug. 9.
- **WRAG(AM) Carrollton, AL** (BAL900621ED; 590 khz; 1 kw-D)—Granted app. of assignment of license from Pickets County Broadcasting Co. to Vintage Broadcasting Corp. for \$100,200. Seller is headed by Roth E. Hook and Alza Farrar, and has interest in WAQT(FM) Carrollton, AL, and WQST-AM-FM Forest, MS. Buyer is headed by Terry Fulton, Stanley Lockridge, Michael Hall, William Fancher and John Duren. Action Aug. 7.

■ **WMCF(TV) Montgomery, AL** (BALCT900518KN: ch. 45; 600 kw-V; 60 kw-A; ant. 1,010 ft.)—Granted app. of assignment of license from Word of God Fellowship Inc. to Sonlight Broadcasting System Inc. for \$1.1 million. Seller is headed by Clyde Price and has no other broadcast interests. Buyer is headed by Paul F. Crouch Jr., George V. Turner, Jay Alan Sekulow, Stuart J. Roth and Jonathan Johnsen, and is licensee of WMPV-TV Mobile, AL; has CP for WBUY-TV Holly Springs, MS, and holds CP for WPGD-TV Hendersonville, TN. Action Aug. 8.

■ **WPSO(AM) New Port Richey, FL** (BAL900615EA: 1500 khz; 250 w-D)—Granted app. of assignment of license from Ceresoli Communications Inc. to Lowrey Communications Inc. for \$354,010. Seller is headed by Anthony D. Ceresoli and Anthony and Anna M. Ceresoli Jr., husband and wife, and has no other broadcast interests. Buyer is headed by Thad M. Lowrey, Barbara Lowrey and Sam Y. Allgood Jr., and has no other broadcast interests. Action Aug. 7.

■ **WPFM(FM) Panama City, FL** (BALH900307GJ: 107.9 mhz; 100 kw; ant. 840 ft.)—Granted app. of assignment of license from Culpepper Communications Inc. to Broad Based Communications Inc. for \$3.5 million ("Changing Hands," March 19). Seller is headed by John C. Culpepper and Barry Turner and has no other broadcast interests. Buyer is headed by Vincent Henry, who is son of group owner Ragan Henry, is officer and shareholder of Ragan Henry Broadcast Group Inc. Action Aug. 9.

■ **WGHC(AM) Clayton, GA** (BTC900523EA: 1370 khz; 2.5 kw-D)—Granted app. of assignment of license from Turner-Rabun Radio Inc. to Richard J. Turner Jr. for no financial considerations. Seller is headed by Richard J. and Sylvia Turner Sr., husband and wife, and has interest in WGHC(AM) Clayton, GA. Buyer is son Richard J. and Sylvia Turner Sr., and has no other broadcast interests. Action Aug. 7.

■ **WJGA(FM) Jackson, GA** (BTCH900518HN: 92.1 mhz; 2.15 kw; ant. 374 ft.)—Granted app. of assignment of license from Tarkenton Broadcasting Co. to Donald W. Earnhart for \$600,000. Seller is headed by Dallas M. Tarkenton and Donald W. Earnhart. Tarkenton has interest in Carroll County Media, licensee of WBTR-FM Carrollton, GA. Buyer has no other broadcast interests. Action Aug. 31.

■ **KLSS(AM) Mason City, IA** (BAL900625EG: 1010 khz; 1 kw-D, 15.8 kw-N)—Granted app. of assignment of license from River City Broadcasting Inc. to University of Northern Iowa for no financial considerations. Seller is headed by Paul C. Hedberg, who has interest in Music City Broadcasting Inc., licensee of KLSS(FM) Mason City, IA. Buyer is headed by Constantine Curri, Nancy Marlin and Doug Vernier, and is licensee of KUNI-FM Cedar Falls, KHEE-FM Cedar Falls, KUNY-FM Mason City, all Iowa; and translator stations K233AA Davenport, K252BC Dubuque, K274AA Eldridge and K214BA Mason City, all Iowa. Action Aug. 10.

■ **KRIB(AM) Mason City, IA** (BAL900430EG: 1490 khz; 1 kw-U)—Granted app. of assignment of license from Chesterman Co. to River City Broadcasting Inc. for \$250,000. Seller is headed by Russell C. and Edward R. Boyd, and has no other broadcast interests. Buyer is headed by Paul C. Hedberg, Mark P. Hedberg and Juliet A. Hedberg, and is licensee of KLSS(AM) Mason City, IA. Paul C. Hedberg owns 100% of Music Man Broadcasting Inc., licensee of KLSS-FM Mason City, IA; owns 95% of Faribault County Broadcasting Co., licensee of KEEZ-FM Mankato, MN; owns 16% of Western Minnesota Broadcasting Co., licensee of KMRS(AM)-KKOK(FM) Morris, MN, and 60% of Campus Radio Co., licensee of KUOO-FM Spirit Lake, IA. Action Aug. 10.

■ **KVKI-AM-FM Shreveport, LA** (AM: BAL900625ED: 1550 khz; 10 kw-D, 500 w-N; FM: BALH900625EE; 96.5 mhz; 100 kw; ant. 1,000 ft.)—Granted app. of assignment of license from Encore Communications Associates to Progressive United Corp. for \$1.5 million. Seller is headed by George Duncan and Robert J. Smith and has interest in KBFM(FM) Edinburg and KHFI-FM Austin, both Texas, and KZOU-AM-FM Little Rock, AR. Buyer is headed by William R. Fry, Linda S. Carmichael, Angelo R. Marra, Anthony J. Marra, Sidney Mishkin and

Lawrence T. Kennedy Jr., and has no other broadcast interests. Action Aug. 10.

■ **KXLT(TV) Rochester, MN** (BALCT900430KI: ch. 47; 107.2 kw-V; ant. 1,470 ft.)—Granted app. of assignment of license from Halcomm Inc. to KXLI Acquisition Corp. for assumption of debt. Deal includes KXLI(TV) St. Cloud, MN. Seller is headed by Dale W. Lang, who has 40% interest in Halcomm Buyer is headed by Dale W. Lang. Lang owns 100 of KXLI Acquisition Corp., and is licensee of KXLI(TV) St. Cloud. KXLT-TV Rochester, MN, KXLI(TV) and KXLT(TV) have been dark, with authority, since December 15, 1988. Action Aug. 7.

■ **KXLI(TV) St. Cloud, MN** (BALCT900430KH: ch. 41; 107.2 kw-V; ant. 1,470 ft.)—Granted app. of assignment of license from Halcomm Inc. to KXLI Acquisition Corp. for assumption of debt. Sale includes KXLT-TV Rochester, MN (see above). Seller is headed by Dale W. Lang. Buyer is headed by Dale W. Lang and Richard P. Latora. Action Aug. 7.

■ **WBTF(AM) Beaufort and WZYC(FM) Newport, both North Carolina** (AM: BTC900315EG: 1400 khz; 1 kw; FM: BTCH900315EH: 103.3 mhz; 100 kw; ant.

140 ft.)—Granted app. of assignment of license from BD Communications Inc. to Brown Distributing Co. for \$425,000. Seller is subsidiary of Brown Distributing Co., and is headed by Jacob Brown and Philip Goldman. Goldman has interest in Edens Broadcasting Inc., licensee of KOY-AM-FM Phoenix; WRBQ(AM) St. Petersburg and WRBQ(FM) Tampa, both Florida; WRVA(AM)-WRVQ(FM) Richmond and WWDE(FM) Hampton, both Virginia, and KKLQ-AM-FM San Diego. Buyer is headed by Larry E. and Betty Brown, husband and wife. Larry Brown is son of Jacob Brown, Don Shaver, Robert Brooks, Thomas D. Wright, Dominic D'Angelo V and Larry Vaughn, are officers in BD Communications Inc. ("BD"), licensee of WZYC-FM Newport, NC. Action Aug. 9.

■ **KTRT(AM) Claremore, OK** (BAL900405EG: 1270 khz; 1 kw-D, 26 w-N)—Granted app. of assignment of license from Harmon Kiefer Curlee to Oklahoma Sports Properties Inc. for \$71,000. Seller has no other broadcast interests. Buyer is headed by Fred M. Weinberg and has no other broadcast interests. Action Aug. 6.

■ **KKBS(FM) Guymon, OK** (BALH900221GJ: 92.7

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration [†]	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses. [†] Penetration percentages are of TV household universe of 92.1 million. ² Construction permit. ³ Instructional TV fixed service. ⁴ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

mhz: 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Panhandle Communications Inc. to MLS Communications Inc. for \$1. Seller is headed by Jerry D. Sokolosky and has no other broadcast interests. Buyer is headed by Marsha L. Strong and has no other broadcast interests. Action Aug. 7.

■ **KBNP(AM) Portland, OR (BTC900425EA):** 1410 khz; 5 kw-D; 250 w-N)—Granted app. of assignment of license from KBNP Radio Inc. to 2nd Amendment Foundation for \$320,000. Seller is headed by Richard A. Hodge and has no other broadcast interests. Buyer is headed by Alan M. Gottlieb and David L. Mehovich, and has no other broadcast interests. Action Aug. 8.

■ **WFGN(AM) Gaffney, SC (BAL900621EC):** 1180 khz; 2.5 kw-D)—Granted app. of assignment of license from WFGN Inc. to Hope Broadcasting Inc. for \$160,000. Seller is headed by Pamela J. Sutherland and has no other broadcast interests. Buyer is headed by Eddie Leroy Bridges Jr., Charles Allen Montgomery and Eula Miller Jr., and has no other broadcast interests. Action Aug. 7.

■ **WDXB(AM) Chattanooga, TN (BAL900614EA):** 1490 khz; 1 kw-U)—Granted app. of assignment of license from Chattanooga Sound Inc. to Chattanooga Sound Co. for \$165,000. Seller is headed by William Grant Jr. and William Grant III, and has no other broadcast interests. Buyer is headed by Homer E. Nelson and James S. Grant, and has no other broadcast interests. Action Aug. 3.

■ **KVDA(TV) San Antonio, TX (BTCCT890929KK):** ch. 60; 5,000 kw-V; ant. 1,650 ft.)—Granted app. of assignment of license from David A. Davita, to Telemundo Group Inc. for \$1,275,000. Seller has no other broadcast interests. Buyer is licensee of KVEA(TV) Corona and KSTS(TV) San Jose, both California; WSCV(TV) Fort Lauderdale, FL; WJUU(TV) Linden, NJ; KTMD(TV) Galveston, TX, and WKAQ-TV San Juan, PR, and is headed by Saul P. Steinberg. Action Aug. 9.

■ **New FM Saltville, VA (BAPH900507HB):** 106.1 mhz; 3 kw; ant. 10 ft.)—Granted app. of assignment of license from Mountain Media of Virginia to 106.1 Inc. for \$3,000. Seller is headed by William J. Pennington III and has no other broadcast interests. Buyer is headed by Dale and Connie Hendrix. Dale Hendrix is 50% owner of Aurora Broadcasting Inc., licensee of KSWM(AM)-KELE(FM) Aurora, MO. Action July 31.

■ **WUJF(FM) St. Thomas, VI (BALED900611GJ):** 88.9 mhz; 150 w; ant. 50 ft.)—Granted app. of assignment of license from Virgin Islands Council of Boy Scouts of America to Virgin Islands Youth Development Radio for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Leo Morone, Flavious Otley and Verdell Porter and Peter Church, and has no other broadcast interests. Action Aug. 6.

■ **KYSN-FM East Wenatchee, WA (BALH900518HI):** 97.7 mhz; 3 kw; ant. -150 ft.)—Granted app. of assignment of license from Robert La Bonte to Stephenson Broadcasting Inc. for \$635,000. Seller has interest in KBRO(AM) Bremerton, WA. Buyer is headed by Brian and Lori L. Stephenson, and has no other broadcast interests. Action July 31.

■ **KUUY(AM)-KKAZ(FM) Cheyenne, WY (AM):** BAL890509EI; 870 khz; 10 kw-D; 1 kw-N; FM: BALH890509EJ; 100.7 mhz; 100 kw; ant. 490 ft.)—Granted app. of assignment of license from KUY Inc. to Windsor Communications Inc. for \$1 million. Seller is owned by John Hough who also owns KBIT(AM)-KOOK(FM) Billings, MT. Buyer is owned by Paul E. Lowrey. Windsor Communications is licensee of WHSM-AM-FM Hayward, WI. Action Aug. 6.

NEW STATIONS

Actions

■ **Fort Yukon, AK (BPH860509AG)**—Granted app. of Gwandak Public Broadcasting Inc. for 900 khz. Address: East 3rd Ave., P.O. Box 126, Fort Yukon, AK 99740. Principal is headed by Barry Wallis and has no other broadcast interests. Action 900809

■ **Lanai City, HI (BPH890503MN)**—Returned app. of WZJ Broadcasting for 104.7 mhz; .74 kw; ant. 2,466 ft. Address: 465 A Mananai Pl., Honolulu, HI 96818. Principal has no other broadcast interests. Action Aug. 3.

■ **South Bend, IN (BPH880519MB)**—Dismissed app. of KAM FM Partnership for 106.3 mhz; 3 kw; ant. 328 ft. Address: 1610 E. Wayne St., South Bend, IN 46615. Principal is headed by Karen A. McGrew and has no other broadcast interests. Action Aug. 6.

■ **South Bend, IN (BPH880519OF)**—Granted app. of Goodrich Theatres Inc. for 106.3 mhz; 3 kw. Address: 3565 29th St. SE, Kentwood, MI 49508. Principal is headed by Robert E. Goodrich, William E. Goodrich and Kathryn M. Goodrich, and licensee of WVIC-AM-FM East Lansing and WSNX-AM-FM Muskegon, both Michigan; WXLPM(AM) Moline, IL, and KSTT(AM) Davenport, IA. Action Aug. 6.

■ **Alexandria, LA (BPH871203NG)**—Granted app. of Fryar Communications for 93.9 mhz; 3 kw; ant. 328 ft. Address: Rt. 2, Box 363, Pollock, LA 71467. Principal is headed by A.E. Fryar Jr. and has no other broadcast interests. Action Aug. 8.

■ **Copenhagen, NY (BPH880721MJ)**—Dismissed app. of Black River Communications Inc. for 98.7 mhz 3 kw; ant. 328 ft. Address: P.O. Box 685, Greenup, KY 41144. Principal is headed by Susan R. Moore and Susan M. Swallow, and has no other broadcast interests. Action Aug. 1.

■ **Warrensburg, NY (BPH880125MS)**—Granted app. of Karamatt Broadcasting Inc. for 100.5 mhz; .185 kw; ant. 1,310 ft. Address: 19 Fox Hollow Ln., Glens Falls, NY 12801. Principal is headed by Katherine W. Desantis and has no other broadcast interests. Action Aug. 8.

■ **McArthur, OH (BPH890112MF)**—T.C. Monte Inc. for 98.7 mhz 3 kw. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by No Action 900801

■ **McArthur, OH (BPH890112MH)**—Granted app. of Hometown Broadcasting of McArthur Inc. for 98.7 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 685, Greenup, KY 41144. Principal is headed by Phillip Bruce Leslie, Robert Lee Schieby, Frank H. Warnock, John R. McGinnis, J.D. Atkinson Jr. and W. Terry McBrayer, and has no other broadcast interests. Action Aug. 1.

■ **Jackson Township, PA (BPED890127ME)**—Granted app. of Temple University for 91.1 mhz 3.5 kw; ant. 862 ft. Address: Broad and Montgomery Sts., Philadelphia, PA 19122. Principal is headed by W. Theodore Eldredge and has no other broadcast interests. Action Aug. 2.

■ **Claude, TX (BPH900108NZ)**—Granted app. of Lucille Ann Lacy for 106.5 mhz; 6 kw; ant. 328 ft. Address: 1210 Belford; Oklahoma City, OK 73116. Lucy is married to William R. Lacy, who is chairman and 83% stockholder of Zumma Broadcasting Co., licensee of KZBS-FM Oklahoma City, OK. Action Aug. 3.

■ **El Paso, TX (BPED880630NG)**—Returned app. of World Radio Network Inc. for 91.1 mhz; .25 kw; ant. 1,150 ft. Address: P.O. Box 3333, McAllen, TX 78502. Principal is headed by Abe C. Vanderpuy, Ben Cummings, Dwite McCloud, Hardy Hayes, Roger Bechtel and Ron Cline, and has no other broadcast interests. Action Aug. 2.

■ **Sunderland, VT (BPH871224MF)**—Granted app. of Ronald Angelo Morlino for 95.1 mhz; .045 kw; ant. 2407 ft. Address: R.R. 1, Box 1720, E. Manchester Rd., Manchester Center, VT 05255. Morlino has no other broadcast interests. Action Aug. 1.

■ **Dishman, WA (BPH890123ME)**—Granted app. of Great Scott Broadcasting for 106.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 638, Pottstown, PA 19464. Principal is headed by Faye Scott, Elmer S. Friedberg and Harold Litvin, and is licensee of WKST(AM) New Castle, WKST-FM Ellwood City, WHGB(AM) Harrisburg and WPAZ(AM) Pottstown, both Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ; WSEA-AM-FM Georgetown, DE, and WMBO(AM)-WPCX(FM) Auburn, NY. Action Aug. 3.

■ **Dishman, WA (BPED890123MC)**—Dismissed app. of Earlimart Educational Foundation Inc. for 106.5 mhz; 3 kw; ant. 328 ft. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is headed by Linda Ross and has no other broadcast interests. Action Aug. 3.

■ **Dishman, WA (BPH890123NB)**—Dismissed app. of Patrick W. Fale for 106.5 mhz; .41 kw; ant. 865 ft. Address: 116 Hill Ave., Ste. 8, Moses Lake, WA 98837. Fale has no other broadcast interests. Action Aug. 8.

■ **Verona, WI (BPH881213ME)**—Dismissed app. of Knight Radio Inc. for 105.5 mhz 3 kw; ant. 328 ft. Address: 63 Bay State Rd., Boston, MA 02215. Principal is headed by Norman Knight and is licensee of WGIR-AM-FM Manchester, NH, and WEZF(FM) Burlington, VT. Through various subsidiaries Knight has interest in WTAG(AM)-WSRS(FM) Worcester and WSAR(AM) Fall River, both Massachusetts, and WHEB-AM-FM Portsmouth, NH. Action Aug. 2.

■ **Verona, WI (BPH881215MG)**—Dismissed app. of Cynthia K. Waldbillig for 105.5 mhz 3 kw; ant. 328 ft. Address: 692 Tamarack Way, Verona, WI 53593. Waldbillig and has no other broadcast interests. Action Aug. 2.

■ **Verona, WI (BPH881215NC)**—Dismissed app. of Heller Broadcasting Group Ltd. for 105.5 mhz 3 kw; ant. 328 ft. Address: P.O. Box 59, Mishicot, WI 54228. Principal is headed by Mark Heller and has no other broadcast interests. Action Aug. 2.

FACILITIES CHANGES

Applications

FM's

■ **Irvine, CA KUCI(FM)** 88.9 mhz—Aug. 7 application for CP to change ERP: .2 kw H&V; ant.: -10 ft.; class: A; other: propose DA.

■ **San Rafael, CA KTID-FM** 100.9 mhz—July 26 application or CP to change ERP: .48 kw H&V; ant.: 792 ft.; change TL: C&C site, San Pedro Mountain, 2.62 km E. of Marin Civic Center.

■ **Victorville, CA KVVQ-FM** 103.1 mhz—July 25 application for mod. of CP (BPH881109IC) to change .31 kw H&V; ant.: 1,400 ft.

■ **Pueblo, CO KGRQ(FM)** 107.1 mhz—Aug. 3 application for mod. of CP (BPH871006ID as mod.) to change ERP: 50 kw H&V; ant.: 337 ft.; TL: 1.6 km W. of I-25, 7.7 km N of Pueblo, CO; class: C2 (per docket #88-30).

■ **Hartford, CT WRTC-FM** 89.3 mhz—Aug. 2 application for CP to change ERP: .3 kw H&V; change ant.: 98 ft.; change TL: approximately .9 km E. of Rte. 84 on Trinity College Campus in Hartford, CT; other: proposed change in site location with corresponding increase in ant. and decrease in ERP.

■ **Miami, FL WMCU(FM)** 89.7 mhz—Aug. 2 application for CP to change ant.: 1,502 ft.; change class from C1 to C.

■ **Monticello, FL WJPH(FM)** 101.9 mhz—Jan. 30 application for mod. of license (BLH891010KF) to increase ERP: 3 (pursuant to docket #88-375).

■ **Sanibel, FL WRWX(FM)** 104.9 mhz—July 31 application for mod. of CP (BPH830217AI) to change to non-DA.

■ **Twin Falls, ID KAWZI(FM)** 89.5 mhz—Aug. 7 application for CP to change freq: 89.9 mhz; ERP: 7 kw H&V; ant.: 993 ft.; TL: Flat Top Butte, 8.4 km E. of Jerome.

■ **Rayville, LA KTJC(FM)** 92.1 mhz—Aug. 1 application for CP to change freq: 92.3 mhz; ERP: 26 kw H&V; change ant.: 492 ft.; TL: 10.02 km at 98 degrees (T) from Rayville, LA; change to class C2 (per docket #88-532).

■ **Rochester, MN KWWK(FM)** 96.7 mhz—July 27 application for CP to change ERP: 35.2 kw H&V; ant.: 580 ft.; change TL: 3.7 km E. of Byron, MN, .3 km N. of US Hwy. 14.

■ **Jefferson City, MO KTXV(FM)** 106.9 mhz—July 27 application for mod. of CP (BPH8702201C as mod.) to change antenna supporting structure height.

■ **Newark, NJ WNNK(FM)** 105.9 mhz—July 25 application for CP to change ERP: 3.6 kw H&V; ant.: 629 ft.; change TL: 515 Madison Ave., New York, NY.

■ **Nelsonville, OH WSEO(FM)** 107.7 mhz—Aug. 3 application for mod. of CP (BPH880229NJ as mod.) to change ERP: 6 kw H&V.

■ **Corvallis, OR KEJO(FM)** 101.5 mhz—July 30 application for mod. of CP (BMPH8909251Y as mod.) to change ant.: 1,121 ft.

■ **Honea Path, SC WRIX-FM** 103.1 mhz—July 30 application for CP to change ERP: 6 kw H&V; ant.: 328 ft. H&V; TL: W. side of Milford Rd. 1.13 km N. of Bethany Church Rd. in rural Anderson County, SC.

■ **Arlington, TX KHYI(FM)** 94.9 mhz—Aug. 1 application for CP to change ERP: 100 kw H&V; ant.: 1,699 ft.; change TL: 1455 W Beltline Rd., Cedar Hill, TX; class: C (per docket #88-48).

■ **Jasper, TX KWX(FM)** 102.3 mhz—Aug. 1 application for mod. of CP (BPH8906161A) to change ERP: 26 kw H&V; change ant.: 439 ft.; TL: near Scraggin Valley Community, near State Rd. R255, 4 miles S. of Brownell and 10 miles NNE of center of Jasper.

■ **Battleboro, VT WTSV-FM** 96.7 mhz—July 30 application for CP to change ERP: 5.25 kw H&V; ant.: 165 ft.

■ **Harrisonburg, VA WEMC(FM)** 91.7 mhz—Aug. 8 application for CP to change ERP: 1.84 kw H&V; ant.: 190 ft.; correct geographic coordinates: 38 28 20N 78 52 57W.

■ **Tomah, WI** 96.1 mhz—July 26 application for mod. of CP (BPH861203MD) to change ERP: 1.828 kw H&V; change ant.: 570 ft.; TL: intersection of Hwy. 131 and A, 7 km S. of Tomah, WI.

■ **Elkins, WV WELK(FM)** 95.3 mhz—July 26 application for CP to change freq: 94.7 mhz; ERP: 5.2 kw H&V; ant.: 728 ft.; TL: on Kelly Mountain, .5 km S. of U.S. Rte. 33, 4 km ESE of Elkins, WV; class: B1 (per docket #89-283).

TV's

■ **Bowling Green, KY WQQB(TV)** ch. 40—Aug. 1 application for mod. of CP to change ERP: 699.0 kw (vis); ant.: 790 ft.; change TL: atop Pilots Knob 1.8 miles WNW of Hays, KY 37 02 10N 86 10 20W; ant.: Andrew ALP32L3-HSP-40, (DA)(BT).

■ **Lake Charles, LA KVHP(TV)** ch. 29—July 30 application for mod. of CP to change ERP: 2,507 kw (vis); ant.: BASC SC-28M T(DA)(BT).

■ **Shreveport, LA** ch. 45—Aug. 3 application for mod. of CP (BPCT861029KY) to change ERP: 786 kw (vis); change ant.: 662 ft.; TL: 2 miles NE of Blanchard, LA; .6 mile N. of Pine Hills Rd. Blanchard, LA. Caddo Parish; ant.: Andrew ALP24LS-HSW-45(DA)(BT); 32 35 38 N 93 51 39W.

■ **Tacoma, WA KSTW(TV)** ch. 11—July 26 application for mod. of CP to change ant.: 232; ant.: RCA TW-9A11-R (DA) (BT).

Actions

AM's

■ **Bloomfield, CT WLXV(AM)** 1550 khz—Aug. 6 application (BMP890821AC) granted for CP to augment night directional pattern.

■ **Naples, FL WNOG(AM)** 1270 khz—Aug. 6 application (BMP900405AE) granted for mod. of CP (BP900419AF as mod.) to make changes in ant. system and change daytime site 1.1 miles S. of Hwy. 846 (Immokalee Rd.) and 8 miles E. of Hwy. 951, Naples, FL; 26 15 26N 81 40 33W.

■ **Sandwich, IL WAUR(AM)** 930 khz—Aug. 6 application (BP890630AB) granted for CP to increase night power to 4.2 kw and make changes in ant. system.

■ **Fort Wayne, IN WFCV(AM)** 1090 khz—Aug. 2 application (BP900116AG) granted for CP to change TL: 424 Reed Rd., Ft. Wayne, IN, and make changes in ant. system; 41 05 01N 85 04 32W.

■ **Marion, MS WJDQ(AM)** 1240 khz—Aug. 9 appli-

cation (BP900223AB) dismissed for CP to change city of license to Meridians, MS; change TL: to SW of intersection of 20th St. with 35th Ave., Meridian, MS and make changes in ant. system: 32 22 38N 88 42 49W.

■ **Lincoln, NE KLIN(AM)** 1400 khz—Aug. 2 application (BP900702AC) granted for CP to change TL: 4345 Vine St., Lincoln, NE 40 49 12N 96 39 29W.

■ **Guthrie, OK KOKC(AM)** 1490 khz—June 8 application (BP900227AE) granted for CP to increase power to 1 kw and make changes in ant. system.

■ **Milwaukie, OR KZRC(AM)** 1010 khz—Aug. 2 application (BP900517AE) granted for CP to change TL: SE of intersection of Hogan and Palmquist Rds., .5 km SE of Gresham, OR; 45 29 03N 122 24 40W.

■ **Cypress, TX KYND(AM)** 1520 khz—Aug. 2 application (BP900405BR) returned for CP to increase power to 3.2 kw (2.8 CH) and make changes in ant. system.

■ **Elgin, TX KELG(AM)** 1440 khz—Aug. 6 application (BP891220AG) granted for CP to change city of license to Manor, TX; increase daytime power to 800 watts; change TL: on Blake Manor Rd. 1 mile SE of Manor, TX and make changes in ant. system; 30 19 36N 97 32 35W.

■ **Ferris, TX KDFT(AM)** 540 khz—Aug. 6 application (BMP890601AE) granted for mod. of CP (BP890306AD) to change city of license from Ferris, TX to Desoto, TX.

■ **McAllen, TX KRIO(AM)** 910 khz—Aug. 6 application (BP900117AA) granted for CP to change TL: 4 km NNE of McAllen, TX; 26 17 52N 98 12 26W.

■ **Ashland, WI WATW(AM)** 1400 khz—Aug. 9 application (BP890626AA) granted for CP to change TL: 24th St. and State Hwy. 13, Ashland, WI, and make changes in ant. system; 46 34 25N 90 51 56W.

FM's

■ **Mobile, AL WKSJ-FM** 94.9 mhz—Aug. 7 application (BMPH900427ID) granted for mod. of CP (BPH890728IC as mod.) to change ant.: 474 kw H&V; TL: 1.5 miles E. of I-10 on Wilcox Rd., near Loxley, AL.

■ **Eureka, CA KECU(FM)** 105.5 mhz—Aug. 6 application (BMPH890912IE) granted for mod. of CP (BPH850712Z7) to change ERP: 28 kw H&V; ant.: 1,587 ft.; class: C1; TL: Redwood Peak, 19 km E. of Eureka, CA.

■ **Turlock, CA KMIX-FM** 98.3 mhz—Aug. 1 application (BPH891023IA) dismissed for CP to change ERP: 4 kw H&V.

■ **Norwich, CT WCTY(FM)** 97.7 mhz—Aug. 9 application (BPH900426IC) granted for CP to change ERP: 1.9 kw H&V; change ant.: 410 ft.

■ **Dublin, GA WKZZ(FM)** 92.7 mhz—Aug. 7 application (BPH900209IB) granted for CP to change ERP: 50 kw H&V; change ant.: 301 ft.; class: C2 (per docket #88-460).

■ **Salem, IN WSLM-FM** 98.9 mhz—Aug. 6 application (BPH900209IA) granted for CP to change ant.: 492 ft.; change TL: .54 km S. of U.S. Rte. 150 and .31 km E. of Buttontown Rd. (formerly Evans Rd.) in Greenville, IN.

■ **Manhattan, KS KMKF(FM)** 101.7 mhz—Aug. 8 application (BPH900223IG) granted for CP to change ERP: 39 kw H&V; change ant.: 567 ft.; TL: 2.5 miles SSW of Flush, KS; freq: 101.7 mhz; and to change class: C2.

■ **Tompkinsville, KY WTKY-FM** 92.1 mhz—Aug. 10 application (BMLH900627KD) returned for mod. of license to increase ERP: 3.9 kw H&V (pursuant to docket #88-375).

■ **Lincoln, ME WHMX(FM)** 99.3 mhz—Aug. 6 application (BPH880822IF) granted for CP to change freq: 105.7 mhz; change class to C2; ERP: 50 kw H&V; change ant.: 413 ft. (per docket #87-250).

■ **Framingham, MA WVBF(FM)** 105.7 mhz—Aug. 2 application (BPH900518IJ) granted for CP to change ERP: 8.5 kw H&V; change ant.: 1,144 ft.; TL: 1165 Chestnut Newton Upper Falls, MA; 42 18 27N 71 13 27W.

■ **New Prague, MN KCHK-FM** 95.5 mhz—Aug. 3 application (BMPH900614IA) granted for mod. of CP (BPH860506MG as mod.) to change TL: off State Rte. 13/ 21, 1.3 km N. Montgomery, MN.

■ **St. Cloud, MN KCLD-FM** 104.7 mhz—Aug. 3 application (BMPH890824IC) dismissed for mod. of CP (BPH870227IK) to change TL: on Town Rd., 1.7 km N. of Popple Creek, MN.

■ **Omaha, NE KKVV(FM)** 105.9 mhz—Aug. 7 application (BMPH900727IA) granted for mod. of CP (BPH870918MP) to change ERP: 5.2 kw H&V; ant.: 346 ft.

■ **Dover, NH WOKQ(FM)** 97.5 mhz—Aug. 2 application (BMPH900305II) granted for mod. of CP (BPH890308IG) to change ant. supporting structure height.

■ **Murphy, NC WNCN(FM)** 104.3 mhz—Aug. 3 application (BMPH890707ID) granted for mod. of CP (BPH880226MJ) to change freq: 102.7 mhz; ant.: 236 ft.; TL: Hwy. 64, 2.5 miles SE of Murphy, NC.

■ **Newport, NC WZYC(FM)** 103.3 mhz—Aug. 3 application (BPH900713IG) granted for CP to change ant.: 980 ft.

■ **Altamont, OR KPMA(FM)** 101.3 mhz—Aug. 1 application (BMPH890922IB) granted for mod. of CP (BPH870609MA) to change ERP: 60 kw H&V; ant.: 882 ft.; change class to C1.

■ **Mercersburg, PA WGLL(FM)** 92.1 mhz—Aug. 2 application (BPH900305IK) granted for CP to change ERP: 2.7 kw H&V; change ant.: 465 ft.

■ **New Kensington, PA WMXP(FM)** 100.7 mhz—Aug. 2 application (BMPH900627IA) granted for mod. of CP (BPH890804IA) to change ERP: 16.9 kw H&V; ant.: 849 ft.

■ **Marion, SC WQTI(FM)** 100.5 mhz—Aug. 6 application (BMPH900215ID) granted for mod. of CP (BPH880301MK) to change ERP: 3.6 kw H&V; ant.: 400 ft.; TL: Hwy. 76 E, Pee Dee, SC.

■ **Livingston, TN WXKG(FM)** 95.9 mhz—Aug. 6 application (BPH900309IB) granted for CP to change ERP: 2.835 kw H&V; change ant.: 472 ft.

■ **College Station, TX KAMU-FM** 90.9 mhz—Aug. 3 application (BPED900116ME) granted for CP to change ERP: 2.4 kw H & 32 kw V.

■ **Bridgewater, VA WRDJ-FM** 105.1 mhz—Aug. 1 application (BPH900629IB) granted for CP to change ERP: 2 kw H&V.

■ **Warsaw, VA WNNT-FM** 100.9 mhz—Aug. 7 application (BPH900507IB) granted for CP to change ERP: 3 kw H&V; change ant.: 328 ft.; add vertical polarization.

■ **Sauk City, WI WMLI(FM)** 96.7 mhz—Aug. 7 application (BPH890829IG) granted for CP to change ERP: 5.1 kw H&V; change ant.: 672 ft.; TL: Simpson Rd., 4 km N. of U.S. 12, near Springfield Corners, WI.

■ **Sturgeon Bay, WI WQZZ(FM)** 100.1 mhz—Aug. 6 application (BPH891211ID) granted for CP to change ERP: 50 kw H&V; change ant.: 492 ft.; TL: on Dhuey Hill, 11 km E. of Dyckesville, Township of Lincoln, WI.

ACTIONS

Actions

■ **Stockton, CA.** Denied petition filed by The Committee for Fair MDS Lotteries and Continental Cablevision of California Inc. for post-lottery petitions to deny, challenging application of Stephen Communications Inc. to construct and operate Multichannel Multipoint Distribution Service (MMDS) station on E-group channels at Stockton, CA. (By MO&O [DA 90-1059] adopted Aug. 3 by chief, Domestic Facilities Division, Common Carrier Bureau).

■ **Trion, GA.** Remanded to presiding ALJ for further hearing and preparation of Supplemental Initial Decision to determine whether Tri-State Broadcasting Co. has properly prepared and maintained its local public inspection file, and effect thereof in that applicants

basic qualifications to be commission licensee, and to determine Whether Tri-State Broadcasting Co. intentionally made misrepresentations to commission and/or general public. (MM docket 88-580 by MO&O [FCC 90R-67] adopted July 19 by review board).

■ **Detroit Lakes and Bagley, both Minnesota.** Dismissed application filed by James Ingatad requesting allotment of FM channel 272C2 to Bagley and terminated proceeding. (MM docket 89-492 [DA 90-1057] adopted Aug. 1 by deputy chief, Policy and Rules Division).

■ **Hawthorne, NV.** Granted summary decision filed by Hawthorne FM Ltd. and resolved issues in its favor and granted its application for new FM station on channel 228A in Hawthorne. (MM docket 89-555 by summary decision [FCC 90D-35] issued Aug. 8 by ALJ Joseph Stirmer).

■ **Asheboro, NC.** Over objections of National Black Media Coalition, North Carolina State Conference of Branches of NAACP, and various local NAACP branches. commission have conditionally renewed li-

cense of six North Carolina radio stations. (By MO&O and Notice of Apparent Liability [FCC 90-228] adopted June 13 by commission).

■ **Columbus, OH.** Granted application of Horace E. Perkins for new FM station on channel 298A in Columbus, subject to environmental considerations. (MM docket 88-421 by decision [FCC 90R-58] adopted June 22 by Review Board).

■ **Nashville, TN.** Denied petition filed by The Committee for Fair MDS Lotteries for post-lottery petition to deny, challenging application of Presco Corp. for authority to construct and operate Multichannel Multipoint Distribution Service (MMDS) station on F-group channels at Nashville, TN. (By MO&O [DA 90-1050] adopted Aug. 3 by chief, Domestic Facilities Division).

■ **San Antonio, TX.** Granted application transferring control of Station KVDA(TV) San Antonio, TX from Nueva Vista Productions Inc. to Telemundo Group Inc. (By MO&O [DA 90-1075] adopted Aug. 9 by chief, Video Services Division).

■ **New London, CT.** Denied petition filed by The Committee for Fair MDS Lotteries and Continental Cablevision of California Inc. for post-lottery petitions to deny, challenging application of Stephen Communications Inc. to construct and operate Multichannel Multipoint Distribution Service (MMDS) station on E-group channels at New London, CT. (By MO&O [DA 90-1049] adopted Aug. 3 by chief, Domestic Facilities Division).

■ **Miami, FL.** Commission renewed license of nine Florida radio stations, and with respect to these license renewals, denied objections of Florida State Conference of Branches of NAACP and National Black Media Coalition. (By MO&O and Notice of Apparent Liability [FCC 90-227] adopted June 13 by commission)

■ **Mableton, GA.** Dismissed with prejudice application of Hairston Broadcasting Ltd. for failure to prosecute. (MM docket 88-400 by order [FCC 90R-72] adopted July 27 by Review Board).

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General manager for Cape Cod's only CHR radio stations, WKPE AM & FM. Candidates must have strong sales management background and proven track record. Send sales history, resume, and references to: Peter Crawford Executive Vice President, Roth Communications, 3 Woodland Road, Stoneham, MA 02180. EOE.

Operations manager: WUFT-FM, Gainesville, Florida. Coordinates day-to-day studio operations. Recruit, audition, train and evaluate student air staff in proper production procedures and coordinates all studio scheduling. Monitor all equipment performance, coordinate equipment maintenance scheduling. Requires a Bachelor's degree, Master's degree preferred. Minimum of 4 years full time public radio experience with 2 in mid-management. Demonstrated expertise in training and supervision of volunteer, part-time or student announcers and high degree of skill in pronunciation of classical composers' names and foreign phrases. Fundraising, budget, computer knowledge are definite pluses. Salary: \$23,000. Send current resume and 3 reference letters to: Operations Manager Search Committee, WUFT-FM, 2208 Weimer Hall, University of Florida, Gainesville, FL 32611 by August 30, 1990. An EEO/AA Employer.

Director of radio broadcasting, public radio manager: South Dakota Public Broadcasting seeks a director of radio broadcasting at Vermillion, SD. Manages and directs the daily operation of 9-station statewide radio network. Responsible for radio programming and production, planning, staff training and supervision, budget, and fund raising efforts. Professional experience in public radio management preferred with knowledge of radio network operations, FCC rules and regulations. Bachelor's degree in communications, journalism or related degree and three years experience in non-commercial radio programming production, or operations; or an equivalent combination of education and experience. Salary range from \$11.43 to \$14.29 per hour. Closes September 17, 1990. Questions call Roger Bamsey or Larry Miller 605-677-5861. EOE. State application to: Bureau of Personnel, 500 East Capitol, Pierre, SD 57501.

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Sales manager needed for small market ratings leader in NE. Dynamic individual who can train and lead our sales staff off plateau. We are team oriented station looking for mentor. Experience required, college grad preferred. Send letter and resume to: N-24. EOE.

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Washington, DC, 50KW area Oldies station needs outgoing, idea oriented retail sales specialist. Immediate opening. Salary plus commission. Call Mr. Scharf. 703-369-1080. EOE.

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Sales manager. New England. Resort market FM. Growing group seeks knowledgeable, creative, aggressive, people-oriented leader. EOE. Box N-73.

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Major suburban NYC combo seeks engineer. Experience and ticket required. Salary commensurate with abilities. Resume to GM, WHUD/WLNA, Box 188, Peekskill, NY 10566. EOE.

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Full service/AC has immediate opening for announcer. Tape/resume. Dick Mountjoy, WINA, Box 498, Charlottesville, VA 22902. EOE.

Virginia, AM/FM in beautiful Shenandoah Valley looking for announcer for possible morning airshift. Tape and resume immediately to J. D. Cave, WLCC/WRAA, PO Box 387, Luray, VA 22835. EOE.

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Immediate openings: News director needed at growing capital city FM. Write, edit, air stories, meetings, on-spot coverage. Salary plus medical. Also, news director needed for new FM sister station signing on November 1 in Carlinville, Illinois. Same duties, salary plus medical. Tape and resume to Randal J. Miller, WRVI/WCNL, Box 68, Virden, IL 62690 (Springfield, IL market). No phone calls. EOE.

WRC Radio, in Washington DC invites qualified applicants to apply for a news anchor/reporter position. Must have a strong news background including several years experience in a major market. Send resume and tape to: Rita Foley, News Director, WRC Radio, 8121 Georgia Avenue, Silver Spring, MD 20910. No calls, please. EOE.

Radio news director: Become part of the award-winning newsteam in a top 50 market. Preferably familiar with northeast. Minimum 3 years experience. Minorities and females encouraged. EOE. Send Resume to: Box N-72.

News director, WUWM, Milwaukee: Milwaukee's in-depth, all-news public radio station seeks a news director to lead our award winning news staff. We seek someone who shares our enthusiasm for quality in-depth journalism, values sound, and demands high quality presentation. WUWM's news director will be a journalist willing to develop their own stories, series, documentaries, etc. Some anchoring as necessary. Resume, audio cassette and a statement of news philosophy (not less than one page) to: Dave Edwards, General Manager, WUWM Radio, PO Box 413, Milwaukee, WI 53201. WUWM/University of Wisconsin-Milwaukee are equal opportunity affirmative action employers.

News director: Outstanding leader who can manage large staff. Rare opportunity to join a station where news comes first! Must have previous ND experience. Resume to Box N-59. EOE/MF.

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GM sales pro, leadership intensive, profit motivated, bottom line oriented, programming background, people skills, turnaround or start-up considered, prefer class C FM, 409-639-6040.

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NE or mid-Atlantic small market FM, start-up experience, satellite, automated or live format, house sales, civic involvement, FCC First Class, spouse has bookkeeping experience, currently working in allied field, let's talk at Radio '90. Box N-60.

Retiring? Dark? Entrepreneur will assume responsibilities and rebuild for partnership/sale (owner financing). You are paid first. 515-472-8211.

General manager: Successful, quality GM seeks small-mid sized market opportunity. Proven results, 20+ years experience, CRMC. Strong on sales and programing. Outstanding credentials and references. If you can offer a quality situation, I can offer results! East coast preferred. Call 301-426-5344.

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Experience in talk radio format. Looking for PD and or talk position. Box N-37.

Desire relocation to desert Southwest. Good-voiced pro seeks on-air/production at AC/EZ/CW. Mediums/majors only. Jim, 813-461-3192 after 7pm EDT.

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Chief engineer/air talent: Will engineer AM/FM. Prefer airshift on rock FM; milder climate; medium-/major market. Experienced. Eric, evenings 219-924-7004.

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Sports pro. 28 years experience. Seeking medium/large market or sports. Network challenge. PBP anchor, talkshow, reporter. Box N-39.

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Creative services director: Seek a creative pro to become part of our management team. Winning candidate will have expertise in all aspects of advertising, graphics, and promotion with an emphasis on news promotion, as well as experience in campaign planning and departmental budgeting. Applicants should have five years television experience with at least two years managing a promotion department. Experience with promotion in a metered market a plus. Qualified applicants submit resume, sample reel and print ads to: KCRA-TV, Attn: Dept. CPG, 3 Television Circle, Sacramento, CA 95814-0794. No calls please! Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

Traffic manager: Midwest Fox affiliate seeks Colombine experienced individual to lead staff of four. Great opportunity with growth potential. EOE. Mail resume in confidence to Box N-54.

Senior account executive: WKRN-TV, the ABC affiliate in Nashville, has an opening for a senior account executive due to a promotion from within. Experience in co-op and vendor programs, a strong desire and aptitude for new business development, and 2-4 years of local television sales experience is required. Join our friendly staff and experienced and supportive management in one of the nations' great places to live. Interested parties please contact by resume only: Mickey Martin, Local Sales Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EEOC.

LSM, CBS affiliate, top 50 market in Southeast. Immediate opening, looking for assertive person with management experience to lead and motivate 8 person staff. 5 station market, candidate must be able to position and package for max. revenue. Station believes in creative and innovative sales ideas and concepts. Compensation package totals \$67,000 per year. Send resume and references to Box N-41. EOE.

General manager: For leading affiliate in Midwest. We're looking for a good manager possessing solid marketing/sales skills. Good salary and benefits with chance to grow. Send resume to Box N-51. EOE.

Traffic/data services manager. WTVT Television, a CBS affiliate in Tampa, Florida, is seeking an experienced manager for our traffic department. We are an Enterprise System station. Knowledge of Enterprise and IBM Query programs are requested. Accuracy, revenue, inventory maximization, speed, cross-training, efficiency and team work are the key elements of this department. Send resume and qualifications to: John Westenberg, Director of Sales, WTVT-TV, PO Box 31113, Tampa, FL 33631-3113. EOE.

Creative services director: Growing medium market station seeks individual to direct three person department. This challenging hands-on position requires a creative individual with a broad range of promotional/production experience. EOE. Send your detailed resume in confidence to Box N-55.

Local sales manager: WVNY-TV, ABC affiliate in Burlington, VT, seeks an aggressive, creative, motivated individual to lead our staff to success. Resumes to Charles Cusimano, GSM, WVNY-TV, 100 Market Square, Burlington, VT 05401. EOE.

HELP WANTED SALES

Top 35 market in Southeast...NBC affiliate seeking sales oriented research person wanting to make home in vacation type climate. Send resume and salary requirements to: Box N-32. EOE.

Sales account executive: KTBS-TV has an immediate opening. Must have previous television sales experience and be a competent negotiator. Heavy emphasis on ratings and new account development. Send resumes to: EEO-LS1-BM. PO Box 44227, Shreveport, LA 71134. EOE.

Educational telemarketing: Spanish educational television service seeks individual to develop its growing network of stations. Must be capable of communicating with executives in both the educational and private sectors, be highly organized, with experience in marketing and computer Dbase. Educational background helpful. Send resume to HITN, 449 Broadway, NYC 10013. EOE.

HELP WANTED TECHNICAL

ENG remote crew and supervisory positions available for LA based operation. Betacam experience shooting entertainment news and events required. Submit resume with salary history/requirements (no tapes) to Box N-49. EOE.

Assistant chief engineer: Southwestern UHF Fox affiliate. Minimum 5 years experience. Component level repair and trouble shooting experience required. UHF Klystron transmitter experience preferred. We need a hands on television engineer who can maintain our studio equipment and transmitter as well as help supervise master control personnel. Send resumes to Rod Norris c/o KPEJ, Box 11009, Odessa, TX 79760. EOE.

Industry leader in infomercial direct response advertising seeks video engineer experienced in installation, maintenance, and repair of complete studio and post facility with 3/4", Beta-Sp. and 1" equipment. Immediate opening. Salary negotiable. Send resume to Terry Prechtel, Hawthorne Communications Inc., PO Box 1366, Fairfield, IA 52556. EOE.

Supervisor-Film: WOSU-TV of The Ohio State University is seeking a supervisor-film to supervise the use of EFP video and still photographic cameras, and visualize and create EFP field pieces, documentaries and features. This individual will advise producers in production, planning and execution of EFP field work, supervise videography staff, develop and maintain budgets, supervise sound and tape recording activities on location, edit and assemble EFP video materials, and order, maintain and clean video/photographic equipment and facilities. Candidates must have considerable experience in EFP video production and editing, and considerable experience in studio and remote production situations. Knowledge of processes used in still photography required. Supervisory experience is desired. Starting salary: \$22,440-25,560. To assure consideration, materials must be received by September 17, 1990. Send resume and a copy of this ad to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An equal opportunity, affirmative action employer.

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 N-76. EOE.

News photographer/editor wanted for position with network affiliated news room in California. Prior ENG experience a must. Send resume to Box N-77. EOE.

TV maintenance technician/satellite truck operator: Requires self starter having experience with Sony 3/4" and Beta, Ikegami, TK-47 and VPR-3 equipment maintenance. Experience with microwave, satellite and VHF transmitters as well as an FCC General Class license is preferred. Contact Marty Peshka, WTNH, PO Box 1859, New Haven, CT 06508 or cal 203-784-8888. EOE.

WSPA-TV has an immediate opening for a transmitter supervisor. Prefer 3-5 years experience in maintenance and operations of TV transmitters. Experience in RCA "F" line, VHF Hi-band a plus. Prefer some management experience. High school diploma, valid driver's license, and FCC Radiotelephone certificate required. Send resume and salary requirements to: Chief Engineer, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. An equal opportunity employer.

Studio operations engineer needed. Prefer experience in master control and video tape operations. Duties include switching, recording and editing of program and commercials. Must have high school diploma, valid driver's license. Must be willing to work flexible hours. Send resume and salary requirements to: Chief Engineer, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. An equal opportunity employer.

Maintenance engineer: Must have 2 years recent experience in TV broadcast maintenance. Must be able to repair to component level VTR's, switchers, cameras and other studio production equipment. Send resume and salary history to Box N-67.

HELP WANTED NEWS

Aggressive news director to lead talented, young staff competing with top 30 market news. Must have strength in assignments and supervising reporters in developing significant local stories. Strength in small market news development helpful. Send resume to, Dave Tillery, Operations Manager, KQTV, PO Box 247, St. Joseph, MO 64506. EOE/M/F.

Consumer reporter: Minimum 3 years experience as TV news troubleshooter. Top 50 Atlantic Coast market. Resume to Box N-44.

KSBW-TV in Salinas/Monterey, CA, is accepting tapes for future photo-journalist positions. We are looking for people who know how to tell stories with great video and natural sound. Please send tape and resume to: Mitchell Jordan, Chief Photographer, KSBW-TV, PO Box 81651, Salinas, CA 93912. EOE.

City Hall reporter: "Should we talk about the government?"-R.E.M. Yep. We should. After four and a half years, our city hall reporter is moving to Oklahoma City. We need another one. Here in Austin, city government is a spectator sport. They even keep "box scores". I'm serious. Serious inquiries only, please call first: 512-476-7777. Until next time...Tim G Gardner, News Director, KTBC-TV, PO Box 2223, Austin, TX 78768. EOE.

Top rated west Texas affiliate seeks a self-motivated chief photographer. Expertise in 3/4-inch ENG operation and editing. Degree preferred. Must be willing to train and supervise 3 entry-level photogs, oversee on-air quality control for 5 daily newscasts and maintain all ENG equipment. Seek person with good people skills who will complement our 23-person news team. Send tape and resume to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Creative services writer/producer: If you're a highly creative, hands on producer with exceptional writing skills and are looking to join a #1 team, look no further. You must have extensive background in news or image promotion and at least two years experience as a writer/producer in a TV promotion department. Please send resume and non-returnable tape to Artie Scheff, Director of Creative Services, WTVT, 3213 West Kennedy Blvd., Tampa, FL 33609. No phone calls will be accepted. EOE.

News reporter: WNWO-TV seeking aggressive, experienced reporter with good writing and editing skills. Minimum two years experience. Degree preferred. Send resume and non-returnable tape to: Christopher Jones, WNWO-TV, 300 South Byrne Road, Toledo, OH 43615. Deadline: September 11, 1990. WNWO-TV is an equal opportunity employer.

Reporter: First team in Charleston-Huntington market looking for an energetic reporter who isn't afraid of cameras (Betacams). One year commercial TV news experience plus college degree preferred. Non-returnable tapes -- No phone calls -- To Bill Cummings, WSZA-TV, 645 Fifth Ave., Huntington, WV 25701. EOE M/F.

Anchor/Reporter: KQCD-TV has an opening in Nightly News, Monday - Friday. Must have good writing, reporting and anchoring skills and be able to shoot and edit video. Experience preferred. Send resume and non-returnable tape to Sue Rydberg, Station Manager, PO Box 1577, Dickinson, ND 58602. EOE.

Sports producer: Top 20 midwest network affiliate looking for experienced sports producer. Strong production ability, sports knowledge, and computer smarts needed! Resume to Box N-61. EOE.

Assignment editor: Aggressive high-energy take-charge person needed for Oklahoma City CBS-TV affiliate. We have all the tools - uplink, live ENG, live helicopter. BA plus 4 years related experience. Resumes to Billye Gavitt, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE/MF.

Series and segment producer: News Channel 5 in Nashville continues its expansion by creating a position for a top-flight producer to work on series and segments. Must also be able to perform as a back-up program producer. Our series win national awards as does our news operation. So if you're among the best and have at least two years experience as a segment producer, send a non-returnable tape (Beta or 3/4"), resume and salary requirements (a must) to: Mike Cavender, News Director, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. Absolutely no phone calls. EOE.

Newscast director: KCOY-TV, Central California CBS affiliate, has an immediate opening for newscast director. Duties include direction of 11pm news, pre-production & editing. Graphic design skills a plus. 2 yrs. TV production exp. min. Degree preferred. Send resume: Operations Mgr. KCOY-TV 12, 1211 W. McCoy Lane, Santa Maria, CA 93455.

Co-anchor/reporter: Immediate opening for polished reporter ready to move to anchor at top rated, award winning news team. Successful candidate will have one to two year record of achievement as field reporter, with substantial experience as cut-in or back up anchor. Will complement female co-anchor. Application deadline September 10. T & R to Bill Huffman, ND; WVVA-TV, POB 99, Bluefield, WV 24701. EEO M/F.

Weekend sports anchor/reporter: Exclusive interest on local sports in sports-intensive market. Cover WV and VA sports, minor league baseball, college and high school. High production skills a must. Application deadline September 10. T & R to Bill Huffman, ND; WVVA-TV, POB 99, Bluefield, WV 24701. EOE M/F.

Managing producer/co-anchor: Weekly news/current affairs program needs aggressive managing producer/co-anchor. Must have 3 years experience producing news and/or current events program and equivalent on-air experience. Person hired will supervise staff of three. EFG and EFP skill, off-line editing and writing skills a must. Personnel supervisory skills imperative. Include video tape sample of on-air, field and editing work, plus writing samples with resume. No phone calls. Submit resume and tape by Sept. 21st to: Managing Producer/Co-Anch. KETC, PO Box 24130, St. Louis, MO 63130. EOE.

Reporter: Nightly news program serving 45th market is looking for television reporter with at least two years experience. Political reporting and the ability to do substantial multi-part series desirable. Send resume and tape to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EOE.

News videographer: Evenings and weekends. Degree preferred and at least 1 year's experience in news coverage. Send resumes to: EEO-NV1-BM, PO Box 44227, Shreveport, LA 71134. EOE.

News operations manager: WTVD-TV Capital Cities/ABC, Inc. seeks energetic individual to supervise photographers and technical staff. Oversee technical operation of 5 daily news shows, responsible for computerized newsroom, handle most newsroom administrative duties. Minimum of 3 years experience in medium-major market required. Send resume to Jay Curatti, WTVD 11, PO Box 2009, Durham, NC 27702. EOE.

CBS affiliate needs aggressive and energetic news photographer. At least one year experience shooting and editing news required. Send tapes and resumes to Steve MacDonald, 1007 W. 32nd Street, Anchorage, AK 99503. EOE.

Weekend sports anchor/weekday sports reporter: Immediate opening; must be able to shoot/edit. No phone calls please. EOE. Send non-returnable tapes and resumes to: Sports Director, PO Box TV3, Harrisonburg, VA 22801.

KCRA-TV is still looking for a top notch general assignment reporter to work in our Modesto bureau! We want a self starter who doesn't need the assignment desk to find news stories. Excellent live skills are also required. Experience with newsroom computers a plus. Please rush your non-returnable 3/4" tape to: Bill Bauman, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. EOE M/F. No phone calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

News producers. NBC O&O in Denver is looking for good producers. Please see our display ad on page 79. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer - special projects: Fox Television, KRIV, Houston is seeking an energetic, creative person to work in an award-winning special projects department. Applicants must have at least two (2) years producing experience, strong field production experience, and good writing skills. Ideal candidate combines skills with enthusiasm, a great attitude and a strong desire to work on a variety of projects. Immediate availability. Interested applicant should contact: Aprille Meek, Executive Producer, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE.

If you're a promotion Rambo, we've got the job for you! Senior producer, creative services/WJXT Post-Newsweek. Produce interesting programming and news spots, plus daily news promotion. Candidate must have 2 years hands-on experience; a head for marketing; snappy writing skills and proficiency in state-of-the-art equipment. Rush resume and tape to: Ann Pace, VP/Programming, WJXT, 1851 Southampton Rd., Jacksonville, FL 32207. EOE.

Producer/director - Cable TV national award winning production dept. in scenic western Connecticut seeks hands-on creative artist for magazine, commercial and program production. Sony BVE 900 A/B roll editing, DVE. Rush resumes/tapes to: Manager of Video Operations, New Milford Cablevision, PO Box 1480, 2 East St., New Milford, CT 06776. 203-355-3143 (Donna). EOE.

Morning show producer: Established top-rated live morning show in Tampa, Florida is looking for an experienced producer. We need a creative person who wants to surprise our viewers. We're looking for a take-charge producer who can make idea sizzle. Prior morning show experience necessary and some remote experience helpful. Send resume and tapes to Larry Cazavan, Program Director, WTSP-TV, 11450 Gandy Blvd., St. Petersburg, FL 33702. An equal opportunity employer.

Executive producer: Upstate New York PBS station seeks aggressive producer to supervise national and local production to supervise national and local production, guide execution of strong public affairs and educational efforts, manage nine producers. Salary mid-30's. Successful candidate will have four year degree and minimum five years television production experience. Supervisory background preferred. Send resume with cover letter to: Director of Personnel, WXXI-TV, PO Box 21, Rochester, NY 14601. WXXI is an equal opportunity employer and encourages applications from minority group members.

Air directors needed! WTBS is presently updating resume files for future openings in master control. Applicants must have a minimum of (5) five years of solid master control and /or LIVE directing experience. Must have an eye for quality and checking details. Operationally familiar and proficient with state of the art video switching and playback equipment. General technical knowledge would be helpful. Ability to work various shifts. TBS (Turner Broadcasting System) is an Equal Opportunity Employer with career mobility and benefits. No phone calls please! Send complete equipment familiarity and qualifications to: Turner Broadcasting System Inc., 1050 Techwood Drive N.W., c/o Robert Westall, TBS Air Operations, Atlanta, GA 30318.

Design manager: Progressive, network affiliate television station in Nashville is looking for a talented leader to join our award winning creative team. You will be responsible for designing and managing our on-air graphic look for news, promotion and public affairs. Knowledge of production skills and experience on Dubner paint system preferred. Rush your resume and tape to Mary Nelson, Marketing Director, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. 615-248-7251. EEO.

Assistant promotion director: Top 50 group owned affiliate is seeking a strong number two promotion person that understands and is creative with news promotion. We have all the gadgets to play with and research says we have the news to promote. Are you that one person that can help us market a great product. You must have at least two years experience in broadcast promotion. EOE. Box N-13.

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.

Computer graphic designer: Responsible for all graphic art services related to the broadcast of instructional and public television from University of Alabama Television. Artist will utilize sophisticated computer graphics equipment to create characters, logos, animation and paint images via specialized programs. Qualifications: Bachelor's degree in Art or Graphic Design or an equivalent combination of education and experience. Candidate must be an excellent freehand artist, while also having computer graphics experience. This is a grant funded position. Application deadline: September 6, 1990. Send cover letter and references to: Employment Office, Box 870364, Tuscaloosa, AL 35487. The University of Alabama is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

Director wanted: Southwest Network affiliate needs commercial and news director. Must be familiar with DVE, editing with BVE-800 controller and character generator operations. Must work well with clients and station personnel. Resumé and salary history to Box N-65. EOE.

Copywriter wanted: Southwest network affiliate needs creative take-charge person to write copy, work with clients and station personnel, and create exciting television commercials. Must work well under pressure, and be able to meet deadlines. Typing skills a must. Resumé and salary history to Box N-66. EOE.

Executive producer, promotion. NBC affiliate, top twenty market, seeks experienced creative producer for number two position. Assist promotion director in managing the department. Write/produce. Major emphasis & background in news promotion. Minimum 3 years television promotion experience. Send tapes with resumes to: Steve Riley, WPXI-TV, Promotion Director, 11 Television Hill, Pittsburgh, PA 15214. EOE. No calls!

Producer/director: Washington DC UHF Independent seeks "jack-of-all-trades" with experience in EFP, off and on-line editing for local programming, commercials, and industrials. Send resume and tape to Don Hazen, WFYV-TV, 12276 Wilkins Ave., Rockville, MD 20852. EOE.

SITUATIONS WANTED MANAGEMENT

Proven TV turnaround team on record as doubling property value in one year. Transition and bankruptcy specialists. Affiliate, true Indy and Fox experience. Market size 30 to 165 experience. Available fourth qtr 1990. N-64.

Help! General manager of profitable LPTV needs a change. 7 years management experience. Have done it all. Looking for management position with station that believes in local programming. Familiar with long hours & tight budgets. Reply to Box N-68. EOE.

SITUATIONS WANTED NEWS

Reporter for hire: 12 years experience. Looking for position in top 125. Prefer Midwest area. Chad 713-484-3977.

Two years experience as sports producer at #1 station in top 25 market. Ready for first on-air job as reporter or anchor. Flexible. Tape available. Box N-45.

Talented sportscaster: Talk show host, 7 years radio experience, TV PBP, excellent writer, versatile knowledgeable, top references. Kevin, 516-288-0852.

MISCELLANEOUS

Bill Slatter and Associates gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347. EOE.

Employment opportunities nationwide! Television, radio, corporate. From major-market to entry-level. No placement fees or contractual obligations. We're Broadcasting's biggest job-listings service! Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476.

Primo People has the answers! News directors and talent...we can help you. Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

Career videos: Let our broadcast professionals prepare your personalized video resume tape. Unique format, excellent rates, proven success. 708-272-2917.

ALLIED FIELDS

HELP WANTED SALES

Manager sales promotion: We need a high-energy sales promotion manager to join our fast-growing midwest media management company. You'll develop the creative ideas and direct implementation of broadcast-driven promotions for our blue chip retail and package goods clients. This is a new position. 3-5 years of experience with fundamental knowledge of media required. Creativity is the most important attribute. Send examples, resume and salary requirements to Box N-70.

EMPLOYMENT SERVICES

Attention: Government jobs - your area! \$17,840-\$69,485. Call 1-602-838-8885, Ext. R-8435.

Intelligence jobs: CIA, US Customs, DEA, etc. Now Hiring. Call 1-805-687-6000 Ext. K-7833.

Attention: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885. Ext. Bk 8435.

Government jobs: \$16,412 - \$59,932/yr. Now hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

EDUCATIONAL SERVICES

On-camera coaching & demo: Now in our 5th year helping entry level reporters. Call The Media Training Center 619-270-6808.

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Strobe parts: We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

Wanted: Paintbox/Animation System. Middle to high end unit. New to 2 years old. Contact Scott Wheeler, Metro Video Productions, 804-253-0050.

Want used operational 5 Kw FM transmitter. No antiques. Send phone number to Radio, P.O. Box 967, Elkhart, IN 46515.

FOR SALE EQUIPMENT

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.

Blank tape, half price! Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video, Inc., toll free, 800-238-4300.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 800-342-2093

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Copper: All sizes of wire and strap for AM, FM and TV. Construction, counter poise, grounding. 800-622-0022.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000.00. Carpenter & Associates, Inc. Voice: 504-465-0908. Fax: 504-465-0910.

Radar System: Vitro automation incl. radar system, trans/rec. unit, control unit, T.S.C WRT-85A converter, T.S.C. E DL-76 overlay, Space L6344A magnetron and spare parts. WBRC-TV 205-322-6666.

Refurbished transmission line - 20 ft. sections of 6-1/8", 75 ohm, EIA flange. 50 sections available @ \$500.00 each. Heavy duty hangers also available. Call 904-796-4531.

Grass Valley: 1600-1L switcher, \$5,000. Tektronix 1740, \$2,750. Tektronix 1720, \$1,200. BVW-10, \$7,500, BVW-15, \$9,000, BVW-40, \$11,750. Prichard King 40' Trailer with mack tractor reduced to \$57,000. Don't forget to call Media Concepts when you need to buy or sell used equipment. We need your listings! Call Gary or Marv at 919-977-3600.

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.

Satellite format? Complete package. 1000 event random access programmer with three carousels all wired into 19" rack on rollers...perfect condition...\$5400. J. Kiefer 1-912-982-5695.

Utah-scientific MC-502 stereo master control switcher and SAS-1 automation. New. Save 40%. Maze Broadcast 205-956-2227.

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.

RADIO

Help Wanted Technical

CHIEF ENGINEER:

Group owner needs chief engineer for Southern California stations. Must have extensive analytical trouble shooting and repair skills for all types of radio broadcast equipment. Good interpersonal skills necessary. Some travel. Salary: open. Resume to Harvey Helland, KGIL/KMGX, Mission Hills, CA 91345. EOE/AA.

Help Wanted Programing Promotion & Others

WLTT-FM,

Washington D.C.'s Lite Rock station, is accepting applications for the position of promotion manager. Duties include supervising station promotional activities including on-air promotional announcements and events, design, development and execution of sales promotions, purchasing promotional items and coordinating press relations. College degree desirable. Minimum three years professional broadcasting required, promotion experience preferred.

Apply to:

**Program Director, WLTT-FM,
5912 Hubbard Drive, Rockville, MD 20852.**
WLTT is a CBS-owned station
and an equal opportunity employer.

CORPORATE CONTROLLER

Corporate Controller to run the financial operations of Boston based, 8 station radio group in medium and small markets. Qualified candidates should possess a minimum of a 4 yr acctg/business degree, 5 yrs in public acctg and a broadcast related industry (radio preferred). Expertise necessary in accounting, radio operations, financing and computers. Travel required. Excellent benefits. Please send resume with salary history to:

Cathy Carlucci
Roth Communications
3 Woodland Road
Stoneham, MA 02180
Fax: (617) 662-9675.

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

EDWARD ST. PE. & NATIONAL WEATHER NETWORKS
AMS REAL CERTIFIED CUSTOM WEATHERCASTS
BY QUALIFIED METEOROLOGISTS
FREE TO STATION VIA SPOT BARTER 7 day/week service
National Weather Association Radio Contributor of the
year 1988. The professional weather solution for radio.
Complete Barter! 1-800-722-9847
Over 250 Affiliates online. Call NWN Today!

Miscellaneous Continued



THE FIRST \$10,000 GETS THEM.

Contact: Harvey J. Tate (512) 423-5068

CABLE

Help Wanted Programing Promotion & Others

EDITORIAL DIRECTOR

CABLEVISION seeks a Television Director of Editorials for the nations largest cable system.

Qualified candidates must possess 5 years experience as Editorial Director of a TV station with background in research, writing, production, and on-air delivery.

For consideration, please send resume with cover letter which MUST include salary requirements to:

J. Mancini, Corporate Director, Human Resources, CABLEVISION One Media Crossways Woodbury, NY 11797 An Equal Opportunity Employer M/F

Help Wanted News



Cable News Network Business News seeks two experienced on-air business reporters

Positions open in New York and Los Angeles

Applicants should have five years of experience reporting business news in print or television, including on-air experience. Both positions require strong reporting skills to cover financial and commodity markets.

Send tape and resume to Bill Hartley, News Editor, CNN Business News, 5 Penn Plaza, New York, NY 10001.

CNN is an Equal Opportunity Employer

TELEVISION

Help Wanted Sales

TV SALES REPRESENTATIVE MONITOR TELEVISION, INC. WQTV

We offer a unique opportunity to grow with a dynamic television organization. Responsibilities include selling Monitor programming on WQTV and on the upcoming national Monitor Cable channel. Five years minimum selling experience, preferably in media.

Applicants should send resumes to: General Sales Manager Monitor Television, Inc. 1660 Soldiers Field Road Boston, MA 02135

An Equal Oppy. Employer



Help Wanted News

NEWS PRODUCERS NEWS



KCNC-TV

KCNC, the NBC O&O in Denver, is updating its files on newscast producers, for both current and future openings.

If you are an experienced producer, with excellent news judgement and an outstanding sense of production values, we want to know about you.

Producers of all types of newscasts are encouraged to respond: traditional and feature-oriented programs, in all day-parts.

Send a one-page statement of your news philosophy with your resume and tape to:

News Producers KCNC Television PO Box 4444 Denver, Colorado 80204 No phone calls EOE, M/F

NEWS DIRECTOR

Experienced in building start-up news operation. Imagination and innovation a must for this non-traditional news approach with a powerhouse Fox O & O. Top 50 market, news management required, minimum five years successful news management track record.

Please forward news philosophy and resume to:

KSTU News P.O. Box 535207 Salt Lake City, Utah 84116 No Phone Calls Please.



An Equal Opportunity Employer

Help Wanted Technical

SYSTEM ENGINEER

Needed for analog component post production facility. Knowledge of D-1 helpful. Must possess strong interpersonal and trouble-shooting skills. All replies confidential.

Send resume to Chief Engineer, Framrunner, Inc., 1995 Broadway, New York, NY 10023.

EARLY DEADLINE NOTICE

Due to the Labor Day holiday, deadline for Classified Advertising for the Sep. 10 issue is Friday, Aug. 31.

TELEVISION

Help Wanted Programing
Promotion & Others



Local Morning Talk Show in Top 15 Market Talk Show Host

KING TELEVISION is looking for an outgoing personality to host a daily, live, studio talk show. Applicants must have experience with scripted as well as ad-lib format. Previous news or talk show experience desired.

SEGMENT PRODUCER

Successful candidate must have proven research, production, booking and story writing skills. Previous talk show experience and college degree strongly preferred. On-camera experience desired.

Please send a current resume tape & written experience to:



THE HOME TEAM

Human Resources Department
King Broadcasting Company
333 Dexter Avenue North
Seattle, WA 98109

NO PHONE CALLS, PLEASE
An Equal Opportunity Employer
M/F/H/C

PROMOTION WRITER/ PRODUCER

If you live and breathe promotion. If you love pushing creativity to the limit. If you've produced "knock your socks off" entertainment or news spots.

If you want to work for a leading major market station in a great city, please rush your resume, tape and salary requirements to:

Personnel
WTTG/Fox Television
5151 Wisconsin Avenue, NW
Washington, DC 20016
EOE



► ON-AIR PROMOTION PRODUCER

.....

Baseball, football, basketball, golf, tennis and the 1992 Winter Olympics. CBS Sports has the events—and the need for an experienced on-air promotion producer. Must have proven creative and production ability. Writing, graphics, and music. Knowledge of sports. A thinker, not just a cutter. 3 years experience.

Send reel and resume to: Flora Garcia

CBS SPORTS, Room 3024
51 West 52 Street
New York, New York 10019

No Calls, Please. Equal Opportunity Employer.

FIELD & STUDIO PRODUCER

.....

Strong, experienced producer with at least 2-3 years of both field and studio experience, to develop new segments for magazine format show in at top 10 market TV station. Must think creatively and work well with talent.

.....

Send resume and reel to:

Susan Cohen-Dickler
Executive Producer
KYW-TV 3
5th & Market Streets
Philadelphia, PA 19106
EOE M/F

ON-AIR PROMOTION WRITER/PRODUCER

Tired of promoting tired fare? First run movie service seeks first rate writer/producer. 3 years experience plus a memorable rez and reel opens the door.

COMSAT offers competitive salaries and a flexible benefits plan that you can design to meet your personal family needs. To apply send salary history and requirements to:

Human Resources,
Dept. CVE-70,
COMSAT
22300 Comsat Drive
Clarksburg, MD 20871
Equal Opportunity Employer M/F/H/V

For fast
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Classified Advertising

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NOW IN OUR
5th YEAR ASSISTING
ENTRY LEVEL TV REPORTERS
COACHING * DEMO *
EMPLOYMENT ASSISTANCE
CALL: 619-270-6808

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INSIDE JOB LISTINGS
RADIO • TV • ADVERTISING • CABLE
1-900-234-INFO ext. TV (88)
 \$2 per minute From any touch tone phone

GET REAL!

The real source of job leads for the television industry is **MEDIALINE**. We deliver daily reports of news, weather, sports, production, programming and promotion jobs to hundreds of clients nationwide. **GET REAL! GET MEDIALINE.**

1-800-237-8073
In CA: 1-408-648-5200

MediaLine

THE BEST JOBS ARE ON THE LINE
 PO Box 51909, Pacific Grove, CA 93950

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NEWSLETTER

Each issue shows you **HOW** to build a career path with expert guidance and lists over 200 Real Jobs covering:

**JOURNALISM • ADMINISTRATION • MARKETING
 REPRESENTATION • BUSINESS VENTURES**
To order: 1-800-776-7877

SPORTS CAREERS HOTLINE

1-900-420-3005 \$2/min.

Don Fitzpatrick Associates announces
THE PIPELINE
now includes Radio as well as TV jobs!

1-900-456-2626

THE PIPELINE

Your key to Radio and TV jobs around the country. Openings for DJs, managers, news, and more are updated daily!

The cost is just \$1.95 for the first minute, \$.95 for each additional minute. Call today. Your future may be on the line!

1-900-456-2626



Miscellaneous

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Media Headquarters
 Broadcast Quality TV Studio
 \$19.00 per Square Foot
 12,000 Square Feet
 Live Roof Shot U.S. Capitol
 Edit Rooms, Office Space
 Short or Long Term

Mr. Hague or Mr. Connelly
 Charles E. Smith Companies
 (202) 833-5800

Blind Box Responses:

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

We'll give you all the credit.

Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

IT'S EASY TO DO. Just include your personal or company Mastercard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept., 1705 DeSales Street, NW, Washington, DC 20036.

Deadline is Monday at noon Eastern Time for the following Monday's issue.

For Sale Stations

ODESSA, TEXAS
1 KW full time AM
Studio & towers included
FINANCING POSSIBLE
\$250,000.00
Write to: Radio Station
P.O. Box 546
Alamo, Texas 78516

FULL CLASS B FM
 Midwest Top 100, new great ratings. Cash flowing State Capitol and State Univ.
 Cash \$2,850,000. Terms slightly higher.
BURT SHERWOOD 708-272-4970

MISSISSIPPI - FM
Class A Upgrade to C-3
Urban Station
Box N-78

For Sale At Auction
 Rocky Mountain AM station
 PSRA-PSSA night time authorization only station in town. Auction September 7, 1990 at 325 E. 7th, Loveland, CO
Call Clark Spalsbury
303-663-0250. Terms cash.

West Coast Stations

Unique Combo. Principals only.
 Class B FM and Fulltime AM.
 Cash Flow, Top Rated. Proof of Financial Qualifications Necessary.
 Write Box N-33

Wisconsin Fox River Valley
AM 1000 watt radio station
Fastest growing market in Wisconsin
Great opportunity at \$160,000.00
For further inquiries contact Randy Oliver (414) 765-5324

NEBRASKA CLASS C FM

Break-even operation with outstanding potential. 30% price reduction for quick sale. 100K cash + assumption of 125K includes real estate

Beacon Broadcasting, Inc
Bill Kitchen 303-786-8111

For Sale Stations



813.949.9311

Box 340617, Tampa, FL 33694

Donald K. Clark, Inc.
Media Broker

JOPLIN, MISSOURI

Super "A" FM

\$290,000 FIRM,

417-781-1100

FOR SALE

West Texas Medium Market
Class C-FM
\$900,000, Negotiable

NF&A

Norman Fishcer & Associates, Inc.
Media Brokerage - Appraisals -
Management Consultants
1209 Parkway, Austin, Texas 78703
(512) 476-9457

Illinois/Iowa Class A FM

\$695K Good Terms Call Larry
319-332-7579 /319-355-5492

Bankruptcy Court has
order sale of
top rated Albuquerque combo.
Station priced at one times gross.
Call John Emery, (505) 242-0626.

100kw FM. SE Growth Market
with over 400k population.
\$2.3m with seller financing.

50kw FM. SE coastal growth
market - 450k+ population.
\$1.8m on reasonable terms.

Market Leader Combo.
CA ARB Growth Market. \$4m

100kw FM & Strong AM.
Rocky Mtn. area. \$580k terms.

3kw FM Top 125 MW Market
\$695k terms.



the millar company

S.E. (205) 734-4888
N.E. (802) 863-0087
Mtn. (801) 896-8869
West (805) 523-7312

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, money order or credit card (Visa or MasterCard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax. If payment 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 deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods** will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

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 BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

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



Mason

Maire Mason, general sales manager, WCBS-FM New York, named VP and general manager.

Starrett Berry, VP and general manager, Galavision, joins NBC and Cablevision, Burbank, Calif., as VP, affiliate

services, pay per view olympics.

Jeff Holder, manager, children's programs, ABC Television Network Group, Los Angeles, named director, children's programs.

Sharon M. Walz, senior research manager, Petry Television, New York, joins WMAR-TV Baltimore as research director.

Steve Patterson, general sales manager, WWDM(TV) Sumter, S.C. (Columbia), named VP of parent, Threshold Broadcasting, and general manager of WWDM, succeeding **John Marshall**, who remains president of corporation.

Susan P. Hoffman, VP and general manager, KNRJ(FM) Houston, joins KONO (AM)-KITY(FM) San Antonio, Tex., in same capacity.

Jim Johnson, VP and general manager, KFTY(TV) Santa Rosa, Calif., resigns.

Ron Hasson, VP, director of sales, Olympia Broadcasting, joins KLUV(FM) Dallas as VP and general manager.

Michael O. Lareau, senior VP, WOOD-AM-FM Grand Rapids, Mich., retires.

Bruce Fox, general sales manager, WBSB(FM) Baltimore, joins WGNE-FM Titusville, Fla. (Daytona Beach), as general manager.

Ray Leafstedt, VP and general manager, KOEL-AM-FM Oelwein, Iowa, named chief operating officer of parent company, Independence Broadcasting Corp., succeeded by **Thomas Parsley**, sales manager.

Barbara Bennett, controller, VANCE Systems Inc., Chantilly, Va., joins Discovery Channel, Landover, Md., as director of financial planning, commercial and international.

Ann M. Sardini, director of business operations, GTG East, joins WWOR-TV Secaucus, N.J., as controller.

Van Comer, general sales manager, KZBB(FM) Poteau, Okla., joins KFAA(TV) Rogers, Ariz., as station manager.

SALES AND MARKETING

Account supervisors appointed VP's at Backer Spielvogel Bates Inc., New York: **William Hallowell**, **Tobi Hochman**, **James Overend**, **Crosby Renwick** and **Susan Rudolph**.

Marcy Abelow, account executive, Tribune Entertainment Co., New York, named director of advertiser sales.

Kathleen Cahill, account executive, WLIT-FM Chicago, named national sales manager.

Appointments at CBS Television Stations, National Spot Sales: **Vivian Unger**, account executive, Seltel, Dallas, to same capacity there; **Norma Paige**, senior account executive, Petry Television, New York, to same capacity there, and **Diana Cipriani**, account executive, New York, to office manager, Boston.

Christopher Manzella, radio marketing consultant, WWKB(AM)-WKSE(FM) Buffalo, N.Y., joins WKBW-TV there as account executive.

Sarah A. Douglas, sales assistant, WJLA-TV Washington, and **Karriann Couture**, of *Des Moines Register*, join KRG-TV Cedar Rapids, Iowa as account executives.

David T. Boaz, general sales manager, WXXV-TV Albany, N.Y., joins WPGH-TV Pittsburgh, in same capacity.

W. Scott Farley, account executive, KNXV-TV Phoenix, joins KDBC-TV El Paso as general sales manager.

Ann Ellis, national sales manager, KASN(TV) Pine Bluff, Ariz. (Little Rock), named general sales manager. **Jo Ann Loy**, local sales manager, KASN(TV), named national sales manager.

Leslie Benson, account executive, KAER(FM) Sacramento, Calif., joins Erik St. John Associates/OnFone Communications there as director of sales and marketing.

Howard Mazer, local sales manager,

WBSB(FM) Baltimore, named general sales manager, succeeding **Bruce Fox**, (see "Media," above).

Robyn Cornell, sales manager, KSES(AM) Yucca Valley, Calif., joins KESQ-TV Palm Springs, Calif., as marketing consultant.

Margaret T. Montague, public relations director, General Lafayette Inn, joins Prism regional sports and movies premium-TV service, Bala Cynwyd, Pa., as public relations director.

Alex Snipe, senior sales representative, WWDM(FM) Sumter, S.C. (Columbia), named general sales manager, succeeding **Steve Patterson** (see "Media," above).

Lynda Peterson, national sales manager, WROC-TV Rochester, N.Y., named general sales manager.

David F. Milowe, senior representative, Blue Cross/Blue Shield, Boston, joins WCRB(FM) Waltham, Mass. (Boston), as director of marketing and sales, WCRB Sound Systems Inc. sound systems company. **Marian Alper**, president and general manager, WGMF(AM)-WNGZ(FM) Elmira, N.Y., joins WCRB as account executive.

Gary Evans, director of advertising sales, Western region, Discovery Channel, Los Angeles, named VP, advertising sales, Western region.

R. Jon Harpst, account executive, WEYI-TV Saginaw, Mich., joins WSMH(TV) Flint, Mich., as local and regional sales manager.

Mary Stephens, account executive, WOTV(TV) Grand Rapids, Mich., named national sales manager.

Michael Chase, account executive, WGAR-FM Cleveland, joins WOIO(TV) Shaker Heights, Ohio, as media executive.

Denis Duggan, director of marketing, Metro Traffic Networks, joins WYNY(TV) Lake Success, N.Y., as account executive.

Don Cohen, from Showtime Networks Inc., New York, joins Richebourg Marketing Inc., New York, as director of sales and marketing.

Jim Lewis, local sales manager, KATV(TV) Little Rock, Ark., joins KPOM-TV Fort Smith, Ark.-KFAA(TV) Rogers, Ark., as general sales manager.

Steve Lane, sales manager, MMT Sales, Los Angeles, joins TeleRep,

JACK BUCK MAKES HALL OF FAME

Jack Buck, veteran CBS Sports announcer and 37-year voice of the St. Louis Cardinals, has been chosen by the American Sportscasters Association as 1990 American Sportscaster Hall of Fame inductee. Buck is presently sports director at CBS-owned KMOX(AM) St. Louis, and has called baseball for CBS radio since 1965. He was recently

tapped by CBS Sports as play-by-play announcer for its MLB coverage. His sports broadcasting career has also included professional football broadcasts on ABC, CBS and NBC. The American Sportscasters Hall of Fame was founded in 1984 and includes such figures as Red Barber, Curt Gowdy, Mel Allen, Lindsey Nelson and Jim McKay.

there in same capacity.

Appointments at Katz: **Thomas Stemplar**, account executive, WHBF-TV Rock Island, Ill., named sales executive, Katz Continental Television, Chicago; **Michael Panethere**, sales executive, Katz American, Chicago, to same capacity, Atlanta, and **Nicolette Domanski**, sales assistant, TeleRep, Los Angeles, named sales executive, Katz Television Group's religious sales unit.

Gary Scobie, national sales manager, KTVI(TV) St. Louis, and **Michael Girocca**, local sales manager, WUPW(TV) Toledo, join Seltel, Dallas, as account executives.

PROGRAMING



Panepinto

M. Celeste Panepinto, director of international marketing and development, Turner Broadcasting System Inc., Atlanta, joins ABC Distribution Co., New York, as director of international news marketing.

Kenneth Lemberger, executive VP, Tri-Star Pictures, Los Angeles, named senior executive VP.

Brian Graden, manager, program development, Fox Television Stations Productions, Los Angeles, named director of program development.

Stephanie Allain, creative executive, Columbia Pictures, Los Angeles, named VP, production.

Appointments at Turner Network Television, Los Angeles: **Betsy Newman**, director of development, Republic Pictures Corp., named director, original program development; **Jennifer Levine**, manager of original program development, named associate director, original program development, and **Serena**

Misner, assistant to senior VP, Atlanta, named story editor.

Laurie Zaks, executive-in-charge, talent, development and special programs, HA!, MTV Networks' comedy cable channel, New York, named VP.

Susan Gans Yaris, director, business affairs, ITC Productions Inc., joins Columbia Pictures Television, Los Angeles, in same capacity.

William Connors, development supervisor, dick clark productions, joins Patchett Kaufman Entertainment (PKE), Culver City, Calif., as manager of development, movies and mini-series. **Aimee Roush**, manager of television development, Witt-Thomas-Harris Productions, joins PKE Entertainment as manager, comedy development.

Michael Koegel, talent coordinator, Nickelodeon/Nick at Nite, New York, named manager, talent relations.

David Armstrong, VP, sales, Vestron Television, joins All American Television, New York, as senior VP, sales and acquisitions.

Steven Abraham, partner, Price Waterhouse's entertainment industry services group, Los Angeles, named partner-in-charge, Western region entertainment industry.

Garland Simon, coordinating producer, USA Network, joins Turner Broadcasting System Inc., Atlanta, as executive producer, SportsSouth.

Jeff Pollack, of Pollack Media Group media consulting firm, named MTV Europe international music consultant, London. **Joanna Lisanti**, coordinator of marketing, Nickelodeon, New York, named manager of marketing. **Rich Ross**, talent coordinator, Nickelodeon, named VP, talent relations, Nickelodeon/Nick at Nite.

Stacey Valenza, director of marketing services, Hearst Entertainment Distribution Inc., New York, named VP.

Rhoda Fairbanks, pay per view promotions manager, Comcast Cablevision, Philadelphia, joins Greater Media Cable of Philadelphia as programming manager, Philadelphia cable operations.

Don de la Cruz, assistant program director, KKBB(FM) Shafter, Calif., named program director.

Jake Clanderman, associate director, programming, Central Educational Network, Chicago, named director of programming.

Ronni Attenello, traffic manager, WVIT(TV) New Britain, Conn. (Hartford), named program manager, succeeding **John Palmer**, retired.

Michael Kashmer, VP, sales and affiliate relations, Home Dish Satellite Networks Inc., joins Action Pay Per View, satellite delivered programming services, New York, as VP, affiliate sales, East Coast region. **Mark Overbaugh**, marketing manager, Family Home Entertainment, joins Action Pay Per View, Santa Monica, Calif., as manager of marketing.

Mike Donovan, formerly of WRAL(FM) Raleigh, N.C., joins WBT-FM Charlotte, N.C., as program director.

Harvey Wittenberg, general sales manager, WBZN-AM-FM Racine, Wis., joins Shadow Traffic independent traffic reporting service, affiliate of Citi Traffic Corp., Chicago, as executive VP.

Paul J. Williams, former senior sales executive, WEWS(TV) Cleveland, joins North Coast Cable there as program sales manager.

Bud Paulson, air personality, KWTO(AM) Springfield, Mo., named program director.

NEWS AND PUBLIC AFFAIRS

Carissa Howland, news writer and producer, KNBC-TV Los Angeles, joins KTLA(TV) there as assistant news director.

Rick Sallinger, reporter, WMAQ-TV Chicago, joins CNN, London, as correspondent.

Art Navarro, general assignment reporter, KTSP-TV Phoenix, joins KCAL(TV) Norwalk, Calif. (Los Angeles), in same capacity.

Barkley Kern, editor, C-SPAN, Washington, named international producer.

Richard Ornstein, co-producer, *Joe Franklin Show*, WOR-AM New York, WWOR Secaucus, N.J. (New York), named executive producer.

Mark Gonzalez Mullen, reporter and field anchor, KDFW-TV Dallas, joins KRON-TV San Francisco as general assignment reporter and weekend news digest anchor. **Manuel Gallegus**, general

assignment reporter, KOFY-TV San Francisco, joins KRON-TV there as reporter, *Daybreak*.

Joe Shortsleeve, weekend anchor and reporter, WLVI-TV Boston, joins WBZ-TV there as general assignment reporter.

Appointments at WTNH-TV New Haven, Conn.: **Bob Feldman**, news director, resigns; **Larry Manne**, programing manager, named interim director of news; **Liz Crane**, assistant news director, named interim news director, and **Cindy Roesel**, producer, WGGB-TV Springfield, Mass., to same capacity.

Kirk Clyatt, weather anchor WFIE-TV Evansville, Ind., resigns.

Heidi Soliday, assistant sports director and weekend sports anchor, KCCI-TV Des Moines, Iowa, named 6 and 10 p.m. sports anchor.

Lisa Cooley, morning and noon anchor, WBTB(TV) Charlotte, N.C., as weekend co-anchor.

Kerry Turnboom, traffic assistant, KBJR-TV Superior, Wis. (Duluth, Minn.), named traffic director.

Jed Donahue, sports director, *Radio Pennsylvania*, satellite distributed network, WITF-TV Harrisburg, Pa., adds duties as sports director.

Susan Moore, of KOTV(TV) Tulsa, Okla., joins WVEC-TV Hampton, Va., as special projects producer.

Darlene Jackson, from sales department, WHK(AM)-WMMS(FM) Cleveland, named community affairs director.

Bill Jones, sports reporter, KXAS-TV Fort Worth, named weekend sports anchor.

Reporters **Mark Pompilio** and **Brenda Burch**, WLOS(TV) Asheville, N.C., named 6 and 11 p.m. weekend co-anchors.

Susan Witkin, general assignment reporter, KOA(AM)-KOAQ(FM) Denver, joins KGO(AM) San Francisco as general assignment reporter and fill-in anchor.

Rich Fisher, from WXYZ-TV Detroit, joins WJBK-TV there as 6 and 11 p.m. co-anchor.

Debra Juarez-West, executive producer, *Inside Report*, WSVN(TV) Miami, named executive producer, *The 7 Force*.

Virginia Nicolaidis, correspondent, Bonneville News, joins Group W Radio, Washington, in same capacity. **Shannon LeHere**, correspondent, Group W News, Washington, goes on leave of absence to earn masters degree with Kiplinger fellowship, Ohio State University, Columbus.

Allen T. Williams, producer and director, WNED-TV Buffalo, N.Y., named se-

nior producer and director.

PROMOTION AND PR

Sharan Magnuson, senior program publicist and talent relations manager, Fox Broadcasting Co., Los Angeles, named director of publicity.

Susan Bluttman, director, publicity, KCAL(TV) Norwalk, Calif. (Los Angeles), joins Paramount Domestic Television division, there as director of publicity.

Amy C. Abbey, sales promotion manager, WWOR-TV Secaucus, N.J., joins Discovery Channel, Landover, Md., as senior manager, affiliate promotion. **Gil Cowley**, art director, WCBS-TV New York, joins Discovery as director of creative services.

Heidi Trotta, senior publicist, Warner Bros., joins Walt Disney Television, Burbank, Calif., as director of advertising, publicity and promotion.

Pat Pool, promotional and marketing consultant, TK Communications Inc., Dallas, named VP, corporate promotions director.

Jeffrey B. Grimshaw, consultant, COMSAT Video Enterprises Inc., Clarksburg, Md., named VP, advertising and promotion.



Grimshaw



Eisenberg

Ellen B. Eisenberg, VP, creative services, New Line Cinema, joins Viacom Enterprises, New York, as VP, first run station advertising and promotion.

Vincent McNey, assistant marketing director, KSL-TV Salt Lake City, named director of marketing.

Mary Ellen Evancho, senior account executive, Smith & Associates, Cary, N.C., and **Irene Levy Baker**, account executive, Burson-Marsteller, join Mangus Catanzano Inc. public relations, marketing communications and business development firm, Pittsburgh, as associates.

Broadcasting

The News Magazine of the Fifth Estate
1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$190 2 years \$135 1 year \$70 6 mos. \$35

(6 mos. term must be prepaid)

(International subscribers add \$20 per year)

Broadcasting Yearbook 1990

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$95). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery. Off press April 1990.

ORDER TOLL-FREE USING VISA OR MASTERCARD 1-800-638-7827

Name _____ Payment enclosed
Company _____ Bill me
Address _____ Home? Yes No
City _____ State _____ Zip _____
Type of Business _____ Title/Position _____
Signature _____ Are you in cable TV operations Yes
(required) No

For renewal or address change
place most recent label here

TECHNOLOGY

Appointments at Sony Business and Professional Group, Teaneck, N.J.: **Conrad Coffield**, director of marketing, professional video division, named VP, video recording marketing; **Chris Golsen**, director of marketing, Sony broadcast products, named VP, display products marketing, and **Gary Johns**, national sales manager, business applications, professional video division, named VP, systems products marketing.

Stephen J. Madigan, VP, program management, MERET Optical Communications Inc., Santa Monica, Calif., named executive VP and general manager.

John Hyland, VP, corporate development, Teleport Communications Group, New York, named VP, TC systems, succeeded by **Thomas P. Byrnes**, VP and group manager, Merrill Lynch Communications.

John Farrah, of TTC, Broomfield, Colo., joins ITS Corp., McMurray, Pa., as design engineer.

Mark Gurvey, national marketing and merchandising manager, Toshiba America Consumer Products, Wayne, N.J., joins General Instrument Corp.'s VideoCipher division, San Diego, Calif., as director of marketing.

Adriano J. Bedoya, assistant sales manager, Latin American division, Ikegami Electronics, joins Canon USA, broadcast equipment division, Englewood Cliffs, N.J., as international sales engineer.

Earl Goodman Jr., sales service center

manager, Hilti, Tulsa, Okla., joins SpaceCom Systems there as marketing manager.

Alain Treille, VP, director of development and operations, ITT World Directories, joins US West Inc., Brussels, as VP, international operations.

ALLIED FIELDS

Irving E. Fang, professor, University of Minnesota, Minneapolis, named distinguished broadcast journalism educator for 1990 by Association for Education in Journalism and Mass Communications, radio-television division.

Maureen Bunyan, anchor, WUSA(TV) Washington, named journalist of the year by National Association of Black Journalists.

H. Walker Feaster III, deputy chief, Management Planning and Program Evaluation Office, Office of Managing Director, FCC, Washington, named chief, program analysis staff, Office of Managing Director.

Kenneth M. Kaufman, senior VP and general counsel, Showtime/The Movie Channel Inc., joins Fisher, Wayland, Cooper and Leader, communications law firm, Washington, as partner.

Barry A. Friedman, partner, Wilner & Scheiner, joins Semmes, Bowen & Semmes, Washington, in same capacity, concentrating in communications and entertainment law.

Nick Leuci, regional director, government and community relations, Warner Cable Communications, Eastern division, Wakefield, Mass., elected chair-

man of board of directors, New England Cable Television Association.

Jo Ellen Linn, staff attorney, Hardesty, Puckett & Co. communications brokerage and corporate finance firm, Topeka, Kan., named VP and general counsel.

Sandy Doherty, assistant treasurer and systems administrator, Home Air, Washington, joins Radio-Television News Directors Association there as finance manager.

John C. Weidman, former VP and director of advertising, Harron Communications, joins Satterfield & Perry Inc., radio and television brokerage firm and management consultants, Philadelphia, as VP.

Roger Wilko, executive producer, comedy programs, Olympia Networks, forms Sunrise Group, radio promotions and programing consulting firm, Los Angeles.

Linda Edwards, manager, broadcast news services, Chemical Manufacturers Association, Washington, named executive director, National Association of Black Journalists.

DEATHS



Payette

George E. Payette (on-air name Bob Payton), 47, VP, station operations, WCNY-TV-FM Syracuse, N.Y., died of cancer Aug. 13 at his home in Syracuse. Payette joined WCNY-TV-FM in 1975 as executive producer

and assistant to manager for planning and special projects. He is survived by his wife, Jeanne; two daughters, Laura and Christine; and son, Arthur.

Robert O. Veach, 67, retired radio executive, died of cancer Aug. 6 at Decatur Illinois Memorial Hospital. Veach joined WHOW(AM) Clinton, Ill., in 1963 as manager, and before that had worked at WLBH(AM) Mattoon, Ill. He retired in 1982. Veach is survived by his wife, Helen, and son, Robert.

Lauren Seifert, 45, technician, died of heart attack Aug. 20 at his home in Silver Spring, Md. Seifert joined WJLA-TV Washington in 1974 as staff technician in engineering department and remained there until his death. He is survived by his brother, Don.

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FIFTH ESTATE

JOHN BALL: TV'S WORDSMITH

John Ball has his eye on Capitol Hill these days.

There, wending its way through the legislative labyrinth and likely to be passed into law, is the Television Decoder Circuitry Act, which would mandate that most television sets sold after July 1993 be capable of receiving closed captions for the hearing impaired.

For the 58-year-old president of the National Captioning Institute, passage of the legislation would end 10 years of frustration by insuring an ever-growing universe of caption-capable sets, which would, in turn, encourage the captioning of most popular programming by NCI and other smaller captioning houses.

"Certainly we are pleased that what was once an uphill struggle...has leveled out somewhat, particularly because of the [legislation]," Ball says during an interview in his appropriately modest—NCI is a nonprofit company—office in the Washington suburb of Falls Church, Va. During the early years, Ball had high hopes that legislation would not be needed, that NCI's goal of making captioning an everyday part of television could be achieved through the further development of captioning technology, aggressive marketing, clever promotion and a little philanthropic arm twisting.

It was not to be. After the startup euphoria faded, NCI found itself trapped in the chicken-and-egg conundrum with consumers unwilling to shell out money for set-top captioning decoders until more programming was captioned and the networks and other programmers limiting programming they would pay to caption until more consumers had decoders.

After a decade, only about 300,000 homes have decoders and only a third of broadcast television is currently captioned. Nor is NCI self-supporting. About a third of its annual \$12 million operating budget comes from the Department of Education.

But if all goes well in the next few months in Washington, Ball says, captioning sets will proliferate, producers will routinely caption programs and NCI will have completed its mission of "putting itself out of business." But NCI is unlikely to wither away anytime soon.

Under a \$1 million contract from NCI, the semiconductor arm of ITT developed a \$5 decoding chip for the new



breed of television sets with built-in decoders the captioning act mandates.

According to Ball, NCI plans to take the royalties from the chip sales and put them into further development of captioning technology, particularly that for captioning live events—news and sports, for instance—in real time. It may also need to develop a new captioning system for HDTV. The Decoder Act would also require any broadcast HDTV standard to encompass captioning.

Despite having emigrated to Washington nearly 25 years ago, Ball retains much of his native Glasgow, Scotland, accent. And he is still the engineer, digging out for a reporter a bunch of chips and circuit boards for an unrequested review of the evolution of the closed captioning decoder.

In earlier professional lives, Ball was a communications satellite pioneer, working on the early Intelsat birds as a systems engineer for Comsat in the late 1960's and overseeing the design and implementation of broadcast television's first satellite distribution system for the Public Broadcasting Service as a top engineer there in the 1970's.

It was while at PBS that Ball was introduced to closed captioning.

According to Ball, closed captioning is an application thought up by ABC of a technology developed by the National Bureau of Standards.

NBS came up with a system for transmitting time and frequency standards in the VBI of television signals and went to the broadcast networks to see if they would be interested in implementing it on a national basis.

After taking a look, ABC hit on the idea of using it for captioning programs.

ABC and NBS conducted the first public demonstration of closed captioning in February 1972 at Washington's university for the hearing impaired, Gallaudet University. Ball, representing PBS at the demonstration, recalls NBS engineers telling reporters a five dollar decoding chip was only a year away. "It's only taken 18 years," says Ball.

PBS joined other broadcast networks in optimizing NBS's system for television captioning.

At first, it was assumed that each of the networks would produce its own captions, Ball says, but at the 11th hour the networks decided it would be best to set up an independent nonprofit entity not only to caption programs under contract but also to develop and promote the system. Ball, who was director of engineering at PBS at the time, was tapped to head up the new enterprise. Growing up, Ball fantasized about playing professional soccer as American youths do about baseball. After coming to America, he sought out local amateur teams and played and coached for

years. He still occasionally plays in pick-up games. "I had to give up serious soccer a few years ago because I was getting into fights," he says. "When you get old and slow, you tend to resort to other methods."

John Edward Dewar Ball

President, National Captioning Institute, Falls Church, Va.; b. Aug. 19, 1932, Glasgow, Scotland; Higher National Certificate, electrical engineering, Royal College of Science and Technology, Glasgow, 1961; engineer, British Broadcasting Corp., Glasgow, 1953-66; communications engineer, Computer Sciences Corp., Falls Church, Va., 1966-67; systems engineer, Communications Satellite Corp., 1967-71; manager, transmission, engineering, PBS, Washington, 1971-75; associate director, engineering, PBS, 1975-77; director of engineering, PBS, 1977-78; VP, engineering, PBS, 1978-79; present position since January 1980; m. Elizabeth (Betty) Roger, Sept. 26, 1959; children-Norman, 29; Adrian, 25, Evan, 22.

IN BRIEF

In first head-to-head meeting last Thursday night, **The Cosby Show** with 15 rating/28 share won 8-8:30 time period over Fox's **The Simpsons** which scored 8.4/16. Fox was second in time period, followed by ABC and CBS which tied for third with 7.4/14 for time slot. Cosby episode was special outtakes episode and **Simpsons** was repeat from last year. Two series won't go up against each other with originals until late September or early October. NBC won evening with 12.2/22 average followed by CBS (8.5/15) and ABC (8.2/15). Fox, which programs only from 8 to 10 p.m., averaged 6.2/11 for two-hour block.

SkyPix and Columbia Pictures "have one more hurdle to get over" before any licensing agreement is reached on providing pay-per-view product for 80-channel DBS system planning to launch early next year (BROADCASTING, Aug. 20), said Dennis Wood, Columbia's vice president, worldwide pay TV. Warner Bros., one of two major studios (with Twentieth Century Fox) that has not licensed to SkyPix, says it is in active discussions with service.

Cable industry came up empty in first bid to win some relief from new syndi-

cated exclusivity rules, which went into effect first of year. FCC, by 5-0 vote, denied Chambers Cable waiver of syndex and network nonduplications rules that would have allowed Chambers systems in Ontario, Ore., and various Idaho communities to import signals from Portland, Ore., without blacking out network and syndicated programming. Requests for syndex and nondupe protection from Portland stations led systems to drop signals when syndex rules went into effect. FCC rejected Chambers argument that subscribers would lose access to news and information on Portland stations because signals with blackouts are not valuable enough to carry. Ron Parver, chief of FCC's cable branch, said around dozen other waiver requests are pending. Like Chambers, those that raise novel issues will be forwarded to full commission for action.

FCC last week revoked license of Mega Broadcasting Corp. for WRPZ(AM) Paris, Ky., having established that station has been off air since at least November 1987 and after licensee failed to contest "show cause" order threatening revocation last year. In unrelated action, **FCC affirmed \$8,000 fine against KIOI(AM) San Francisco** for failure to maintain tower lights.

Published reports say that **Jonathan Dolgen**, president of Fox Inc. and chairman of 20th Century Fox Television, is going to return to Columbia Pictures Entertainment in similar level position at Columbia Pictures Television unit. Dolgen, who has been with Fox's TV division since 1985, was president of Columbia's home video unit prior to joining 20th Century Fox TV. Columbia and Fox spokesmen declined comment.

FCC Mass Media Bureau has ordered comparative hearing to determine whether Fox Television's license for KTTV(TV) Los Angeles should be renewed or awarded to Hispanic group that challenged renewal in 1988, Rainbow Broadcasting Inc. Designation order released last week raises several questions about Rainbow's financial qualifications, but none against Fox. Upset by lack of issues against Fox, Rainbow asked administrative law judge to certify to full commission question of whether EEO issue should be added against Fox for ignoring 1984 EEO warning. Rainbow said FCC should not "unlawfully tip the comparative renewal scales toward Fox by sheltering it" from review of EEO performance in wake of warning.

Program Producers and Distribution Committee is sticking by its request for evidentiary hearing before FCC administrative law judge on merits of financial interest and syndication rules. PPDC's request was staunchly opposed by big three networks (BROADCASTING, Aug. 20), however, in reply comments filed last week, committee maintains that FCC must either terminate fin-syn proceeding or hold hearing.

ABC's Baby Talk is being replaced on fall schedule with Head of the Class which had been on back-up status. Change comes about after **Baby Talk** producers were unable to recast lead for series after original star Connie Selleca left show two weeks ago, reportedly after creative differences with executive producer Ed Weinberger. Delay in recasting made it impossible for show to begin production in time for fall launch. Bob Iger, president, ABC, said in prepared statement that "we'll announce plans for **Baby Talk** in the near future." *Head of the*

FCC'S PROGRAM DESCRIPTION RULE UPHELD

A three-judge panel of the U.S. Court of Appeals in Washington last Friday upheld the FCC rule requiring new broadcast applicants and buyers of stations to provide only a "brief narrative description" of their programming plans.

Simplification of the requirement was among the early deregulatory initiatives of former FCC Chairman Mark Fowler. Prior to the move, applicants were required to submit a detailed description of their programming and list percentages of the types of programming they planned.

Writing for the court, Judge James L. Buckley said the FCC "has adequately explained why the programming statement...is sufficient to enable it to meet its statutory responsibilities."

The case involved a challenge to the 1986 transfer of four UHF stations to a subsidiary of Home Shopping Network by citizen groups led by the Office of Communications for the United Church of Christ.

HSN uses stations to air its 24-hour-a-day home shopping service. "We are very disappointed," said Gigi Sohn, an attorney for the United Church of Christ. "It gave the public no information on which to base an objection to a broadcast applicant or transferee," she said. "The public is forced to wait five or seven years to mount any kind of challenge to a broadcast applicants." (Television licenses come up for renewal every five years; radio licenses, every seven.)

Class, starring Billy Connolly (who replaces Howard Hesseman) premieres on Tuesday, Sept. 11, in its regular time slot of 8:30-9 p.m.

Born: To former FCC Chairman Dennis Patrick and wife, Paula—a son, **Conor James Patrick**, in Washington Aug. 12.

T&J Broadcasting Inc. sold KBMW(AM) Breckinridge, Minn., to W-B Broadcasting Inc. for \$750,000. T&J is headed by Thomas E. Ingstad, and is also selling KKAAM(AM)-KQAA(FM) Aberdeen, S.D. (see "Changing Hands," page 63). W-B is headed by Thomas Vertin, Jay Schuler, Robert Comstock, Dean Aamodt and Les Guderian, and has interest in KGWB(FM) Whaperton, S.D. Broker: Johnson Communication Properties Inc.

Holder Broadcast Services of Texas Inc. sold KPUR(AM) Amarillo, Tex., to Tules T. Gamboa for \$500,000. Holder Broadcast Services is headed by Harold D. and Shirlee Holder and has interest in KHWK(FM) Canyon, Tex. Gamboa has no other broadcast interests.

Walt Disney Studios announced that **KCAL(TV) Norwalk, Calif. (Los Angeles) president and GM, Blake Byrne, is "retiring" and Jim Saunders, executive VP and general manager will serve as acting GM** for independent station. Byrne came out of retirement in May 1989 to assist newly acquired station (from RKO General) in reprogramming prime time to three-hour all-news format. Although there has been recent ratings rise for station's coverage of Persian Gulf crisis, prime time news operation has consistently been ranked at bottom of seven-station VHF market.

FCC put out for comment petition of Radio Telecom and Technology Inc. for permission to use portion of vacant television channels for its two-data system that could be used for real time interactive television. "I'm delighted we have the opportunity to receive public comment on this," said Peter Tannenwald, Washington attorney for RTT. "We look forward to having the public benefit from this invention." Initial comments are due Sept. 21; replies, Oct. 8.

Hard Copy producer Ellen Goosenberg and story coordinator Daphne Pinkerson were acquitted by Atlantic City Municipal Court judge on misdemeanor charges of aiding and abetting underage gamblers, as part

of Sept. 19, 1989, piece investigating teenage gambling in that city's casinos.

Into the Night Starring Rick Dees, ABC's late night talk show starring syndicated radio personality, **will probably get additional order** from network when its initial 13-week run is over.

With commitments from six NBC-owned stations to clear show, **MCA TV plans to launch new weekly program in January** hosted by KNBC-TV Los Angeles sports anchor Fred Roggin. Entitled *Roggin's Heroes*, MCA said half-hour show will take humorous, fast-paced look at both sports professionals and regular people "at their competitive best." Rotating segments will include "Hall of Shame," and "Freddies Favorite Fairy Tales," among others. MCA TV President Shelly Schwab said

show's humor is designed to appeal to both men and women, and that key pitch to affiliate stations is that show should attract younger audience than normal for affiliates in weekend access. Weekly show is being offered for barter time (3½ minutes local and national).

New CNBC President Al Barber realigned programing organization so three senior executives, each with broadened daypart and program development authority, **will report directly to him.** Realignment comprised naming executive producer **Bob Davis** to VP, business development; naming **Andy Friendly**, VP of program development to VP, prime time programs and program development and naming **Peter Sturtevant**, director of news programing to VP, business news programs.

NTIA HEAD ADVOCATES SPECTRUM 'PROPERTY RIGHTS'

To mitigate the coming shortage in radio spectrum and strengthen the United States' international competitiveness, the NTIA and the FCC should consider granting broadcasters and other licensees of radio spectrum "some form of property rights," said National Telecommunications and Information Administration head Janice Obuchowski.

Such rights to their spectrums would give licensees an economic incentive to use spectrum efficiently and sell off excess capacity, Obuchowski said in a speech in Washington last Tuesday (Aug. 21), at a conference on spectrum compatibility sponsored by the Institute of Electrical and Electronic Engineers. "With funds derived from the sale of spectrum, [they] could afford to relocate to other bands, buy more spectrum-efficient equipment, or even for many fixed operations satisfy their communications needs with optical fiber," she said.

The current spectrum management system of parceling out spectrum to various services and companies by the "administrative fiat" of the FCC and the NTIA has "serious limitations," Obuchowski said. The FCC manages spectrum for commercial use; NTIA, for government use.

The system can be improved, but not enough to "reach the roots of the problems we face," Obuchowski said. NTIA launched a comprehensive spectrum management study last December, she said. "Our work is still in progress, but the more we study the alternatives, the more apparent it becomes that fundamental changes are required."

Congress is the obstacle to adopting alternatives, Obuchowski said. "For the past half century, Congress has decreed that radio spectrum should not be apportioned by the same kinds of market forces that govern access to other important resources," she said. "It has enjoined us to continue giving spectrum away on the basis of a broadly defined and, on occasion, poorly articulated public interest standard."

When the original scheme of giving spectrum users "open gazing rights" proved infeasible with the dawning of commercial broadcasting, Obuchowski said, "Congress created agencies to regulate the spectrum, yet it never took the next step—allowing private ownership of spectrum with flexible rights or use. The result of that system, if we do not change it, could well be a spectrum famine by the end of the century."

Obuchowski also underscored NTIA's opposition to legislation backed by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and other key lawmakers that would transfer 200 mhz of spectrum from the federal government to the private sector. A spectrum transfer bill has been passed by the House, but a companion measure in the Senate faces tough going due to the opposition from NTIA and the Department of Defense.

—HAJ

EDITORIALS

Committed to the First Amendment and the Fifth Estate

WHY NOT

The forces are gathering for still another run at passing a cable bill this fall. Perhaps more accurately, they're gathering strength; most of the major players have called time out for August. Congress returns Sept. 5 (the House) and Sept. 10 (the Senate).

The odds have to be against it. Neither House nor Senate has passed a bill, and a long line of lobbyists will be seeking to change the committee-passed versions before a vote on the floor. Then there's the conference to be worked through before final Hill approval. And at the end of the line is President Bush, who has let it be known he's in no mood to reregulate the communications industries, and who may very well veto any bill that eventually issues from Congress.

That said, there is at least a tenuous consensus among cable's leadership that having a bill would be better than not having one, simply because of the relative stability it would give cable in its dealings with the financial markets. (It's a matter of "the devil you know" as against the terror you might imagine.) The question is, can cable survive in an access-to-programming world (having to make its programs available to DBS, wireless cable and TVRO's)? With rate regulation for the broadcast tier? With transfer restrictions? With FCC regulation of customer service standards? No piddling considerations, those.

Or, the question may be, is cable better off with this Congress than the next one, and can it tough it out with Wall Street in the interim?

Our reading is that cable wants to take its medicine and get on with it. That strikes us as being as good a solution as any, remembering that one of the rules is:

"In a no-win situation, do what suits you best."

This has been cable's, no-win year.

HOW CLOSE TO THE FLAME

Among the missions of this page is to question and defend broadcast journalism. This week, the questions come first. Here are two:

One. Does the dispatch of anchors to a war zone enhance the coverage that comes from there?

Two. Is the hazard raised by jeopardizing those newsmen—for example, as potential hostages to an enemy power—greater than the value-added factor they bring to the coverage?

To the first we would say: We're not sure. What it does is raise the derring-do quotient of the anchor's reputation and play into the hands of those who see broadcast journalism as show business. But it may actually diminish the anchor's role in providing cohesion, balance and perspective to the news. Indeed, being so close to the trees, one is in danger of losing sight of the forest.

To the second we would say: Perhaps. Given that—in theory—all newsmen are created equal once they agree to

report behind enemy lines, the fact is that such high profile personages as Dan Rather and Tom Brokaw and Ted Koppel are both more attractive to seize and become potentially greater bargaining chips if the situation escalates.

We don't mean to discourage either initiative or courage among broadcast journalists, and we confess to some discomfort in raising either of these questions in the heat of action, if not battle. But they strike us as worthy of some quiet thought.

A FOR EFFORT

The networks and Fox have gotten together to pledge eight hours of time to pro-education messages in their programing (BROADCASTING, Aug. 20). Taken by itself, the move could be mistaken for simply a nice gesture and a good photo opportunity, but it is not by itself. It is the latest in an ongoing campaign by the broadcast networks—Fox is relatively new to the party—to encourage education. Those efforts include major campaigns—CBS's Read More About it, ABC's Project Literacy U.S. (PLUS, now in its sixth year) and NBC's The More You Know—and numerous programing efforts. For example, CBS is conducting a week-long educational effort in September (see page 37) that includes a two-hour documentary offering possible solutions to problems facing education. The documentary is followed by a town meeting program bringing together educators, students and others. In addition, CBS has helped organize an education conference at Georgetown University. And, not surprisingly, the Public Broadcasting Service, in its fall promotion campaign, is emphasizing the "educational" aspect of its charter with a launch of "fall education initiatives," and a reminder of its long history of efforts in television courses for credit, children's educational programing, job training and continuing education.

The list is hardly exhausted, but the point is made that broadcasters have been doing their homework on the problems of education.



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