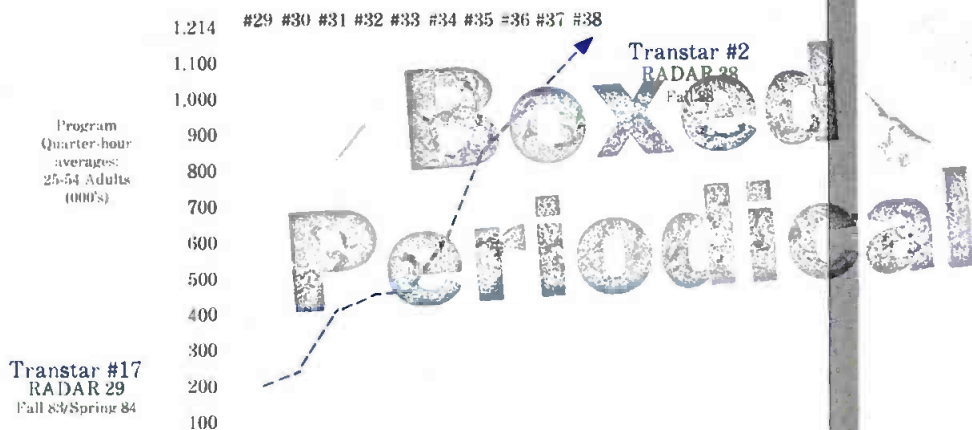


Broadcasting Jul 10

Periodicals
JUL 12 1989
duPont-Ball Library
STETSON

America's
fastest growing
radio network is
now #2
...and heading higher.

RADAR®



Since its debut in RADAR 29, Transtar has posted *nine* consecutive increases, to become the #2 ranked 25-54 adult radio network.

That unparalleled growth gives

Transtar advertisers the confidence that they're buying it *right*.

And if you think the 25-54 story is strong, you should see the *qualitative data*.

Call 212-575-6100



Adults 25-54, 6A-7P, Mon-Fri., RADAR Vol. 2, Aud. to all Comm'6.

*****3-DIGIT 327
32720PEKIX4591 MSK DEC/89
PERIODICALS
STETSON U
DUPONT-BALL LIBRARY
FL 32720 DELAND

58th Year 1989
Spot Outlook '89
Driven by auto
advertising

WCCL TV **BLAIR**

NEW ORLEANS' JAZZY NEW COMBO.

WCCL-TV 49 is bringing an exciting new independent sound to New Orleans — and they've selected Blair to amplify it nationwide.

Together, we're going to make some beautiful music.

BLAIR TELEVISION



Blair Television is a subsidiary of John Blair Communications, Inc.

JUL 12 1989
 Periodicals
 duPont Ball
 STEINSON

Spot check... Overall spot television growth appears to match earlier predictions increase over last year. **PAGE 27.**

Keeping score... Ten of largest basic cable networks post combined gain of 1.1 rating points in second quarter of 1989. **PAGE 29.**

FCC go-ahead... FCC grants Capital Cities/ABC permanent waiver of so-called one-to-market rules, allowing network to maintain radio-TV combinations in four major markets. **PAGE 29.**

30/ DBS SLOTS

Applicants await word on direct broadcast satellite orbital assignments, which are up for FCC consideration this week.

32/ PUBLIC ACCESS TO SPORTS

Agreement between Madison Square Garden Network and Cablevision Systems to put sports back on latter's Long Island systems is being viewed as too little too late by area's congressional delegation.

33/ MINDING COST

According to HDTV implementation proposal by former RCA executive Gordon Bricker, more attention should be paid to how consumers will react to large investment required for conversion to HDTV.

34, 73/ ON THE BEAT

Journalists scramble to cover Supreme Court's *Webster* decision and sentencing of Oliver North by U.S. District Judge during busy news week.

36/ KEEP OUT

Three major satellite distributors of broadcast signals urge FCC not to regulate distribution of broadcast signals in home satellite market.

43/ FALL PICKS

Saatchi & Saatchi DFS analysis projects ABC's new



sitcom *Chicken Soup* and Fox Broadcasting's drama *Booker* (above) as "hits" for upcoming fall season.

36/ FULL PLATE

Children's TV, negative political campaign advertising, and amount broadcasters charge for political ad time are among broadcast-related issues before Senate.

40/ RADIO EXPANSION

Ragan Henry's goal by year's end is to own more commercial radio stations than anyone else.

40/ SPLIT DECISION

NewCity Communications is using what it calls "split cart technology" to target specific messages to different

geographical coverage areas encompassed by its two FM's in Atlanta.

43/ NEW SOFTWARE

Many syndication companies and rep firms are using new personal computer software called SNAP to supplement or replace Nielsen's Cassandra service.

44/ PPV DRIVE

Cable operators look at economically priced pay-per-view events as way to drive PPV business.

49/ BASIC CHANGE?

Political and economic pressures cause some cable marketers to consider changing their basic cable packages.

50/ SUMMER SUMMIT

Presidents of CPB, NAPTS and PBS set up series of meetings to find noncommercial national programming solutions.

31/ NIGHT FIGHT

Syndicators challenge NBC's hold on Saturday night late fringe with such programs as Qintex's *Rollergames*, Samuel Goldwyn Co.'s *American Gladiators*, Genesis Entertainment's *The Byron Allen Show* and Paramount's



Arsenio Hall (above).

51/ AMERICANS IN PARIS

Westinghouse will form Paris-based production partnership to make TV movies and mini-series.

71/ PROGRAMING THE RAINBOW

As president and CEO, Marc Lustgarten has led Rainbow Program Enterprises, incorporating variety of complementary narrowcasting services.

73/ LEAVING ABC

Squire Rushnell resigns as ABC Entertainment's VP of late night and children's TV, ending 20-year career with ABC.

DEPARTMENTS

Advertisers Index	70
Cablecastings	52
Changing Hands	46
Closed Circuit	6
Datebook	20
Editorials	74
Fates & Fortunes	67
Fifth Estater	71
For the Record	54
In Brief	72
In Sync	47
International	51
Law & Regulation	36
Masthead	22
The Media	49
Monday Memo	23
On Radio	40
Open Mike	21
Programing	43
Stock Index	53
Where Things Stand	10

THE WHOLE COUNTRY'S FEUDIN'

THIS SEASON'S FIRST-RUN HIT IS A WINNER COAST TO COAST

DEMOS: FEUD RATES #1 OVER HEAVYWEIGHT COMPETITORS

		RTG/RANK W18-49 W25-54	
WASHINGTON DC 7:30P			
FEUD	WRC	7 #1	8 #1
WHEEL	WUSA	4	5
CUR AF	WTTG	7	7
ET	WJLA	7	8

CLEVELAND 7:30P			
FEUD	WKYC	8 #1	10 #1
USA	WJW	4	4
JEOP	WEWS	8	10

ATLANTA 7:00P			
FEUD	WAGA	8 #1	8 #1
ABC NEWS	WSB	7	8
USA	WXIA	4	5

LITTLE ROCK 4:00P			
FEUD	KARK	7 #1	7 #1
IN EDITION	KATV	5	6
DONAHUE	KTHV	4	4

		RTG/RANK W18-49 W25-54	
SAN FRANCISCO 7:30P			
FEUD	KTVU	5 #2	5 #2
JEOP	KRON	5	6
EVE MAG	KPIX	4	4
ET	KGO	6	5

GREENVILLE 7:30P			
FEUD	WSPA	10 #1	10 #1
JEOP	WLOS	5	7
USA	WYFF	6	6

NEW ORLEANS 4:00P			
FEUD	WDSU	7 #1	5 #1
WIN LOSE	WWL	5	5
DONAHUE	WWUE	4	4

FRESNO: 7:30P			
FEUD	KSEE	8 #1	8 #1
WIN LOSE	KJEO	4	5
HOLLY SQ	KFSN	3	4

'89/'90 NATIONAL
ADVERTISING
90% SOLD OUT!

FAMILY FEUD

**NATIONWIDE: STRONGEST INCREASES
OVER YEAR AGO TIME PERIODS**

	HH	MAY 89 vs MAY 88 W18-49 % SHR CHANGE	W25-54
FAMILY FEUD	+13	+25	+18
WIN LOSE OR DRAW	-26	-27	-24
USA TODAY	-12	-24	-6
WHEEL OF FORTUNE	-6	-8	-11
JEOPARDY	+4	NC	NC
PEOPLE'S COURT	+5	-6	-5
INSIDE EDITION	+6	+13	+13
CURRENT AFFAIR	+7	+19	+19
ENTERTAINMENT TONIGHT	+16	+12	+11

Source: NSI MAY 89 vs MAY 88 TP, Top 100 EF and Access markets, weighted averages.

FEUD GETS EVEN BETTER FOR '89/'90

- \$100,000 "Winner Take All" Tournaments
- "Rivalry" weeks
- Multi-city family search

FAMILY FEUD: YOUR FRANCHISE FOR THE FUTURE

A MARK GOODSON PRODUCTION

National Advertising Sales
TV HORIZONS
a division of LBS Communications Inc.



LBS COMMUNICATIONS INC.
NEW YORK (212) 418-3000
LOS ANGELES (213) 859-1055
CHICAGO (312) 943-0707
DALLAS (214) 233-5972

© 1989 LBS COMMUNICATIONS INC.

WASHINGTON

No sales

Lessened interest in over-air TV spectrum is evident in FCC records on dormant CP's. For past two-and-half years, FCC staffer Mark Berlin has been keeping track of construction permits for new television stations canceled by agency for failure of permittee to build station within required two years from grant. Cancellations during period total more than 90, although on appeal FCC reinstated 10. All but handful were for UHF facilities, and most were for small or medium-sized markets. Among largest markets were Las Vegas, Salt Lake City, Fort Worth, Wichita and Newport News.

Determined for decency

Loose coalition of Christian evangelicals and anti-indecency groups is working against confirmation of Alfred Sikes as FCC chairman, while continuing to promote Indianapolis attorney John Price as their candidate for job. They apparently made big push during two weeks between time Sikes got word he had nomination and time White House formally named him (BROADCASTING, July 3). They have now focused efforts on Senate Commerce Committee, which will be first to consider Sikes nomination.

Part of effort stems from groups' frustration with FCC's effort to clean up broadcast indecency, which they feel has fallen far short of that promised when Patrick took office, and fear that Sikes is disinclined to step up effort. Price's Decency in Broadcasting has had well-documented and continually updated indecency complaint against WFBO-FM Indianapolis on file for nearly two years, but agency has yet to act on it.

Out of sight

Proposal for U.S. stamp commemorating late CBS journalist Edward R. Murrow (for which Radio-Television News Directors Association



first pushed in 1984 [BROADCASTING, Jan. 5, 1987]) currently resides in Postal Service's "not recommended" file. According to service spokesperson, however, single letter resubmitting it for consideration puts it "back on agenda" of Citizens Stamp Advisory Committee. That unit, comprising non-Postal Service members chosen by Postmaster General, meets six times each year to decide which subjects to commemorate.

Sleeper

Tele-Communications Inc. has deep interest in FCC meeting this Thursday. Commissioners will consider several petitions to deny TCI/Tempo's applications for direct broadcast satellite system. Some of petitioners have alleged that TCI is unfit to hold satellite broadcast license because of \$36 million antitrust judgment against it in 1986. FCC could call for hearing on TCI's character qualifications, not only jeopardizing its DBS application but its ability to hold other broadcast licenses.

MONTREUX

Fiber finding

Most exciting news out of recent Montreux symposium for fiber optic researchers, say executives at American Television and Communications Corp. (ATC), is that Dutch lab has had encouraging results in transmission tests using same kind of laser diodes used in ordinary compact disk players. H.H. Tan of PTT Research Neher Laboratories delivered paper during symposium that described use of CD lasers in AM vestigial sideband system for 6-kilometer transmissions (BROADCASTING, July 3). David Pangrac, ATC director of engineering and technology, said that Dutch testing is ahead of similar tests planned by ATC. However, ATC's planned applications for CD lasers would require only 1-kilometer transmissions.

Integration of CD lasers would greatly reduce cost of AM fiber system installation. Because they are mass produced, CD lasers would be priced as low as \$6 per unit, compared to \$8,000-\$10,000 for lasers that are used for video fiber optic tests today.

NEW YORK

Ripple effect

Time Inc.-Warner Communications merger plan could be causing subsidiary of Chris-Craft Industries to go public. As part of merger-related settlement of

shareholder agreement with Chris-Craft, Warner Communications last Monday delivered to Chris-Craft plan for public offering of most of Warner's minority share in BHC Inc. BHC—rest of which is owned by Chris-Craft—owns two TV stations and 50.4% of publicly traded United Television, which owns five stations. Chris-Craft has six weeks to choose from these alternatives: Warner proceeds with offering; Warner distributes shares to Warner (or Time Warner) shareholders, or BHC buys back stock. Public offering or distribution would put BHC in public market, joining parent Chris-Craft and child United Television.

Not going for the gold, yet

Once again, television rights negotiations for 1994 Winter Olympic Games have been delayed, this time at least until September. Latest postponement apparently comes as result of United States Olympic Committee's (USOC) attempt to increase its share of rights fees paid to International Olympic Committee by U.S. television networks. Recent Olympic overview committee, chaired by New York Yankees owner George Steinbrenner, concluded that 10% USOC currently receives was inadequate. Postponement in negotiations would still probably not be long enough for ABC, which continues to insist that it will not even think about bidding for rights to televise from Lillehammer, Norway, until

Much ado about TV Marti

Cuba may have short-circuited U.S. plan for TV Marti, aimed at island country. Government-owned TV network says it will shift programming from Havana channel 6 to channel 13, frequency U.S. is planning to use out of Key West, Fla. (transmitter is to be mounted in balloon tethered 10,000 feet above Cudjoe Key). U.S. official in interagency group planning TV Marti would not rule out possibility U.S. may have to forgo plans. "We are not yet at a point where we have to decide whether to give the order to fabricate [the balloon] or pull the plug," he said, adding that point would be reached in about three weeks. □ Meanwhile, Cuba is using increasingly threatening language in discussing TV Marti. Cuban minister was quoted in official daily as saying "We are approaching a serious confrontation" because Cuba will not accept TV Marti "as fait accompli." He added, "We will respond to this new aggression with all the means at our disposal in the same field." Another official also talked tough but held out carrot. "We are not against a TV program exchange between Cuba and the U.S., since 35% of Cuban air time is filled with U.S. firms."

BREAKING ALL THE RULES
FUNNY FARM
FRATERNITY VACATION
BEGINNER'S LUCK
GIRLS JUST WANT TO HAVE FUN



Pretty Smart

It's a collection of ten,
flashy, fast-paced features bubbling with
action, romance and fun and all especially
chosen with your youthful audience in mind.

Finally, a movie package that
lives up to its name ...

PRETTY SMART!

REFORM SCHOOL GIRLS
NICE GIRLS DON'T EXPLODE

PRETTY SMART

OUT OF CONTROL

BAD MANNERS



NEW WORLD
TELEVISION GROUP

©1989 New World Television Group. All Rights Reserved.



network concludes other sports negotiations, probably not until after first quarter of 1990.

LONG BEACH

Spell it huge

Equation is simple: as field of U.S. satellite operators gets smaller, General Motors subsidiary Hughes Communications gets bigger. Less than seven months after consummating its purchase of three Westar satellites as Western Union exited field, Hughes announced its intention last week to buy three more birds owned by IBM: SBS IV and SBS V (in orbit) and SBS VI (to be launched in December 1991). Pending FCC approval, purchase will give Hughes its first Ku-band capacity and largest in-orbit fleet now or ever, comprising six C-band and three Ku-band birds. Its fleet could reach 11 by 1994: six C-band, three Ku-band birds and two C-Ku hybrids to be launched for CBS.

By agreement in principle signed last September, Hughes already was to hold minority interest in IBM holding company Satellite Transponder Leasing Corp. and was marketing SBS's capacity to business TV and data customers, many of them supplied by manufacturer Hughes Network Systems (once Maycom, purchased by Hughes Aircraft in 1987). In past year alone, Hughes has increased in-orbit fleet by five birds, secured HBO, Turner Broadcasting and ESPN for future cable birds and unexpectedly won CBS business from AT&T. Already 80% owner of UK DBS permittee Atlantic Satellites in Ireland, it also became one-third equity partner in Japan's first commercial satellite company, JCSAT, which will have two birds in orbit by October.

Firstest with mostest

In their contest to sign cable programmers to next-generation birds, Hughes Communications and GE Americom both hit winners last week, each signing one 40-million-subscribers-plus basic channel. The Nashville

Network, with 45.5 million subscribers, will buy one transponder on each of two future Hughes birds, Galaxy V and Galaxy IR, to be launched in 1991 and 1993, respectively, said TNN president and general manager David Hall. And CBN Family Channel will purchase transponder on each of GE's Satcom C-3 and C-4 birds, both scheduled for launch in late 1992. Both programmers will expand capacity from one to two transponders to accommodate East and



West Coast feeds in next generation.

Scorecard in terms of 40 million-plus club now stands at Americom six, Hughes five. But Galaxy cable fleet (comprising more powerful versions of 24-transponder, C-band HS-376, pictured) will carry top four basics—ESPN, CNN, WTBS(TV) Atlanta and USA Network, as well as number eight, TNN. Americom's Satcom C-3 and Satcom C-4 (also higher powered), both to be launched in late 1992, will carry numbers five, six and seven basics—MTV, Nickelodeon and Nick at Nite—and numbers nine, 10 and 11—C-SPAN, CBN and Lifetime. One of 40 million club, number 12, Discovery Channel, is "leaning heavily toward GE," said well-placed source.

HOLLYWOOD

Captioning landmark

National Captioning Institute (NCI) expects 1989-90 prime time network television season to be first in history to be completely closed captioned. According to Don

Thieme, executive director, public affairs and development, NCI, all but three of 66 total prime time hours were closed captioned last year. In addition to prime time, Thieme said entire Saturday morning network schedule will be captioned, and sports programming will see an increase of captioning from 800 total hours last year to 900 hours for upcoming season.

Host of problems, or vice versa

Bert Convy's jumping ship from hosting Buena Vista Television's *Win, Lose or Draw* to Warner Bros. Domestic Television's *Third Degree* syndicated game has raised uproar among client stations. Although Warner officials will not confirm Convy's appointment, Dick Kurlander, vice president, director of programming for Petry Television, says that he received call from Warner official confirming Convy as *Third Degree* replacement of pilot host Peter Marshall. Kurlander also said his client stations are unhappy about change less than two months before *Degree's* rollout.

"When we saw the pilot with Peter Marshall, there was a lot of anticipation among the stations buying the show," stated Tom Reiff, general manager of KPRC-TV Houston. "It [Warner] is delivering less than the promised product. It's like buying a blue car and being delivered a red car instead. I don't argue with Convy's creative control (as co-executive producer), but his problems in hosting *Win, Lose or Draw* may affect *Third Degree*."

Less room at the inn

Cable portion of TV critics tour, slated to run later this week (July 12-14) at Hollywood's Century Plaza, is suffering pleasant problem of growing pains: more networks are vying for less space during tour's three-day run. This year, Financial News Network and Bravo/American Movie Classics have been added to schedule. Consumer News & Business Channel and Movietime, among other networks, would also like to be part of tour, but CNBC was

not yet launched when scheduling was done and several networks' time periods had to be cut back to accommodate additions of FNN and Bravo. HBO, for instance, has gone from having full day on tour to six and a half hours.

Additionally, critics have requested that C-SPAN and Black Entertainment Television be added. Since cable already has three-day limit, it would appear further time period reductions will be needed to squeeze in more networks. And as more networks do more original programming, crunch will become even more acute. Ad hoc group that decides who gets on tour and for what time periods is, interestingly, made up of public relations executives at various cable networks.

Insider's report

Sales for MCA's *Inside Report* have been slower than expected, according to Shelly Schwab, president, MCA TV Enterprises. Total station count now stands at 17, with "firm offer" in Los Angeles. Schwab indicated, however, that plan has always been to roll out show, taking time to select deals with only best time periods. Schwab said slow sales are result of shows such as *Win, Lose or Draw*, *USA Today on TV*, *This Evening* and *Inside Edition* returning next season. "We expected some attrition there, but time is on our side," he said.

LOUISVILLE

K-R's prize

Knight-Ridder, which was brought in to take 15% ownership stake in Storer Cable properties, may get Storer's large Louisville, Ky., system (over 160,000 subscribers) to oversee. When Tele-Communications and Comcast bought Storer, they split properties for management purposes. TCI brought Knight-Ridder into Storer transaction, and now parties are negotiating arrangement that would give Knight-Ridder oversight of Louisville system under direction of TCI.

Watch for Home Shopping Network'sSM
EXCLUSIVE
AUDIENCE-BUILDING

Sip'n' Shop Sale Days

*A Breakthrough Tie-In Promotion With
Maxwell House[®] Coffee*

- \$15.00 HSC coupon in approx. 20 million cans.
- Promoted in 30,000+ supermarkets nationally.
- On the shelf 7/1/89.
- FSI to reach approx. 50 million households.
- Local advertising.
- On-air promotion.



HSC
HOME
SHOPPING
CLUB
EVERY BUYS A BARGAIN[™]



Another perfect blend -
Home Shopping Club[™]
programming and
marketing support...
and your audience!

Call HSN Broadcast Affiliation at
1-800-284-0469
to see how to participate locally.



Where Things Stand

Solid box denotes items that have changed since last issue.

AM-FM Allocations

At March 30 open meeting, FCC created opportunity for as many as 200 new FM stations, authorizing new medium-power class of station. According to FCC, new Class C3 stations with up to 25 kw of power and antennas up to 100 meters above average terrain could go into communities where more powerful Class C2 station would cause interference and less powerful Class A stations would be "economically infeasible."

FM broadcasters are split over plan to increase power of Class A stations from 3 kw to 6 kw. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations, however, support NAB plan for upgrading of about two-thirds of Class A's, excluding many in northeast U.S.

In hopes of curtailing adjacent-channel interference and ultimately of improving technical quality of AM radio, FCC voted April 12 to require AM broadcasters to adhere to industry-developed NRSC-2 standard limiting emissions, starting in 1994.

AM-FM Allocations	10
Antitrafficking	10
By the Numbers	11
Cable Regulation	10
Children's Television	10
Comparative Licensing	11
Compulsory License	11
Crossownership	11
Direct Broadcast Satellites	11
High-Definition TV	16
Home Satellite	16
Indecency	16
International	16
Land Mobile	17
Mergers	17
Must Carry	17
Network Rules	17
Syndex	17
TV Marti	17

FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting limited "short spacing" of FM stations. National Association of Broadcasters, which believes move will lead to AM-ization of FM band, petitioned FCC to reconsider.

Antitrafficking

Issue essentially boils down to reimposition of FCC's three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete as distributor of video services. Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing in April, where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Metzenbaum is also pushing for passage of bills he introduced in April: one would restore city authority to regulate rates while other would require cable programmers (particularly those in which cable operators have interest) to make their programming available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee took close look at issue of vertical integration within cable industry during se-

ries of hearings it convened on concentration of ownership within media (BROADCASTING, June 19, 26). No immediate Senate action is expected from those hearings, although it was clear there is growing concern among subcommittee members about cable's market power.

Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

National League of Cities and United States Conference of Mayors have adopted resolutions calling on Congress to strengthen cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. League has assigned action on cable legislation low priority, but group of mayors has scheduled July 31 meeting in New York to plan legislative strategy.

Children's Television

■ Bill that would limit amount of advertising on children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, companion measure (S.707) is focus of Wednesday (July 12) hearing by Communications Subcommittee.

Senator Tim Wirth (D-Colo.) has offered legislation that would require broadcasters to provide programming "specifically designed" for children, as condition for license renewal. Measure is far more regulatory than S. 707 and will also be focus of hearing.

Bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee and is expected to pass Senate sometime this year. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye also convened hearing on matter (BROADCASTING, April 17).

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress.

Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representa-



**DO YOU KNOW YOUR MARKET?
YOUR COMPETITION DOES!**

DATAWORLD MAPS CAN

- Depict your coverage!
- Market orient your sales people!
- Target your ethnic/demographic markets!
- Identify marginal signal areas!
- Plot any special requirements!

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- SPECIALS

dataworld®

A Service of DW, Inc.

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754

tives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers, allowing broadcasters voluntarily to agree on commercial limits.

Comparative Licensing

To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30 meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after decision, limited such payments to "legitimate and prudent expenses." Likewise, it limited payments for withdrawal of petitions to deny to expenses.

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

Compulsory License

FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programming services.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC has tentative plans to hold en banc hearing on telco-cable issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable cross-ownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC cross-ownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and

FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

Calling high-power direct-to-home broadcast satellites (DBS) "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said his company, Orbital Satellite, has withdrawn its application to launch DBS because neither Hollywood nor broadcast networks appear willing to "bypass the increasing [cable TV] MSO bottleneck."

Permittees and applicants to launch "true" high-power DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of av-

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

FASTEST SELLING SHOW
30 MARKETS SOLD SINCE

INSTANT
EDIT

**NEW IN SYNDICATION!
BLOCKBUSTER MAY BOOK.**

**THE
BOOK
ON™**

**71
MARKETS
SOLD**

KINGWORLD
★

**"WE'RE DOING EVERYTHING POSSIBLE TO
YOUR NEXT SMASH HIT. YOU**

Dear Broadcasters:

When we introduced INSIDE EDITION, we promised you another successful franchise. The tremendous ratings growth of INSIDE EDITION in the May book proves we delivered on that promise.

But we won't stop there. INSIDE EDITION will continue to evolve and grow. We're always fine tuning the show to make sure it's the best it can be.

You'll see even more improvements this Fall. We've got the most talented and successful minds in programming working on INSIDE EDITION including some of the creators of ENTERTAINMENT TONIGHT, PM MAGAZINE, EYE ON L.A. and GOOD MORNING AMERICA.

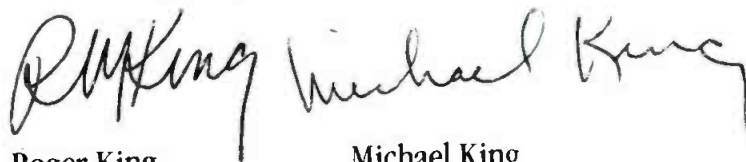
INSIDE EDITION has broken hard hitting, news-making stories since the day it premiered . . . James Richardson was behind bars for 20 years, wrongly accused. INSIDE EDITION set him free. We gave you Sirhan Sirhan's first nationally televised interview in two decades.

And most recently, consumer advocate Ralph Nader's report on a bill regarding the S&L loan bailout prompted Congress to change its vote on the bill *while* it was on the floor of the House— a first in history.

It is with real professional pride that we've watched the acknowledged leaders— 60 MINUTES and 20/20— follow stories that broke on INSIDE EDITION.

Our financial backing for INSIDE EDITION is unprecedented. Our commitment is absolute. We'll do everything we can to make INSIDE EDITION a hit in every market, including yours.

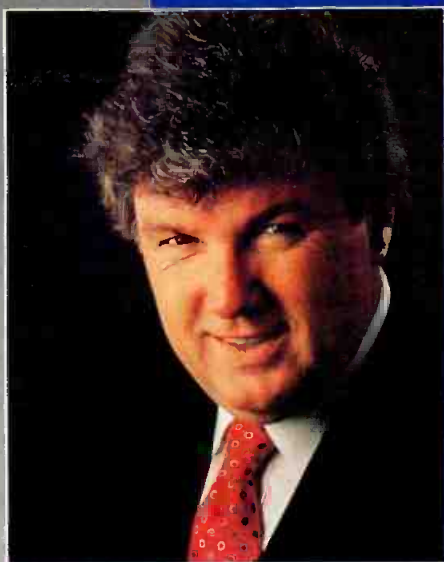
Best regards,



Roger King Michael King
Chairman of the Board President/CEO

PS – Your King World representative will keep you up to date regarding INSIDE EDITION'S exciting new additions.

SSIBLE TO MAKE INSIDE EDITION
U HAVE OUR WORD ON IT."



Roger King



Michael King



NATIONAL ADVERTISING BY



A KING WORLD COMPANY

DISTRIBUTED BY



New York • Los Angeles • Chicago • Dallas
West Palm Beach • Short Hills, NJ

erage C-band dishes. Smaller, more affordable dishes would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Among applicants proposing to launch services as early as 1992 are Hughes Communications, operator of two C-band cable programming satellites, top cable operator Tele-Communications Inc., through subsidiary Tempo Enterprises, and group broadcaster Hubbard Broadcasting.

FCC staff says that once paired orbital assignment proposal is settled, perhaps by mid-1989, assignments in separate DBS orbital arc will be made. Due to spectrum shortage, they say, comparative process may have to be devised.

High-Definition TV

Before going to Geneva Extraordinary meeting of CCIR on world HDTV production, U.S. State Department changed its position following suggestion of Advanced Television Systems Committee. ATSC requested that effort to establish 1,125/60 (SMPTE 240M) system as world standard in 1990 be abandoned, saying that decision should be delayed until end of next CCIR study period in 1990. Instead, it called on countries to study "common image" approach for possible interim world agreement in 1990. Although European countries made attempt in Geneva to vote on immediate world adoption of 1,250/50 system, U.S. position was eventually accepted in full.

Announcement is soon expected from Defense Advanced Research Projects Agency (DARPA) on which companies will receive shares of \$30 million Defense Department has set aside for research and development of new methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA has narrowed original 82 proposals to 49. Three or four are expected to win contracts.

"Blue ribbon" committee of FCC's advisory committee on advanced television service has approved second interim report on progress toward recommendation of HDTV

transmission standard. It outlines some of problems, such as agreement on software to be used for subjective testing of HDTV transmission systems, that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. Group has pushed back its goal for beginning of testing from Oct. 1 to Jan. 2, 1990.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

■ Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill Nov. 16, 1988.)

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite and on whether satellite carriers in marketing of signals discriminate against noncable-affiliated distributors.

Indecency

Senate has adopted legislation targeting violent, sexually explicit and drug-related programming. Measure would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate. House Judiciary Committee passed bill targeting violence last week.

Judiciary chairman Jack Brooks (D-Tex.) promised to keep measure free of other issues.

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages.

International

New European transfrontier broadcast law has been sidetracked by opposition from six of 12 members of European Community. EC's Council of Ministers may take up plan at July 18 meeting, but must resolve disputes by early fall or new law will die. Regulatory plan, essentially completed earlier this spring, would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers.

In European satellite news, Rupert Murdoch's UK direct broadcast service, Sky TV, settled \$1.5 billion lawsuit against Walt Disney Co. in dispute over plans for British Disney Channel and access to Disney's Touchstone and Hollywood Pictures films. Rival British Satellite Broadcasting, which postponed launch of service by six months until next spring due to delays in availability of home receiver gear, has been granted additional two channels by UK government, bringing program package to five. And French pay TV service Canal Plus has emerged winner in government allocation of channels on France's direct broadcast satellite TDF-1, with interests in three of five transponders.

Capital Cities/ABC, which owns 25% through ESPN of London-based satellite sports service Screensport and has taken minority share in Munich TV company Tele-Munchen, producer-distributor and majority owner of German satellite service Tele5, is now negotiating three similar deals on continent, including one in Spain.

Phone company US West has made joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and telephone service customers. Several North

Unda USA The national Catholic association of broadcasters and communicators

The 1989 Gabriel Awards

Honoring radio and television programs that enrich their audiences through a values-centered vision of humanity.

Forty-nine categories for local and national programs, plus Stations-of-the-Year Awards and Personal Achievements Awards.

Deadline: August 4, 1989

For Information Call:

Rev. James Korda (216) 533-2243

To Enter...Send Tapes, Forms & Fees to:

Gabriel Awards, Unda-USA

4400 Shakertown Rd., Dayton, OH 45430-1075 (513) 429-2663



American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups.

Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems.

During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that commission did not foresee change in near future (see "High-Definition Television").

Mergers and Acquisitions

■ Time Inc. and Warner Communications Inc. announced definitive agreement March 4 to merge. On June 6, Paramount Communications, formerly Gulf + Western, made unsolicited \$10.7 billion all-cash tender offer for Time, throwing future of merger into doubt. On June 23, Paramount upped its bid from \$175 per share to \$200, bringing price for Time to \$12.2 billion. Time's board rejected both offers. If Time joined with either Warner or Paramount, new company's revenues would make it largest media company in world. In attempt to salvage original merger with Warner, Time revised agreement with Warner and launched \$7 billion cash tender offer for majority of Warner shares. If tender were completed, Time would acquire balance of Warner with combination of cash and securities. Merger with Warner would, unlike previously envisioned stock swap, require no shareholder vote. Litigation over Time-Paramount conflict is proceeding in Delaware Chancery Court, where one issue to be decided is whether Time's merger plans effectively put company up for sale. Hearing in case is scheduled for July 11. Paramount has filed at FCC for approval of trust that would hold Time's stock until Paramount gained necessary FCC approvals for transfer of Time's licenses to Paramount. FCC and SEC had given go-ahead to Time-Warner merger.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for a total of more than \$1.4 billion. Systems covering five states were divided into six pieces and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of \$440 million on sale; minority shareholders in Centel Cable will receive \$45.625 per share. Centel expects to close sale by early August.

Must Carry

Broadcast and cable industries appear to

be at impasse on must carry. National Association of Broadcasters President Eddie Fritts is urging Congress to reregulate cable by adopting legislation that would establish must-carry requirements and channel repositioning rules (BROADCASTING, April 17). Fritts and National Cable Television Association President James P. Mooney have been trying to hammer out deal on must-carry language which they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Network Rules

FCC's financial interest and syndication rules are becoming hot item in Washington. Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while Motion Picture Association of America formed coalition whose aim is to preserve rules (BROADCASTING, April 24). No action on Hill or FCC is anticipated.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC rid its books of two-year limit on term of affiliation agreements between networks and stations at March 16 meeting. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

Proposal to eliminate network-cable crossownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

Network rules were put on books to limit power of major networks, namely ABC, CBS and NBC. And FCC has taken actions indicating it is disinclined to apply them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it

granted waivers of PTAR and dual network rule to Home Shopping Network.

Syndex

■ FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Broadcasters desiring syndex protection had to notify cable system by June 19.

Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

United Video, carrier of superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. They have also asked FCC to stay rules pending court review. Representative Bill Richardson (D-N.M.) has introduced legislation that would delay implementation date of FCC's syndex rule for one year (BROADCASTING, July 3).

TV Marti

Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in startup funds for proposed service, and in April, House approved legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility.

Cuba's vice president has reportedly issued warning that Cuba will take all "appropriate measures" against TV Marti.

We are pleased to announce that

ED PLANER

formerly with NBC News

has joined our firm.

SAUL FOOS AND ASSOCIATES
A Broadcast Management Firm

867 North Dearborn
Chicago, IL 60610
(312)642-0454



GUERRILL

ENG. It's full-on warfare—brutal, competitive, and sometimes downright dangerous.

To outshoot the competition, your crew needs an advantage. Give them a big one. Give them new CVR-200 *one-piece* camcorders from Ampex.

With battery, tape and the newly-developed ultralight Nikon lens, this *camcorder* is nearly three pounds lighter than an Ike HL-79E *camera!*

It's compact and easy to handle, too. So your crews can move fast and maintain a low profile, even in explosive situations.

Low light is no problem either. Advanced CCD sensors deliver dynamite pictures, even in adverse conditions.

And if those conditions mean hard knocks, don't worry. Its rugged design, magnesium alloy chassis and weatherproof housing

help keep the CVR-200 on the streets, and out of the shop.

But as good as it is, the CVR-200 is only part of the story. We can outfit you with a full arsenal of the most advanced Betacam equipment available:

- CVR-35—the portable VTR with the features news professionals ask for most.
- CVR-22—a low cost,



LACAM

easy-to-use office player.

□ *CVC-5, 7 and 50*—the most versatile CCD cameras in the business.

□ *Ampex Betacam 198 Tape*—in rugged cassettes engineered expressly for ENG.

If you want to win the ratings war, you're going to have to arm your crew with the best equipment available—and for equip-

ment, service and support, there's no better ally than Ampex.

Give Ampex a call at 1-800-25AMPEX today.

Before the competition does.

AMPEX



■ indicates new listing

This week

July 9-11—*Iowa Broadcasters Association* summer convention. Midway Motor Lodge, Dubuque, Iowa.

July 9-12—*New York State Broadcasters Association* 28th executive conference. Participants include Maury Povich, host of syndicated *Current Affair*; New York Governor Mario Cuomo; NBC-TV President Pier Mapes; ABC-TV President Mark Mandala, and CBS-TV President Tony Malara. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 10—Deadline for entries for Critics Award, for "critics who acknowledge the importance of sexuality issues when reviewing popular shows," sponsored by *Center for Population Options*. Information: (818) 766-4200.

July 10-12—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. San Diego. Information: (202) 822-2000.

July 11—*Fox* press tour, during annual *Television Critics Association* press tours. Los Angeles.

■ **July 11**—*MTV Networks'* local advertising sales workshop. Westin Benson, Portland, Ore.

July 11-14—*Cable Television Administration and Marketing Society* sales management master course. Minnetonka, Minn. Information: (703) 549-4200.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Brandon Tartikoff, president, NBC Entertainment. Chasen's restaurant, Los Angeles. Information:

(213) 652-0222.

July 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Linder, executive producer, Fox Broadcasting's *America's Most Wanted*. Copacabana, New York.

July 12—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center*, *Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Infomart, Dallas. Information: Anna Johnson, (212) 779-4360.

■ **July 12**—*MTV Networks'* local advertising sales workshop. Claremont resort, Oakland, Calif.

July 12-14—Cable press tour, during *Television Critics Association* annual press tours. Los Angeles. Information: (202) 775-3629.

July 12-16—*National Federation of Local Cable Programers* annual conference. Fairmont hotel, Dallas. Information: (202) 829-7186.

July 13—Presentation of *National Federation of Local Cable Programers* awards. Dallas. Information: (916) 456-0757.

July 13-15—*Colorado Broadcasters Association* 40th annual summer convention. Beaver Run Resort, Breckenridge, Colo.

July 13-16—Conclave '89, 14th annual Upper Midwest Communications Conclave, radio conference sponsored by UMCC, nonprofit organization. Sheraton Park Place, Minneapolis. Information: (612) 927-4487.

July 14-16—*Oklahoma Association of Broadcasters* annual summer meeting. Howard Johnson's hotel, Lawton, Okla. Information: (405) 528-2475.

July 14-18—33rd annual *Television Programming Conference*. Panelists, speakers include Preston Padden, Association of Independent Television

Stations; Ray Timothy, NBC; Tony Malara, CBS, and Jim Seferit, Cosmos. Toledo Marriott; Portside, Toledo, Ohio. Information: (904) 432-8396.

July 15-17—*CBS* press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 15-18—*California Broadcasters Association* first Western region broadcast convention, in which CBA expands its convention to include 11 Western states. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: Vic Biondi or Lillie Player, (916) 444-2237.

July 15-21—*National Association of Broadcasters* management development television seminar. Notre Dame, Ind.

Also in July

July 17-18—"Newroom Technology: The Next Generation," technology seminar for media professionals hosted by *Gannett Center for Media Studies*. Columbia University, New York.

July 17-19—*New England Cable Television Association* annual convention and exhibition. Opening speaker: Congressman Ed Markey, chairman, Telecommunications and Finance Subcommittee. Newport Marriott hotel, Newport, R.I. Information: Bill Durand, (617) 843-3418.

July 18-20—*ABC* press tour, during annual *Television Critics Association* press tour. Los Angeles.

July 18-20—*Florida Cable Television Association* annual convention. Registry hotel, Naples, Fla.

July 18-21—*Cable Television Administration and Marketing Society* sales management master course. Hebron, Ky. Information: (703) 549-4200.

July 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in lun-

Major Meetings

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future convention: Sept. 16-18, 1990, Washington Convention Center, Washington.

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Oct. 1-3—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

■ **Oct. 5-8**—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. Future convention: Oct. 4-7, 1990, St. Louis.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 750-8899. Future convention: Oct. 11-15, 1990, Cannes.

Oct. 21-25—*Society of Motion Picture & Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Century Plaza hotel, Los Angeles.

Dec. 13-15—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1990—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1991, Century Plaza, Los Angeles.

Jan. 16-19, 1990—27th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 18-21, 1990—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas. Future conference: Feb. 1-4, 1991, Loews Anatole, Dallas.

Jan. 26-27, 1990—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

Jan. 27-31, 1990—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 11-16, 1990—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

Feb. 21-23, 1990—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 28-March 3, 1990—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville.

March 31-April 3, 1990—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 1-3, 1990—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

April 18-20, 1990—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

April 20-25, 1990—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

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

May 21-23, 1990—*National Cable Television Association* annual convention. Convention Center, Atlanta.

Sept. 21-25, 1990—International Broadcasting Convention. Brighton Convention Center, Brighton, England.

cheon. Speaker: Rosalyn Weinman, VP, program standards and community relations, NBC. Copacabana, New York.

July 19—*Society of Broadcast Engineers, chapter 15*, lectures on television and FM transmitter noise and C-language application software for FM and terrain data bases. WQXR auditorium, 229 West 43rd St., New York. Information: David Bialik. (212) 752-3322.

July 19—Broadcast opportunity conference. co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Hyatt Regency, San Francisco. Information: Anna Johnson, (212) 779-4360.

■ **July 19-20**—*Wisconsin Broadcasters Association* annual convention. Embassy Suites hotel, Green Bay, Wis.

July 19-21—*Colorado Cable Television Association* annual convention. Marriott's Mark Resort, Vail, Colo.

■ **July 19-21**—*National Religious Broadcasters*, Southwest chapter, convention. Harvey hotel-DFW, Dallas. Information: (602) 254-5001.

Errata

Quote in July 3 "Can AM radio be saved?" story attributed to Dick Blackburn of Blackburn & Co. should have been attributed to **Jim Blackburn** of same firm.

July 20-22—*South Carolina Broadcasters Association* summer convention. Westin International hotel, Hilton Head, S.C.

July 21—*Television Critics Association* "TCA Day," during annual press tours. Los Angeles.

July 21—Broadcast opportunity conference. co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial*

Council for Business Opportunity, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Marriott, San Diego. Information: Anna Johnson, (212) 779-4360.

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists*. Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

Open Mike

No news is bad news

EDITOR: It is depressing and frustrating to read in our trade papers about the imminent demise of AM radio. These same magazines tell us that AM can be saved by technical innovations and NRSC. PSSA, CD's higher fidelity, or some other technical invention. Before any of my engineering friends become offended, nothing in my remarks should be construed to deprecate any phase of broadcast engineering. We must have the best equipment. But I want to discuss what goes through that equipment.

Almost every time an agency calls about a schedule, one of the first things asked is: "What's your format?" They don't ask

about equipment, they ask about format. That leads me to believe that format is very important. Until recently that meant: "What sort of music do you play?" as if music was the only part of the format that was important. What about the other parts of the broadcast day? Local news, local information and local sports?

It is lamentable that some radio stations feel they cannot make it unless they are about 95% music-oriented without a balanced format. Of course local news, local sports and local information are expensive, but they are worth it. A satellite music salesman tried to impress me by telling me to sign up with the satellite and get rid of half of my staff. To bottom liners, that

Advertisement

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

CBS WRONG ABOUT CUBA

Fidel Castro's most ardent foreign flack has changed his mind about the Cuban dictator. Saul Landau, the film maker and writer who is a fellow of the far-left Institute for Policy Studies, has been a tireless propagandist for Castro for years. Now, in an astounding about-face, Landau has written in the leftist magazine *Mother Jones* that the time has come for Castro to move on. He says the revolution Castro fathered can now succeed only without him.

Landau's disillusionment is all the more remarkable because just seven months ago he helped CBS's "60 Minutes" do a segment on Cuba that gushed with pro-Castro propaganda. This was virtually a see-no-evil story that was a journalistic disgrace. CBS used Landau as a paid consultant in making what was ostensibly a news program even though Landau's work on Castro's behalf had been well publicized for many years. Don Hewitt, the executive producer of "60 Minutes," lamely explained that they had to hire Landau to get permission for their crew to enter Cuba.

In his magazine article, however, Landau presents a different Cuba. He cites inefficiency in the economy and corruption in government. Castro's old bogeyman stories no longer have validity. Landau writes, "Cuba's problems are no longer excusable or attributable to CIA subversion and the U.S. economic embargo." He admits that the problem is Fidel Castro himself.

Landau's most biting words are about Castro's police state and the absence of even basic freedoms. The revolution, he says, offered "creative energies...utopian dreams...historic fulfillment." But what has Castro delivered? Landau says: "Repression, faceless bureaucracy and economic folly....Instead of creating a country where the best minds concentrated on planning, culture and education, they instead fixed on the murky fields of national security." He says Castro deliberately maintains a "crisis environment" for his own survival.

Let us add a quick caveat about Landau's denunciation. Landau still favors socialism for Cuba. He argues that Castro would be well advised to follow Soviet leader Mikhail Gorbachev's example and permit Cubans a bit of glasnost and perestroika. Castro has made it clear he has no

intention of adopting Gorbachev-style reforms, even though the Soviets have been urging him to do so in hopes of reducing the need for their subsidies. Could the Soviets be using Saul Landau to send a strong message to his old friend Fidel?

This might explain the striking difference between Landau's blunt criticisms of Castro's Cuba in his recent magazine article and the rosy picture he helped "60 Minutes" paint in its January 1 program. Unfortunately a lot more people saw the misleading "60 Minutes" program than will ever read Landau's magazine article. "60 Minutes" has a duty to set the record straight by doing another segment on Cuba. It should interview Saul Landau and explain how so much disinformation got into that earlier program. Honest journalism demands nothing less of CBS.

AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert
ACCURACY IN MEDIA
1275 K Street, N.W., Washington, D.C.
(202) 371-6710

sounds like bad advice.

Robert Benson, vice president of radio news for ABC News, made a succinct observation in his Jan. 5 "Monday Memo": "The most popular and successful radio stations over the years built their franchises with the public largely through maintaining a strong news and information presence.... A strong news and information station is a strong financial investment. It's as simple as that."

Why don't we apply that advice to our AM stations? Let's adopt the following: Radio is meant to inform, to advise, to amaze and to entertain. If we do these simple things, all this talk about AM radio's demise is certainly premature.—*Edward D. Allen Jr., president, WDR-AM-FM Sturgeon Bay, Wis.*

Fan mail

EDITOR: My congratulations on the birth of your new publication, BROADCASTING-CABLE. I saw the first issue at the National Cable Television Association convention and immediately filled out a subscription form as I'd like to continue to receive this publication (along with my BROADCASTING magazine each week). I want to wish you the very best of everything and I'm sure BROADCASTING-CABLE will be just as useful a tool as is BROADCASTING.—*Edward M. Allen, general partner, InterMedia Partners, Walnut Creek, Calif.*

EDITOR: Congratulations on the first two editions of BROADCASTING-CABLE.

I'm one of those cable people who have read BROADCASTING for years, beginning before its excellent coverage of cable was widely recognized within our business—and, for the record, before its association with the Times Mirror Co. I imagine it will continue to offer the best overall, in-depth treatment of radio, broadcast television, cable and satellite. I wish you the best in your new venture as well and look forward to watching it grow.—*Christopher B. Forgy, senior vice president, marketing, sales and programming, Times Mirror Cable Television, Irvine, Calif.*

Wrong directions

EDITOR: It is disappointing to read about the efforts of those who are using their influence to regulate broadcasters to conform to their own personal agendas. At the top of the list are Governmental Affairs Committee Chairman Senator John Glenn of Ohio and retiring Surgeon General C. Everett Koop.

President Eddie Fritts of the National Association of Broadcasters has done an excellent job of presenting the case for broadcasters.

The critics may be surprised to know that broadcasters did not create ills such as scandals in government, AIDS, cruelty to animals, child, drug or alcohol abuse. We advertise a multitude of products and services and any dumbbell should know the proper use is implied.

Automobiles and gasoline are advertised but if a person drives 70 miles per hour in a 30 mph zone, he is apt to have an accident and kill someone. Should we follow Dr. Koop's thinking and stop automobile and gasoline advertising? No one has ever gotten drunk seeing or hearing a beer commercial.

The critics are trying to cut up the Constitution to make their little paper dolls and leave broadcasters in the armpits of their creations. The Constitution is for all people. The First Amendment should be left intact.

Senator Glenn and Dr. Koop have benefited from broadcasting in their leadership roles in the country. They have a very strange way of saying "thanks."—*Charlie Wright, general manager, WBYS-AM-FM Canton, Ill.*

Real world realities

EDITOR: It was with interest and not a little chagrin that I read the June 12 letter from Mr. Michael Biehl in which he seems to take delight in dragging over the coals the hand that feeds him. Unfortunately, this is not the first time I have encountered this attitude in the academic world.

As an independent engineer specializing in small markets I have the opportunity to see stations operating in the "public interest, convenience and necessity" every day. For the most part they are doing an incredible job. What Mr. Biehl fails to realize is that there are over 10,000 radio stations out there, none of which has tenure. I know of some stations operating on such a tight budget that a couple hundred dollars a month can make or break them.

The frightening thing is that people with attitudes like this are training our future broadcasters. Please, Mr. Biehl, either come down from your ivory tower or teach another subject.—*Michael K. Seaman, independent engineer, Albuquerque, N.M.*

A/B absurdity

EDITOR: I read with great interest the May 29 BROADCASTING article "A/B switch requirements take effect Nov. 1." I find this to be an absurd ruling. If you have cable, you most likely don't have much more than rabbit ears. Cable operators should carry all local stations and putting an A/B switch on a cable box is dark ages thinking. While the FCC mandates an educational project for an A/B switch, they ignore linear stereo radio which could help AM survive. I still don't have a choice in cable companies, therefore regulation is in order. Carry the locals and be a part of the community you're doing business in.—*Dwight Douglas, president, Burkhardt/Douglas & Associates, Atlanta.*

Out of China

EDITOR: Since 1984, Shane Media Services has participated in several projects with China's Central Radio and with Radio Beijing.

No more.

We are stunned by the massacre of Chinese citizens who sought a voice in their

The Fifth Estate Broadcasting incorporating TELEVISION

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone 202-659-2340
Editorial department fax 202-429-0651
Administrative department fax 202-331-1732

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor

Mark K. Miller, Harry Jessell,

assistant managing editors

Leonard Zeidenberg, chief correspondent

Kira Greene, senior news editor

Matt Stump, Kim McAvoy, John S. Eggerton,

associate editors.

Susan Dillon, A. Adam Glenn (international),

assistant editors

Randall M. Sukow (technology), Peter D. Lambert,

Joe Flint, Kristina I. Hoyt, staff writers

Anthony T. Sanders, systems manager

Todd F. Bowie, Ed Kaitz, production

Broadcasting □ Cable

Yearbook

David Seyler, manager

Joseph A. Esser, associate editor

Deborah Segal, assistant manager

Paul Muller, Francesca Tedesco,

Tracy Gilliam-Turner, editorial assistants.

Advertising

Washington

Kenneth W. Taishoff, vice president, sales and marketing

Robert (Skip) Tash, Midwest and Southern regional sales

manager

Doris Kelly, sales service manager

Debra DeZarn, classified advertising manager

New York

Joseph E. Ondrick, East Coast regional sales manager.

Randi B. Teltebaum, sales manager

David Bertyn, senior sales manager

Yadira Crawford, advertising assistant

Lewis Edge & Associates, (East Coast equipment and

engineering): 609-683-7900, fax 609-497-0412

Hollywood

John R. Russel, West Coast regional sales manager

Sandra Klausner, editorial-advertising assistant

Schiff & Associates (Western equipment

and engineering): 213-393-9285, fax 213-393-2381

Circulation

Kwentin K. Keenan, circulation manager

Patricia Waldron, data entry manager

Keith Brody, subscription service manager.

Joseph Kolthoff, Janza L. Woods,

circulation assistants.

Production

Harry Stevens, production manager

Administration

David N. Whitcombe, vice president/operations

Phillippe E. Boucher, controller

Tracy Henry, assistant controller

Albert Anderson, office manager.

Nancy Miller, personnel administrator.

Marsha L. Bell, receptionist.

Corporate Relations

Patricia A. Vance, director.

Catherine F. Friday, secretary to the publisher

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2830

Fax: 212-599-2837

Geoff Foieie, chief correspondent

Stephen McClellan, chief correspondent (programming)

George Mannes, Rod Granger, Lucia Cobo, staff writers

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Fax: 213-463-3159

Steve Coe, staff writer

Advertising Representatives

Pattis/3M: Chicago 312-679-1100, fax 312-679-5926.

New York 212-953-2121, fax 212-953-2128.

Los Angeles 213-462-2700, fax 213-463-0544.

Hawaii 808-545-2700, fax 808-599-5802.

Toronto 416-482-6288, fax 416-482-9207.

London (01) 427-9000, fax. (01) 427-5544

□

Japan (06) 925-4452, Telex: 02423928.

□

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president.

Kenneth W. Taishoff, vice president.

Donald V. West, vice president.

David N. Whitcombe, vice president

Founded 1931. Broadcasting-Teletesting® introduced

in 1946. Television® acquired in 1961. Cablecasting®

introduced in 1972 □ Reg U.S. Patent Office. □

Copyright 1989 by Broadcasting Publications Inc.

government and in their destiny. We separate ourselves from a government that commits or even allows such abhorrent action and then edits history for its own protection.

Shane Media will engage in no further exchanges with the Peoples Republic of

China. Further, we urge U.S. broadcasters and producers to cancel current business and to abandon plans to expand to China.

To those broadcasters who have asked Shane Media to represent them in the People's Republic, we will not. We hope you will not seek representation elsewhere.

Please pray for our friends in China who may be subject to government reprisal because of their interest in and openness toward the United States and its ideals of freedom, choice, and human value.—*Ed Shane, president, Shane Media Services, Houston.*

Monday Memo

A commercial content commentary by Gene P. Mater, former CBS senior VP, now with John Adams Associates, Washington public affairs consulting firm

Public schools in New York State will not be showing students the advertiser-supported news broadcasts of Channel One. Other states may follow the lead of the New York Board of Regents, which in turn may sound the death knell for the project that offered \$50,000 worth of dishes, monitors, VCR's and wiring to each school agreeing to carry Channel One.

If educators in New York and elsewhere turn down the offer because the news was poorly presented, biased, amateurish or any other legitimate-sounding complaint, few would argue the issue. However, the official objections all stem from the fact that two minutes of commercials accompany the 10 minutes of news.

I have never met Chris Whittle, who came up with the Channel One concept. I have never seen his product, although I have read only good things about Channel One.

Part of the problem stems from the fact that we in broadcasting long ago came out on the losing end of the battle over linguistics. Advertisements in print are OK; commercials over the air are bad. Circulation figures for publications are OK to talk about; ratings are not.... And so on.

New York schools—and other schools across the country—use newspapers and magazines for a variety of instructional purposes, publications that frequently carry a higher commercial load than most radio and television stations. This doesn't seem to be objectionable. Indeed, New York State education lawyers have been quoted as saying that's different because students are not required to look at the print ads while the commercials would be shown in the classroom. That's a distinction with a difference that seems a bit elusive.

Going a bit further, the tie between a commercially sponsored news broadcast and schools has been likened by one educator to "academic acid rain," while the New York State education commissioner called Whittle's offer of free equipment to schools carrying Channel One a "Faustian bargain."

Ten years ago, Dr. Daniel J. Boorstin, then Librarian of Congress, asked me whether CBS couldn't come up with some way to link television and the printed word. Our discussions led to the ongoing "Read More About It" project.

The concept is simplicity itself. After



“Broadcasting long ago came out on the losing end of the battle over linguistics. Advertisements in print are OK; commercials over the air are bad. Circulation figures for publications are OK to talk about; ratings are not.”

certain broadcasts picked by the Library of Congress, a key player in the program appears on camera to tell viewers about books on the subject just covered, books selected by the Library of Congress, so the audience may "read more about it." And, according to libraries and schools, the concept works,

and people do "read more about it."

Each of those programs carried—and still carries—its appropriate commercial load. To the best of my knowledge, no one—starting with Dan Boorstin—ever saw a problem in these programs being commercially sponsored, not even the schools and libraries touting the broadcast in advance.

Through the years, "Read More About It" has been endorsed by such organizations as the American Library Association, the Carnegie Foundation for the Advancement of Teaching, the International Reading Association and the National Association of State Boards of Education.

Schools nationwide have made these "Read More About It" programs at least recommended if not required viewing at home; it is doubtful that many children are urged to leave the room when the commercial break starts.

Dan Boorstin said it best when he noted that "the book made it possible to send messages across continents into everybody's living room. Now, with the 'Read More About It' project, we are going to bring those two technologies together to prove that there is not a competition between them but that each has the power to enrich and enliven the other."

So it could—or should—be with television and the classroom, with or without commercial content. Children do not live in an advertising-free world, whether those ads appear in print, on the screen or over the air.

The New York Board of Regents apparently has decided that acceptance of commercial content is too big a price to pay for needed video equipment and a news broadcast to serve as an educational tool. Indeed, even the *New York Times*—which feels that "ideally it would be better to keep TV commercials out of the public schools"—saw far more good than bad in the proposal and urged the state to go forward with Channel One. Instead, again we encounter a visceral, negative reaction when the word "commercial" appears.

When New York announced its ban on Channel One, old friend Peggy Charren of Action for Children's Television announced that "this is a wonderful day." Then, in the most disingenuous quote of the week, Peggy said, "We shouldn't have our schools telling teenagers that they need a Ford in their lives."

You tell 'em, Peggy. 

THE TV SERIES YOU'LL BE WAITING FOR



There's more digital from the master.

Sony now brings you two new D-2 recorders, the full-featured DVR-18 and a new portable unit, to stand alongside the familiar DVR-10.

The DVR-18 can record continuously for three hours. And its unique "fast formatting" approach to pre-stripping cuts the preparation time for insert editing by two-thirds.

The DVR-18 has two plug-

in options: one for serial digital signal transmission, one for time compression with built-in digital pitch-corrected audio.

Plus all the advantages of digital recording. Such as 20 or more generations of transparent

CHING FOR YEARS TO COME.



digital dubbing. Four channels of PCM digital audio. And write-after-read editing.

Sony's new portable DVR-2 can record up to 94 minutes, with full error correction and concealment in playback.

Each of these recorders is taking its place in a growing Sony D-2 family, destined to be

the workhorse for "on-air" editing and field production work.

To find out more, contact your Sony Broadcast Sales Engineer. Or call (800) 635-SONY.

SONY

Sony Communications Products Company, 1600 Queen Anne Road, Teaneck, NJ 07666. © 1989 Sony Corporation of America. Sony is a registered trademark of Sony.

BROADCAST PRODUCTS

**A leader in Media & Entertainment financing
with more than \$3.5 billion committed to:**

Theatrical Exhibition

TV & Film Production

Television

Outdoor Advertising

Radio

Publishing

Cable

Music

Mobile Communications

Let us put our strength to work for you

Media & Entertainment Division



BANK OF BOSTON

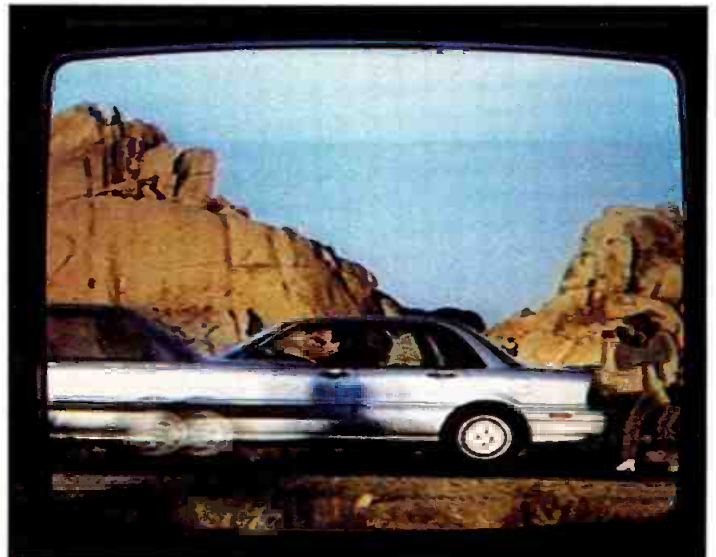
(617) 434-5155

Broadcasting Jul 10

TOP OF THE WEEK



Young & Rubicam spot for Kentucky Fried Chicken



Grey Advertising spot for Mitsubishi's Galant

Spot TV: steady as she goes

Ad growth is keeping pace with earlier predictions by TVB, others of 3%-5% increase over last year

Overall spot television growth seems to be falling within the range mapped out by industry seers earlier this year—although impressions vary widely from different industry vantage points. Automotive advertising continues to anchor the market. And while industry participants see the strong network upfront market as a good sign, they do not expect it to spill over directly into the spot market.

The Television Bureau of Advertising, for one, is sticking to its prediction that spot expenditures will grow 3% to 5% over 1988 levels. "We see no reason to change our prediction. That's still a pretty good number," said TVB senior vice president/national sales, Jim Joyella. Based on TVB's 1988 figure of \$7.1 billion, the spot market this year would range from about \$7.3 billion to \$7.5 billion.

Through May, TVB has pegged spot television growth at 3.2% over last year's figures. "Predictions this year have been right on target," said Peter Goulazian, president of Katz Television Group.

According to the picture that Joyella and TVB paint, the 1989 spot television market is improving as the year progresses, in contrast with the 1988 market, which started

out with a bang but ended up whimpering. While first-quarter 1988 sales were up 9.6% over the previous year, the year ended with a 4.4% increase, according to TVB. This year, following a first quarter that was up 2.6% over 1988, the year's cumulative performance seems to be on an upward trend. This growth would be approximately equal to inflation.

Cumulatively through May, TVB's figures indicate that spot advertising is up 3.2% over 1988. However, performance over the first part of the year varies widely, depending on who's doing the reporting. Saying that independents are doing better than expected, Dave Schwartz, Seltel vice president of domestic sales, said Seltel client stations were up 8.7% over the first five months of the year compared to the same period last year.

The increase in first-quarter business, which Goulazian called a "remarkable achievement" given first-quarter 1988, came from a variety of areas, observers said: automotive, fast-food and corporate nondurable advertising.

Second-quarter advertising, according to Teddy Reynolds, Petry vice president, director of research, appeared to fall within previous estimates of 4% to 6% growth.

Business was especially poor last summer, when in the transition from the second to third quarter, June business was down

3%, while July and August had increases of 0.9% and 1.1% respectively, according to the TVB. However, Joyella said, "We don't see that trough developing this year."

Judging from the 70% of expected July business in and 50% of August business, MMT Sales executive vice president Charlie Lizzo said that the performance of the rep's more than 60 stations appeared to be up more than 5% over last year's third quarter. Similarly, Petry is expecting a 4%-6% increase over last year's third quarter.

Bud Hirsch, vice president, sales and marketing, NBC-owned stations, said: "For our seven stations we had a relatively good second quarter but it wasn't to the level we had planned for. The third quarter, however, has opened up very strong, and August is terrific. We are into 25%-30% increases [excluding last year's Olympic advertising]."

Blair Television senior vice president and general sales manager Bill Breda estimated that third-quarter business would be up 3%-4%. Packaged goods business was improving and automotive advertising looked stronger within the past week, he said.

Continuing to be a cornerstone of stations' business is automotive advertising. One media buyer said that some stations reported that 30% to 35% of their business in local and spot advertising was autom-

Auto bottleneck

The largest spender in spot television, General Motors, has decided to take a get-tough attitude with television stations. The auto manufacturer has decided it wants category exclusivity in any advertising "pod" in which its commercials run, and has indicated it will pull advertising from any station that carries a competing auto ad in a pod in which GM was previously promised pod protection.

The specifics of that decision were presented at a meeting last Wednesday in Detroit, called by Bob Wisniewski, media director for Leo Burnett's Detroit office—Burnett is agency of record for GM's Oldsmobile division. One person at the meeting, which included executives from rep firms, owned station groups and Detroit area TV stations, said that Wisniewski indicated Oldsmobile would not pay any premium for pod protection. Lintas, which handles advertising for another GM division, Chevrolet, has also sent a letter expressing its concern over automobile clutter.

There are several reasons for automobile ads crowding into certain pods, said station rep and agency executives. One is that automobile spending, both by manufacturers and dealer associations, has jumped in recent years—GM's own spot spending grew 21% in 1988, to \$312 million, according to the Television Bureau of Advertising. Another is that automobile

advertisers are particularly drawn to certain kinds of television programming, particularly sports and news.

The auto clutter problem is said to be worst in late news. A survey last Thursday by BROADCASTING of New York's six VHF commercial stations found apparent late news clutter problems on at least three stations—one independent and two affiliates. The six ads appearing in three pods were for Ford, General Motors, Mitsubishi, and dealers associations of BMW, Honda and Toyota.

Other automobile manufacturers do not appear as concerned as those of GM. Peggy Greene, executive vice president, broadcast buying, for Toyota's agency, Saatchi & Saatchi, acknowledged that pod protection is a problem but added, "You can't look at it [exclusivity] in a vacuum. It may not be so terrible if the alternative is jacking up rates.... I hate to be a pessimist, but with local dealer advertising growing so much, the most many advertisers can hope for is to be protected against back-to-back auto ads."

TVB President Bill Moll said a possible solution to the crowding of auto ads would be for manufacturers and dealers associations to spend more in other dayparts. And one person at the meeting said Burnett typically had asked for availabilities after 5 p.m. but now is seeking spots starting at 7 a.m. —GF

tive. Particularly strong, observers said, is the growth of import advertising. Within the domestic auto industry, money appears to be coming from dealers, not manufacturers. Although he said he was grateful for the automotive business, Goulazian questioned whether the industry was becoming too dependent on automotive advertisers. Automotive advertising accounts for more than 15% of spot business in certain markets at certain times, he said.

According to Petry's Reynolds, the prime contributor to spot TV is "undiminished heavy spending by automobile manufacturers and dealers—especially the dealers."

Yet automotive advertising does not seem strong to all industry participants. Said Ed Goldman, president, Group W Television Sales: "With the exception of San Francisco, our markets in the second quarter have suffered substantial decreases in automotive [advertising]. This is a result of the previously substantial growth we had and, I think, severe cutbacks on dealer incentives and local factory expenditures." Goldman's view of lackluster automobile spot spending was seconded by a general sales manager at an affiliate station in Florida: "I've never seen the dealers complaining like this before."

Industry participants were unsure about the future strength of auto advertising, given uncertainties about the consequences of high inventories among dealers, production cutbacks, and future factory sales support.

One area some reps say has been growing strong this summer is spot movie advertising. Schwartz said: "It's been a very hot summer.... [Movie advertising] has been a very, very good area for us." He added: "We anticipate that trend to continue through the fourth quarter."

Major markets are doing stronger than the average. At the top of the popularity list

are New York, Los Angeles and Chicago, followed by Philadelphia, Washington and other California markets.

"The top 15 or 20 markets were fairly tight," said Betty Coumbe, vice president, director of spot broadcast, Grey Advertising. "I would say tighter than last year. Past that it varied widely as to available inventory or lack thereof."

Asked to characterize the spot business, many agency personnel called it a buyer's market in 1989. Stations seemed to hold the upper hand toward the end of the quarters, they said.

"Overall, we're finding it to be a good year from our perspective," said Marlene Chautin, senior vice president, associate media director of broadcast television for Young & Rubicam. "We're meeting and even besting cost projections we gave to clients." She said she noticed a less bullish attitude from stations: "Stations are more amenable to negotiations than they were last year."

However, J. Walter Reed, senior vice president and corporate director of spot broadcast for Foote, Cone & Belding, said there was "greater tightness" in the market as compared to last year.

More so than reps, agency personnel attributed the growth in the spot market to new advertisers and new products entering the market, rather than to price increases or heavier buys for existing products.

An especially tight time period is late news, which buyers found popular because of its upscale demographics and reach of both men and women. The popularity of this time period among auto advertisers has caused some problems (see box).

Estimating a higher rate of growth than some, Robert Mitchell, senior vice president and director of local market media for Lintas/New York, said: "I think the second quarter was up 10% to 13%. Those adver-

tisers who waited until the last minute had real problems."

Both agency buyers and reps were hesitant to conclude that the networks' bullish upfront market would translate into a stronger spot market in the fourth quarter and beyond. Although Breda said that the upfront market was a positive indicator for the fourth-quarter spot market, he said that because of increasing competition from such alternatives as barter syndication and cable networks, the spillover from the upfront market "goes to a bigger funnel" than it had in earlier years.

More influential on spot than upfront is the scatter market, said Chautin. In late 1988 and early this year, for example, the pricing and availability in the scatter market drove advertisers into spot, she said. And it is too early to predict what the scatter market will be like this season, she said.—GM

Paramount bid for Time at crossroads

Hearing in Delaware this week could eliminate obstacles to its offer; decision from court could come next week; another possible bidder, Cablevision Systems, confirmed

The battle over the destiny of Time Inc. moves to a Delaware courtroom this Tuesday (July 11) in a hearing that will make or break Paramount Communications' effort to halt the creation of Time Warner Inc. and to gain control of Time.

And last week, confirmation came of another possible bidder for Time: Cablevision Systems Corp., according to a lawyer for

Time, is "actively considering" a bid for the company.

In a hearing in Delaware Chancery Court Tuesday, Paramount's lawyers will argue that Time's plans, announced in March, to merge with Warner Communications effectively put Time up for sale.

Stemming from this interpretation, Paramount is seeking to overturn various obstacles that, according to its allegations, unfairly stand in the way of its \$12.2 billion tender offer for Time. Because of the speed at which the Delaware court can operate, a decision in the case could be reached as early as the end of next week.

Confirmation of Cablevision's interest in an acquisition of Time came in a July 3 letter from a Time lawyer to the Delaware judge hearing the case. The letter states that a Cablevision affiliate, Cablevision Media Investors L.P., would not produce certain documents for the case because of its bid for Time. The limited partnership was one of three Time shareholders that one week earlier had unsuccessfully sought to delay the June 30 shareholder meeting.

In separate news, Paramount disclosed that Time shareholders have tendered approximately two million shares of common stock to Paramount in response to its \$200 per-share tender offer. Paramount, seeking 32.3 million shares of Time stock, said it moved the expiration date of its tender offer to Friday, July 28.

On Friday, Time's stock dropped \$4.125 to \$151.50, well below Paramount's offering price. Paramount closed the week at \$57, down \$2.25 from where it had closed the Friday before. □

ABC can keep radio stations

FCC grants permanent waiver of one-to-market rules, allowing network to keep its properties in N.Y., Chicago, L.A. and San Francisco; Great American's petition is still pending

After three years of uncertainty, Capital Cities/ABC can rest easy. It will get to keep its radio stations in New York, Chicago, Los Angeles and San Francisco.

The FCC, inaugurating the liberal waiver policy of its so-called one-to-a-market rules that it adopted seven months ago (BROADCASTING, Dec. 19, 1988), granted Capcities/ABC a permanent waiver of the rules, allowing it to maintain radio-television combinations in the four major markets.

The combinations: WABC-AM-TV-WPLJ(FM) New York; WLS-AM-TV-WYTZ(FM) Chicago; KABC-AM-TV-KLOS(FM) Los Angeles, and KGO-AM-TV San Francisco. Without the waiver, Capcities/ABC would have sold the radio stations to comply with the cross-ownership rules.

"We are obviously pleased with the decision," said Jim Arcara, president, Capcities/ABC Radio. "It means we will be able to stabilize our operations in all four cities. It has been difficult in some cases to attract people. It has been difficult to make any long-term commitments when you know you may not be able to keep the stations."

Still pending at the FCC is a similar petition for waiver filed by Great American

Broadcasting (formerly Taft Broadcasting), which is seeking to hang on to combinations in Cincinnati (WKRC-AM-TV and WKRC(FM)) and Kansas City, Mo. (WDAF-AM-TV and KYYS(FM)).

Bernie Koteen, a Washington attorney for Great American, was unsure when the FCC would act on the Great American petition, but speculated that action may be delayed because Great American must meet a tougher standard and because its petition is "trapped in the same shop [the video services division of the Mass Media Bureau] that is handling the McCaw-LIN and Paramount-Time takeovers. I suspect that there is a crisis every day involving those, with filings piling up."

The FCC let stand the one-to-a-market rules prohibiting new radio-television combinations, but it also adopted a waiver policy that should make it easier for broadcasters to obtain waivers, especially for stations in the top 25 markets.

Under the new case-by-case waiver policy, the FCC said it would "look with favor" upon waiver requests involving radio-television combinations in the top 25 markets that have at least 30 separately owned broadcast licensees, or, as the FCC calls them, "voices."

The FCC also said it would consider waiver requests for combinations that did not meet the 25-30 standard, but that the agency would not be favorably predisposed to grant them. Indeed, it said, they would be subjected to a more rigorous review in

Cable ratings: second quarter—box score

Eleven of the largest basic cable networks posted a combined gain of 1.1 rating points in the second quarter of 1989, rising from 12.5 last year to 13.6. The increase was largely attributed to Turner Network Television's 1.3 rating (it was not in existence last year) and USA, which rose from a 1.6 rating to a 2.1. Without TNT, the other nine networks dropped 0.2 in prime time, quarter to quarter.

USA's substantial increase could be partially traced to the strong performances of *Miami Vice* and *Murder, She Wrote*,

Network	Prime Time				Full Day			
	2Q 89 Rating	(HH)	2Q 88 Rating	(HH)	2Q 89 Rating	(HH)	2Q 88 Rating	(HH)
WTBS	2.8	(1,377,000)	3.0	(1,364,000)	1.5	(751,000)	1.8	(809,000)
USA	2.1	(1,021,000)	1.6	(717,000)	1.1	(507,000)	0.9	(401,000)
ESPN	1.4	(700,000)	1.3	(601,000)	0.7	(355,000)	0.6	(301,000)
Headline News	1.3	(636,000)	1.3	(605,000)	0.8	(430,000)	0.8	(374,000)
TNT	1.3	(355,000)	—	—	0.8	(224,000)	—	—
Nashville	0.9	(416,000)	1.1	(446,000)	0.4	(193,000)	0.5	(212,000)
Lifetime	0.9	(400,000)	1.1	(419,000)	0.6	(266,000)	0.6	(232,000)
CBN	0.9	(398,000)	0.9	(372,000)	0.7	(310,000)	0.6	(248,000)
A&E	0.8	(310,000)	0.9	(297,000)	0.4	(140,000)	0.3	(91,000)
Discovery	0.7	(301,000)	0.8	(246,000)	0.4	(166,000)	0.4	(131,000)
BET	0.5	(112,000)	0.5	(107,000)	0.5	(105,000)	0.4	(84,000)
Nickelodeon	—	—	—	—	1.1	(506,500)	1.0	(408,000)
MTV	—	—	—	—	0.6	(277,900)	0.6	(252,000)
Nick at Nite	—	—	—	—	0.5	(230,200)	0.5	(181,600)
FNN	—	—	—	—	0.3	(96,000)	0.1	(42,000)
VH-1	—	—	—	—	0.2	(65,500)	0.3	(82,200)

USA's prime time runs from 7 to 11 p.m., CBN's from 7 to midnight, Lifetime's full day is 7:30 a.m.-1 a.m., Monday-Saturday; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.; Discovery's and Nashville's is 9 a.m.-3 a.m.; BET's is noon-1 a.m., and FNN's is 6 a.m.-8 p.m. A&E figures are the sums of its two program blocks, which run from 8 p.m. to 4 a.m.

which the FCC would consider "the types of facilities involved, the potential benefits of the applicant, the financial difficulties of the station[s] and the nature of the market."

The FCC justified the new policy on the premise that the potential benefits of some relaxation of the rules—efficiencies due to joint ownership and operation of stations—outweighed the potential harm—loss of competition and diversity.

The FCC granted Capacities/ABC's waiver under the 25-30 standard. All four markets are in the top 25 markets and each of the markets has at least 30 voices. According to Capacities/ABC's petition, New York has 94 voices; Chicago, 105; Los Angeles, 79, and San Francisco, 57.

Great American must meet the stricter test for waivers because Kansas City and Cincinnati are outside the top 25 markets, even though, as Great American points out in its petition, the markets each have more than 30 voices. Cincinnati has 35, Kansas City, 33, it said.

When the FCC implemented the one-to-a-market rules in 1979, existing combinations were grandfathered—that is, they

'Candid' v. 'Hidden'

Lawyers for Allen Funt Productions filed suit in Los Angeles Superior Court last Thursday (July 6) against the Fox Broadcasting Co. and producer Quantum Media, seeking to block the July 9 airing of FBC's *Totally Hidden Video*. "It's a *Candid Camera* ripoff, that's all I'll say," charged *Candid Camera* creator Allen Funt.

Attorney Arthur Barends said the suit seeks a restraining order to prevent *Hidden Video's* airing and charges unfair competition under the business and professions code, false statements and common infringements to the right of publicity. Barends and Funt would not elaborate on the amount of damages sought, or the next course of action if *Hidden Video* airs. Representatives from Quantum referred all inquiries to Fox, where a spokesman said FBC officials do not comment on pending litigation.

Hidden Video is a half-hour comedy series that uses a concealed camera to catch people in awkward situations. *Candid Camera* ran on CBS from 1949 to 1967, and was in syndication in 1974-78.

were exempt from the rules. However, the combinations of ABC and Taft Broadcasting lost their grandfathered status when Capacities acquired ABC in 1986 and Taft changed hands and became Great American.

In approving the ownership changes of

the group broadcasters, the FCC gave them 18-month waivers of the rules to allow for orderly divestiture of either the radio or television stations. After it began its review of the one-to-a-market rules, it extended the temporary waivers until six months after resolution of its rulemaking proceeding. —HJ

DBS assignments up for FCC consideration this week

Applicants await word on whether commission will approve plan to split satellite slots east-west, assigning channels in pairs

The latest round of direct broadcast satellite orbital assignments will appear on this week's FCC agenda, commission distribution services branch staff confirmed last week. The FCC said that "related allocation issues" will be considered, but declined to say whether the issues include a proposal to assign DBS slots in pairs. That controversial idea could be seen as a likely component of any recommendation to the commissioners.

Responding to the fact that applications had come to outnumber the frequencies available, and that requests were concentrated on only four of the eight DBS orbital arc positions, FCC staff last December proposed assigning only eight or 16, rather than 32, channels to each applicant at each of two slots. The industry pleading cycle on the question ended Jan. 31.

FCC precedent in satellite assignments makes adoption of the pairs likely, as it could be seen as achieving long-standing priorities exemplified by last year's fixed-service satellite report and order: accommodating the greatest possible number of applicants without competitive hearings or frequency coordination problems.

Queried on the issue last week, executives at Hughes Communications and Hubbard Broadcasting articulated the opposing viewpoints of what have essentially become two camps of permittees and applicants.

"It is bad for the United States—an unfortunate error in analyzing cause and effect," said Steve Petrucci, president of Hughes, which holds a permit to offer up to 32 channels at one of the four eastern posi-

tions coveted for their coverage of all 50 states. "If the purpose is to allow more people into the DBS business, which it seems to be, that would appear to be a good reason until you look at the business." Such a look, he said, makes clear that "only the biggest and the strongest, the people who can afford the most risk, would probably ever get into it anyway." Paired assignments would "keep even those people, which means anybody, from getting into it," he said.

At least 32 channels at each slot are necessary, he said. "because if you're going to sell millions of dishes to homeowners, they certainly don't want to have to point at more than one slot. One wants to sell the dish and receiver, everything you have to buy, for a couple hundred bucks. It has to be something you set on your window sill or your roof, like [broadcast] TV antennas, and point and leave there—not something you go out and move around."

To the contrary, said Stanley S. Hubbard, "our studies have shown that, if consumers have to pay more for a steerable antenna to get more services, they will do it." But that, he argued, would be one of the lesser articles of "incontrovertible" evidence that the paired assignment approach would "provide more services to the most people" and prove "the only way" to make high-power DBS a reality in the U.S.

In addition to the fixed-satellite service precedent that "to ultimately have a good service, you will have to have east and west satellites and services" to separate time zones, argued Hubbard, "with paired slots, consumers will have 128 channels east and west. Without pairs, it would be 32 channels times three." Hubbard has proposed eventually providing eight channels to each half of the nation.

And, he said, if the central attraction to 'true' DBS is that higher power means smaller dishes, each transponder on an eight-channel bird would be yet more powerful than each transponder on a 32-channel bird, because, in Hubbard attorney Marvin Rosenberg's words: "You're spreading the same power among fewer transponders." The result, both men said, would be yet smaller, more marketable dishes and a system more capable of accommodating the wider bandwidth and higher power that high-definition television could require.

According to Rosenberg, competing applications for the four 50-state slots as they stand would leave more than 50 channels unassigned. Pairing, he said, would reduce that number to eight. "We have advocated the more the merrier; more players raise the likelihood that DBS will really happen."

Would adoption of paired assignments "kill the business?" Petrucci asked rhetorically. "Well, there isn't any business to kill right now. Most of the world, including the United States, is watching what is happening in the UK and Europe, as well as Japan, before you could get a group in the United States to enter into DBS." Established roadblocks persist today, he said, specifically noting what Hughes perceives as the absence of a secure encryption system and, perhaps more difficult to overcome, cable industry resistance. "The major programming that you would imagine would go on DBS is presently on cable, and the cable industry holds various monopolies on the ground and probably would not do anything that would threaten them anyway. That wouldn't be reasonable. They certainly don't control programming, but they have a big hand in its future. I can't predict" when that DBS logjam will be broken, he said, "and I don't think anybody can." —PDL

Syndicators ready for fight in Saturday night fringe

Weekend fringe heats up with talk show and action entries from Qintex, Samuel Goldwyn and Genesis

While Saturday night late fringe has traditionally been NBC's domain, with its 15-year-old *Saturday Night Live* (11:30 p.m.), and younger cousin, *Saturday Night's Main Event* wrestling show, which preempts *SNL* an average of five times a season, that network will be facing its first real challenge this fall as syndicators roll out a battery of new late night fare.

The new fall one-hour debuts include Qintex's *Rollergames*, The Samuel Goldwyn Co.'s *American Gladiators*, and Genesis Entertainment's *The Byron Allen Show*. In addition to the new entries, Paramount began running repeat episodes of *The Arsenio Hall Show* on Saturday nights last month, which will further crowd the time period next fall.

Crowded is the word most recently used to describe the syndication marketplace. The logjam in early fringe and access time periods has been increasingly unforgiving to syndicators, with the influx of reality-based programs like *USA Today on TV*, *Inside Edition* and *A Current Affair*, all of which will return in the fall. Adding to the overflow of product is the wealth of off-network sitcoms already in the time periods, such as *The Cosby Show*, *Family Ties* and *Cheers*, as well as series that have yet to debut, such as *Who's the Boss?*, *Growing Pains*, *The Hogan Family* and *227*.

Because of the heightened competition in early fringe and access during the week, syndicators have turned their attention to weekend late fringe. As a more than casual observer of the movement, Randy Hanson, Worldvision Entertainment's senior vice president, domestic sales, is sidestepping the upcoming Saturday battle by positioning its half-hour magazine show *After Hours* as a weekday strip. Hanson calls late fringe "the last frontier," singling out such shows as *Fernwood 2-night*, boxing and *Bowling For Dollars* as some of the rare past entries in Saturday late fringe. But Hanson adds: "Monday through Friday nights is easier to position a half-hour show, and it is not nearly as competitive as what the weekend fringe is shaping up to be."

Executives from Qintex and Samuel Goldwyn have taken heart with the performance of NBC's wrestling specials as an indication of an available audience for their action-oriented shows. *Saturday Night Live*



Samuel Goldwyn's 'American Gladiators'

WEEKEND WARRIORS



Paramount's 'Arsenio'



Genesis Entertainment's 'Byron Allen'



Qintex's 'Rollergames'



Qintex's 'Tuff Trax'

has averaged a 7.5 rating and a 23 share this season, with *Main Event* averaging about two rating points higher on the Saturday nights it preempts *SNL*.

Jody Shapiro, executive vice president, telecommunications, Qintex, says that "when *Main Event* plays, it gains one-third more viewers than *Saturday Night Live*—that should tell you something." Dick Askin, president, Samuel Goldwyn Television, whose *American Gladiators* will face Qintex's *Rollergames* in many markets, agrees. "We both identified the increase of *Main Event*'s audience following *Saturday Night Live*. There's an audience—and it is predominantly male—that's tuning back in for the *Main Event*. It's those untapped male viewers we're both looking to garner," Askin said.

The primary demographic target, as Askin sees it, will be males in the 18-49 age group, with *American Gladiators* and "one or two other shows" surviving their initial seasons.

Shapiro feels *Rollergames* will have a better cross-appeal to females by offering "rock-and-roll musical elements" to the half-time festivities of the roller derby-style event.

Strong barter support from sponsors and a high number of station clearances are the tickets to weekend late fringe success, according to Askin. "There are just not that many stations able to allot dollars out of their budgets for late fringe and ignore priorities in other dayparts," he said. Goldwyn is guaranteeing advertisers a 3.8 rating for *American Gladiators*, while Qintex, confident of its show's broader appeal, is promising a five or six rating for *Rollergames*.

Jon Mandel, vice president, associate media director, Grey Advertising, has a more conservative outlook toward the two shows. "It's possible, but both estimates are probably on the high side. How are they going to get more than a 3.8 with that kind of narrow appeal? I think advertisers see Byron Allen as a known commodity. A lot of advertisers that I deal with are more comfortable with the talk show format and the broader demos they pull down. These other 'crash TV' shows will require a real leap of faith from advertisers," he said.

Janeen Bjork, vice president, director of programing, Seltel, said despite the fact that *Saturday Night Live* is not as strong as it once was, "it's still a tough time period." Bjork said she expects *American Gladiators* and *Rollergames* to get a lot of viewer sampling, and that their success will depend on whether they can deliver on the concept they've promised.

As for *The Byron Allen Show*, Bjork was surprised when she saw the pilot. "I wasn't expecting much, but I came away very impressed. The pilot had the look of a show that had been on the air for 10 or 11 weeks," she said.

Allen, comedian and former co-host of NBC's *Real People*, told BROADCASTING he likes his chances on Saturday night. "With Sajak, Arsenio and Carson opposite each other in most markets during the week, their combined rating comes to about

a 12. That's a 12 rating Monday through Friday that's not being serviced on the weekend," he said.

Allen, who says he's been working for the past eight years to get the project off the ground, doesn't expect to break new ground in the talk-show format. "I don't need to feel I have to reinvent the wheel. That would be a big mistake. The talk show is an extension of the host, and each show has an identity through the personality of the host," he said.

Qintex's confidence in the viability of weekend late fringe has led the syndicator to launch *Tuff Trax*, a weekly hour series featuring truck and tractor pulling. Rob Word, senior vice president, creative affairs for Qintex, said the show will work as a companion piece to *Rollergames* in Saturday's late fringe, or other late fringe nights. "When you have something to sell, and then look at how quickly *Rollergames* sold its

market, you don't have any second thoughts about rolling out a new show," he said.

Tuff Trax was originally sold to 32 markets by Andrews Entertainment, the show's producer. The show has been expanded to an hour for Qintex, and the barter split is expected to be six minutes national and six minutes local, with Action Media Group handling the national barter sales. Qintex will market the show and have some creative input.

Looking toward the future, Qintex's Shapiro sees Sunday night as the next frontier to conquer. "There is room for a sports show," he explained. "A lot of stations are scoring good ratings with half-hour sports wrap-up shows at 11:30 p.m. after their local news slots, but nothing is on after that. We'll probably have 12-15 stations air *Rollergames* in the Sunday slot, but I see room for another type of show."—SC, MF

Cablevision, MSG settle dispute

But while sports is back on Long Island, congressmen from area want to make sure there is no repeat of situation

Madison Square Garden Network and Cablevision Systems resolved a nine-month carriage dispute last week, reaching agreement for MSG services to be carried on Cablevision systems serving 750,000 homes. The dropping of MSG, which carries the New York Knicks and Rangers and added the Yankees this season, has been a focal point for cable's critics, adding to earlier criticisms of the industry.

On Capitol Hill, where the Cablevision-MSG feud has fired up the Long Island congressional delegation, the agreement was being viewed as too little too late. According to Hill staff, the issue of consumer access to sports programing is still alive.

Representative Norman Lent (R-N.Y.), in a statement released last week, said he will "be working hard for swift enactment" of his bill that is aimed at ensuring the public has access to sports programing. Lent is the ranking Republican on the House Energy and Commerce Committee and is the senior Republican on the Long Island delegation.

Lent said he was "obviously pleased" that an agreement was reached, but is disappointed "that it took this long to restore regular access to MSG sports programing on Cablevision, and I intend to do everything I can to ensure that Long Island sports fans are not held hostage again."

A similar response emerged from Democratic congressman Charles Schumer of Brooklyn. Said Schumer: "Brooklynites are pleased that the MSG-Cablevision dispute has been resolved. However, I fear that until there is real competition in programing and delivery of cable services or significant reregulation, this doesn't mark the last time that the cable consumer is held

hostage to a corporate dispute."

The long-term agreement is a compromise that allowed 400,000 of Cablevision's 750,000 area subscribers to see MSG last Wednesday. MSG returns to the systems at the same level of purchase as when it was dropped. Where it appeared on basic, in Suffolk, N.Y., and Bridgeport, Conn., for instance, it will remain until the end of the 1990 baseball season.

Where it was a pay service, it returns as a pay service, but in some systems, it will be a standalone option, as opposed to being packaged with other services. For instance, in Bergen, N.J., Yonkers, N.Y., and parts of Long Island, Cablevision basic subscribers who take SportsChannel New York can add MSG for \$4. On certain other Long Island systems, basic subscribers paying \$19.50 can add MSG for \$10 without purchasing SportsChannel New York. In still other areas, MSG returns to Rainbow (\$44.95) and Rainbow Gold (\$55.95) packages, or to an MSG/SportsChannel New York package.

In the Bronx and Brooklyn, Cablevision's two new builds, MSG will appear as part of a sports cluster with ESPN, SportsChannel New York and SportsChannel America for \$15. In those areas, subscribers can get a broadcast and access channel tier for \$9.95. They can then buy MSG for \$10, or MSG and SportsChannel for \$14 or the sports cluster for \$15.

(Cablevision is offering further clusters in those areas. The children's and educational cluster is \$3, news and information \$5, movies and entertainment \$6 [including American Movie Classics] and arts \$6. The Family Pack, which includes those four clusters plus ESPN, home shopping, religious, access and broadcast stations, costs \$25.95. SportsChannel and MSG, plus other pay options, are also included in higher-priced packages in those areas.)

(ESPN said last week its contract with Cablevision does not allow the cable opera-

tor to offer ESPN on a pay tier, and said the company was reviewing the matter.)

Additionally, MSG said, its second channel, MSG II, which handles conflicts between simultaneous events, will appear on basic service on Cablevision. MSG II will carry 50 Knicks, Rangers and Yankees games over the next year.

Cablevision said the clustering approach it will initiate in the Bronx and Brooklyn will be extended to Long Island next year, once a fiber optic rebuild that will include advanced converter technology is completed. The new converters will allow subscribers greater choice over programing options.

Both sides lauded Senator Alfonse D'Amato for his hand in the negotiations, concluded over the July 1-2 weekend. "Senator D'Amato deserves every credit for his contributions to these negotiations," said James Kofalt, president of cable operations for Cablevision. MSG Executive Vice President Robert Gutkowski said "it was largely through his efforts that we concluded an agreement acceptable to both parties."

MSG had wanted to be carried on basic, and indeed, the other cable operators in the area agreed to carry MSG on basic, despite their concerns over the increased cost of programing. Some systems raised rates another 50 cents in order to accommodate MSG on basic. It was for that reason, plus Cablevision's historical marketing position of having numerous pay packages (its own SportsChannel New York is a pay option), that the cable operator wanted MSG to be offered as a pay service.

Kofalt said the terms were "fair" to all subscribers. "Subscribers who are not sports fans will not be charged for the service, so this programing will not apply pressure to their rates," said Kofalt. "The settlement preserves the principle that each household should have the right not to subscribe to the most expensive services. This principle gains in importance as more and more services become available to cable." (MSG's rate card of approximately 80 cents per subscriber per month jumped to over \$1 per month with the addition of the Yankees, which it won by outbidding Cablevision's SportsChannel New York.)

Gutkowski said by placing MSG in the same cluster with ESPN in the Bronx and Brooklyn, "Cablevision has recognized the importance of making MSG and other local sports services more affordable to the subscribing public." He said that placement was a "compromise situation that helped expedite the resolution of this dispute."

The deal allows MSG to be offered to the 2.7 million cable subscribers in the area.

To many, the dispute was an example of cable's monopoly status to deprive subscribers of programing, and cable's critics often used the MSG-Cablevision situation to blast the industry. Additionally, free television proponents worried over the migration of sports events from free to pay television used the dispute as an example of cable's power in the marketplace.

Richard Kessel, executive director of the state's Consumer Protection Board, who played mediator at times during the dispute, said he will continue to push for reregula-

tion. Although he said the agreement was "welcome news," he blasted both sides. "It is unfortunate that sports fans and other cable viewers had to wait 10 months for today's agreement," Kessel said. "This deal could have been made many months ago allowing the public to view the games while negotiations continued." Kessel expressed disappointment that "Cablevision subscribers will be required to pay an additional charge above the basic rate.... It is

important to note that most of the other cable subscribers in the Tri-State area will be receiving the same service on basic with no additional charge." Kessel said he thought Cablevision's \$19.50 basic rate charge was enough to cover the cost of MSG. Kessel said "now that this battle is over we will concentrate our efforts on urging Congress to move as quickly as possible to reregulate the cable television industry so that this can never happen again." —MS

ATV first, then HDTV, says study

Author Gordon Bricker, with 36 years experience in broadcasting and consumer electronics, proposes shift of television stations to digital fiber network in 21st century; companion analog NTSC suggested

Too little study has been devoted to how the consumer will react to the large investment that will be necessary during the conversion to high-definition television, says Gordon W. Bricker, author of the latest HDTV implementation proposal. Bricker's "A Practical U.S. Strategy for High Definition Television," is being published this summer by Knowledge Industry Publications Inc., White Plains, N.Y.

In it, Bricker claims that "too much is being 'said about' and 'claimed for' the technology and not enough consideration is being given to the cost to implement an HDTV system or consumers' perceptions and motivation for paying a high premium for the product."

Bricker is currently a consultant with 36 years of experience in the broadcasting and consumer electronics industries. He is a former RCA executive, having served as division vice president of semiconductor business development and planning and staff vice president of planning for electrical problems. The study, Bricker told BROADCASTING, is "my attempt to draw

on the good research that has been done and put that in a little different perspective."

The proposed strategy in the study is similar to the plan that has been promoted for the past year by Tele-Communications Inc. through its lead spokesman on HDTV issues, John Sie. Sie has argued that U.S. industry should "leap-frog" Japanese and European competition by supporting a low-cost advanced television system that could be transmitted in one 6 mhz TV channel rather than full HDTV in the short term. Then around 2000, the U.S. could adopt a "process digital" transmission system, which provides higher quality than other country's analog HDTV systems. Bricker writes that such an approach "avoids major Band-Aids on the current system, and rather than playing catch-up takes control of our 'national' destiny with a much better long-range solution."

The Sie and Bricker plans do differ in some key aspects. Even when a digital transmission system is put in place, Sie says that an extra TV channel will have to be allocated to each broadcast station during the transition from NTSC. Bricker says that Congress, the administration and private industry should now be coordinating their efforts toward the creation in the next 14 to 16 years of a national fiber optic telecommunications network with vast bandwidth. Telephone, digital video and other services would be offered on such a system with terrestrial broadcasters moving on line and freeing the airwaves for other purposes. Because a transition from NTSC will also be required by Bricker's plan, both digital HDTV and NTSC channels will be delivered over the network.

Sie has often questioned the need to change the current TV aspect ratio of 4:3 to the 16:9 contained in most HDTV proposals. Bricker says that "consumers will opt for wider screen pictures and it will become a principal attraction of the new system." But he warns that the transition to 16:9 will not be easy. While the vast majority of archival Hollywood TV programs are on film, most were shot to accommodate a 4:3 aspect ratio. In many of those shows, the area of the screen which would be on an HDTV set's side panels are "unprotected." Bricker cites Paramount Television President Melvin Harris, who says about 80% of TV shows in the can have been shot for a 4:3 screen.

—RMS



Gordon Bricker, author of HDTV study

Legal fireworks keep network news teams busy

With Supreme Court's 'Webster' decision on Monday and North sentencing on Wednesday, journalists scrambled to be first

As the hands of the clock in the Supreme Court press room approached one minute past 10 last Monday morning (July 3), a press aide sang out to a mob of hundreds of reporters, "Webster!" Almost immediately, Tim O'Brien, ABC News's law reporter who had made sure he was in a position to grab one of the first copies released of the court's opinion in *Webster v. Reproductive Health Services*, was seen slicing through the horde like a halfback racing through an opposing line. His goal was the cubbyhole assigned to ABC and a telephone connected to Barry Serafin at ABC News headquarters in New York. By 10:02 a.m., he had absorbed enough from the seven-page syllabus and the following 77 pages of opinion and separate statements to report on the air that *Roe v. Wade*, the court's 1973 decision affirming a woman's constitutional right to an abortion, had not been overturned—that is what he considered "the bottom line" in the case—but that provisions of the Missouri state law narrowing the right to an abortion had not been declared unconstitutional.

It was that kind of a morning for the law reporters of all the networks. Grab a copy—or have someone grab one for you and relay the results to you—and report "the bottom line" and a bit more to a waiting country, and world, of the most eagerly and nervously awaited opinion of the court's 1988-89 session. O'Brien appeared to be first on the air with word of the decision, but not by much. Everyone was racing. CNN's David French, for instance, was on the air, talking into a camera on the plaza in front of the court at 10:02. But he was dependent for his information on a producer who was skimming the opinion in the press room and relaying word by cellular telephone, as an intern was racing from the press room to deliver a copy of the opinion to French. But as in all such competitions among broadcast journalists, being first by a couple of minutes provided not much more than bragging rights.

The tension in the press room and on the plaza had been palpable. And the release of the tension, with word from the court, provided a fitting climax to weeks, months of anticipation. The plaza was crowded with demonstrators on both sides of the issue and with correspondents interviewing leading members of the warring factions as well as legal scholars. In the principal stakeout position, C-SPAN's camera was cheek by jowl with one from an Australian company. The networks had their own camera locations. And O'Brien, who had emerged from the press room—reading the opinions as he went—was seen interviewing, live, Bruce Fein, known to the communications industry as a former FCC general counsel but generally described as a legal scholar and close monitor of the Supreme Court. By 10:29, the first wave of reports was con-

cluding, as CBS News's Bruce Morton was wrapping up a special, anchored by Connie Chung in New York, that had begun 27 minutes earlier and had included a report by law correspondent Rita Braver.

The story provided additional evidence of the flexibility available to today's broadcast journalist. After O'Brien's telephoned report, Serafin, in the New York studio, interviewed Kate Michelman, leader of a pro-choice group, and Nellie Gray, a pro-life activist, in the ABC News bureau in Washington, and Sarah Weddington, the Dallas attorney who represented the "Roe" in *Roe v. Wade*, in the network's Dallas bureau. CNN's Mary Tillotson, who covers the President, was reporting from Kenne-



bunkport, Me., at 10:04 and again at 10:25. John Cochrane, NBC's White House correspondent, was also reporting from Kennebunkport. And CBS's Linda Taira and NBC's Andrea Mitchell were doing live interviews on Capitol Hill with members of Congress on opposing sides of the issue. It was a major story, and the networks were playing it for all it was worth.

And not only the networks. Some of the 10 satellite trucks that lined the street outside the Supreme Court served stations and groups that wanted their own piece of the story. A Conus spokesman, for instance, said that Conus and its member stations produced 39 live and taped reports on The Day. (Among those providing reports were

KMBC[TV] Kansas City, which moved a truck to the state capital in Jefferson City for interviews with principals in the case, and WCVB[TV] Boston, whose correspondent obtained reaction from White House chief of staff John Sununu with the President in Kennebunkport.) And all of the trucks at the court were operated by staffers grateful the long wait was over. Said a technician in the CBS truck, waiting for the correspondents and producer to finish their work, "We've been coming up here two or three times a week for the past month."

For the network news operations and, particularly, their law correspondents, it was well that Independence Day provided a holiday on Tuesday. Because there was another major court story on Wednesday morning, one that imposed renewed pressure on the networks to get a story fast and get it right. It was the sentencing of former White House aide Oliver North by U.S. District Judge Gerhard Gesell. The courtroom was crowded. And outside, the cameras and correspondents were stationed, ready to go live with the news as to whether North, convicted of three felonies, would get jail time.

Again, there were some ingenious techniques involved. ABC News's Bill Greenwood was in the courtroom and, as soon as the sentencing was concluded, at about 11:06 a.m., dashed out and informed a producer, Alan Speck, who was in the corridor and equipped with a walkie-talkie. He relayed the word to O'Brien, who was at a camera position, heard the message in an earpiece, then reported the story.

CBS News also depended on a relay: from Braver, who heard the sentence in the courtroom, to a producer in the corridor, who beamed the information by cellular phone to Chung, anchoring in New York, who passed the word to viewers. Braver, meanwhile, continued on to a camera position to discuss the sentence with Taira. CNN had planned well, but was almost undone by a technical failure. Two correspondents, Eugenia Halsey and Anthony Collings, were in the courtroom. Halsey was equipped with a cellular telephone to contact the Washington bureau—but the phone went dead. So Collings did it the old-fashioned way—via shoe leather to a standup position outside the court.

NBC News also depended on fleetness of foot. As NBC News's law correspondent Carl Stern was awaiting the verdict in the courtroom, Jim Miklaszewski, who is normally a White House correspondent, was filling time at the camera position—until Stern showed up, somewhat breathless, to report the sentence.

Who was first on the air with news of the sentence? It appeared pretty much a dead heat at about 11:12. But CBS claimed a first, "by a matter of seconds."

"It was quite a few days," said O'Brien, when it was all over. The courtroom "fireworks" sandwiched around Independence Day, he said, "gives new meaning to the Fourth of July."

-L2

**Katz American Television
is proud to announce
our representation of
KMGH-TV
A McGraw-Hill Broadcasting Station**



**Katz American Television
Committed to Sales Performance
for Major Market Affiliates**

**KMGH-TV.
Katz American Television.**



The best.

Satellite distributors urge hands off on broadcast signals

In comments to FCC, three of biggest carriers say they don't discriminate on pricing, that robust competition makes regulation unnecessary

Three major satellite distributors of broadcast signals—Southern Satellite Systems, Netlink USA and United Video—urged the FCC in comments filed June 30 not to regulate the distribution of broadcast signals in the home satellite market, denying they unlawfully discriminate against other non-cable-affiliated home satellite distributors and arguing that such regulation is unwarranted in light of the keen competition among distributors in the market.

However, the National Rural Telecommunications Cooperative, a leading independent home satellite distributor, reiterated in its comments charges that the three are among several satellite programmers that have discriminated against it in wholesale pricing and called on the agency to step in and regulate.

The NRTC, which claims to serve some 30,000 of the 2.5 million home satellite dish (HSD) owners that make up the home satellite market, first made the charges three weeks ago in testimony before the Senate Communications Subcommittee (BROADCASTING, June 26). In the comments and the testimony, it alleged that it is forced to pay up to 800% more than cable systems for the right to deliver broadcast signals to the home.

The American Home Satellite Association, which claims to represent more than 20,000 HSD owners, filed comments supporting NRTC's charges, saying it "is beyond reasonable argument that home satellite owners and independent distributors serving home satellite owners have been subjected to unjust and unreasonable discrimination in the terms and conditions under which they can obtain satellite-delivered programming."

The comments were submitted as part of an FCC inquiry to determine whether satellite carriers like Netlink, Southern Satellite and United Video discriminate unlawfully against independent home satellite distributors and, if so, whether the FCC should promulgate regulations to end the discrimination.

The Satellite Home Viewer Act of 1988, which created a compulsory copyright license for distributing broadcast signals via satellite directly to homes, mandated the FCC inquiry and empowered the agency to take action against unlawful discrimination.

Southern, which distributes superstation WTBS(TV) Atlanta to cable systems and HSD owners and is owned by Tele-Communications Inc., said broadcast signals have "been made readily available by satellite carriers directly to both the owners of

backyard earth stations and third-party distributors." The carrier said it offers WTBS through approximately 100 home satellite distributors.

Southern said it is opposed to regulation, contending that it "would add an unnecessary layer of regulations on top of what has evolved into a competitive marketplace for satellite-delivered signals." To require carriers to sell through third parties "would in effect be a revision and rewriting of the law and would place the commission in the position of dictating the business plans of satellite carriers providing signals to the HSD market," it said.

Netlink, another TCI-owned company, which offers six broadcast signals and a variety of cable programming services to 120,000 HSD subscribers and a host of cable systems, acknowledged that it discriminates in choosing distributors and in setting wholesale prices, but denied that its practices are in any way unlawful.

Netlink, which also acknowledged that the NRTC was its only noncable-affiliated distributor, said, "Price differentials do not necessarily constitute unlawful discrimination. Instead, price differentials may merely be a reflection of the economic value of a particular distributorship to the carrier."

Likewise, Netlink said, carriers must weigh numerous factors in choosing distributors. "For example, their existing customer base, presence in the area, periodic billings on an ongoing basis, an existing network of direct-to-home service and familiarity with the TV business are just a few of the factors a satellite carrier must look for to make an informed business decision regarding a particular distributor."

United Video, which distributes four broadcast signals including WGN-TV Chicago, said government intrusion in the marketplace is unnecessary. The "active and increasing competition" has "resulted in reasonable rates and insures against any unjust or unlawful discrimination in the distribution of programming to HSD owners."

Like Netlink, United Video said there are

variations in pricing among its "large number of distributors," but said the differences are "reasonable and justified, particularly in a competitive environment." They reflect several factors, including such things as the number of subscriptions involved, the number of programming services involved and the length of contract.

According to the NRTC filing, Netlink charges NRTC more than 500% more than it charges cable systems; Eastern Microwave, distributor of WWOR-TV New York and WSBK(TV) Boston, 600% more, and Southern, 800% more. "United Video refuses even to allow NRTC to disclose to the commission the specific rates charged."

"Satellite carriers cannot justify their discriminatory rates to NRTC based on additional costs in serving HSD distributors," NRTC said. "NRTC...provide[s] the same distribution functions in the HSD market as a cable distributor does in the cable market—marketing, authorizing service, billing and collecting and resolving consumer problems," it said. "We urge the commission to enforce the applicable law, prohibit discrimination by satellite carriers against HSD distributors and mandate fair and equal wholesale pricing in the HSD marketplace." —HJ

Broadcast-related issues fill Senate slate

Children's TV, 'Clean Campaign Act' and lowest unit rate are fodder for subcommittee hearings in July; no news on FCC nominee hearings

Children's television, negative political campaign advertising, and the amount broadcasters charge for political ad time will each be the subject of Senate hearings this month. The Communications Subcommittee convenes the first hearing Wednesday (July 12) to examine legislation concerning broadcasters' obligations to serve the child audience.

Next week (July 19) the subcommittee will look at the "Clean Campaign Act of 1989" and on July 26 will explore the ramifications of bills (S. 1009 and S. 745) that would force broadcasters to offer political candidates advertising time protected from preemption and at the lowest commercial advertising rate.

And the parent Commerce Committee will hold a hearing this Wednesday (July 12) on the nomination of Janice Obuchowski to be Assistant Secretary of Communications and Information and head of



Washington Watch

Twice as much. National Association of Broadcasters is doubling its contribution to Advanced Television Test Center from \$700,000 to \$1.4 million. NAB TV board voted two weeks ago to increase its commitment (BROADCASTING, June 19).

Renewal reform. Legislation aimed at reforming comparative license renewal process for radio has emerged in Senate. Oregon Senator Bob Packwood (R) offered bill (S. 1207) that is companion to House measure (H.R. 1136). National Association of Broadcasters reported last week that H.R. 1136 has 115 co-sponsors (20 of whom are on Energy and Commerce Committee).

the National Telecommunications and Information Administration. Obuchowski's nomination is expected to sail through the Senate. She would succeed Alfred C. Sikes, whom President George Bush intends to nominate to the FCC and would designate as chairman.

The committee has yet to schedule hearings for Sherrie Marshall and Andrew C. Barrett, who were nominated for two FCC seats last month (BROADCASTING, June 19). Those dates are expected to be set once the Senate returns July 11 from its Fourth of July recess.

The subcommittee will focus on two children's TV bills (S. 707 and S. 1215). Offered by Senator Howard Metzenbaum (D-Ohio), S. 707 is identical to a House measure and would limit the amount of advertising aired during children's programming. It would also require the FCC to condition a station's license renewal on whether it has met the educational and informational needs of children. The broadcast industry has given this measure its tacit support.

S. 1215, introduced by Senator Tim Wirth (D-Colo.), however, takes a harder line. That measure would require that broadcasters provide educational and informational programming "specifically designed" for children as a condition for a

station's license renewal. It would also restrict so-called program-length commercials directed at children and, like S. 707, would limit the number of ads aired during children's shows, although S. 1215 is more stringent. Under that bill, broadcasters would have to identify the educational program in advance of its broadcast and right before its start (BROADCASTING, June 26).

Testifying are Wirth; Dewitt Helm Jr., Association of National Advertisers; Dale Kunkel, Indiana University; Peggy Charren, Action for Children's Television; Ed die Fritts, National Association of Broadcasters, and Sharon Robinson, National Education Association.

The "Clean Campaign Act" is troubling to broadcasters. The measure's key sponsors are Commerce Committee Chairman Ernest Hollings (D-S.C.) and John Danforth (R-Mo.), the panel's ranking minority member. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is also a sponsor. Under S. 999, broadcasters must make free time available to candidates attacked by ads funded by independent committees. It also requires candidates who attack their opponents to do so in person.

Hollings, Danforth and Inouye are key sponsors of S. 1009 (the lowest unit rate bill). It is virtually identical to S. 745, introduced by Senator Mitch McConnell (R-Ky.). —KM

Aftermath of libel case bodes ill for media

Question arises: Can state laws deny media punitive damages protection?

A decision by the Supreme Court in its final full week to deny a petition for review filed by the *Pittsburgh Post-Gazette* was bad news for the newspaper. The newspaper was challenging a \$2.2 million libel award, \$2 million of that in punitive damages. But the case could have consequences far beyond the *Pittsburgh Post-Gazette*. The newspaper's insurance carrier claims it is barred by state law from paying punitive damages. If that reading of the law is upheld and its constitutionality affirmed, says the newspaper's counsel, it could have "a tremendous chill" on the media in states with such laws.

The Supreme Court's denial of review itself leaves unresolved at the highest judicial level two questions: One is whether the First and 14th Amendments protect a newspaper from liability when it makes an accurate and disinterested report of statements

about a public official—and if so, whether such a privilege of "neutral reportage" applies only when the person being quoted is a public official. The other is whether a newspaper is deprived of due process of law when a jury awards \$2 million in punitive damages, 10 times the amount of compensatory damages awarded. The state courts ruled against the newspaper on those issues. (As for "neutral reportage," the Pennsylvania Superior Court held that the privilege applies only when the charge is leveled by one public official against another when both are "embroiled in a public controversy.")

The case has its roots in a story published Sept. 10, 1979, that reported on a major element in a family fight over an \$8 million estate left by Paul Ciaffoni. The story quoted one of the battling family members—Robert Ciaffoni—as accusing a lawyer involved in the case of having participated in drafting a fraudulent will, in 1968, for the benefit of one of the daughters in-

volved. By the time the article was published, the lawyer, Richard DiSalle, had served eight years as a member of the Court of Common Pleas of Washington County, had been appointed to fill a vacancy on the Commonwealth Court, and had been defeated in a primary election in a bid to win a full term on that court. DiSalle sued for defamation, and won the \$2.2 million jury award.

The attorney for the newspaper, Thomas McGough, said he is considering petitioning the Supreme Court for reconsideration, but called that "a long shot."

Of more immediate concern is the determination of the *Post-Gazette's* carrier, the National Surety Co., a subsidiary of the Fireman's Fund, that state law prevents it from paying the punitive damages. The company maintains that the state law prohibits the defendant in a libel suit from shifting the responsibility for punitive damages to another party. McGough, who said the newspaper's insurance policy covers punitive damages, disagrees with National Surety on the meaning of the state law.

But if the insurance company is correct, McGough said, it would constitute a violation of the First Amendment. "It would impose a tremendous chill on the media," he said. "If a newspaper or a broadcast station cannot buy insurance for punitive damages, that has a tremendous practical effect." And he said a number of other states have laws similar to the one in Pennsylvania cited by the carrier.

So now the newspaper, to make its case, is suing National Surety in U.S. District Court in Pittsburgh. —LZ

Victory for ventriloquist

Metromedia Inc.'s erasure of the videotapes of ventriloquist Paul Winchell's children's show in the 1960's will cost the company \$17.8 million. The Supreme Court last week let stand a 1986 jury award in that amount. Winchell had sued the company after he learned it had erased all 288 of the tapes following a dispute over future broadcast rights of *Winchell-Mahoney Time*. The company—which is now out of broadcasting and no longer has a production arm—said its action was authorized by a contract it signed with Winchell in 1965. But the jury, in Los Angeles, rejected the argument and made the award that included \$14 million in punitive damages. Metromedia's attorneys appealed to the Supreme Court, arguing the punitive damages award was unconstitutional and excessive. Winchell's attorneys, in opposing the appeal, said the 12-year-old case, which had involved two trials, had gone on long enough.

RADIO TELEVISION
Broadcasting

RADIO TELEVISION CABLE SA
The Fifth Estate
Broadcasting

The Fifth Estate
Broadcasting Cable



TNT's original Margaret Bourke-White

Cable Programming: Less Borrowed, More New

There was a time when cable programming was chiefly the province of network reruns and feature-length Hollywood films. True, there were innovations—CNN, MTV and C-SPAN, for example—that brought something different to television homes. But for years, the rap was that there was nothing new on cable.

All that is gradually changing. It's estimated that roughly half of the \$1.6 billion the cable networks will pay for programming this year will be earmarked for original production. The numbers pale in comparison to the broadcast networks, which collectively spend, they estimate, nearly \$8 billion for program development. But cable has other numbers in its favor. It is the cable networks whose ratings are increasing, while those of the broadcast networks have declined. And it is cable whose household penetration keeps climbing—past 55% this year and with observers predicting it could well hit 70%—while the reach of the broadcast network grows only as a ratio to

With cable's new-found financial health, networks and operators see differentiated programming as the way to continue driving penetration and ratings. And differentiated programming means original product. But cable programmers have no intention of discarding past formulas. Off-network series and Hollywood-purchased movies will continue to have a significant place in the cable programming universe. But as cable steers toward differentiation, that course naturally leads to an increasing reliance on programming un-

seen elsewhere. And just as cable's programming has been a mix of the high price

inc.

Broadcasting Cable Yearbook '89

th Estate


CABLE SATELLITE

g Abroad

LLITE

V15

**Meet the
newest
member
of the
Broadcasting
family.**

Broadcasting  Cable will track the national programming networks and the regional and local services that are now just coming into their own. The scope will be all-inclusive: program production and acquisition, ownership and finance, affiliate relations and marketing, advertising, promotion, public relations and the people who make it happen.

Broadcasting  Cable advertising rates are particularly attractive. Mechanical requirements match those of the weekly Broadcasting. For details on space reservations and closing dates, call any of the numbers listed below.

BROADCASTING CABLE

New York
(212) 599-2830

Washington, D.C.
(202) 659-2340

Los Angeles
(213) 463-3148

Schiff & Assoc.
(Western Equipment)
(213) 393-9285

Lewis Edge & Assoc.
(Eastern Equipment)
(609) 683-7900

Pattis/3M
Chicago (312) 679-1100
Los Angeles (213) 462-2700
Toronto (416) 482-6288
New York (212) 953-2121
Hawaii (808) 545-2700
London (01) 427-9000

Radio entrepreneur going for the limit

Philadelphia-based broadcaster owns 11 stations with nine more pending; his goal by year's end is 28

Ragan Henry is on the verge of completing his mission. By year's end, he hopes to own more commercial radio stations—28—than anyone in broadcasting history. And when he has accomplished that, he may petition the FCC to allow him to own even more ("Closed Circuit," July 3). Henry, who under FCC minority ownership rules can own 28 stations, currently owns 11 stations and has applications pending for nine more. He has also reached tentative agreements to purchase three more stations.

Henry's stations can be found in medium-sized markets such as Columbus and Akron, both Ohio; Memphis, and Richmond, Va. His recent purchases include AM-FM's in Jacksonville, Fla., and Norfolk, Va. His only top-20 market station is WWIN-AM-FM Baltimore. However, Henry does not limit his purchases (and sales) to AM-FM combinations. In the last month he purchased KJOJ(FM) Conroe (Houston), Tex., and sold WXTR(FM) Waldorf (Washington), Md. However, wheeling and dealing is not Henry's motivation. He says he is more interested in long-term development of his radio properties; his group buys and operates stations to "prove that we can manage stations." He sold WXTR as a "building tool" to avoid going outside the company to raise capital. Henry purchased the station for \$14 million and sold it for \$33 million.

Henry started his drive to the top virtually from scratch. In 1986, Henry, then president of NEWSystems Group, sold four of his six radio stations for \$28.5 million (BROADCASTING, Oct. 6, 1986). After the sale, Henry started rebuilding. His focus was on management, and with the help of Bob Hughes, president of Henry's Masters Limited Partnership, Henry set out to build the largest commercial radio-only company in the country.

Henry gets most of his financing through Oppenheimer & Co., an investment banking firm; Chrysler Capital Corp.; Philadelphia's Continental Bank, and individual investors. Company officers and general managers also have an interest in Henry's companies. Henry currently has nine partnerships that are all part of Ragan Henry Broadcasters. Ragan Henry Broadcaster Group Inc. is licensee of three stations; Henry's "Chief" companies (Four Chiefs Co., Six Chiefs Co., Seven Chiefs Co. and Ten Chiefs Co.) are licensees for five of Henry's stations. Henry uses the various companies to distinguish between the different lenders and terms of the loans.

If Henry meets his year-end goal, he will begin developing his properties. His first



Ragan Henry

priority is the reorganization of company management. The reorganization will include dividing Henry's properties by region and format into three groups. Division

heads will report to Hughes. One station that is headed for major change is KJOJ(FM) Conroe, Tex. Henry bought the station from Jimmy Swaggart for \$9 million ("Changing Hands," June 12). The station currently has a religious format. However, the format will change, and Henry associate John Patton will most likely be named manager. This does not mean that Henry automatically cleans house with every new purchase. Henry told BROADCASTING that he tries not to fire station employees. Instead, he tries to "refocus" them and change the way they look at what they do.

One long-term idea on which Henry is working is a new format for AM radio. He would not go into detail except to say that it is something that is "not out there now." Henry is not the only entrepreneur in his family: his wife, Regina Amanda Goodwin, is a nonvoting stockholder of Waldron Broadcasting, which recently purchased KVKI-AM-FM Shreveport, La., and KBFM(FM) Edinberg, Tex., for \$7 million ("In Brief," July 3). Henry says he has no economic interest in the company. —JF

New type of narrowcasting

Simulcast Atlanta FM's can air different spots, promos with 'split cart technology'

Taking advantage of the relaxation of the FCC crossownership rules, NewCity Communication's two Atlanta FM's, WYAY and WYAI, began simulcasting on June 30. In an experiment NewCity believes is the first of its kind in a major market, the stations will use what they have dubbed "split cart technology" to target specific messages to the different geographical coverage areas encompassed by the two stations.

Bob Green, vice president and general manager of the stations, said the stations will be using the technique as an "information vehicle. We will use promotional announcements on one frequency to educate [listeners] as to why we did this and how to use the radio station, whereas on Y106, we may be doing something that is a little more product-oriented, about quantity and quality of music."

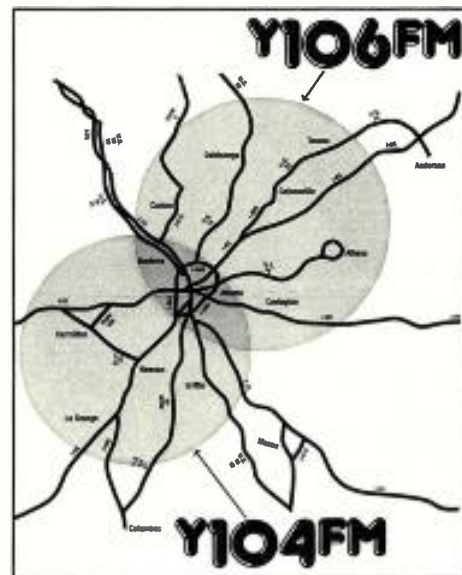
Richard Ferguson, NewCity chairman and president, sees this as an opportunity to expand the role of the radio stations in all the communities they serve. "It really allows us to target messages in a way that a regional newspaper might do," Ferguson said. "We are using it on jingles and promos."

He explained further: "It allows us simultaneously, in the course of the simulcast program, to send different messages over the different frequencies. For example, if you were just listening to a show, you

might hear a record, then a spot, another spot, and then a promotion or jingle. Depending on the frequency you have tuned to, a promotion for Y104 or Y106, and followed by a jingle, one for Y104 versus one for Y106."

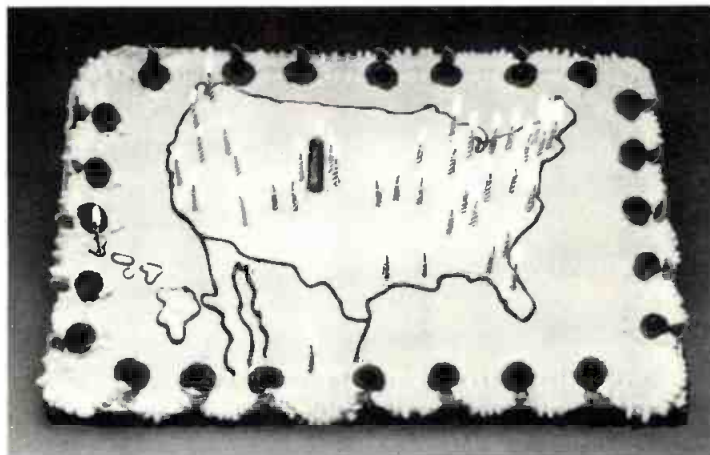
Green expects the applications to spread to sales. "For an advertiser with more than one location, this allows them to really target specific messages to specific geographic areas," he said.

Ferguson cited the example of a large car



NewCity's dual coverage areas in Atlanta

EVEN IF IT'S ONLY OUR 1ST BIRTHDAY, WE LIKE BEING 38.



Business Radio Network started broadcasting on July 4, 1988. During the last year, we've grown to a network of 38 affiliates from New York to California and Honolulu to Mexico City.

Since day one, our formula for success hasn't changed. On the cutting edge of a trend, BRN is the first fully dedicated national business news/talk radio format. We deliver vital, fast-breaking information 24 hours a day. We reach successful people who need to stay informed about the business events which affect their futures.

An international springboard.

As a premier news resource, BRN is where executives tune for instant reports from 100 world-wide sources. U.S. services include the Associated Press, the New York and American Stock Exchanges, Dow Jones, NASDAQ and Standard and Poor's. But in a global economy, that's not enough. We also broadcast reports from the European Common Market, Amsterdam, Hong Kong, Tokyo, Zurich, Frankfurt and Toronto.

Busy people keep learning.

Exclusive talk-show programs put listeners in touch with the nation's most respected business experts. Across the country, a rapidly growing audience participates in feature programs such as Charles Givens' "Wealth Without Risk" and Don McDonald's "Ways and Means Committee." By calling our national toll-free number, listeners pose questions and problems to noted business leaders like Victor Kiam, Malcolm Forbes, Ralph Nader and Richard "Deke" Slayton.

BRN is a new advertising medium.

Our audience attracts business-to-business marketers and advertisers of upscale products. Many local advertisers are not traditional users of radio. They include lawyers, office products companies, art galleries, ad agencies, computer dealers, luxury automobile dealers and stock brokers.

The bottom line is . . . the bottom line.

The network's concept is performing in the marketplace.

as supported by the experiences of our new affiliates. Phoenix pre-sold contracts worth \$75,000.00 before going on the air. Two weeks after sign on, Washington, D.C. added seven charter advertisers, including The New York Times and J.C. Penney. In Chicago, "the phones are ringing off the hook" with calls from unsolicited advertisers. Buffalo reeled in coveted business-to-business advertisers who were unwilling to buy music formats. The success stories go on and on.

It might be now or never.

38 stations have shut the door. As exclusive BRN affiliates, their markets are protected. But we're aggressively seeking new affiliates in other strategic markets throughout the U.S. If you're considering a change for your station, we'd like to talk to you now.

1 (800) 321-2349 1 (719) 528-7046
(Inquiry) (Listen Line)

Radio's Business Solution™
BRN
Business Radio Network

Los Angeles
KORG-AM
Chicago
WNVR-AM
San Francisco
KSJX-AM
Washington, D.C.
WPCC-AM
Houston
KSEV-AM
Cleveland
WHR-AM
Denver
KDEN-AM
Denver/Leadville
KRMH-AM
Phoenix
KFNN-AM
Sacramento
KXOA-AM
Hartford/New Haven
WFNS-AM
Orlando
WBZS-AM
Portland
KBNP-AM
Kansas City
KBEA-AM
New Orleans
WTIX-AM
Greenville
WPCI-AM
Buffalo
WWKB-AM
Hartford/Waterbury
WFNW-AM
Albany
WPTR-AM
Albuquerque
KMBA-AM
Honolulu
KGU-AM
Jacksonville
WELX-AM
Mobile
(Ft. Walton Beach)
WBZR-AM
Knoxville
WUTR-AM
Huntsville
WVNN-AM
Colorado Springs
KKRE-AM
Augusta
WNTA-AM
Greenville
WBRE-FM
Topeka
KEWI-AM
Mexico City
VIP-FM
Seattle
KEZX-AM
Springfield
WSPR-AM
Traverse City
WMKT-AM
Richmond
WXGI-AM
Wilkes Barre
WWAX-AM
Utica
WYUT-AM
Albuquerque/Grants
KMJN-AM
???

dealership that might have both northern and southern showrooms in the city. The ad would be simulcast, but when the locations of the showroom are mentioned, the advertiser could list one set of locations on one frequency, and the other set on the companion station. Showrooms falling in the coverage area of both stations would be listed in both ads.

Ferguson said, "When an advertiser buys a spot on the station, they are going to get both Y104 and Y106; this just gives them some copy points to play around with."

"And it is all very precisely done," Ferguson added. "When you listen to it, [the transition] is very smooth and clean, going back and forth from a straight simulcast to split programing and back to a simulcast."

According to Green, the carts are not operated by computers, but rather by the personnel at the station. He says the on-air personalities at the station spent many weeks familiarizing themselves with the equipment. "The air personalities were well trained on these carts," he said, "and they practiced for weeks until they had the timing down perfectly."

Green said the studio is set up to maximize ease of operation. "What we have are a dozen cart machines lined up in the studio," he said. "Some are dual carts and some are split. Depending on where the tape is loaded, it will either be fed to both transmitters (from the dual carts) or to its one designated transmitter (from the split carts)." —LC

Pennsylvania station, Delco and Ford to study FM interference

Beginning July 28, WAEB-FM Allentown, Pa., will participate in a research project to study FM radio multipath interference in conjunction with Delco Electronics and Ford Audio, along with Electronics Research Inc. and Continental Electronics.

Harry Simons, technical coordinator for the project and the station's chief engineer, said the project is a result of a meeting of the National Radio Systems Committee's FM Committee. "The problem of multipath interference kept coming to the top of the list of problems we had to address," he said, "and so we invited Ed Schober of RadioTechniques, who is considered an expert in the field, to address the committee on this issue."

Simons said that a few weeks after the meeting, he received a call from Delco Electronics, the manufacturer of radios for General Motors' cars, volunteering for the project. A few weeks later, he received a call from Ford Audio.

Simons explained that the project will focus on 11 different areas of multipath interference and the results will be presented to the NRSC and the FCC. The bulk of the project will consist of driving test vans to locations in the WAEB-FM coverage area and measuring signal reception on predetermined paths using spectrum analyzers,

chart recorders and distortion analyzers. The station will then make adjustments to the transmitter to modify the signal, and the measuring process will be repeated. The results will be fed to a computer and recorded on digital tape for analysis.

Simons said: "WAEB-FM has submitted a request to the FCC for field testing authorization, and we have invited the commission to participate." Simons added that "the results will be used to provide manufacturers with information they can use to build better receivers, transmitters and other equipment."

Multipath interference is defined by Simons as "a phenomenon that occurs when an FM radio station's main line-of-sight signal and its signal reflected off mountains or buildings cross each other to produce a distortion that sounds like spitting." □

More money

Money continues to talk on radio as CNBC, the cable network, makes *The Business Minute* available to NBC Radio Network affiliates beginning July 10. The reports, which will be produced by CNBC at its studios in Fort Lee, N.J., will be presented six times each morning and will feature a rotation of CNBC anchors.

On a more local level, WMCA(AM) New York will expand its weekday drive-time program, *WMCA Morning Money Report*, to a weekend edition, which will air Saturdays, noon-1 p.m.

Funnel Facts

"Funnel Facts and Fables" is a 10-minute program on video that sorts the facts about tornados from the myths.

Produced by the National Coordinating Council on Emergency Management, it clears up misconceptions about what people should do and when they should do it when tornados threaten.

There's also a 30-second PSA from NCCEM that makes similar points. State Farm Insurance funded production of the programs and is offering copies to NCCEM offices and the media throughout the country.

To order, tell us whether you want the program or the PSA, or both, and specify 1/2 or 3/4 inch cassettes. They're free. Write:



Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

Saatchi makes its picks for fall

An analysis from advertising agency Saatchi & Saatchi DFS, New York, has projected ABC's half-hour sitcom *Chicken Soup* and Fox Broadcasting's hour-long drama *Booker* as "hits" for the upcoming fall season—these and other programs are part of the agency's report on the networks' 1989-90 prime time schedules. Using a 1-10 rating system—10 being highest—S&S listed *Chicken Soup* with a 9 and *Booker* with "hit" status at 10. Also high on the list are NBC sitcoms *Nutt House* and *Sister Kate* and a CBS comedy, *The Famous Teddy Z*. On the lower end of the spectrum, S&S saw CBS's hour-long drama *A Peaceable Kingdom* and Fox's half-hour comedy *Totally Hidden Video* as "long shots."

Betsy Frank, S&S senior vice president and associate director of media research, was pleased with ABC's use of *Roseanne* as the lead-in to *Chicken Soup* (Tuesday, 9-10 p.m. ET block), but added that the Jackie Mason-Lynn Redgrave pilot will have to be re-shot "so everyone, including myself, can understand what he is saying." Frank added: "It [*Chicken Soup*] should have a 28-plus share to start, but our projection is that it will drop off later into the lower 20's. Mason lacks the broad appeal of a Roseanne Barr. Our projections are based more on numerical ratings and the reputation of the Car-

sey/Werner production team, rather than a qualitative rating of the show's appeal."

Frank liked what she saw in Fox's *Booker* (8-9 p.m., Sunday), a spinoff of the popular *21 Jump Street*, with both the youth appeal on Sunday night and the drawing power of star Richard Greico. She also cited *The Famous Teddy Z* (9:30 p.m., Monday) as "one of the freshest comedies to come around in years," but wondered if the youth appeal of star Jon Cryer will get enough exposure following Candice Bergen's older-skewing *Murphy Brown*.

Speaking of low-rated shows, Frank termed CBS's Wednesday 8-9 drama, *A Peaceable Kingdom* (starring Lindsay Wagner), a "safe series," but not strong enough to take on NBC's *Unsolved Mysteries*; and she saw Fox's *Hidden Video* (8:30-9, Sunday) as a "Candid Camera copycat" up against CBS's highly rated *Murder, She Wrote*.

BBDO New York released its own report and was in agreement about *Chicken Soup*'s "blockbuster hammock" with *Roseanne* as a lead-in, and gave "quality" marks to *Sister Kate* and *The Famous Teddy Z*. However, BBDO did not rate prime time shows on a grading scale, but projected how the networks will score for entire evenings.

New software for syndication debuts

Ratings numbers are available quickly and can be manipulated for different comparisons

The advent of new personal computer software is changing the face of the national syndication ratings landscape. Within the past two years, many syndication companies and rep firms have begun using SNAP software from Media Solutions to supplement or replace Nielsen Media Research's better known Cassandra service.

Based in Auburn, Calif., Media Solutions introduced the SNAP system in July 1987. Vice president and chief operating officer Dale Smith says the company now has 18 clients among networks (Fox and CBS, with NBC now testing the system), rep firms (Petry, Katz, HRP), and syndicators (Paramount, Buena Vista, LBS, Group W, King World, MCA, Orion Television, Viacom, 20th Century Fox Television, Qintex and DLT). SNAP's monthly license fee ranges from \$2,000 to \$4,000.

"There's no comparison" between Cassandra and SNAP, according to Dick Kurlander, vice president, director of programming, Petry Television. "The SNAP system allows access to every single number in every single ratings book, Nielsen and Arbitron, in every single ratings period. You're able to see it develop as soon as books are received, and don't have to wait, as with Cassandra," said Kurlander.

Every number in every book can be manipulated, he said, to tell how shows work against each other. With Cassandra, "you'd have to have 100 people crunching numbers in every ratings book to do what SNAP can do in five minutes."

Petry, which became SNAP's first rep firm client last December, continues to find Cassandra useful "to see a snapshot of how things are ranked," Kurlander said, "but if we didn't have it, it wouldn't be a big deal at all."

SNAP is a "tool," Kurlander explained, in that you can only get whatever is in the system, but "stations use it every day, and the feedback is excellent."

According to Joanne Burns, vice president for research, LBS Communications, her company and "just about every other major syndicator, whether distributors only, such as LBS and King World, or studios," have stopped using the Cassandra market detail reports in favor of the more flexible SNAP or its main competitor, Marktron's Celebrity package.

Burns, who uses SNAP, said that one of the main differences between the "very efficient" Cassandra and SNAP is the difference between "a la carte" and "buffet." "With Cassandra, you get charged depending on how many shows you order in how many markets. With SNAP, you pay one price for the rights to the software and can run as many or as few reports as you like for the same fee."

The Cassandra detail report provides raw numbers pertaining to lead in, history, lead out and competition, Burns said, but no "story or angle." "With SNAP [and other systems] you put in a hypothetical situation and the system finds all examples that fit and will give individual markets as well as a bottom-line number. That is an incredible tool in terms of time-saving and customized research."

SNAP allows for more precision, Burns

said, in that now "you can say: 'Look, I have found you other markets that parallel your scenario just about identically.'" She also says that while SNAP speeds up analysis by eliminating number crunching, the danger is "we want to come back for more and more."

Bob Payton, executive vice president and managing director for syndication, DLT Inc., said he picked up SNAP four or five months ago to supplement the Cassandra service. "We don't view them in competing contexts," he said. "We view them as complementary."

In sales, Payton said, "SNAP gives us timely data, received on a daily basis, and it's invaluable to have it as quickly as we can get it." Cassandra provides information on national ratings and DMA considerations, said Payton.

Rod Murray, DLT's director of research, also describes SNAP as an "on-line tool," saying it greatly reduces the amount of time and paper necessary for data analysis.

David Harkness, senior vice president and director of marketing, Nielsen Syndication Service, said the company is working on its own software package that it hopes to unveil early in 1990. Burns told BROADCASTING the new system is scheduled to be ready in time for next year's NATPE, which will take place Jan. 16-19 in New Orleans.

"I've cautioned them that the longer they wait, the less chance they have to recapture the lost market," said Burns. "Other syndicators will be comfortable with the other systems being used." As for SNAP, "I don't know what we did without it," said Kurlander. —RG

Lower priced events seen as way to jump-start PPV

Operators and CTAM get together to work on ways to better market pay-per-view programming

Faced with the realization that the windows and/or the financial split on Hollywood movies for pay per view won't be changing anytime soon, cable operators are now focusing on economically priced events, far cheaper than what exists today, as a way to drive the PPV business forward. At a meeting in Denver, top marketing and programming executives from the MSO's met to devise a new strategy on PPV. Part and parcel of that is the new PPV division created at CTAM, under the head of Bob Westerfield, which will serve as both a coordinator of discussions between PPV constituencies and as a clearinghouse for the cable industry.

"The operators are beginning to see there can be significant PPV profits but that those profits will skew in the near-term future toward events as a result of a greater number of them being made available and a better sense of how to present them," said Jerry Maglio, senior vice president, marketing and programming with United Artists, and co-chairman of CTAM's PPV committee.

"While we have to deal with whatever is offered to us, we feel we should be encouraging those promoters in certain categories to come to us with lesser price events because we feel there may be a market in the

\$5-\$7 range for some of the concerts that haven't done well at \$15 or \$20," he said.

Events, unlike movies, are perishable, said Lowell Hussey, senior vice president, marketing and programming, Warner Cable. "There is some element of surprise and freshness to them," he said. Developing the event category "could change the way customers use PPV," he said. "If we could truly cause an event habit, we would need two or three options priced reasonably each night. If we could evolve into that, it would be very viable."

What has caused this rethinking is concern about where the present PPV business is headed. "There is a fear right now that the PPV business has kind of hit the wall," said CTAM's Westerfield. What CTAM hopes to do is "pull in the players from every different part of the PPV business. That includes operators, studios, program suppliers, packagers, technology people and consultants. The idea is to try and create an industry bridge" among players who have not been brought together effectively in the past, said Westerfield.

The Denver meeting identified six areas the industry intends to address, said Westerfield. First, is PPV primed by movies or is it an event business? Second, can consumers differentiate between PPV and other home entertainment options? Third, what is the industry doing correctly and incorrectly concerning the marketing of PPV? Fourth, what are the capital investment questions

relating to short- and long-term tradeoffs to system upgrades and addressability? Fifth, in what direction is the technology going and how can operators and equipment suppliers better communicate? And sixth, how will a "successful" PPV business be measured? Historically, the margins on PPV have been less—as much as 10 to 20 points less—than other parts of a cable system's operations. "We're assuming it's a 30% to 35% business," said Maglio, and "for the most part an incremental business. We'll accept that. It does not have to look like the rest of the cable business," he said. "Clearly it is not."

One reason United is there, said Maglio, is for strategic reasons, "both from an offensive standpoint in wanting as large a share of the home video market as possible," he said, "and from a defensive standpoint, preventing erosion through other technologies able to provide this type of product, movies primarily."

Tele-Communications Inc. is the largest holdout on PPV and addressability, even though under UA, TCI has significant PPV holdings. The UA merger has brought in PPV operations from United Cable and Daniels into UA. (Maglio said all three companies had "very different observations and conclusions relative to PPV. We're looking to develop a PPV business strategy going forward that will start off basically where each company left off." Maglio said capital assets won't be thrown out, but that

From crest to trough: Week 41 approaches bottom of viewing year

July 4, a day for celebrating American independence, is also one of the worst days of the year for prime time viewership. In fact, the week containing Independence Day typically marks the low point in the prime time year. This year, July 4th fell in the prime time week ended yesterday (Sunday, the final day of week 42, July 3-9). Ratings figures for that week aren't available yet, but week 41, which ended July 2, pushed prime time viewing to a new low. The combined three-network rating for week 41 was a 28.7, representing 25.94 million households delivered. Last year's week 41 ended July 3, and the combined rating was a 29.3. Because the TV household universe last year totaled 88.6 million homes, that combined rating translates to 25.96 million households. Last

year's week 42 saw the combined rating figure drop another 0.3 of a point, or 266,000 households, to stand at an even 29.0.

NBC won week 41 with an 11.9 rating and a 23.9 share. ABC came in second with an 8.5/17.3. CBS followed with an 8.3/16.7. The top program for the week, ABC's *Roseanne*, pulled in an 18.4/33. NBC took the next seven slots, leading off with a repeat of *Cheers*. ABC won positions nine and 10 with *Coach* and *Wonder Years*.

Of 78 programs broadcast during the week, 64 were repeats. There were two specials, ABC's *Koppel Report*, *Tragedy at Tiananmen: The Untold Story*, which earned a 9.0/17, and *Great Circuses of the World*, which delivered a 3.9/10.

Nielsen	Net	Nielsen	Net	Nielsen	Net			
1	18.4/33 A	Roseanne	27.	11.1/23 A	Growing Pains	53.	8.0/18 F	America's Most Wanted
2.	18.4/35 N	Cheers	28.	11.1/22 N	ALF	54.	7.9/20 N	227
3	17.2/32 N	Dear John	29.	11.0/21 N	Miami Vice	55.	7.8/15 A	Hooperman
4	15.6/31 N	Different World	30.	10.8/19 C	Newhart	56.	7.8/17 C	West 57th
5	15.6/30 N	L.A. Law	31.	10.8/21 N	NBC Sunday Movie	57.	7.7/14 A	Robert Guillaume Show
6	15.0/29 N	Night Court	32.	10.7/22 A	Just the Ten of Us	58.	7.2/14 C	Wiseguy
7	14.9/31 N	Cosby Show	33.	10.6/23 A	Mr. Belvedere	59.	6.0/14 N	Magical World of Disney
8	14.6/33 N	Empty Nest	34.	10.6/20 N	Hogan Family	60.	5.8/14 A	ABC Saturday Movie
9	14.1/25 A	Coach	35.	9.8/19 A	MacGyver	61.	5.8/11 C	Cavanaugh's
10	14.1/27 A	Wonder Years	36.	9.7/23 N	Armen	62.	5.7/13 A	Man Called Hawk, special
11.	14.0/32 N	Golden Girls	37.	9.4/17 C	Doctor. Doctor	63.	5.7/13 C	Beauty and the Beast
12.	14.0/25 N	NBC Monday Movie	38.	9.3/22 A	Perfect Strangers	64.	5.6/10 C	Coming of Age
13.	13.8/27 N	Matlock	39.	9.3/17 C	Circus of the Stars	65.	5.5/11 C	Hard Time on Planet Earth
14.	13.8/26 N	My Two Dads	40.	9.2/18 C	CBS Sunday Movie	66.	5.4/11 A	ABC Thursday Night Baseball
15.	13.6/27 A	Who's the Boss?	41.	9.1/18 C	Kate and Allie	67.	5.4/13 C	Paradise
16.	13.3/29 C	Murder. She Wrote	42.	9.1/19 N	NBC Friday Movie	68.	5.3/10 C	CBS Summer Playhouse
17.	13.0/23 N	In the Heat of the Night	43.	9.0/16 A	ABC Monday Movie	69.	4.9/11 C	Tour of Duty
18.	12.9/26 N	Unsolved Mysteries	44.	9.0/17 A	Koppel Report	70.	4.9/12 F	21 Jump Street
19.	12.7/32 C	60 Minutes	45.	8.8/18 C	48 Hours	71.	4.3/11 F	Cops
20.	12.7/28 N	Hunter	46.	8.6/18 C	CBS Friday Movie	72.	4.2/9 F	Garry Shandling's Show
21	12.3/24 N	Midnight Caller	47.	8.6/16 C	Heartland	73.	3.9/10 A	Great Circuses of the World, special
22	12.1/21 C	Designing Women	48.	8.6/18 F	Married...With Children	74.	3.7/8 A	Have Faith
23	11.6/23 A	20/20	49.	8.5/17 A	ABC Sunday Movie	75.	3.5/7 F	Tracey Ullman
24.	11.6/21 C	Murphy Brown	50.	8.3/16 C	Equalizer	76.	3.2/6 F	Duet
25	11.3/22 A	Head of the Class	51.	8.3/19 N	Highway to Heaven	77.	3.2/8 F	Reporters
26.	11.2/25 A	Full House	52.	8.0/16 A	China Beach	78.	2.1/5 F	Beyond Tomorrow

interests. KFox is fulltimer on 1470 khz with 5 kw day and 1 kw night. KFox-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Thoben-Van Huss & Associates.*

KHAZ(FM) Hays, Kan. □ Sold by Plains Broadcasting Inc. to KAYS Inc. for \$490,000. **Seller** is headed by Jack Sampson, who has no other broadcast interests. **Buyer** is owned by Ross Beach, who is also purchasing KWBW(AM)-KHUT-FM Hutchinson, Kan. (see above). KHAZ operates on 99.5 mhz with 100 kw and antenna 516 feet above average terrain.

WLOV-AM-FM Washington, Ga. □ Sold by G&O Inc. to Scorpio Enterprises Inc. for \$465,000. **Seller** is headed by Oscar Wisely, who has no other broadcast interests. **Buyer** is owned by B.L. Williamson, land developer, who sold stations four years ago after owning them for 21 years. He has no other broadcast interests. WLOV is 1 kw daytimer on 1370 khz. WLOV-FM is on 100.1 mhz with 3 kw and antenna 200 feet above average terrain.

WGFT(AM) Youngstown, Ohio □ Sold by WGFT Inc. to Gilford Communications for \$280,000. **Seller** is headed by Timothy and Kathleen DeCapua, who have no other broadcast interests. **Buyer** is headed by Charles Rhee Faris of Lisbin, Ohio. He is former owner of CATV system in Gilford, Ohio. WGFT is daytimer on 1500 khz with 500 w. *Broker: Ray H. Rosenblum.*

WACO-AM-FM Tallassee, Ala. □ Sold by Double H Broadcasting Inc. to Richard P. Smith for \$250,000. **Seller** is owned by Fred Randall Hughey, who has no other broadcast interests. **Buyer** is freelance accountant who has no other broadcast interests. WACO is 1 kw daytimer on 1130 khz. WACO-FM is on 99.9 mhz with 85 w and antenna 185 feet above average terrain.

WGIG(AM) Brunswick, Ga. □ Sold by Nelson Broadcasting Corp. to Brunswick Broadcasting Corp. for \$250,000. **Seller** is subsidiary of Ladner Communications Holding Corp., which is subsidiary of Osborn Communications Group and headed by Frank Osborn. Osborn Communications owns three AM's, seven FM's and one TV; he is 25% owner of Fairmount Communications, which owns three AM's and four FM's, and is also part of group that has agreed to purchase four TV stations from Price Communications ("In Brief," July 3). **Buyer** is owned by Ronald A. Yontz, who owns WBLY(AM) Springfield, Ohio. WGIG is on 1440 khz with 5

AM believer

Carl Como Tutera, co-founder and president of The Daytona Group, is selling his interest in the Florida company to his partner, Norman S. Drubner. The amount of the buyout was not disclosed, but industry sources estimate the value of Daytona's three AM's and five FM's to be between \$23 million and \$25 million. The two will remain partners in The Daytona Group of California which is buying, subject to FCC approval, RKO General's KFRC(AM) San Francisco.

Tutera said he left the Florida group to be free to focus on the acquisition of KFRC. Tutera told BROADCASTING that when that is completed he will form his own, as yet unnamed company, to acquire AM properties in the top 10 markets.

kw day and 1 kw night.

CABLE

Systems serving Mojave and Rosamond, both California □ Sold by Boulder Ridge Cable TV to Falcon Holding Group Inc. Boulder Ridge is owned by Dean Hazen and has systems in California and Hawaii, serving 24,000 subscrib-

ers. Falcon is headed by Marc Nathanson and has 83 systems in 18 states, serving approximately 550,000 subscribers. Systems serve about 2,050 subscribers. *Broker: Waller Capital Corp.*

For other proposed and approved sales see "For the Record," page 54.

In Sync

Montreux wrapup

The equipment exhibition that ran concurrently with the International Television Symposium in Montreux, Switzerland (BROADCASTING, July 3), had about 350 exhibitors from 30 countries, compared to a previous high of 225 in 1983. The main reason for the growth in the show was a temporary extension to the Centre des Congres where the exhibition was held. "Everybody was here except the Chinese," said Jean-Michel Ferla, director of the Montreux symposium.

But all was not perfect. While the weather outside in Montreux was near perfection, in the exhibit halls many complained about the heat in the unair-conditioned buildings and the crowds in the narrow aisles. Those waiting for food at the exhibition's few sparsely manned

concession stands often waited in line for over half an hour. Some exhibitors were also nervous about the stability of the temporary wooden building.

Ernest Schwartz, chairman of the ITS committee, acknowledged that there were several problems with the temporary building. But he said that he expects conditions to be better by 1991. The City of Montreux plans to demolish the temporary structure and replace it with a permanent addition, pending settlement with some local residents who have raised objections to the plan.

In the meantime, the ITS has been presented with a rival convention that will cover many of the same television technology issues traditionally discussed at Montreux. ITU-COM 89, the first in what will be an annual event in nearby Geneva, will be held Oct. 3-8. The ITU

MIDWEST RADIO GROUP

- Three AM/FM Combinations
- Attractive, rated markets
- 1989 Revenue will exceed \$3,000,000
- Centrally located within 200 mile radius
- Profitable, with exceptional upside potential

Priced at less than \$9,000,000

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(312) 441-7200

INTEGRITY

Executives facing major financial decisions demand honest answers from professionals they can trust. Integrity, responsiveness, and long-term client commitment are the cornerstone of Harrison, Bond & Pecaro.

Over the years, hundreds of clients have looked to us for assistance in optimizing media transactions. For appraisals, expert testimony, and financial consulting, place your confidence in Harrison, Bond & Pecaro.

HARRISON
BOND &
PECARO

1815 H Street, NW • Suite 700
• Washington, DC • 20006 •
(202) 775-8870

Telecommunication System) is sponsored by several of the world's leading electronic communications lobbies and standards-setting organizations, including the EBU, SMPTE, the Telecommunications Industry Association and the National Association of Broadcasters. The ITU-COM agenda will include sessions on technological, legal and policy-setting aspects of broadcasting. There will also be an equipment exhibition.

"It is not quite a lucky thing" that the new convention will be held so close to Montreux and so soon after Montreux's close, Schwartz said. But he was not worried about the new show's effect on ITS. Montreux specializes in television technology, he said, while the Geneva meeting will also go into nontechnical and nontelevision aspects of mass communications.

As for suggestions by some that ITS move out of Montreux to Geneva or some other larger town, Schwartz said that ITS '91 would be in Montreux, "carried out in the traditional way."

Cable Labs seminar

Boulder, Colo.-based Cable Television Laboratories will hold its first technical seminar at the Clarion hotel in Boulder, Aug. 6-8. The title of the gathering will be: "Fiber Optics: Strategy, Tactics,

Implementation." Issues to be featured include projected costs of fiber optic implementation and the capabilities and comparative quality of AM, FM and digital delivery techniques.

Cable Labs is a research and development organization set up last year by cable operators who serve more than 80% of the subscribers in the U.S. Part of the organization's mission when it was formed was to serve as an information clearinghouse through seminars such as the fiber optic gathering. Cable Labs will also participate in the testing of advanced television transmission systems in cooperation with the broadcaster-supported Advanced Television Test Center.

Call for technical papers

The National Association of Broadcasters is now looking for proposals for technical papers to be presented during its Broadcast Engineering Conference, to be held March 30-April 3, 1990 in Atlanta during the NAB's convention and equipment exhibition. Last April's engineering conference included over 120 papers presented in 25 sessions over five days. Those interested in presenting papers at next year's conference must submit a one-page outline to NAB's science and engineering department by Oct. 13.

The best of HDTV

An Italian high-definition television show, *A Date with Robots*, produced by Italy's RAI network, won the first-place "Astrolabium" award at the Second Electronic Cinema Festival held during the International Television Symposium in Montreux, Switzerland. Fifty-three HDTV shows produced over the last two years were reviewed by an international jury last April, with 32 entries selected to be shown in Montreux to compete for awards in categories including drama, commercials, documentaries, sports, music video and variety.

The secretary general of the festival, Paolo Zaccarian, said at the festival's opening that the main criteria of judging was creative use of HDTV. The political arguments over field rate and transcoding into various transmission standards were not considered in the judging.

The winners were announced on the final day of the ITS symposium by the co-chairman of the international jury, Bertrand Labrusse, a former president of the Societe Francaise de Production and a member of the board of directors of the Cannes Film Festival. *A Date with Robots* is a fanciful 20-minute documentary which used electronic special effects to illustrate a tour of the robotic systems in a Fiat factory. It was chosen because it "demonstrates best the spirit of the electronic cinema, which utilizes in a creative way the newest technologies of HDTV electronic post-production," Labrusse said.

Japanese won most of the Astrolabium medals and honorable mention citations that were awarded. American honorees included David Niles of Captain Video Productions in Paris and 1125 Productions in New York, who was awarded a citation for a commercial that ran in France; Barry Rebo of Rebo High Definition Studios in New York, who was presented an Astrolabium for a commercial he co-produced with Tokyo Hivision, and noncommercial WTTW(TV) Chicago, which was awarded a citation for its *Playin' Chicago*, a musical tour of the city through the eyes of a young trumpet player.

Niles shared an Astrolabium with two Russian directors, Andrei Stolyarov and Dmitry Dibrov, for "Moscow Melodies," a 30-minute musical similar to "Playin' Chicago" in that it shows a different side to city life through the eyes of young people. The show was enhanced by dance numbers that took advantage of electronic special effects.

All the videos entered in the competition were produced in the Japanese-developed 1,125/60 with the exception of one, *Un Bel Di Vedremo*, an 11-minute show taped by RAI in the European-developed 1,250/50. The show is again a special-effects-enhanced look at a scenic city, this time Florence, Italy. The jury decided to award the show a "special citation" for "special and successful efforts with expression and artistic form utilizing, in a European way, the technology of the future," Labrusse said.

some may be redeployed. "We might determine [that] to move five steps forward we may have to move one or two steps backward," he said.)

But not all MSO's are going headlong into PPV. Much of the reason can be traced to TCI's fundamental question on PPV: Where is the business? The MSO's pushing the economic event business hope to find the answer there. Westerfield said some MSO's are pausing, asking themselves, "Are we going to do something with it or aren't we?" Obviously we're saying that we are. I don't think people are sitting there writing PPV off at this point." In fact, Westerfield thinks some of those negative PPV sentiments are dying. "People are taking a look at it now in terms of value enhancement to the cable service. Taking a short-term cash flow projection standpoint on it is shortsighted," Westerfield believes. "The industry has to take a longer point of view on it. I don't think you'll continue to hear the argument that it is only an incremental cash flow item that's contributing less on a margin basis than other parts of the business. It's strategically a very important part of the business."

Systems are worth more with addressability built in, said Westerfield. As MSO's move forward with rebuilds, and the incremental cost of adding addressability continues to fall, said Westerfield, "from a hedging standpoint, you're going to see addressability put in, certainly in the vast majority of cases." Currently, there are some 12 million homes, out of cable's 50 million homes, with PPV capability.

Where cable will find all these lower priced events, Westerfield admitted, "is a tough one to answer." He said there will be a reevaluation of "pricing relative to value" of today's events with much testing to take place. "Are there really barriers out there to pricing, which typically tends to be a function of star quality? Are there major

versions/minor versions of events that can be successful at different pricing levels?" he asked.

As more addressable homes come on line, more viable events will come forth, said Hussey. Any musical group that is popular enough to sell a million albums, Hussey said, probably could attract a PPV audience at, say, \$5 per concert. Likewise, sporting events could be an untapped area. Several cable systems, including Warner's Cincinnati and Houston systems, carried the Stanley Cup semifinals and finals as PPV events, and the buy rates were as good as for a movie, said Hussey.

And Maglio pointed out that PPV has all but eliminated the closed circuit venue, typically used for boxing events, which will cause even more events to come cable's way. "Our distribution medium generally substantially outperforms closed circuit when it comes to major fights," said Maglio. "Consumers like the convenience."

At Warner, Hussey said, "we're looking for a laboratory system" to test various programing, pricing, marketing and promotional schemes. It will likely choose a mid-sized system in a market where it can buy affordable local radio and newspaper space to test different PPV setups. Warner may take a \$14.95 event and price it at \$4.95 or \$6.95, to test reaction. "We have never done a lot of small events with small promotion," said Hussey. "We've had small events priced big," he said, but that's because of the small addressable base over which costs have to be spread.

The small events do not have to draw large buy rates, operators contend. A 1% buy rate at \$14.95 over 800,000 homes means \$120,000 in revenue, Hussey said. "A movie rarely does that."

Maglio agrees that PPV is in its infancy and that there is "much experimentation that needs to be done, and much that needs to be learned." —MS



Elliot B. Evers
415-391-4877



Randall E. Jeffery
407-295-2572



Charles E. Giddens
202-785-4333



Brian E. Cobb
202-785-4333

Integrity-Discretion

A discreet, intelligent brokerage service with over \$525,000,000 in radio/television mergers and acquisitions.

RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Syndication Marketplace

Worldvision Enterprises has acquired current and upcoming titles from Miramax Films for domestic television distribution. Titles include *Scandal*, *Pelle the Conqueror* and forthcoming *The Lemon Sisters*, *Loser Takes All* and *My Left Foot*, all to be released this year.

□

LBS Communications has acquired distribution rights to *The New Adventures of He-Man*, new animated series based on character made popular in film, television and home video. Sixty-five episodes will be offered on barter basis beginning in fall 1990, and will be preceded by specials in fourth quarter of 1989 and second quarter of 1990. LBS has also acquired worldwide distribution rights to *Crimebeat*, one-hour magazine special focusing on America's war on crime. Show, produced by wcbstv New York, is hosted by Carol Martin and its broadcast window is Aug. 15-20.

□

The Diet Dilemma, new *LifeQuest* health special from **Group W Productions and Bristol-Myers Co.**, will air on stations covering 85% of country. Hour-long program, hosted by Merlin Olson, features information on diets, merits of various diet plans, diet quiz, fads, scams and stars' diets. *The Diet Dilemma* has cleared wnyw(tv) New York, KHJ-TV Los Angeles and WFLD-TV Chicago.

□

The Video Store, weekly half-hour series aimed at VCR owners, has been given firm "go" for fall 1989 by show's co-distributors, **All American Television and MG Perin Inc.** Program has been cleared in more than 65% of country and all of top 10 markets. Show is produced by Bluebonnet Productions Inc. and is being offered to stations on barter basis. Co-hosts are expected to be announced shortly.

Changing Hands

Kirv Honolulu □ Sold by Tak Communications Inc. to Cassara & Co. for \$45 million. **Seller** is Vienna, Va.-based group owner of three FM's and five TV's and is headed by Sharad Tak. **Buyer** is recently formed private investment firm headed by Anthony B. Cassara, former president and CEO of Wometco Broadcasting, and George Vandeman, lawyer. Kirv is ABC affiliate on ch. 4 with 100 kw visual and 20 kw aural and antenna 50 feet above average terrain.

KCBQ-AM-FM San Diego □ Sold by Eric/Chandler Ltd. to Adams Communications Corp. for \$23.5 million. **Seller** is entertainment company and concert promoter headed by Tom Miserendino and Bob Geddes. It recently purchased KHJJ(AM)-KKZZ(FM) Lancaster, Calif., for \$3.6 million ("In Brief," June 26). **Buyer** is headed by Matt Mills and is radio division of Clearwater, Fla.-based group owner of four AM's, six FM's and nine TV's. KCBQ(AM) is fulltime on 1170 khz with 50 kw-D and 1.5 kw-N. KCBQ-FM is on 105.3 mhz with 29 kw and antenna 620 feet above average terrain.

KDWB-AM-FM Minneapolis-St. Paul, □ Sold by Legacy Broadcasting to Midcontinent Broadcasting Inc. for approximately 18 million. **Seller** is Los Angeles-based group owner of 2 AM's and three FM's and is headed by Carl Hirsch and Robert Sillerman. **Buyer** is Minneapolis-based group owner headed by Joseph Floyd

and N.L. Bentsen. It owns three AM's, five FM's and four TV stations. KDWB is on 630 khz with 5 kw-D and 500 w-N. KDWB-FM is on 101.3 mhz with 100 kw and antenna 820 feet above average terrain. **Broker: Gary Stevens & Co.**

KUDA(FM) Pahrum, Nev. (Las Vegas) □ Sold by EZ Communications to Americon Las Vegas Inc. for \$4 million. **Seller** is Fairfax, Va.-based group owner of four AM's and 11 FM's and is headed by Art Keller, chairman, and Alan Box, president. **Buyer** is headed by Thomas Quinn, and also owns KFSO(FM) Fresno, KHTZ(AM) Visalia and KHTX(AM) Truckee, all California, and KODS(FM) Reno. KUDA is on 107.5 mhz with 24,500 watts and antenna 3,750 feet above average terrain. **Broker: Cecil L. Richards Inc.**

WCSJ(AM)-WUEZ(FM) Morris, Ill. □ Sold by Midwest Broadcasting Inc. to M.M. Group Inc. for \$3.2 million. **Seller** is headed by Roger Coleman, who has no other broadcast interests. **Buyer** is owned by Robert Casagrande and Mark S. Litton. Casagrande and Litton, sole shareholders, officers and directors of applicant, are sole shareholders, officers and directors of CTC River Communications Inc., licensee of WQTL(FM) Ottawa, Ohio. M.M. Group Inc. is also buying, subject to FCC approval, WNRE(AM)-WLRO(FM) Circleville, Ohio. WCSJ is daytime on 1550 khz with 250 w. WUEZ(FM) is on 104.7 mhz with 50 kw and antenna 275 feet above average terrain. **Broker: Communications Equity**

Viacom radio addition

Viacom International will purchase KASY(AM) Auburn, Wash., from Auburn Broadcasters. Viacom, group owners of two AM's, six FM's and five TV's (including KBSG(FM) Tacoma, Wash.), has already begun simulcasting on KASY. Edward Garre, president of KASY, has agreed to change the station's call letters to KBSG(AM). Viacom says it has also received permission from the FCC to increase the daytime power of KASY from 10,000 watts to 50,000 watts. The station hopes to have a new tower constructed by December. Viacom would not comment on the purchase price. The FCC application will be filed shortly, according to KBSG(FM).

Associates.

WZNT(FM) San Juan, P.R. □ Sold by Huella Communications Inc. to Rafael Oller for \$2.8 million. **Seller** is headed by Francisco Vazquez Santoni and has no other broadcast interests. **Buyer** is owner of Primetime, Puerto Rican Television production group. WZNT is on 93.7 mhz with 50 kw and antenna 280 feet above average terrain. **Broker: Media Venture Partners.**

KOKL(FM) Okmulgee, Okla. □ Sold by Brewer Communications Inc. to Integrated Broadcasting Co. for \$1.4 million. **Seller** is owned by James Robert Brewer, who also owns KOKL(AM) and has interest in KGLB(TV), both Okmulgee. **Buyer** is owned by Benjamin Davis, former NFL football player and cable system developer in Ohio. He has no other broadcast interests. KOKL is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

KWBW(AM)-KHUT-FM Hutchinson, Kan. □ Sold by Fred Conger to Nuco TV Inc. for \$1.4 million. **Seller** has no other broadcast interests. **Buyer** is owned by Ross Beach, who is also purchasing KHAZ(FM) Hays, Kan. (see below). Nuco TV also owns 98.84% of KTVC(TV) Ensign, Kan. KWBW is fulltime on 1450 khz with 1 kw day and 250 w night. KHUT-FM is on 102.9 mhz with 28.5 kw and antenna 496 feet above average terrain.

KGEE-FM Monahans, Tex. □ Sold by KGEE-FM Communications Inc. to Michael L. Owens and Tommy R. Vascocu for \$1,013,870. **Seller** is headed by Anthony Brandon, who has no other broadcast interests. **Buyer:** Michael Lynn Owens is vice president of Buck Owens Productions Inc., licensee of KNIX(AM) Tempe, Ariz., KNIX-FM Phoenix and KUZZ-AM-FM Bakersfield, Calif. KGEE-FM operates on 99.9 mhz with 100 kw and antenna 500 feet above average terrain.

KFQX-AM-FM Abilene, Tex. □ Sold by Esprit Communications Corp. to Ovation Broadcasting Co. for \$950,000. **Seller** is headed by Robert Call, who has no other broadcast interests. **Buyer** is headed by Phil Motta, former president and CEO of Evans/Phoenix advertising agency, who currently has no other broadcast

WNVZ (FM)
Norfolk, Virginia

purchased by:

WILKS-SCHWARTZ BROADCASTING
(Don Wilks and Michael Schwartz)

from:

CAPITOL BROADCASTING COMPANY, INC.
(James F. Goodman, President and CEO)

in a stock transaction for:

\$7,500,000

We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

gaard. Gore-Overgaard Broadcasting Inc. is licensee of WTMR(AM) Camden, NJ; WSCR(AM) Scranton, PA; WRDZ(AM) Cleveland, and WTAC(AM) Flint, MI. Filed June 8.

■ WORD(AM) Spartanburg, SC (BAL890620EA; 910 khz; 5 kw-D, 1 kw-N, DA-2)—Seeks assignment of license from Brooks Broadcasting Corp. to Multimedia Inc. for \$65,000. Seller is headed by Robert Brown, who also has interest in WKBC-AM-FM North Wilkesboro, NC. Buyer is owned by James T. Lynagh. It also owns three AM's, four FM's and four TV's. Filed June 20.

■ KFQX-AM-FM Abilene, TX (AM: BAL890616EA; 1470 khz; 5 kw-D, 1 kw-N, DA-N; FM: BAPL-H890616EB; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Esprit Communications Corp. to Ovation Broadcasting Co. for \$950,000. Seller is headed by Robert Call, who has no other broadcast interests. Buyer is headed by Phil Motta, who has no other broadcast interests. Filed June 16.

■ KGEE-FM Monahans, TX (BALH890621HG; 99.9 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from KGEE-FM Communications Inc. to Michael L. Owens and Tommy R. Vascoco for \$1,013,870. Seller is headed by Anthony Brandon, who has no other broadcast interests. Michael Lynn Owens is vice president of Buck Owens Productions Inc., licensee of KNIX(AM) Tempe, KNIX-FM Phoenix, both Arizona. KUZZ-AM-FM Bakersfield, CA. Filed June 21.

■ KLRN(TV) San Antonio, TX (TEMP890623; ch. 9; 288 kw-V; ant. 930 ft.)—Seeks assignment of license from Southwest Texas Public Broadcasting to Alamo Public Telecommunications Council for no financial consideration. Seller is headed by Richard A. Bothe, who has no other broadcast interests. Buyer is headed by Joann Winik, who has no other broadcast interests. Filed June 23.

Actions

■ KUZN-FM Palmer, AK (BALH881229EF; 95.7 mhz; 100 kw; ant. 169 ft.)—Dismissed app. of assignment of license from Valley Broadcasting Co Inc. to Palmer Radio Group Inc. for \$100,000. Seller is headed by Wayne Connelly, who has application pending for KCBR(AM) Wasilla, AK. Buyer is owned by Charles McFall, who has no other broadcast interests. Action June 15.

■ KOSZ(FM) Grover City, CA (BALH881109HO; 107.3 mhz; 4.2 kw; ant. 807 ft.)—Granted app. of assignment of license from R&L Broadcasters to P-B Broadcasting Inc. for \$1,225,000. Seller is owned by Laura and Rod Funston. Buyer is owned by Joseph Bayliss, 20%; Shawn Phalen, 40%; and Kathleen Phalen, 40%. It has no other broadcast interests. Action June 22.

■ KJYE(FM) Grand Junction, CO (BAPH890424HU; 107.9 mhz; 100 kw; ant. 328 ft.)—Granted app. of assignment of license from Maranatha Broadcasting Co. to Robert Reichard for \$81,406. Seller is headed by Richard C. Dean, president. Buyer has no other broadcast interests. Action June 23.

■ WWSB(TV) Sarasota, FL (BTCCT890428KF; ch. 40; 2871 kw-V; ant. 771 ft.)—Granted app. of assignment of license from Southern Broadcast Group Inc. to Calkins Newspaper Inc. Seller is principally owned by George Borsari Jr., Robert R. Nelson, and his son Robert W. Nelson and Douglas Barker. Borsari owns interest in WYFX(AM) Boynton Beach, FL. Both Nelsons have interest in WBRD(AM)-WDUV(FM) Bradenton, FL; WTGS-TV Handeville, SC, and KOOG-TV Ogden, UT. Barker also owns interest in WTGS-TV and KOOG-TV. Buyer is headed by Grover Friend, who previously had 48% interest in station and now has purchased shares to become majority shareholder, president. He has no other broadcast interests. Action June 22.

■ WYNR(AM)-WPIQ-FM Brunswick, GA (AM: BAL890327GW; 790 khz; 50 w-D, DA-D; FM: BALH890327GX; 101.5 mhz; 100 kw; ant. 245 ft.)—Granted app. of assignment of license from Southcoast Broadcasting Inc. to Eagle Broadcasting Inc. for \$4.8 million. Seller is owned by Robert Hilker, Lewis Bagwell and William Rollins. Hilker and Rollins own interest in WJXX(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; WDX(AM)-WORG(FM) Orangeburg, SC; WSTX-AM-FM Christiansted, St. Croix, VI; WABZ(FM) Albemarle, WEGO(AM) Concord and WCGC(AM) Belmont, all North Carolina. Bagwell owns interest in WJXX(AM) Christiansburg, and WVVV(FM) Blacksburg, both Virginia. Buyer is equally owned by James Earl Henderson and Bonn A. Gilbert Jr., who have no other broadcast interests. Action June 22.

■ KBXL(FM) Caldwell, ID (BALH890426HW; 94.1 mhz; 40 kw; ant. 2,574 ft.)—Granted app. of assignment of license from Christian Broadcasting Co. to KSPD Inc. for \$200,000. Seller is owned by Richard M. Shaw, his wife Marilyn, and his brother Edwin L. Shaw. It also owns co-located KBGN(AM). Buyer also owns KSPD(AM) Boise, ID. Filed April 26.

■ KSGM(AM) Chester, IL (BAL890503EC; 980 khz; 1 kw-D, 500 w-N, DA-N)—Granted app. of assignment of license from Channel One Communications Inc. to Donze Communications Inc. for \$200,000. Seller is owned by Les Elias, who sold KSTZ(FM) Genevieve, MO and KSGM(AM) Chester, IL. He purchased WKLL(AM) Wood River, IL and KEZK-FM St. Louis. Buyer is owned by Elmo Donze, who has no other broadcast interests. Action June 20.

■ WKLL(AM) Wood River, IL (BAL890412GO; 590 khz; 1 kw-D) and KEZK-FM St. Louis (BALH890412GP; 102.5 mhz; 100 kw; ant. 450 ft.)—Granted app. of assignment of license from Adams Radio of St. Louis, to Channel One Communications Inc. for \$14.7 million. (Deal is part of station exchange between Adams and Channel One, in which Adams will purchase KSTZ(FM) from Channel One [see below]). Seller is Clearwater, FL-based group owned by Stephen Adams. Radio division is headed by Matt Mills. It also owns KOOL-AM-FM Phoenix; KHIH(FM) Boulder, CO; WHOI(TV) Peoria, IL; WWLP(TV) Springfield, MA; WLAV-AM-FM Grand Rapids and WILX-TV Onondaga, both Michigan; WWAY(TV) Wilmington, NC; KISS(FM) San Antonio, KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KOUL(AM)-KZOK(FM) Seattle; WTRF-TV Wheeling, WV; WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. Buyer is headed by Les Elias, who sold KSTZ(FM) Genevieve, MO; KSGM(AM) Chester, IL, and purchased WKLL(AM) Wood River, IL and KEZK-FM St. Louis. Action June 22.

■ WROZ(TV) Owensboro, KY (BAPCT890412KE; ch. 61; 692 kw-V; HAAT: 895 ft.)—Granted app. of assignment of license from Powers Communications to Seney Communications for \$40,000. Seller is owned by Glen Powers, who has no other broadcast interests. Buyer is owned by Richard Seney. Action June 21.

■ WWL(AM)-WLMG(FM) New Orleans (AM: BAL890418G; 870 khz; 50 kw-U, DA-1; FM: BAPLH890418GK; 101.9 mhz; 95 kw-H, 100 kw-V; ant. 253 ft.)—Granted app. of assignment of license from Loyola University to Keymarket of New Orleans Inc. for \$12,850,000 ("Changing Hands," April 17). Seller put stations on air in 1922 and 1970, respectively, and has no other broadcast interests. Buyer is owned by Kerby E. Confer, who is president, director and 100% stockholder of Keymarket Communications of Columbia Inc., licensee of WTCB-FM Orangeburg, SC; Keymarket Communications of Pennsylvania Inc., licensee of WNNK(FM) Harrisburg.

■ WDBD-TV Jackson, MS (BALCT890503KF; ch. 40; 1492 kw-V; HAAT: ant. 1,040 ft.)—Granted app. of assignment of license from C. Kenneth Still, Trustee to D&K Broadcast Properties Ltd. for \$9 million. Seller is trustee in bankruptcy case for Media Central Inc., Chattanooga-based group owner that is bankrupt, owned by Morton Kent and family. Buyer is headed by Louis T. Donatelli, Donatelli & Klein Inc., which is ultimate controlling entity through its 100% ownership of stock of sole general partner of applicant, is sole general partner and controlling entity of WDSI Ltd. Partnership is licensee of WDSI(TV) Chattanooga, TN. Action June 22.

■ NEW-FM Mount Vernon, MO (BAPH890202GU; 106.70 mhz; 3 kw; ant. 240 ft.)—Dismissed app. of assignment of license from Linda S. Adams to Southwest Missouri Broadcasters Inc. for \$5,500. Seller has no other broadcast interests. Buyer is owned by Jane A. Filler, who has no other broadcast interests. Action June 21.

■ KLID(AM) Poplar Bluff, MO (BAL890511EB; 1340 khz; 1 kw-D)—Granted app. of assignment of license from

PA; Keymarket of Austin Inc., licensee of KOKE(AM)-KKMJ(FM) Austin, TX; Keymarket Communications Inc. licensee of WRVR-AM-FM Memphis, Keymarket of Nepa Inc., licensee of WYOM-AM-WKRZ-FM Wilkes-Barre, PA. Action June 22.

■ KWCL(FM) Oak Grove, LA (BALH890509HC; 96.7 mhz; 3 kw; ant. 306 ft.)—Granted app. of assignment of license from Evelyn H Baker to 96.7 FM Radio Inc. for \$15,000. Seller has no other broadcast interests. Buyer is owned by Jerald Wornack, who has no other broadcast interests. Action June 22.

■ KLPL-AM-FM Lake Providence, LA (AM: BAL890306EG; 1050 khz; 250 w-D; FM: BALH890306EH; 92.7 mhz; 2 kw; ant. 145 ft.)—Granted app. of assignment of license from New Directions Broadcasting Inc. to Dixie Business Investment Co. Paul and Elizabeth Coates, principals of New Directions Broadcasting and Rhino Broadcasting Inc., licensees of KLPL-AM-FM Lake Providence, LA, and WZFL-AM-FM Centerville, MS, are transferring all of their assets ("certain land, furniture, fixtures, equipment, accounts receivable and operating licenses") to Dixie Business Investment Co. in full settlement of certain loans made by Dixie. Dixie, headed by Forrest Terral, is not assuming liabilities of radio stations. Application only refers to the Lake Providence, LA stations. Action June 20.

■ NEW-FM Mount Vernon, MO (BAPH890202GU; 106.70 mhz; 3 kw; ant. 240 ft.)—Dismissed app. of assignment of license from Linda S. Adams to Southwest Missouri Broadcasters Inc. for \$5,500. Seller has no other broadcast interests. Buyer is owned by Jane A. Filler, who has no other broadcast interests. Action June 21.

■ KLID(AM) Poplar Bluff, MO (BAL890511EB; 1340 khz; 1 kw-D)—Granted app. of assignment of license from

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 Cable Yearbook '89

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$100). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery.

To order by MASTERCARD or VISA credit cards, phone toll-free 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

Poplar Bluff Broadcasters Inc. to Walker Communications Inc. for \$22,000. Seller is owned by Bruce Schneider, who has no other broadcast interests. Buyer is owned by Truman J. Walker, who is president of K-W Broadcasters Inc., licensee of KJEZ-FM Poplar Bluff. Action June 21.

■ **KSTZ(FM)** St. Genevieve, MO (BALH890410GX; 105.70 mhz; 100 kw; ant. 984 ft.)—Granted app. of assignment of license from Channel One Communications Inc. for \$6.5 million ("Changing Hands," March 20). Seller is purchasing WKLL(AM) Wood River, IL, and KEZK-FM St. Louis (see above). Buyer is selling WKLL(AM) Wood River, IL, and KEZK-FM St. Louis (see above). Action June 22.

■ **WJHB(AM)** Fair Bluff, NC (BAL890511EC; 1480 khz; 1 kw-D)—Granted app. of assignment of license from Bledsoe Broadcasting Corp. to Arnsan Broadcasting Co. for \$35,000. Seller is headed by Virginia W. Bledsoe, who has no other broadcast interests. Buyer is owned by Don D. and Shari Arnsan, who have no other broadcast interests. Action June 21.

■ **WBRE** Wilkes-Barre, PA (BALCT890426KG; ch. 28; 4,120 kw-V; ant. 1,645 ft.)—Granted app. of assignment of license from WBRE Associates to Adams TV of Wilkes-Barre Inc. for approximately \$40 million. Seller is owned by I. Martin Pompadour and Ralph Becker, who purchased station in 1984 for \$21 million ("Changing Hands," Feb. 20, 1984). Principals have interests in Toledo Television Investors, a Connecticut limited partnership which owns WNWO-TV Toledo, Ohio. They also own interest in Television Station Partners, which owns WRDW-TV Augusta, GA; WEYI-TV Saginaw, MI; WROC-TV Rochester, NY, and WTOV-TV Steubenville, OH. Buyer is Clearwater, FL-based group owned by Stephen Adams. It also owns KOOL-AM-FM Phoenix; KHHI(FM) Boulder, CO; WHOI(TV) Peoria and WKLL(AM) Wood River, both Illinois; WWLP(TV) Springfield, MA; WLAV-AM-FM Grand Rapids and WILX-TV Onondaga, both Michigan; KEZK(FM) St. Louis; WWAY(TV) Wilmington, NC; KISS(FM) San Antonio, KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KQUL(AM)-KZOK(FM) Seattle; WTRF-TV Wheeling, WV; WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin.

■ **KFXT(TV)** Sioux Falls, SD (TEMP890412; ch. 36; 3455 kw visual; ant. 303 ft.)—Granted app. of assignment of license from Kirkwood Broadcasting Inc. to Jeffrey W. Hayzlett for \$40,000. Seller has no other broadcast interests. Buyer is member of board of directors of Minnesota Public Radio (MPR). MPR owns KBPR-FM Brainerd, KCCM-FM Moorhead, KCRB-FM Bemidji, KGAC-FM Saint Peter, KLSE-FM Rochester, KNOW-FM Appleton, KNRS-FM Collegeville, KRSD-FM Worthington, KSJN-AM-FM Saint Paul-Minneapolis, KSJR-FM Collegeville, KZSE-FM Rochester, WIRR-FM Virginia-Hibbing, WSCD-FM Duluth, and WSCN-FM Cloquet, all Minnesota; WGGL-FM Houghton, MI, and KLCD-FM Decorah, IA. Action June 22.

■ **KTFH(TV)** Conroe, TX (TEMP890414; ch. 49; 5,000 kw visual; 500 kw aural; ant. 1,192 ft.)—Granted app. of transfer of control from Florence Coaxium to Dupont Investment Group 85 Ltd. for no financial consideration. Seller has no other broadcast interests. Buyer is owned by Bill Maxwell, 10%; Max Vigil, 20%; Ted Binder, 10%; Ralph Kelsey, 10%; Don Criswell, 10%; William S.E. Baleirnie, 4%; Lawrence Johnson, 6%; Charles Kastler, 10%; Denis Rouse, 10%, and Rick Rouse, 10%. Action June 22.

■ **KEYF-AM-FM** Dishman, WA (AM; BAL890117EA; 1050 khz; 5 kw-D, 500 w-N, DA-1; FM; BALH890117GP; 101.1 mhz; 100 kw; ant. 794 ft.)—Dismissed app. of assignment of license from Unicom Broadcasting Inc. to Nemesis Communications Inc. for \$6 million. Seller is owned by John Rook, Andrew Adelson and Larry Duboef. It also owns KCDA(FM) Coeur d'Alene, ID. Buyer is owned by Gerald J. Schubert and Don N. Nelson. Schubert holds 16.89% of nonvoting preferred stock of Jacor Communications Inc., which owns KOA(AM)-KOAQ(FM) Denver; WLW(AM)-WEBN(FM) Cincinnati; WMJI-AM-FM Cleveland; WPCH(AM)-WGST(FM) Atlanta; WY-HY(FM) Nashville; WQIK-AM-FM Jacksonville, WFLA(AM)-WFLZ(FM) Tampa, both Florida, and WMYU(FM) Knoxville, TN. Action June 13.

■ **WKZG(FM)** Keyser, WV (BALH881228HI; 107.1 mhz; 530 w; ant. 783 ft.)—Dismissed app. of assignment of license from Jones-Powers Broadcasting to Keyser Broadcasting Inc. for \$300,000 ("Changing Hands," Jan. 16). Seller is principally owned by Joseph Powers, Carolun Jones and C.J. Jones. Last owns Jones-Eastern Radio Inc., Charleston, SC-based group owner of three AM's and four FM's. Buyer is owned by Charles D. McFall Jr., who has no other broadcast interests.

New Stations

Applications

AM

■ **Paris, KY (890612AH)**—Somerset Educational Broadcasting Foundation seeks 1440 khz. Address: 2034 N. Highway 39, Somerset, KY 42501. Principal is headed by Robert Marmet, who has no other broadcast interests. Filed June 12.

FM's

■ **Eufaula, AL (BPH890530MH)**—Toole & Co. general partnership seeks 97.9 mhz; 3 kw; 100 m. Address: 306 Nancy Ross Dr., Eufaula, AL 36027. Principal is owned by Devaughn Toole, who has no other broadcast interests. Filed May 30.

■ **Eufaula, AL (BPH890530MO)**—Eufaula Broadcast Associates seeks 97.9 mhz; 1.79 kw; 128 m. Address: 415 N. College St., Greenville, AL 36037. Principal is owned by Paul H. Reynolds, who has no other broadcast interests. Filed June 30.

■ **Uniontown, AL (BPH8906061B)**—Union Broadcast Associates seeks 107.5 mhz; 1.43 kw; 143 m. Address: P.O. Box 116, Enterprise, AL 36331. Principal is owned by Stephen G. McGowan, who has no other broadcast interests. Filed June 6.

■ **Duluth, MN (BPED890609MD)**—Minnesota Public Radio Inc. seeks 97.3 mhz; 40 kw; 167 m. Address: 45 E. Eighth St., Saint Paul, MN 55101. Principal is headed by William Kling. Minnesota Public Radio is licensee of one AM and 15 FM's, all in Minnesota. Filed June 9.

■ **Flora, MS (BPH890608MG)**—Crossroads Communications Inc. seeks 97.5 mhz; 3 kw; 100 m. Address: 5203 Leesburg Pike, Falls Church, VA 22041. Principal is owned by Douglas B. Delawder, who has no other broadcast interests. Filed June 8.

■ **Deltaville, VA (BPH890609MH)**—Deltaville Communications seeks 92.3 mhz; 3 kw; 100 m. Address: 2567J Mountain Lodge Circle, Birmingham, AL 35216. Principal is owned by William Pennington, Thomas A. Dibacco and Robert L. Germain Jr. Pennington is 24% owner of WOO-G(AM)-WZRZ(FM) Ridgeland, SC. He is 50% owner of WPNI(FM) CP for new FM broadcast station at Kentland, IN. Pennington also is 33.3% owner of Mountain Media of Va., applicant for new FM broadcast station at Saltville, VA. Filed June 9.

TV

■ **Lewistown, MT (BPCT890613)**—Big Horn Communications Inc. seeks ch. 13; 3.37 kw; 647 m. Address: P.O. Box 23309, Billings, MT 59104. Principal is headed by Daniel Coon. Big Horn Communications Inc. is licensee for KOUS-TV Hardin; KYUS-TV Miles City; KCTZ-TV Bozeman, all Montana; KMMZ(AM)-KZMQ-FM, Greybull, WY. Big Horn Communications Inc. is licensee of following low-power television stations: K25BP Billings, K19AC, Glasgow, K17AD Lewistown, all Montana; K15AD Cody, K16AE Gillette, both Wyoming. Filed June 13.

Actions

■ **Dothan, AL (BPH870710MG)**—Granted app. of Broadcast Associates Inc. for 102.5 mhz; 3 kw; H&V; 100 m. Address: P.O. Box 6904, Dothan, AL 36302. Principal is owned by Stephen G. McGowan, who has no other broadcast interests. Action June 23.

■ **Visalia, CA (BPH870331NJ)**—Granted app. of Visalia Broadcast Associates for 96.1 mhz; 3 kw; H&V; 300 ft. Address: 1711 E. Princeton Court, Visalia, CA 93277. Principal is owned by Drew M. Kaercher, who has no other broadcast interests. Action June 20.

■ **Lynnville, IL (BPH881027MH)**—Dismissed app. of Holiday Broadcasting Inc. for 107.1 mhz; 3.0 kw; 100 m. Address: One Sleepy Hollow, Mount Vernon, IL 62864. Principal is owned by Kathy J. Withers, who has no other broadcast interests. Action June 21.

■ **Hobbs, NM (BPH870522MA)**—Granted app. of Cottonwood Communications Corp. for 102.9 mhz; 100 kw; H&V; 518 ft. Address: P.O. Box 720 Alamogordo, NM, 88310. Principal is owned by Robert J. Flotte, who is licensee of KP5A-AM-FM La Luz and KUUX(AM) Hobbs, both New Mexico. Action June 20.

■ **Georgetown, TX (BPH870701NA)**—Granted app. of Clarence C. and Cynthia A. Wuthrich for 107.7 mhz; 3 kw H&V; 100 m. Address: 109 River Wood Dr., Georgetown, TX 78628. Principal has no other broadcast interests. Action June 22.

■ **San Saba, TX (BPH871215MB)**—Granted app. of Armadillo Broadcasting Inc. for 96.7 mhz; 1.6 kw H&V; 120 m.

Address: P.O. Box 576, San Saba, TX 76877. Principal is owned by E.P. Garth, who is licensee of KBAL(AM) San Saba, TX. Action June 19.

Facilities Changes

Applications

AM's

■ **Brunswick, GA. WMOG(AM)** 1490 khz—June 22 application for CP to reduce power to 600 w and make changes in antenna system.

■ **Houghton Lake, MI. WHGR(AM)** 1290 khz—June 12 application for Mod of CP to reduce power to 4.6/4.9 kw; change TL: 0 km S of Nestel Rd. and 0.88 km W of Townline Rd., Houghton Lake, MI: 44 17 10N 84 44 38W.

■ **Rose Hill, NC. WEGG(AM)** 710 khz—June 15 application for CP to correct coordinates to: 34 51 48N 78 02 16W.

■ **Cuyahoga Falls, OH. WCUE(AM)** 1150 khz—June 13 application for Mod of CP (BP871214AB) to augment daytime pattern.

■ **Athens, TX. KLVQ(AM)** 1410 khz—June 22 application for CP to change TL: 0.6 km SE of intersection SR 753 and Mill Run Rd., 5.6 km S of center of Athens, TX, and make change in antenna system 32 09 22N 95 50 31W.

■ **Cypress, TX. KYND(AM)** 1520 khz—June 9 application for MP to correct coordinates to: 30 00 37N 95 41 40W.

■ **Bridgewater, VA. WHBG(AM)** 1360 khz—June 6 application for CP to change antenna system and change TL: 3180 S. Main St., Harrisonburg, VA: 38 24 30.0N 78 54 4.0W.

FM's

■ **Citronelle, AL. WKQR(FM)** 101.9 mhz—June 9 application for CP to change HAAT: 133 m H&V.

■ **Osceola, AR. KMPZ(FM)** 98.1 mhz—June 1 application for Mod of CP (BPH8825071D) to change ERP: 100 kw H&V class: C (per docket #88-146).

■ **Pacific Grove, CA. KOCN(FM)** 104.9 mhz—June 7 application for CP to change ERP: 0.93 kw H&V; HAAT: 180.8 m H&V; TL: 8 mi ESE of Pacific Grove, Monterey County, CA.

■ **Ridgecrest, CA. KZIQ-FM** 92.7 mhz—June 6 application for CP to change ERP: 1.50 kw H&V; HAAT: 395 m H&V; TL: 16.5 km SW of central Ridgecrest, CA at 189 (T); CLASS: B1 (per MM docket #88-458).

■ **Blackshear, GA. WKUB(FM)** 104.9 mhz—June 7 application for CP to change freq.: 105.1 (per MM docket 86-294); HAAT: 115 m; H&V: TL: U.S. 82 on N side of Satilla River, near Waycross, Pierce County, GA; class: to 286C2.

■ **Pittsburg, KS. KKOW-FM** 96.9 mhz—June 8 application for CP to change HAAT: 278 m H&V; TL: in Cherokee County, Kansas, two miles W of Weir, KS on County Hwy. 103.

■ **Macomb, IL. WIUM(FM)** 91.3 mhz—June 2 application for Mod of CP (BPED870608MA) to change directional pattern of antenna.

■ **Boston. WERS(FM)** 88.9 mhz—June 9 application for CP to change ERP: 5.29 kw H&V; HAAT: 186.4 m H&V; TL: One Financial Center, (Suffolk), Boston: 42 21 08N 71 03 26W.

■ **Cloquet, MN. WSCN(FM)** 100.9 mhz—June 2 application for CP to change ERP: 97.2 kw H&V; HAAT: 267 m H&V; FREQ: 100.5 mhz (per docket #88-143); TL: 4th Ave., W and 10th St. (St. Louis), Duluth, MN: 46 47 21N 92 06 51W.

■ **Sleepy Eye, MN. KSEB(FM)** 107.3 mhz—June 6 application for Mod of CP (BPH870827NA) to change ERP: 1.13 kw H&V; HAAT: 161 m H&V; TL: 7.5 km NW Sleepy Eye bearing 315 degrees Brown County, MN.

■ **Eatontown, NJ. WHTG-FM** 106.3 mhz—June 2 application for CP to change HAAT: 152 m H&V; TL: Hope Road, Tinton Falls, NJ; 0.8 km S of interchange 105 on Garden State Parkway.

■ **Roswell, NM. KSFX(FM)** 100.5 mhz—June 1 application for Mod of CP (BPH850712RY) to change HAAT: 37.2 m H&V; TL: 5206 W 2nd St., Roswell, NM; class: C1 (per docket #87-542).

■ **Binghamton, NY. WUCI-FM** 91.5 mhz—June 15 application for CP to change ERP: 0.97 kw (H); HAAT: 192 m (H); TL: Ingraham Hill Rd., 1.7 SW of Binghamton, NY.

■ **Cape Vincent, NY. WKGG(FM)** 102.7 mhz—June 1 application for Mod of CP (BPH870819ND) to change HAAT: 100 m H&V; TL: Stone Quarry Rd., Cape Vincent, NY: 44 06 58N 76 20 21W.

■ **Cadiz, OH. WEIR-FM** 106.3 mhz—June 6 application

Stock Index

Closing Closing Market Capital-
Wed Wed tion
Jul 5 Jun 28 Change Change Ratio (000,000)

Closing Closing Market Capital-
Wed Wed tion
Jul 5 Jun 28 Change Change Ratio (000,000)

BROADCASTING

N (CCB) Capital Cities/ABC	468	463	7/8	- 4	1/8	00.88	20	7,596
N (CBS) CBS	203	209	3/8	- 6	3/8	-03.04	17	4,788
A (CCU) Clear Channel	10	3 8/12	1/4	- 1	7/8	-15.30	17	40
A (HTG) Heritage Media	5	1 8/5	5	1/8		02.50	-4	114
O (JCOR) Jacor Commun.	7	7				00.00	-8	69
O (LINB) LIN	113	7 8/123	3/4	- 9	7/8	-07.97	68	5,815
O (OBCCC) Olympia Broad.	2	1/4	2	1/8		05.88		5
O (OSBN) Osborn Commun.	11	1/2	14	- 2	1/2	-17.85	-10	58
O (OCOMA) Outlet Commun.	28	1/2	28	3/4	- 1/4	-00.86	42	186
A (PR) Price Commun.	6	1/2	6	5/8	- 1/8	-01.88	-3	47
O (SAGB) Sage Broadcasting	3	1/4	3	3/4	- 1/2	-13.33	-4	12
O (SCRIP) Scripps Howard	78	72		6		08.33	46	805
O (SUNNC) SunGroup Inc.	1	1/2	1	1/2		00.00	-2	3
O (TLMU) Telemundo	5	5				00.00		84
O (TVXGC) TVX Broadcast	2	7 8/3	1/8	- 1/4		-08.00		21
O (UTVI) United Television	35	35	1/4	- 1/4		-00.70	44	382

PROGRAMING

O (QVCN) QVC Network	17	1/4	18	5/8	- 1	3/8	-07.38	28	173
O (RVCC) Reeves Commun.	6	1/8	6	5/8	- 1/2		-07.54	55	77
O (RPICA) Republic Pic. 'A'	10	3/4	10	3/8	3/8		03.61	153	46
O (SMNI) Sat. Music Net.	5	1/2	5	1/2			00.00	32	49
O (SP) Spelling Ent.	8	7 8/8	8	3/4	1/8		01.42	12	287
N (JKEI) Video Jukebox	3	9/16	3	13/16	- 1/4		-06.55	-29	28
O (WUCI) Warner	61	1/4	60	3/4	1/2		00.82	21	9,934
O (WONE) Westwood One	11	11	1/4	- 1/4			-02.22	-52	159

SERVICE

O (AMEA) A.M.E. Inc.	10	1/4	10		1/4		02.50	25	50
O (AGRP) Andrews Group	6	1/8	6	3/8	- 1/4		-03.92	-2	55
O (BSIM) Burnup & Sims	22	22	1/4	- 1/4			-01.12	25	351
N (CQ) Comsat	36	7 8/37	5/8	- 3/4			-01.99	10	679
N (CDA) Control Data Corp.	21	1/4	22	1/2	- 1	1/4	-05.55	-303	897
N (DNB) Dun & Bradstreet	57	58	1/2	- 1	1/2		-02.56	20	10,669
N (FCB) Foote Cone & B.	24	3 8/24	3/8				00.00	15	204
O (GREY) Grey Advertising	150	143		7			04.89	12	178
O (IDBX) IDB Communications	7	1/4	7	1/4			00.00	145	35
N (IPG) Interpublic Group	30	1/4	31	3/8	- 1	1/8	-03.58	16	1,057
O (OGL) Ogilvy Group	54	1 8/53	1/8	1			01.88	24	775
O (OMCM) Omnicom Group	22	23		- 1			-04.34	13	543
N (SAA) Saatchi & Saatchi	15	1/4	14	5/8	5/8		04.27	6	2,387
O (TLMT) Telemation	2	1/2	2	1/2			00.00	-41	11
A (UNV) Unifil Video	13	1/2	13	3/8	1/8		00.93	21	29

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	34	3/8	35	1/2	- 1	1/8	-03.16	58	681	
O (ASTVC) Amer. Comm. & TV	1	1/32	1/32				00.00		2	
N (AFL) American Family	16	1/8	16	3/8	- 1/4		-01.52	11	1,307	
O (ACCM) Assoc. Commun.	34	37		- 3			-08.10		486	
O (BMAC) BMA Corp.	32	1/2	32	1/2			00.00	16	315	
N (CCN) Chris-Craft	40	3 8/41		- 5/8			-01.52	47	908	
O (DUCO) Durham Corp.	33	1/2	32	1/2	1		03.07	19	282	
N (GCI) Gannett Co.	44	1/4	46	1/4	- 2		-04.32	19	7,126	
O (GMXC) GMX Commun.	1	1/16	3/32	- 1/32			-33.33	19	7,126	
O (GACC) Great Amer. Comm.	11	3/4	11	1/8			5/8	05.61	-4	368
N (JP) Jefferson-Pilot	37	1/8	37		1/8		00.33	14	1,431	
N (KRI) Knight-Ridder	50	1/2	50	7/8	- 3/8		-00.73	19	2,681	
N (LEE) Lee Enterprises	30	3/4	32	1/2	- 1	3/4	-05.38	18	759	
N (LC) Liberty	34	3/4	35	1/4	- 1/2		-01.41	12	300	
N (MHP) McGraw-Hill	69	1/8	71	1/4	- 2	1/8	-02.98	18	3,354	
A (MEGA) Media General	36	3/4	37	1/2	- 3/4		-02.00	99	946	
N (MDP) Meredith Corp.	36	1/2	37	3/8	- 7/8		-02.34	21	694	
O (MMEDC) Multimedia	97	97	3/4	- 3/4			-00.76	39	1,073	
A (NYTA) New York Times	30	5/8	31		3/8		-01.20	15	2,426	
N (NWS) News Corp. Ltd.	22	7 8/22	23	1/4	- 3/8		-01.61	9	6,098	
O (PARC) Park Commun.	32	1/2	32	1/2			00.00	23	448	
O (PLTZ) Pulitzer Publishing	27	1/2	27	1/4	- 1/4		00.91	14	287	
N (REL) Reliance Group Hold.	5	3/4	5	7/8	- 1/8		-02.12	17	428	
O (RTRSY) Reuters Ltd.	37	1/4	38	1/2	- 1	1/4	-03.24	21	15,418	
O (STAUF) Stauffer Commun.	138	1/2	138	7/8	- 3/8		-00.27	46	138	
N (TMC) Times Mirror	42	3 8/42	43	1/2	- 1	1/8	-02.58	16	5,449	
O (TMCI) TM Communications	11	1/32	17/32	- 3/16			-35.29	-1	2	
N (TRB) Tribune	53	1/2	54	5/8	- 1	1/8	-02.05	18	4,003	
A (TBSA) Turner Bcstg. 'A'	43	5/8	45	1/2	- 1	7/8	-04.12	-13	2,006	
A (TBSB) Turner Bcstg. 'B'	38	5/8	41	3/8	- 2	3/4	-06.64	-12	934	
A (WPOB) Washington Post	270	1/2	279	3/4	- 9	1/4	-03.30	21	3,479	

CABLE

A (ATN) Acton Corp.	19	7/8	19	5/8		1/4	01.27	-18	31
O (ATCMA) Amer. TV & Comm.	50	3/4	52	1/4	- 1	1/2	-02.87	75	5,529
O (CTEX) C-Tec Corp.	23	1/2	24		- 1/2		-02.08	25	390
A (CVC) Cablevision Sys. 'A'	41	3/4	44	5/8	- 2	7/8	-06.44	-5	917
O (CNCA) Centel Cable	45	1/4	45		1/4		00.55	125	1,131
N (CNT) Centel Corp.	50	1/4	52	3/4	- 2	1/2	-04.73	29	3,181
A (CTY) Century Commun.	21	1/8	22	5/8	- 1	1/2	-06.62	-62	917
O (CMCSA) Comcast	23	1/2	25	3/8	- 1	7/8	-07.38	-33	1,574
A (FAL) Falcon Cable Systems	20	3/4	21		- 1/4		-01.19	-115	132
O (JOIN) Jones Intercable	17	18		- 1			-05.55	-13	210
T (MHPQ) Maclean Hunter 'X'	13	7 8/13	13	7/8			00.00	38	1,022
T (RCI.A) Rogers Commun. 'A'	141	144		- 3			-02.08	-238	1,902
T (RCI.B) Rogers Commun. 'B'	113	113					00.00	-191	1,524
O (TCAT) TCA Cable TV	42	41	3/4	1/4			00.59	48	507
O (TCOMA) Tele-Commun.	35	1/8	36	1/2	- 1	3/8	-03.76	113	6,200
N (TL) Time Inc.	155	1/4	157	1/4	- 2		-01.27	32	8,801
O (UAECA) United Art. Ent. A	19	1/8	19	3/4	- 5/8		-03.16	-28	1,263
O (UAECB) United Art. Ent. B	19	3/8	19	3/4	- 3/8		-01.89	-28	1,280
N (VIA) Viacom	52	1/2	52	7/8	- 3/8		-00.70	-14	2,801
N (WU) Western Union	1	5/8	1	1/2	1/8		08.33		63
O (WSMCA) WestMarc	29	29	1/2	- 1/2			-01.69	-34	472

PROGRAMING

O (ALLT) All American TV	3	3					00.00		3
O (BRRS) Barris Indus.	11	3/8	11	7/8	- 1/2		-04.21	-5	123
A (CLR) Color Systems	15	1/16	1		- 1/16		-06.25		5
N (KPE) Columbia Pic. Ent.	22	3 8/22	22	3/4	- 3/8		-01.64	1118	2,477
O (CAVN) CVN Cos.	18	5/8	18	3/4	- 1/8		-00.66	29	327
A (DEG) De Laurentiis Ent.	7	1/16	7/16				00.00		4
O (DCPI) dick clark prod.	4	7/8	4	7/8			00.00	-487	40
N (DIS) Disney	95	97	1/4	- 2	1/4		-02.31	22	12,768
N (DJ) Dow Jones & Co.	35	1/4	37		- 1	3/4	-04.72	10	3,554
O (FNNI) Financial News	7	3/8	7	3/8			00.00		89
A (FE) Fries Entertain.	2	1/4	2	1/4			00.00	-3	11
N (PCI) Gulf + Western	59	3/8	62	7/8	- 3	1/2	-05.56	18	6,898
A (HHH) Heritage Entertain.	1	5/8	1	3/4	- 1/8		-07.14	-5	8
A (HSN) Home Shopping Net.	5	1 8/5	5	1/4	- 1/8		-02.38	21	458
N (KWP) King World	26	7/8	27	1/2	- 5/8		-02.27	9	672
O (KREN) Kings Road Ent.	21	1/32	22	5/8	1/32		05.00		3
N (MCA) MCA	59	5/8	59	7/8	- 1/4		-00.41	26	4,354
N (MGM) MGM UA Commun.	18	1/4	18	1/4			00.00	-9	918
A (NHI) Nelson Holdings	11	1/16	9	1/16	1/8		22.22		18
O (NNET) Nostalgia Network	1	7 8/2	2		- 1/8		-06.25	-2	10
N (OPC) Orion Pictures	21	3 8/21	22	3/8	- 1		-04.46	39	371
N (PCC) Pathe Commun.	3	5/8	3	3/4	- 1/8		-03.33		41
N (PLA) Playboy Ent.	14	3 8/14	14	1/4	1/8		00.87		135
O (QNTX) Qintex	5	1/2	5	1/8	3/8		07.31		115

ELECTRONICS MANUFACTURING

N (MMM) 3M	70	3/4	73	3/8	- 2	5/8	-03.57	13	15,871
N (ARV) Arvin Industries	23	3 8/23	24		- 5/8		-02.60	23	435
O (CCBL) C-Cor Electronics	13	1/8	15		- 1	7/8	-12.50	12	53
N (CHY) Chyron	3	7/8	4	1/8	- 1/4		-06.06	-38	43
A (COH) Cohu	11	1/2	11	5/8	- 1/8		-01.07	7	21
N (EK) Eastman Kodak	47	1 8/47	49		- 1	7/8	-03.82	10	15,288
N (GRL) Gen. Instrument	35	36	1/4	- 1	1/4		-03.44	13	1,183
N (GE) General Electric	52	1/4	53	3/8	- 1	1/8	-02.10	13	47,179
N (HRS) Harris Corp.	32	3/4	33	3/8	- 5/8		-01.87	16	1,267
N (MAI) M/A Com. Inc.	7	3/4	8		- 1/4		-03.12	13	183
N (IV) Mark IV Indus.	13	5/8	13	3/4	- 1/8		-00.90	6	147
O (MCDY) Microdyne	4	1 8/4	4	1/8			00.00	-27	16
O (MCOM) Midwest Commun.	6	3/4	7	1/4	- 1/2		-06.89	27	20
N (MOT) Motorola	51	3 8/51	53	3/4	- 2	3/8	-04.41	14	6,663
N (OAK) Oak Industries	1	1/2	1	1/2			00.00	8	123
A (PPI) Pico Products	1	1 8/1	1	1/8			00.00	-1	3
N (SFA) Sci-Atlanta	19	19	3/8	- 3/8			-01.93	14	453
N (SNE) Sony Corp.	56	1/4	52	1/2	- 3	3/4	-07.14	31	14,555
N (TEK) Tektronix	22	22	7/8	- 7/8			-03.82	122	619
O (TVTK) Television Tech.	15	1/16	1	1/16	- 1/8		-11.76	93	6
N (VAR) Varian Assoc.	23	5 8/23	24	3/4	- 1	1/8	-04.54	8	489
O (WGNR) Wegener	3	3/4	3	3/4			00.00	11	27
N (WX) Westinghouse	62	3/4	64	1/8	- 1	3/8	-02.14	10	9,033
N (ZE) Zenith	18	3 8/18	19	1/4	- 7/8		-04.54	4	

As compiled by BROADCASTING from June 29 through July 6 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

■ WACQ-AM-FM Tallahassee, AL (AM: BAL890608EG; 1130 khz; 1 kw-D; FM: BAPH890608EH; 99.9 mhz; 0.85 kw; ant. 185 ft.)—Seeks assignment of license from Double H Broadcasting Inc. to Richard P. Smith for \$250,000. Seller is owned by Fred Randall Hughey, who has no other broadcast interests. Buyer has no other broadcast interests. Filed June 8.

■ WEZQ(AM) Winfield, AL (BAL890613EE; 1300 khz; 5 kw-D)—Seeks assignment of license from John Self to James Boyd Pate for \$142,500. Seller has no other broadcast interests. Pate is on board of directors of International Bible College, Florence, AL, which is permittee of non-commercial WBHL(FM). Filed June 13.

■ KISI(FM) Malvern, AR (BAPH890613GW; 101.5 mhz; 3 kw; ant. 97 ft.)—Seeks assignment of license from Harbour Enterprises to Donald C. Harbour for no financial consideration. Agreement to assign CP held by Harbour Enterprises to Donald C. Harbour is oral agreement due to family relationship between parties. Terms of agreement are as follows: assignment of CP from Harbour Enterprises to Donald C. Harbour is not for compensation. All partners in Harbour Enterprises are related to Donald C. Harbour. Alene O. Harbour and William C. Harbour are parents of Donald C. Harbour. Michael H. Harbour and Julie H. Williams are brother and sister of Donald C. Harbour. All parties, except Donald C. Harbour, have recently decided not to pursue construction of station and to assign their interest in CP to Donald C. Harbour for no consideration. Filed June 13.

■ WCRJ(FM) Jacksonville, FL (BALH890622HH; 107.3 mhz; 100 kw; ant. 350)—Seeks assignment of license from Hoker Broadcasting to Nine Chiefs Inc. for \$8.6 million ("Changing Hands," June 26). Seller is headed by Jay Hoker, who also owns WMLX(AM) Florence, KY; WDFX-FM Detroit; KCFX(FM) Harrisonville, MO. and

WOFX Fairfield, OH. Buyer is owned by Ragan Henry. Ragan Henry Broadcast Group Inc., sole general partner of Ragan Henry Communications Group (RHCG), Ragan Henry National Radio and Communications Management National (CMN). RHCG is licensee of station WMXB(FM) Richmond, VA.; WDIA(AM)-WHRK(FM) Memphis, and WXL(FM) Johnstown, OH. National Radio is licensee of WWIN-AM-FM, Baltimore. Henry is director and shareholder of RAGH Inc., licensee of KDIA(AM) Oakland, CA, and Vinrah of New Jersey Inc., licensee of WCM(AM)-WZXL(FM), Wildwood, NJ. Henry is also purchasing WAKR(AM)-WONE(FM) Akron, OH (see below). Filed June 22.

■ WGIG(AM) Brunswick, GA (BAL890612ED; 1440 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Nelson Broadcasting Corp. to Brunswick Broadcasting Corp. for \$250,000. Seller is subsidiary of Ladner Communications Holding Corp., which is subsidiary of Osborn Communications Group and headed by Frank Osborn. Osborn owns Osborn owns three AM's, seven FM's and one TV; is 25% owner of Fairmount Communications, which own three AM's and four FM's, and is also part of group that has agreed to purchase four TV stations from Price Communications ("In Brief," July 3). Buyer is owned by Ronald A. Yontz, who is sole officer, director and shareholder of Ray Broadcasting Corp., licensee of WBLY(AM) Springfield, OH. Filed June 12.

■ WLOV-AM-FM Washington, GA (AM: BAL890612HB; 1370 khz; 1 kw-D; FM: BALH890612HC; 100.1 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from G&O Inc. to Scorpio Enterprises Inc. for \$465,000. Seller is headed by Oscar Wisely, who has no other broadcast interests. Buyer is owned by B.L. Williamson, who has no other broadcast interests. Filed June 12.

■ WCSJ(AM)-WUEZ(FM) Morris, IL (AM: BAL890613EC; 1550 khz; 250 w-D; FM: BALH890613ED; 104.7 mhz; 50 kw; ant. 275 ft.)—Seeks assignment of license from Midwest Broadcasting Inc. to M.M. Group Inc. for \$3.2 million. Seller is headed by Roger Coleman, who has no other broadcast interests. Buyer is owned by Robert Casagrande and Mark S. Litton. Robert Casagrande and Mark S. Litton, sole shareholders, officers and directors of applicant, are sole shareholders, officers and directors of CTC River Communications Inc., licensee of WQTL(FM) Ottawa, OH. M.M. Group Inc., is applicant in process of filing two applications for consent to assignment of license for WCSJ(AM)-WUEZ-FM Morris, IL and WNRE(AM)-WLRO(FM) Circleville, OH. Applications are not mutually exclusive. Filed June 13.

■ KHAZ(FM) Hays, KS (BALH890615HJ; 99.5 mhz; 100 kw; ant. 516)—Seeks assignment of license from Plains Broadcasting Inc. to Kays Inc. for \$490,000. Seller is headed by Jack Sampson, who has no other broadcast interests. Buyer is owned by Ross Beach, who is also purchasing KWBW(AM)-KHUT-FM (see below). Filed June 15.

■ KWBW(AM)-KHUT-FM Hutchinson, KS (AM: BTC890613EA; 1450 khz; 1 kw-D, 250 w-N; FM: BTCH890613EB; 102.9 mhz; 28.5 kw; ant. 496 ft.)—Seeks assignment of license from Fred Conger to Nuco TV Inc. for \$1,400,000. Seller has no other broadcast interests.

Buyer is owned by Ross Beach, who is also purchasing KHAZ(FM) Hays, KS. Nuco TV Inc. owned 98.84% of stock in licensee of KTVC(TV) Ensign, KS. Licensee of television station is Southwest Kansas Television Co. Commission passed upon qualification of Nuco TV Inc. to licensee of FCC 88-184, released June 28, 1988. Filed June 13.

■ KDXI(AM) Mansfield, LA (BAL890609EA; 1360 khz; 1 kw-D)—Seeks assignment of license from Heart Of Dixie Broadcasting Corp. to DeSoto Broadcasting Corp. for \$100,000. Seller is owned by Buford Strange, who also owns KJVC(FM) Mansfield and KWCL-AM-FM Oak Grove, LA. Buyer is headed by Judith G. Bailey, who has no other broadcast interests. Filed June 9.

■ KSYX(AM) Santa Rosa, NM (BAL890609EA; 1340 khz; 1 kw-D, 250 w-N, DA-1)—Seeks assignment of license from Robert I. Cordova, court appointed receiver to Michael Esquibel, for no financial consideration. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 9.

■ KYRS(FM) Atwater, MN (BTCH890609GU; 94.1 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Norman Jones and Christian D. Lenz to Richard G. Johannek Sr. Transferors (Jones and Lenz) constitute owners of 100% of shares of Crow River Broadcasting Inc. It is intention of transferor Lenz to sell all of his 1,250 shares, to transferee Johannek. It is then intention of corporation, Crow River Broadcasting Inc., to issue additional shares to convert funds previously advanced by both Jones and Johannek to corporation, from debt to equity, by corporation issuing additional shares to each: 8,750 shares to Jones and 13,750 shares to Johannek. This would result in 25,000 shares issued and outstanding. These shares would be held by Jones (10,000 shares) and Johannek (15,000). Johannek would own 60% of outstanding shares and would have controlling interest in said corporation. Filed June 9.

■ New FM in Thief River Falls, MN (BAPH890619HK; 99.3 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from North Country Broadcasting Inc. to Olmstead Broadcasting Inc. for \$3,500. Seller is owned by Curtis W. Quesnell. Buyer is owned by Dale Olmstead, licensee of KKAQ(AM) Thief River Falls, MN. Olmstead is also 100 owner of North Country Radio Inc., licensee of KKCQ(AM)-KKDQ(FM) Fosstom, MN. Filed June 19.

■ WAKR(AM)-WONE-FM Akron, OH (AM: BTC890619EA; 1590 khz; 5 kw-U, DA-2; FM: BTCH890619EB; 97.5 mhz; 12 kw; ant. 900 ft.)—Seeks assignment of license from Summit Broadcasting Corp. to B&B Radio Inc. for \$13 million. Seller is Atlanta-based group owner headed by James Wesley Jr. owning seven AM's and nine FM's. Buyer is owned by Ragan Henry. Henry has also purchased WCRJ(FM) Jacksonville, FL (see above). Filed June 19.

■ KOKL(FM) Okmulgee, OK (BALH890615HI; 94.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Brewer Communications Inc. to Integrated Broadcasting Co. for \$1.4 million. Seller is owned by James Robert Brewer, who also owns KOKL(AM)-KGLB(TV) Okmulgee. Buyer is owned by Benjamin Davis, who has no other broadcast interests. Filed June 15.

■ WATM-TV Altoona, PA (TEMP890620; ch. 23; 20.9 kw-V; ant. 941 ft.)—Seeks assignment of license from Evergreen Broadcasting Corp. to Auburn Television Group Inc. for \$2.4 million ("Changing Hands," June 26). Seller is owned by Robert Smith, who also owns KEYT-TV Santa Barbara, CA; KBSD-TV Ensign, KBSL-TV Goodland, KBSH-TV Hays and KWCH-TV Hutchinson, all Kansas; WETM-TV Elmira, NY; WHTM-TV Harrisburg and WWCP-TV Johnstown, both Pennsylvania. Buyer is headed by Michael C. Gelfand, who is 100% owner of voting stock of Spotlight Media Corp. On May 20, 1988, Spotlight Media Corp. became licensee of KIQY(FM) Lebanon, OR. Gelfand also has been licensee of KKTm(TV) Flagstaff, AZ, since Feb. 1. Filed June 20.

■ WYOM(AM) Wilkes-Barre, PA (BAL890608EF; 1340 khz; 1 kw)—Seeks assignment of license from Keymarket of Nepa Inc. to Gore-Overgaard Broadcasting Inc. for \$125,000. Seller is owned by Kirby Confer and also owns Keymarket Communications of Columbia Inc., licensee of WTCB-FM Orangeburg, SC.; Keymarket Communications of Pennsylvania Inc., licensee of WNNK(FM) Harrisburg, PA.; Keymarket of Austin Inc., licensee of KOKE(AM)-KKMJ(FM) Austin, TX., and Keymarket of Charlotte Inc., licensee of WECZ(FM) Hickory, NC. Keymarket Communications is also licensee of WRVR-AM-FM Memphis. Buyer is owned by Harold W. Gore and Cordell J. Over-

STICK VALUES

(The Book)

Call Toll-free for a free brochure: 1-800-323-1781
(In Virginia 703-478-5873 collect)



BIA PUBLICATIONS, INC.
BROADCAST INVESTMENT ANALYSTS, INC.
P. O. Box 17307 WASHINGTON, D.C. 20041

Operators ponder fundamental packaging changes

Political and economic pressure are causing some to look at segmented marketing for further penetration gains

Rising programming costs, greater pressure to hold down rate increases and advances in addressable technology are causing cable marketers to begin thinking about offering basic cable services in packaged or even a la carte fashion.

The talk is largely at the theoretical stage; only Cablevision Systems has stated intentions to test different marketing packages that would break apart basic service. But new technology that Warner Cable is working on with Scientific-Atlanta and testing in Williamsburg, Va., is causing it to consider new marketing schemes the technology may afford.

Many operators are wary of anything that may disrupt the solid revenue streams they now enjoy, and certainly the package believers don't want to endanger that stream either. The industry has de-tiered in recent years, and many operators are in no rush to assemble new packages. Likewise, basic programmers, especially those with significant advertising revenue, don't want to see their household reach reduced by new packages. Pay services, already wary of operator commitment to marketing and promoting their services, are concerned about more complicated buying choices, or greater barriers to purchase.

Still, with the cost and rate pressures on operators, many believe something will give in the next few years. Regional sports services have often been mentioned as the first services MSO's may break apart separately. Most are basic, although several still remain pay services, and when Warner launches SportsChannel Ohio, it will likely be a \$1.95 standalone offering.

Cablevision Systems is often in the vanguard of marketing techniques and enjoys the largest revenue per subscriber per month figure in the industry, largely through its tiered marketing offerings on Long Island. But in its new builds in New York, it is offering potential subscribers to get pay services without buying basic, and Chairman Charles Dolan has indicated by year's end further packaged marketing trials will occur.

Marc Lustgarten, executive vice president, Cablevision Systems, said, "I think that cable as we know it today will be remade, over time. The consumer orientation will be to break up the very simple basic/pay approach we have today and create alternative packages, although I think there may always be a very low-cost basic with certain channels. As time goes on, I think that channels will be separated into a

lot of different options. All of this has got to happen in the next few years. It will happen, like most things, in stages, and not overnight."

At Warner, Lowell Hussey, senior vice president, marketing and programming, said the off-premises technology Warner is working on will allow for discrete transactions. In theory, said Hussey, "if you buy everything, like today's basic, you would get a substantial discount." Packages would likely follow a natural "clumping," said Hussey, such as news and information or sports or cultural programming, for which the subscriber would pay a premium. One would not get 25% of the channels for 25% of the price, said Hussey. There could be four or five bundles, each at 25%-30% of the total basic price, said Hussey.

"We've learned from the video store that consumers will say 'I only want this and I will pay for it,'" said Hussey. If cable can successfully shift PPV to a more transactional business, it could lead the way for other parts of the business. But there are dangers, Hussey said—"You have to have minimal income from each home. That's why pricing is so critical."

Hussey sees segmented marketing as a way to draw in the nonsubscribers, not to convert existing subscribers. "Ninety percent of our current customers are satisfied," said Hussey, "and to save 4% and lose half their channels would not appeal to them." Hussey sees those on the fringe of cable interested in mixing and matching cable choices. "If 50% of the customers did a mix and match service, this would be a Pandora's box," said Hussey.

Hussey believes that with existing off-air reception, cable will find it hard to surpass 70% penetration. With segmented marketing, cable may be able to reach 80% to 90% penetration in some form. It is possible that some basic services could erode back to

60%, Hussey acknowledges, causing discomfort among basic, advertiser-supported networks. But he said if a channel isn't popular enough with viewers and is not being watched enough to be chosen when it is in a package, the ad sales potential may not be that great anyway.

The analogy is to magazines, said Hussey, where newsstand sales are seen as more significant than subscription sales. Consumers are more likely to utilize channels they select that they are paying a premium for, said Hussey, and that consumer is likely to be the more selective, more discriminating viewer who typically is not now a cable subscriber.

When all is said and done and different marketing schemes are tested, the present system "still may be the right way and the best way," said Hussey. Segmented marketing could allow for different marketing schemes for the secondary pay services like Cinemax and The Movie Channel, for instance. But "the politics behind that would not be insignificant," Hussey acknowledges. "The technology can do it, the question is, can it be done profitably?"

The pay services are interested in operator discussions on marketing but remain cautious. Matt Blank, Showtime's executive vice president, marketing, said, "What would concern us is anything that limited our exposure or makes it more complicated for the consumer to purchase our service." For instance, would a consumer have to buy three different packages before having the chance to purchase Showtime? Likewise, with Showtime's sister basic services, Blank said Viacom feels strongly it wants its basic services "to be exposed to as wide an audience as possible."

On the other hand, if a consumer could buy Showtime without buying basic, that could increase distribution, Blank said. Anything that "lowered the price and in-

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST
500 East 77th Street
Suite 1909
New York NY 10021
(212) 286-0737

WEST
9454 Wilshire Boulevard
Suite 600
Beverly Hills CA 90212
(213) 275-9266

SOUTH
11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

*A. B. La Rue,
Media Brokers*

TV • RADIO • CABLE • APPRAISALS

creased the ease of access," said Blank, would be beneficial. And Showtime is "always interested in various ways of packaging the services," if it's within contractual obligations. "We're open to trying anything...but we all fear lack of access," he said.

John Billock, senior vice president, marketing, HBO, said the present pay services have developed discrete identities and built subscriber loyalty. "There is a really significant heavy pay TV use base out there," he said, and different marketing and selling strategies have produced results. "I'm not quite sure we would want to change it. I'm not sure what the strategic upside is to

changing that," he said.

The key for pay services going forward in a more complicated marketing world is maintaining their identity, said Billock. "I think what we have to do to maximize our business in that kind of a world, if it were to come about, is really not that dissimilar from what we would do today. The successful product in that kind of world will be the one that has a very strong identifiable consumer franchise. It's even more important in that kind of environment, one could argue," he said.

Jones Intercable President Greg Liptak said he sees "more and more experimentation" with program packaging and pricing

in the future. "The more specific products that can be designed for segmented portions of the marketplace, the faster we'll move to the overall 70% basic penetration."

Jerry Maglio, senior vice president, marketing and programming for United Artists, said, "We've come from a place with a lot of tiers and they never really worked that well." There are no discussions at UA about packaging, but he said that's not to say it won't happen. "It's easy to conceive of a situation where that will happen because as programming continues to be that much more expensive, then we're going to have to find a way not to load every household with all the expense," he said —MS

CPB to begin 'summits' with PBS, NAPTS next week

Corporation willing to find national programming solutions, but is concerned that diminished power will mean diminished service to children, minorities and others

Facing mounting evidence that PBS and the National Association of Public Television Stations, on one side, and the Corporation for Public Broadcasting, on the other, have reached an impasse in planning the restructuring of public TV's national programming processes, a series of "summit" meetings with the presidents of those three organizations will begin July 19 or 20, following CPB's July 17-18 board meeting, CPB said last week. CPB Chairman Kenneth Towery has also invited NAPTS Chairman Richard Ottinger and PBS Chairman Ted Capener to a closed executive session July 17.

The ground rules, as well as calendar possibilities, for those meetings were initially set down when the three presidents attended a June 21 meeting of the Southern Educational Communications Association, said CPB President Donald Ledwig.

"We were participating and had suggestions, but we take our listening role seriously," said Ledwig of charges by NAPTS President David Brugger that CPB had not taken advantage of the opportunity to shape the NAPTS National Programming Task Force's makeup and activities. The task force settled this past spring on creating a chief programming executive (CPE) to administer at PBS a combination of currently

separate national program funds (BROADCASTING, June 19). "We're willing to talk about how best to achieve improved programming while continuing to enhance federal funding," said Ledwig. "And we will certainly try to move fast."

However, responding to a PBS charge that CPB should, by law, play the role of "facilitator," not "operator" of public radio and TV, Ledwig said: "I believe Congress should define CPB. Our role is clear now under the law," but, as he told attendees at the PBS Programming Meeting in Marco Island, Fla., last month, "under our new authorization bill, the reality of it is that most of the CPB dollars are already...allocated by law and by our new authorization law or by the intent of the law or by practices of CPB that have become almost precedent." In short, he said, as either facilitator or operator, the corporation has lost much of its discretion.

"We had not reached conclusions before arriving at that process," he said of CPB's participation in the NAPTS task force, reiterating his belief that, in formulating its report to Congress due next Jan. 31, it must listen to constituencies beyond the NAPTS and PBS members. "If we had reached conclusions first, it would not have been CPB consulting the system, as was prescribed by Congress," he said.

A June 12 letter from Ledwig to congressional leaders, CPB said, also articulated that point. Many of public TV's "hallmarks," said the letter, "trace their roots to

and remain anchored in education, certain program categories such as public affairs, cultural programs and programs for children. Therefore, in determining how such hallmarks will be served by change, CPB will include in the consultative stage the views of educators, minorities, independent producers, major producing stations and other groups."

"Those groups have come forward," Ledwig told BROADCASTING. "We're interested in all their views, and the views of any citizen for that matter." Although he said that CPB has still adopted no immovable stance against the chief programming executive plan, he did not back off from objections he had stated earlier this year. In particular, he said, putting the PBS programming chief in charge of nearly all the current CPB Program Fund will not leave CPB with "sufficient authority to carry out our mission" to serve minorities and other groups. "Others in the system have noted there are conflicts of interest in having the funder of programs be the same entity as the scheduler," he said of the prospect of aggregating some 20% of all public TV funds at PBS. "There are still lots of ideas out there." —PDL



R.A. Marshall & Co.

Media Investment Brokers & Analysts

A "Regional" company?

Only if the region includes

Florida... Minnesota... North Carolina...

Pennsylvania... California... Texas...

800 Main Street • Suite 210 • Hilton Head Island • South Carolina 29926
(803) 681-5252 • FAX (803) 681-5084



Sony's change of command

Akio Morita, founder of the 40-year-old Sony Corp. of Japan, is turning over his duties as chief executive officer of the company to Norio Ohga, Sony president and chief operating officer. Morita will continue to lead the company as chairman, although it was also announced that Ohga will eventually assume the chairmanship as well. The move was announced during Sony's annual general shareholders meeting July 29 in Tokyo.

Other appointments announced at the shareholders meeting were the naming of Nobuo Kanoi and Ken Iwaki, senior managing directors, to deputy presidents. Sony directors Kenji Tamiya, Masahiro Takahashi and Kozo Ohsone were named managing directors.

Westinghouse embarks on French-based co-venture

New company—FuturImages—will target U.S. first-run syndication, network and cable markets, as well as European TV broadcast market

Westinghouse Broadcasting, in a major first step toward entering the European TV business, will form a Paris-based production partnership to make TV movies and mini-series.

The joint venture company, named FuturImages, brings together Westinghouse's Group W Productions with the leading French advertising firm Havas, and the Paris production company TeleImages, in which Havas has a 40% stake.

Westinghouse Broadcasting Chairman Burt Staniar also said, in a prepared statement last week, that Westinghouse will be "exploring other possibilities in Europe, including opportunities that may exist in radio and television broadcasting, as well as other areas related to our current operations."

Westinghouse will back at least five initial FuturImages projects for the U.S. first-run syndication market and it said FuturImages will aim its product at the American first-run syndication, network and cable markets, as well as at the European TV broadcast market.

Group W Productions will distribute the joint venture's programs in the U.S. and Canada, with TeleImages handling worldwide distribution.

Derk Zimmerman, Group W Productions president, called the move "a very appropriate way for us to be involved in what we see as an exciting and dynamic market." He added that a long-term arrangement is better than project-by-project co-ventures, where participants "never get a chance to get very high on the learning curve."

According to Zimmerman, the initial effort will be made-for-TV movies with budgets of between \$2 million and \$3 million, and two-part, four-hour mini-series. Locations will be in both Europe and the U.S., as appropriate for the project, said Zimmerman. Projects will probably be shot in English.



TeleImages' Simone Harari and Group W's Derk Zimmerman

Simone Halberstadt Harari, 36-year-old chairman and chief executive officer of TeleImages, said the projects already in development are mostly book options still 18 or more months from completion, but Halberstadt added that the new company is now looking for existing properties and projects that could be brought to the market sooner.

Harari said at startup that FuturImages will have in development roughly 10 projects, with some 20 projects in development after the first year or two.

The new company will also open a Los Angeles development office, which Zimmerman said would initially be staffed by a single program executive and an assistant.

TeleImages, created in 1983, this year will have in production 190 half-hours of situation comedies and 130 hours of drama, said Harari. Among its shows are France's leading sitcom, *Marc and Sophie*, although

U.S. format rights have already been sold to Reeves Entertainment, in the first such deal for a French TV serial, according to the company.

Among its other sitcoms is one based on the American-made *Maude*, now in its fifth year and a third sitcom going into its second year.

TeleImages' drama production includes a fictionalized court show strip, France's first, starting next September. Another is *Bordertown*, an English-language co-production with the Canadian firm Alliance that airs on the U.S. cable service, the Christian Broadcasting Network.

The company will also co-produce with Fox Lorber and the Australian firm Westbridge's *The World's Most Secret Animal*, a half-hour youth series. In addition, on TeleImages' production slate are three made-for-TV movies, including a Canadian co-production called *Firing Squad*. Other projects in development are a series of four TV movies—*Men of Honor*, two mini-series, another TV movie and two TV movie anthologies.

TeleImages' distribution arm, added Harari, has a library of acquired and produced material of 900 hours, sold by a direct sales staff in Europe. The library includes top German and Australian series, along with the Canadian *Degrassi Junior High*.

Havas, the venture's other partner, not only holds a substantial minority share in TeleImages, but it is also the parent company of Canal Plus, France's highly success-

Turning off satellite dishes in China

The Chinese government, which is engaged in an effort to persuade the public of its version of the students' seven-week movement for democracy that climaxed in a violent clash in Tiananmen Square, has ordered major joint-venture hotels in Beijing to turn off their roof satellite dishes that receive foreign news broadcasts. CNN has provided most of the service that is now denied hotel guests. Some hotels also receive the U.S. Armed Forces Radio and Television Service and the Japan Broadcasting Corp. An official at Beijing's Travel and Tourism Bureau said the satellite service was ordered cut because not all hotels are equipped to make use of it. "The Chinese hotels do not have this service," said the official. Hotels in Shanghai and Guangzhou said they have not been ordered to end satellite-delivered programming.

ful pay TV service. The ad agency has also moved toward international advertising activities with its Eurocom subsidiary, which is in the European joint venture HDM with Japanese advertising firm Dentsu and Young & Rubicam.

In a prepared statement, Havas Chairman Pierre Dauzier said of the new partnership: "We're pleased to participate in this expansion of the French television production industry into the American market. If television is to become truly international, it must be a two-way street. We hope to create high quality television programs which will be as popular with American audiences as U.S. programs are in France." —AG

U.S., Arabs struggle over Israel issue

The International Telecommunication Union's 13th plenipotentiary conference, which concluded in Nice on June 30, provided additional evidence that the U.S. and its allies in the industrial world are having increasing trouble in directing the ITU's policy. Their inability to persuade the ITU to maintain a lid on its budget was one example (BROADCASTING, July 3). Earlier, in the fourth week of the six-week conference, there was an Arab-sponsored resolution condemning Israel for disrupting "the means of communication within the Palestinian and other occupied Arab territories." It passed by a comfortable margin.

The U.S., by dint of vigorous lobbying, had persuaded the Arab countries early in

the conference to abandon a proposal to have Israel expelled from the ITU. The Arabs settled for a speech by the Saudi Arabian representative denouncing Israel (BROADCASTING, June 5). That permitted the conference to avoid the weeks of wrangling that involved the 1982 plenipotentiary conference over the same issue. But the U.S. was not able to block or defeat the resolution submitted several weeks later by Saudi Arabia in behalf of 30 Arab, Asian and African countries.

The resolution expressed concern that the Israeli occupation authorities "deliberately and repeatedly interrupt the means of telecommunication within" the Occupied Territories "in breach of the principles" of the ITU, and condemned Israel's "deliberate isolation...of the occupied Palestinian and other Arab territories from the outside world and the restriction of free transmission of information." The resolution also went beyond the immediate telecommunication issues of concern to the resolution's supporters to denounce "Israel's repressive practices against the uprising ['Intifada'] of the Palestinian people and against Arab civilians in the Palestinian and other occupied Arab territories." What's more, it called on the ITU's Administrative Council to form a committee of ITU members to ascertain the facts concerning Israel's alleged violations and to report to the council on its findings. It also called on the secretary general to provide the technical support needed by the Palestinian people "to improve the situation of telecommunications in the Occupied Territories."

The U.S. had opposed the resolution, as it had the proposal to expel Israel. Ambassador Sonia Landau in a speech on the issue

called the proposed resolution "unbalanced and condemnatory in nature" and said it tended to "politicize" the ITU, going beyond telecommunications issues. She also said that, although the government of Israel, "for security reasons," cut off international telephone service in the Occupied Territories in April 1988, "international telephone service was restored in January 1989." Yet, in the secret ballot requested by the U.S., the resolution carried by a vote of 61-36, with 26 abstentions. A State Department spokesman said the U.S. and most European countries were in the minority, although "a few" European countries abstained.

That action was not the last effort on the part of Arab countries to punish Israel. Saudi Arabia, in the last week of the conference, introduced a proposal to "suppress" the membership of any member that destroys the telecommunications facilities of another member. The proposal was aimed at Israel as a result of the wars in which it has been involved in the Middle East. Again, Landau took to the microphone to oppose what she said was a proposal that "could devastate the ITU," one that "is contrary to the principle of universality. She noted that "many, if not most, of the members" of the ITU have been involved in conflicts which have resulted in the destruction of telecommunications facilities. Yet, she said, at the end of the facilities, "the ITU has always provided a place where all parties in conflict can meet together to rebuild their telecommunications and restore their relations."

The Saudis withdrew the proposal under the diplomatic pressure the U.S. and its allies generated. —LZ

Cablecastings

Status report

Nielsen's monthly cable status report shows that cable viewing hit 35% in May in cable homes (24% for basic, 11% for pay), while viewing of the broadcast networks was 49%, independents 22% and public television 3%. In prime time the figures were 58% for the broadcast networks, 21% for independents, 21% for basic, 10% for pay and 3% for public television. WTBS(TV) Atlanta is included under the independent viewing section.

In noncable homes, the network share was 79% in prime time and 72% for the full 24 hours, while for independents it was 24% and 28%, respectively, and public television, 4% for both. Figures exceed 100% due to multiset households.

ATC's universal service

American Television & Communications has agreed to offer a universal basic service and a universal service with HBO package in the cable franchise it has won in Byron, N.Y. The town of 800 will be

served by ATC's Rochester operation. ATC will offer a 12-channel basic service for \$5.95, the same service plus HBO for \$10.95 and a 36-channel basic package for \$15.35. Other pay services that can be bought with basic include Bravo, Cinemax, Disney, Showtime and The Movie Channel.

Atlantic City feature

The Community Antenna Television Association's "open forum" at the Atlantic Cable Show (Oct. 3-5 in Atlantic City, N.J.) will feature three cable financiers: Harvey Sandler, general partner, Sandler & Associates; I. Martin Pompadur, president and chief executive officer, M.L. Media Partners, and J. Patrick Michaels Jr., chairman and president of Communications Equity Associates. CATA President Steve Effros will moderate.

April marketing

The BayCable Group, a marketing co-op serving nearly one million cable homes in the San Francisco area, reported

subscriptions grew 3.4% as part of its April marketing campaign that coincided with National Cable Month.

Earl Young, president of the group and general manager of Bay Cablevision, said the co-op spent \$600,000, much in broadcast advertising, to promote cable subscriptions. TV and radio spots ran in San Francisco and San Jose, as well as Contra Costa and Marin counties.

The offer included a basic hookup of \$4.95, a free VCR hookup and a free month of one pay service. The spots included singers doing a takeoff on Aretha Franklin's song, "Respect." The copy read: "What you want, cable's got it..." It then spelled C-A-B-L-E T-V.

The group also has been working closely with broadcasters, said Young. KOED(TV) San Francisco has joined the board of the BayCable Group, and there are discussions between broadcasters and cable operators on providing promotion time on the other's services. Young also said the group will be working with KSTS(TV) San Jose, a Spanish independent, to do future co-op efforts in Spanish.

for CP to change ERP: 2.45 kw H&V: HAAT: 107 m H&V.

■ Olyphant, PA. 95.7 mhz—June 8 application for Mod of CP (BPH871023MG) to change ERP: 0.3 kw H&V: HAAT: 308 m H&V: TL: W. Mountain Rd., Ranson, PA.

■ Austin, TX. KPZ(FM) 102.3 mhz—May 31 application for CP to change ERP: 20 kw H&V: HAAT: 209 m H&V: TL: 1.5 km SW U.S. 290 and Brodie Lane, Sunset Valley, CA: class: C2: (per docket #88-33).

■ Groves, TX. KTFA(FM) 92.1 mhz—May 30 application for CP to change ERP: 92.5 mhz: ERP: 50 kw H&V: HAAT: 150 m H&V: class: C2 (per docket #87-104).

■ Kerrville, TX. KRVL(FM) 94.3 mhz—June 6 application for Mod of CP (BPH861081A) to change ERP: 1.38 kw H&V: HAAT: 127 m H&V.

■ Yoakum, TX. KYOC(FM) 102.3 mhz—June 1 application for CP to change ERP: 92.5 mhz (per docket #88-33).

■ Bridgewater, VA. WRDJ-FM 105.1 mhz—June 6 application for Mod of CP (BPH850312MR) to change HAAT: 100 m H&V.

TV's

■ Kirksville, MO. KTVO(TV) ch. 3—June 7 application for CP to change ERP: 100 kw (vis): HAAT: 339 m; TL: 7.2 km E of Lancaster on U.S. Hwy. 136: ANT: RCATF-6AL: 40 31 47N 92 26 29W.

■ Carthage, NY. WWNV-TV ch. 7—June 19 application for CP to change ERP: 316 kw (vis): HAAT: 440 m; TL: TW-12A7. (DA)(BT): 43 57 12N 75 43 43W.

■ Arecibo, PR. WCCV-TV ch. 54—June 9 application for CP to change ant: Cerro Roncador-7 km to Utuado, PR., on 60 degrees true. Andrew Corp., ATW 30L6-HSP-54. (DA)(BT): ERP: 1500 kw (vis): HAAT: 600 m; 18 14 06N 66-45-36W.

Actions

AM

■ Carmel Valley, CA. KPUP(AM) 540 khz—June 21 application (BMP890515AH) granted Mod of CP (BP850531AL) to add top-loading to towers.

FM's

■ Bullhead City, AZ. KFLG(FM) 102.7 mhz—June 23 application (BMPH8901261C) granted Mod of CP (BPH8611131B) to change ERP: 53.0 kw H&V: HAAT: 734 m H&V: TL: Christmas Tree Pass Communications site.

■ Placerville, CA. KHTN(FM) 92.1 mhz—June 19 application granted for CP to change ERP: 1.41 kw H&V: HAAT: 144 m H&V.

■ Victorville, CA. KVVQ-FM 103.1 mhz—June 23 application (BPH8811091C) granted CP to change ERP: 0.094 kw H&V: HAAT: 437 m H&V: TL: Atop Quartzite Peak, 8.6 km N of Victorville at 3.5 degrees true, Victorville, CA.

■ Grand Junction, CO. KPRN(FM) 89.5 mhz—June 21 application (BPED8809201H) granted CP to change HAAT: 375.81 m H&V.

■ Terre Haute, IN. WISU(FM) 89.7 mhz—June 20 application (BPED890215MD) granted CP to make change ERP: 13.3 kw H&V: HAAT 156 m H&V: TL: 10 km WNW of Terre Haute, IN.

■ Opelousas, LA. KFND(FM) 105.9 mhz—June 22 application (BMPH8901061B) granted Mod of CP (BPH870910NB) to change ERP: 1.7 kw H&V: HAAT: 131.5 m H&V: TL: 0.35 km N of the intersection of 149 and Flag Station Rd. in Ward 1, St. Landry Parish, LA.

■ Tioga, LA. KISY(FM) 98.3 mhz—June 23 application (BPH8903031B) granted CP to change ERP: 103.5 mhz (per docket #88-47): TL: Route 122, 2.0 km E of Faircloth in Ward 3, Grant Parish, LA.

■ Detroit, WLLZ(FM) 98.7 mhz—June 19 application (BPH8902021A) granted CP to change HAAT: 141 m H&V.

■ Standish, MI. WSTD(FM) 96.9 mhz—June 20 application (BMPH881214TC) granted Mod of CP (BPH860123NQ) to change HAAT: 100 m H&V: TL: 1.2 km at 70 degrees T from intersection of State Rte. 76 and Sterling Rd., Sterling, MI.

■ Aurora, MO. KELE(FM) 100.1 mhz—June 19 application (BPH8903031F) granted CP to make changes ERP: 100.5 mhz: ERP: 33 kw H&V: HAAT: 182.9 m; TL: 2.8 mi NE of Billings, MO. .15 mi W of U.S. 61: class: C2: per docket #87-474.

■ West Plains, MO. KKDY(FM) 102.3 mhz—June 21 application (BPH8811171A) granted CP to change ERP: 102.5 mhz: ERP: 50 kw H&V: HAAT: 149 m H&V: TL: 3.87 km at 156 degrees T from center of God Church, near Homeland, MO: class: C2 (per docket #87-458).

■ Billings, MT. KOHZ(FM) 103.7 mhz—June 20 applica-

tion (BMPH8808041E) granted Mod of CP (BPH820503AP) to change HAAT: 146.2 m H&V.

■ Espanola, NM. KMIO(FM) 102.3 mhz—June 20-application (BPH8902101A) granted CP to change ERP: 82 m H&V: HAAT: 194 m H&V: antenna supporting structure height.

■ Elizabeth City, NC. WRVS(FM) 90.7 mhz—June 20 application (BPED861216ME) granted CP to change freq.: 89.9 mhz: ERP: 41.0 kw H&V.

■ Moyock, NC. WOFM-FM 92.1 mhz—application (BPH8808151D) granted CP to change ERP: 18.5 kw H&V: HAAT: 118 m H&V: TL: Gum Bridge Rd., Pleasant Ridge, Virginia Beach City, VA: class: B1 (per docket #87-207).

■ Florence, OR. KLCX(FM) 104.7 mhz—June 23 application (BPH8902031C) granted CP to change HAAT: 709 m H&V.

■ Beaumont, TX. KZZB-FM 95.1 mhz—June 23 application (BPH8703020J) granted CP to make changes TL: 941 Butler Rd., City of Vidor, TX: HAAT: 500 ft.: 30 06 54N 93 59 53W.

■ San Antonio, TX. KSTX(FM) 89.1 mhz—June 21 application (BPED8902221B) granted CP to make change ERP: 100 kw H&V: correct coordinates: 29 31 25N 98 43 25W.

■ Texarkana, TX. KOSY-FM 102.5 mhz—June 16 application (BPH8902221D) granted CP to change ERP: 100 kw H&V: HAAT: 140 m H&V: TL: 1700 Rosewood St., Texarkana, TX.

■ Norfolk, VA. WHRO-FM 89.5 mhz—June 20 application (BPED8704011F) granted CP to change HAAT: 223 m H&V.

■ Waukesha, WI. WMIL-FM 106.1 mhz—June 19 890619-application (BPH804191A) granted CP to change ERP: 20 kw H&V: HAAT: 232 m H&V: TL: .5 mi N of E. Capitol Dr. on N. Humboldt Ave. extended, Milwaukee: 43 05 48N 87 54 19W.

TV's

■ Boca Raton, FL. WPPB-TV ch. 63—June 22 application (BMPET890303KN) granted Mod of CP (BPET840103KH) to change ERP: 3.176 kw (vis): HAAT: 310 m; TL: SE corner of S 33rd Ave. and Pembroke Park, Hollywood, FL: ANT: BASCSC-32(DA): 25 59 34N 80 10 27W.

■ Lakeland, FL. WTMV(TV) ch. 32—June 20 application (BPCT890222KK) granted CP to change ERP: 2.954 kw (vis): HAAT: 331 m; TL: 0.4 mi SSW of Pebbledale, FL: ant: SWRTM-3417 (DA) (BT): 27 50 15N 81 56 53W.

■ Lake North, FL. WHBI(TV) ch. 67—June 20 application (BMPCT890228KG) granted Mod of CP (BMPCT840306KE) to change ERP: 1.684 kw (vis): HAAT: 150 m; TL: 1115 Old Dixie Hwy., Lake Park, FL. 33403: ant: Bogner B24U(DA): 26 47 59N 80 04 23W

■ Conroe, TX. KTFH(TV) ch. 49—June 16 application (BMPCT890522KG) granted Mod of CP (BPCT840921LC) to change ERP: 4.082 kw (vis): ANT: Jampro JCR-3249 CP (DA)(BT).

Actions

■ Rockledge, FL. Dismissed joint petition for approval of settlement agreements filed by following applications for new FM station on channel 274A (102.7 mhz) at Rockledge: Rockledge Radio Ltd.; Ben L. Umberger; Shaw Enterprises Inc.; Rockledge Broadcasting Associates Limited Partnership; Orion Communications Ltd.; and D.V.R. Broadcasting (General Partnership); and directed applicants to file modified settlement agreement. (MM Docket 87-556 by MO&O [FCC 89R-39] adopted June 14 by Review Board)

■ Lafayette, LA. Upheld Mass Media Bureau action denying C.R. Crisler's request that higher class channel 238C2 (95.5 mhz) be substituted for Channel 238A at Lafayette. (MM Docket 87-196 by MO&O [FCC 89-197] adopted June 9 by Commission)

■ Orange Beach, AL. Designated for hearing nine mutually exclusive applications for new FM station on channel 298A (105.7 mhz) at Orange Beach. (MM Docket 89-292 by Order [DA 89-671] adopted June 13 by Chief, Audio Services Division, Mass Media Bureau)

■ San Clemente, CA. Denied Mount Wilson FM Broadcasters Inc.'s request for stay of processing of applications for Channel 285A (104.9 mhz). San Clemente, pending resolution of its court appeal. (MM Docket 84-442 by Order Denying Petition for Stay [FCC 89-172] adopted May 26 by Commission)

■ Topeka, KS. Designated for hearing mutually exclusive

applications of Margaret Escrava, American Indian Broadcast Group Inc., Plains FM Limited Partnership, and Spacecom, Inc. for new FM station on Channel 223A (92.5 mhz) at Topeka. (MM Docket 89-293 by Order [DA 89-669] adopted June 13 by the Chief, Audio Services Division)

■ Marion, KY. Designated for hearing application of Christian FM Application Partnership to resolve certain issues concerning Christian FM's application for new FM station on Channel 274 (102.7 mhz) at Marion. (MM Docket 89-294 by Order [DA 89-668] adopted June 13 by the Chief, Audio Services Division)

■ West Carrollton, OH. Granted application of RoNita Bernice Hawes-Saunders for new FM station on Channel 221A (92.1 MHz) at West Carrollton, and denied competing application of William M. Piner. (MM Docket 87-526 by Decision [FCC 89R-40] adopted June 16 by the Review Board)

■ Midland, TX. Designated for hearing mutually exclusive applications of Midland Educational Broadcasting Foundation and Radio Ministries for new noncommercial educational FM station on channel 211A (90.1 MHz) at Midland. (MM Docket 89-291 by Order [DA 89-670] adopted June 13 by Chief, Audio Services Division)

■ LIN Broadcasting Corp. Granted application of LIN Broadcasting Corp. to transfer following facilities from LIN to LIN Television Corporation: WANT(TV) Decatur, IL; W68AA, Danville, IL; WAVY-TV Portsmouth, VA; WOTV(TV) Grand Rapids, MI; WISH-TV Indianapolis, IN; WANE-TV Fort Wayne, IN; KXAS-TV Fort Worth, TX; and KXAN-TV Austin TX, over the objection of McCaw Cellular Communications, Inc. (By Order [DA 89-726] adopted June 27 by Chief, Mass Media Bureau)

■ Selection for new AM, FM, and TV stations by lottery. Granted extension of time request by Federal Communications Bar Association and extended to July 17 time for filing replies in this proceeding. (MM Docket 89-15 by Order [DA 89-725] adopted June 27 by the Chief, Mass Media Bureau)

■ AM application acceptance criteria. Denied National Black Media Coalition and its New York affiliate, National Black Coalition, reconsideration of Report and Order deleting non-technical AM application acceptance criteria from rules. (MM Docket 85-39, Docket 18651 by MO&O [FCC 89-191] adopted May 31 by Commission)

■ FCC dismisses Bernard Booser's motion to seal record of abuse of process investigation—MM Docket 88-374 (Report 1451, Action in Docket Case). Dismissed Bernard Booser's motion to seal record of investigation into alleged abuses of FCC's processes by applicants for broadcast facilities. Action by Commission June 27 by Order (FCC 89-221).

■ Alden Communications denied review in Green Valley, AZ TV proceeding—MM Dockets 83-720 and 83-721 (Report DC-1449, Action in Docket Case). Commission has denied Alden Communications Corp. review of Review Board decision granting application of Sungilt Corporation, Inc. for new UHF TV station at Green Valley, AZ. Action by Commission June 27 by MO&O (FCC 89-216).

■ Amherst Broadcasting denied reconsideration in Amherst, MA, FM proceeding—BC Dockets 81-159, 81-160 (Report DC-1450, Action in Docket Case). Commission has denied Amherst Broadcasting Inc., reconsideration of its decision granting application of Hampshire County Broadcasting Company Inc., for new FM station at Amherst, MA. Action by Commission June 27 by MO&O (FCC 89-218).

■ FCC upholds dismissal of Walter Faber's application to modify facilities of KQMB(FM) Midvale, UT (Report MM-409, Mass Media Action). Commission has upheld Mass Media Bureau action dismissing application of Walter P. Faber, Jr. to increase power and antenna height and to relocate transmitter of KQMB(FM) Channel 274C (102.7 MHz), Midvale, UT. Action by Commission June 27 by MO&O (FCC 89-219).

■ P-N-P Broadcasting granted new TV station at Pullman, WA (Report MM-410, Mass Media Action) Commission has granted application of P-N-P Broadcasting Inc. for new commercial television station to operate on Channel 24 at Pullman, WA. Action by the Commission June 27 by Letter (FCC 89-222).

■ Martin-Trigona denied review concerning transfer of control for station WNHC(AM) New Haven, CT (Report MM-412, Mass Media Action). Commission has denied Anthony R. Martin Trigona review of decision by Mass Media Bureau granting transfer of control of station WNHC(AM) New Haven, CT, from Wardoco Broadcasting Inc., to Edith Acabo Willis and Larry Wardlaw, respectively.

■ Oxford, AL. Granted application of Woodard Broadcasting Company Inc. for new FM station on Channel 250A (97.9 MHz) at Oxford, provided it fulfills its promise to

Services

FCC ON-LINE DATABASE
dataworld[®]
 Allocation Terrain Studies
 AM • FM • TV • LPTV • ITFS
 4827 Rugby Ave. Suite 200
 Bethesda MD 20814
 (301) 652-8822 1-800 368-5754

RAMTRONIX, INC.
 Connector Supplier
 to the Broadcast Industry
Kings/ITT Cannon
 67 Jetrin Blvd. E.
 Deer Park, N.Y. 11729
 (516) 242-4700

Teletech, Inc.
 BROADCAST CONSULTANTS AND ENGINEERS
 • FCC Applications and Field Engineering
 • Frequency Searches and Coordination
 • Tower Erection and Maintenance
 • Facility Design and Construction
 Contact: KENNETH W. HOEHN 23400 Mich Ave
 (313) 562 6873 Dearborn MI 48124

DSI
 COMMUNICATIONS INC.
 • Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite
 Engineering and Installation
 627 Boulevard
 201-245-4833 Kenilworth, NJ 07033

Stainless, inc.
 New Towers, Antenna Structures
 Engineering Studies, Modifications
 Inspections, Erection, Appraisals
 North Wales, PA 19454
 215 699-4871 FAX 699-9597

SG Communications, Inc.
 TV/FM RF Systems Specialists
 RF System Measurements
 Tower Erection & Maintenance
 1-800-824-7865 Tucson, AZ
 1-800-874-5449 Tampa, FL

KLINE TOWERS
 Towers, Antenna Structures
 Engineering & Installation
 P.O. Box 1013
 Columbia, S.C. 29202
 Tel: 803 251-8000 - FAX 251-8080

LASK Engineering and Consulting
 TELEVISION SYSTEMS, INC.
 SYSTEM, FACILITY DESIGN AND PROJECT
 MANAGEMENT FOR NEW AND REBUILDING
 FULL POWER TV STATIONS. ALSO HDTV,
 DIGITAL, POST PRODUCTION, CORPORATE
 (513) 777-0037 CINCINNATI, OHIO

BROADCAST DATA SERVICES
 Computerized Broadcast Service
 Including
 Data Base Allocation Studies
 Terrain Profiles
 A Div. of Moffet, Larson & Johnson, Inc.
 703 824-5666
 FAX: 703-824-5672

**UNUSED
 CALL LETTERS
 CALL**
dataworld[®]
 1-800-368-5754

**MAILING LABELS
 AM, FM & TV
 CALL**
dataworld[®]
 1-800-368-5754

Franklyn R. Beemish & Co.
 Engineering for Television & Radio
 FACILITIES AND SYSTEMS DESIGN & IMPLEMENTATION
 ANALOG & DIGITAL VIDEO, AUDIO, HDTV
 ARCHITECTURAL ENGINEERING
 ELECTRICAL HVAC, ACOUSTICAL
 574 Sunrise Highway, Baldwin, NY 11510 516-067-9510

Shoolbred Engineers, Inc.
 Structural Consultants
 Towers and Antenna Structures
 Robert A. Shoolbred, P.E.
 1049 Morrison Drive
 Charleston, S.C. 29403 • (803) 577-4661

Space Segment
 • Turn Arounds
 Fixed and Remote
 Uplinking

Pittsburgh International Teleport
800-634-6530

★★★★ **TOWER NETWORK SERVICES**
TNS
 Tower Inspections & Maintenance
 Pressure Vat Guy Treating
 Digital Tension Measurements
 Structural Design Modifications
 Service like you've never seen
 We do high volume at LOW PRICES
 214-891-0555 DALLAS
 404-699-2620 ATLANTA
 Tiner

LDL COMMUNICATIONS INC
 RF design & installation specialists
 • LARCAN solid state transmitters
 • Alan Dick antennas & combiners
 • LeBlanc & Royle tower systems
 14440 Cherry Lane Ct. Laurel MD 20707
 Tel: 301-498-2200 • Fax: 301-498-7952

divest its interest in WEYY-FM, Talladega, AL, and WOXR(AM), Oxford, AL. (MM Docket 87-578 by ID [FCC 89D-23] issued June 20 by ALJ Kuhlmann)

■ Leesburg, GA. Resolved misrepresentation issue in favor of Marshall William Rowland Jr., in Solana, FL, proceeding (MM Docket 87-464); granted joint request for approval of agreements; dismissed with prejudice the application of August Radio Fellowship Institute Inc. doing business as Georgia Radio Fellowship and Rivers Broadcasting, Inc.; and granted application of Marshall W. Rowland Jr. for new FM station on Channel 279A (103.7 MHz) at Leesburg. (MM Docket 88-363 by Summary Decision [FCC 89D-22] issued June 19 by ALJ Sippel)

■ Omega, GA. At request of Mass Media Bureau, reopened and remanded proceeding to presiding ALJ to determine whether Shirley Marchant has reasonable assurance of availability of the transmitter site specified in her application for new FM station on Channel 298A (107.5 mhz) at Omega. (MM Docket 88-305 by MO&O [FCC 89R-41] adopted June 16 by Review Board)

■ Hammond, LA. Remanded proceeding to presiding ALJ to determine whether Pontchartrain Broadcasting Company Inc. is financially qualified to be licensee of new commercial TV station at Hammond. (MM Docket 87-342 by MO&O [FCC 89R-42] adopted June 19 by the Review Board)

■ Radnor Township, PA, et al. Designated for hearing following mutually exclusive applications for new FM station on Channel 203 (88.5 mhz): Cabrini College, Radnor Township; Villanova University in State of Pennsylvania; Villanova, PA; Bux-Mont Educational Radio Association, Sellersville, PA; and Trustees of the University of Pennsylvania, Philadelphia, PA. (MM Docket 89-309 by Order [DA 89-741] adopted June 28 by the Chief, Audio Services Division, Mass Media Bureau)

■ St. Louis City Communications Inc. Stating that issuance of tax certificate to minority-controlled entity selling to non-minority entity is beyond parameters of its current tax certificate policy, Commission reversed its earlier action granting St. Louis City Communications Inc. (SLCC) tax certificate for sale of its assets to St. Louis Tele-Communications Inc., affiliate of Tele-Communications Inc. SLCC is operator of cable television system serving portion of St. Louis, MO. (By Letter [FCC 89-199] adopted June 8 by the Commission)

Allocations

■ Jupiter and White City, FL. Effective August 14, amended FM Table by allotting channel 288A (105.5 mhz) to Jupiter, and channel 284A (104.7 mhz) to White City. Filing window for both cities opens August 15, closes September 14. (MM Docket 88-366 by R&O [DA 89-693] adopted June 15 by Chief, Allocations Branch, Mass Media Bureau)

■ Brooklyn, IA. Effective August 14, amended FM Table by substituting channel 256C2 (99.1 mhz) for channel 257A (99.3 mhz) at Brooklyn, and modifying license of KSKB to specify operation on the C2 channel. (MM Docket 88-263 by R&O [DA 89-692] adopted June 15 by the Chief, Allocations Branch)

■ Decorah, IA. At request of Decorah Radio Inc. proposed amending FM Table by substituting channel 263C2 (100.5 mhz) for channel 265A (100.9 mhz) at Decorah, and modifying its permit for KRKI-FM to specify C2 channel. Comments are due August 21, replies September 5. (MM Docket 89-298 by NPRM [DA 89-689] adopted June 15 by Chief, Allocations Branch)

■ York, NE. At request of Gleason Broadcasting Company proposed amending FM Table by substituting channel 285C2 (104.9 mhz) for channel 285A, and modifying license of KAWL-FM to specify operation on the C2 channel. Comments are due August 21, replies September 5. (MM Docket 89-300 by NPRM [DA 89-691] adopted June 15 by Chief, Allocations Branch)

■ Laughlin, NV. Effective August 14, amended FM Table by allotting channel 228C (93.5 mhz) to Laughlin as its second local FM service. Filing window opens August 15, closes September 14. (MM Docket 88-262 by R&O [DA 89-694] adopted June 15 by Chief, Allocations Branch)

■ Lopez, PA. At request of Robin B. Thomas, proposed amending FM Table by allotting channel 233A (94.5 mhz) to Lopez as its first local FM service. Comments are due August 21, replies September 5. (MM Docket 89-299 by NPRM [DA 89-690] adopted June 15 by Chief, Allocations Branch)

Professional Cards

du Treil Lundin, & Rackley, Inc.
 A Subsidiary of A. D. Ring, P.C.
 1019 19th Street, N.W.
 Third Floor
 Washington, D.C. 20036
 Telephone: 202/223-6700
 Facsimile: 202/466-2042
 Member AFCEE


SAIC Carl T. Jones
 Corporation
 A Subsidiary of Science Applications, Inc. Corporation
 CONSULTING ENGINEERS
 7901 YARNWOOD COURT
 SPRINGFIELD, VA 22153
 (703) 569-7704
 MEMBER AFCEE


LOHNES & CULVER
 Consulting Radio-TV Engineers
 1156 15th. St., N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
 Since 1944 Member AFCEE

**COHEN, DIPPPELL
 and EVERIST, P.C.**
 CONSULTING ENGINEERS
 1300 "L" STREET, N.W. SUITE 1100
 Washington, D.C. 20005
 (202) 898-0111
 Member AFCEE

SILLIMAN AND SILLIMAN
 8121 Georgia Ave. #700
 Silver Spring, MD 20910
 ROBERT M SILLIMAN, P.E.
 (301) 589-8288
 THOMAS B SILLIMAN, P.E.
 (812) 853-9754
 Member AFCEE

Moffet, Larson & Johnson, Inc.
 Consulting Telecommunications Engineers
 Two Skyline Place, Suite 800
 5203 Leesburg Pike
 Falls Church, VA 22041
 703 824-5660
 FAX: 703-824-5672
 Member AFCEE

ANDRUS AND ASSOCIATES, INC.
 ALVIN H. ANDRUS, P.E.
 351 SCOTT DRIVE
 SILVER SPRING, MD 20904
 301 384-5374
 Member AFCEE

HAMMETT & EDISON, INC.
 CONSULTING ENGINEERS
 Box 280068
 San Francisco, California 94128
 (415) 342-5200
 (202) 396-5200
 Member AFCEE

**JULES COHEN
 & ASSOCIATES, P.C.**
 Suite 400
 1730 M St. N.W.
 Washington DC 20036
 (202) 659-3707
 Member AFCEE

**CARL E. SMITH
 CONSULTING ENGINEERS**
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the Broadcast Industry
 for over 50 Years"
 Box 2727 Bath, Ohio 44210
 (216) 659-4440

**VIR JAMES
 CONSULTING ENGINEERS**
 Applications and Field Engineering
 Computerized Frequency Surveys
 3137 W. Kentucky Ave.—80219
 (303) 937-1900
DENVER, COLORADO
 Member AFCEE & NAB

**E. Harold Munn, Jr.,
 & Associates, Inc.**
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

**ROSNER TELEVISION
 SYSTEMS
 CONSULTING & ENGINEERING**
 250 West 57 Street
 New York, N.Y. 10107
 (212) 246-2850

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
 Member AFCEE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.,
 Seattle, Washington, 98107
 (206) 783-9151
 Member AFCEE

ENTERPRISE ENGINEERING P.C.
 Consulting Engineers
 FW HANNEL PE
 PO Box 9001 Peoria, IL 61614
 (309) 691-4155
 Member AFCEE


**STRUCTURAL SYSTEMS
 TECHNOLOGY, INC.**
 J. Cabot Gundy, P.E.
 PRESIDENT
 TOWERS, ANTENNAS, STRUCTURES
 New Tall Towers, Existing Towers,
 Studies, Analysis, Design Modifications,
 Inspections, Erection, Etc.
 6867 Elm St., McLean, VA 22101 (703) 356-9765

C. P. CROSSNO & ASSOCIATES
 Consulting Engineers
 P.O. Box 18312
 Dallas, Texas 75218
 (214) 669-0294
 Member AFCEE

**JOHN F.X. BROWNE
 & ASSOCIATES, P.C.**
 525 Woodward Ave.
 Bloomfield Hills, MI 48013
 (313) 642-6226
 Washington Office
 (202) 293-2020
 Member AFCEE

**D.C. WILLIAMS
 & ASSOCIATES, INC.**
 Consulting Engineers
 AM-FM-TV-LPTV-CATV
 POST OFFICE BOX 700
 FOLSOM, CALIFORNIA 95630
 (916) 933-5000

CLARENCE M BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
 BROADCAST ENGINEERING CONSULTANTS
 P O BOX 1130
 MARLTON, N.J. 08053
 (609) 985 0077

 LAWRENCE L. MORTON
 ASSOCIATES
 1231 MESA OAKS LANE
 MESA OAKS, CALIFORNIA 93436
LAWRENCE L. MORTON, P.E.
 AM • FM • TV
 APPLICATIONS • FIELD ENGINEERING
 MEMBER AFCEE
 (805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
 Consulting Engineers
 P.O. Box 356
 McKinney, Texas 75069
 (214) 542-2056
 Member AFCEE

PAUL DEAN FORD, P.E.
 BROADCAST ENGINEERING CONSULTANT
 R.R. 12, Box 351
 WEST TERRE HAUTE, INDIANA 47885
 812-535-3831
 Member AFCEE

EVANS ASSOCIATES
 Consulting Communications Engineers
 AM-FM-TV-CATV-TFS-Satellite
 Broadcast Engineering Software
 216 N. Green Bay Rd.
 THIENSVILLE, WISCONSIN 53092
 Phone (414) 242-6000
 Member AFCEE

RICHARD L. BIBY, P.E.
 COMMUNICATIONS ENGINEERING
 SERVICES, P.C.
 CONSULTING ENGINEERS
 6105-G Arlington Blvd.
 Falls Church, VA 22044
 (703) 534-7880 (703) 534-7884 Fax
 Member AFCEE

J. Boyd Ingram and Associates
 Specialists in
 FM Radio Applications
 Best Service Best Prices
 PO Box 73
 Batesville, Mississippi 38606
 601 563-4664

DATEL CORPORATION
 BROADCAST CONSULTANTS
 - APPLICATIONS - INSPECTIONS -
 1515 N. COURT HOUSE ROAD
 ARLINGTON, VIRGINIA 22201
 TEL. (703) 276-9007

DON'T BE A STRANGER
 To Broadcasting's 116,427* Readers
 Display your Professional or Service Card
 here. It will be seen by station and cable TV
 system owners and decision makers
 * 1986 Readership Survey showing 3.5
 readers per copy

contact
BROADCASTING MAGAZINE
 1705 DeSales St., N.W.
 Washington, D.C. 20036
 for availabilities
 Phone: (202) 659-2340

JOHN E. HIDLE, P.E.
 Broadcast and Telecommunications
 Consulting Engineer
 P.O. BOX 126
 NEW PALTZ, NEW YORK 12561
 (914) 255-0449
 Member AFCEE

AFCEE
 Association of
 Federal Communications
 Consulting Engineers
 P.O. Box 19333
 20th Street Station
 Washington, DC 20036
 1202/659-3707

Classified Advertising

RADIO

HELP WANTED MANAGEMENT

General manager/general sales manager for Class B FM on Lake Erie in Ohio. Salary commensurate with experience ranging from \$50,000 to \$60,000. Cash flow incentives also available. Need results oriented individual with proven track record in sales and management. Confidentiality assured. EOE. 513-599-4672. Send resume and references to Box 356, Bellefontaine, Ohio 43311

Station manager: Small expanding broadcasting group is looking for station manager with strong sales leadership. Station is located in a Louisiana medium market. Send resume and salary history. Roger Cavaness, 123 East Main Street, Lafayette, LA 70501. EOE.

General manager, WBAZ, Eastern Long Island, NY. New position to replace owner/operator. Successful track record of leadership and hands-on involvement in sales required. \$60,000 salary plus cash flow bonus and potential for earned equity. Let's grow this station and build a group. Write President, WBAZ, Box 1200, Southold, NY 11971. EOE. M/F.

General sales manager needed immediately for suburban Mid Atlantic Christian radio station. Full management authority and sales responsibilities. Substantial base plus commission. EOE. Box H-4.

Sales manager, Shamrock Communications is looking for 2 experienced sales managers to lead our Orlando FL (WDIZ) & Baltimore MD (WGRX) sales departments. Sales manager will be responsible to supervise all aspects of the local sales department, their development and maintain a personal account list. Compensation includes salary, override and commissions. Qualified applicants send resume to: George Duffy C.O.O., Shamrock Communications, 2180 West State Road 434, Suite 2150, Longwood, FL 32779. EEO.

Are you customer focused? Can you teach Pollack, Jennings, etc.? 100 KW KELI seeks GSM who thinks big. Ideal market of 100,000. Stable economy, low unemployment, good ratings. Base or 8% of station collections whichever is greater. Sweat equity possible for real pro. or will consider great AE looking for first shot at management. I'm waiting for your response at Box 3834, San Angelo, TX 76902. EOE.

General sales manager: Midwest superpower Combo. Minimum 5 years sales experience, organized leader, manage 8 salespersons, deliver results. Excellent compensation package. Advance with new, growing group. Sales history, resumes only. Strict confidence. Box H-17. EOE.

General sales manager wanted. Leading Combo with double-digit shares in beautiful, high growth, Carolina medium market needs leader/motivator/trainer to increase revenue. Excellent opportunity to advance. If you're a creative manager, send us your resume and salary requirements, along with a short presentation explaining your management style, training techniques, problem-solving experience, account-management philosophy, proof of track record, and anything else that will show us your stuff. We could bill \$3 million with your help. EOE. Box H-24. No oversize material.

1M+ last 3 years. Need aggressive, motivating sales manager with mega rate mentality to lead mature staff to next level. 100KW FM and News/Talk AM. Advancement opportunities in growth oriented company. EOE. Box H-30.

Sales manager: Solid performer to expand, train, lead, and motivate an aggressive sales staff at well rated A/C station. Resume and references to KBOX-FM, Box 518, Santa Maria, CA 93456. EOE.

Florida group seeks station manager. Bottom line oriented, dedicated professional willing to participate in sales efforts. EOE/MF. Call Ron Kight 904-785-9549.

Come home to the Heartland. Medium market AM/FM combo seeks sales manager with minimum 3 years experience to help mature sales staff reach new levels. Resume to General Manager, Zimmer Broadcasting, P.O. Box 1610, Cape Girardeau, MO 63702. EOE.

HELP WANTED SALES

Need a Super Star! Senior account executive/co-op director who can sell directs and can work agencies in Philadelphia market. Management potential! Respond to Box D-15. EOE.

WBAZ, Eastern LI, NY seeks experienced sales executive. High energy level, a competitive spirit and the joy of doing battle and winning are key. Our product is sensational and fun to sell: light A/C; NY Mets and Giants; Boston Pops and Symphony; Old Time Radio Classics and lots more. #1 Adult station in market and agree place to live and raise a family. Write WBAZ Sales, Box 1200, Southold, NY 11971. EOE.

Northern New York's premier radio stations have a rare opening for an account executive. Solid professional with good communication skills to sell for our top rated Combo. Great commission structure, paid benefits and pension. Join a stable winning team. Resume to James W. Riley LSM. WTNV AM & FM, 134 Mullin St., Watertown, NY 13601. EOE.

Tri-state Religious radio station needs full time sales person. Good base plus commission. EOE. Box H-3.

Florida calling! Experienced, ready for new commitment! Enjoy sun, water and big commissions! Immediate opening! Call Manager 904-787-7900. EOE.

General sales manager for Midwest Combo. Must have proven sales management ability, be a great teacher, motivator, and lead by example. This is an excellent opportunity in our group. EOE. Respond to Box H-16.

Sales person: For top FM Country station in central Florida. Must be hardworking, aggressive individual. Send resume to Sales Manager, WGNE, 340 South Beach St., Daytona Beach, FL 32114. EOE.

Radio: sales director/AE's: Must be willing to relocate in paradise/Progressive FM. Recent upgrade 25,000 watts on fast track to #1 in market. On California's central coast. 1 million plus: 1990 projection. Resumes due by July 20. Contact: GM Ray Diggins, CEO B. Howard, K-Otter, 840 Sheffield St., Cambria, CA 93428. 805-927-5021. Requirements: sales experience, broadcast experience preferred. An equal opportunity employer.

Sales: Radio account executives. 50,000 watt AM Talk station no. 28 ranked. Providence and southeast New England. Paul Landis 508-674-3535. EOE.

The WLPO & WAJK timetable for new broadcasting graduates: 1 year - you've got the sales routine figured out. 2 years - making more money than your father. 3 years - ready for a management job. That's our track record for grads who come to us possessing an average intelligence, a willingness to learn and persistence. Call it the fast track, call it a short cut, but call us regardless. If you want to make it your future, send resume to J McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

Solid opportunity for energetic aggressive sales people. Strong AM. Community involved. 275,000 county population. 30 miles from Dallas/Ft Worth. KDNT, Denton - 817-382-2552. EOE.

HELP WANTED ANNOUNCERS

WBAZ, Eastern LI, NY seeks an experienced staff announcer whose primary responsibilities will be news, production, and a monthly contribution to our award winning public affairs program, Peconic Magazine. Intelligence, creativity and teamwork are paramount. WBAZ is the #1 adult station in the market. Help us increase our lead and have fun doing so. Write WBAZ Operations, Box 1200, Southold, NY, 11971 EOE.

New FM in progressive and competitive Sunbelt market seeks all air positions and sales. Great working and living conditions. Airdates, August 1st. Send complete resume and references to Box H-19. EOE.

Grow with top-rated station. Strong copy, production and announcing skills. Must be personable team player. T & R to WIKS, Attn. B. K. Kirkland, PO Box 2684, New Bern, NC 28561. EOE.

On-air host: WNYC New York Public Radio seeks an on-air-host to work in the FM programming department. Responsibilities include performing on air announcing duties including news, on air fundraising, live events, remotes, interviews, continuity between programs. Responsible for reading prepared copy and speaking extemporaneously effectively, operating all broadcast production equipment efficiently, as well as preparing, and recording material for the program department. Requirements: a BA degree in communications or satisfactory equivalent, three years of full time professional on-air experience and extensive production skills. On-air fundraising experience preferred. Salary 35k+ commensurate with experience, as well as a complete benefits package. Please send resume and cover letter to WNYC-Personnel, 1 Centre St., 32nd Floor, New York, NY 10007. No phone calls please. EOE.

Experienced writer/announcer to produce daily ski reports for large network serving major Northeastern stations. Solid typing, knowledge of skiing a plus. Major market exposure from scenic Vermont location! Resume and demo tape immediately to Laura James, NESAC (New England Ski Areas Council), 10 Cox Rd., Woodstock, VT 05091. 802-457-3123. EOE.

Host-AM programming: WNYC New York Public Radio is currently seeking a host for a new program in the AM programming department. Responsibilities include hosting a news oriented call in program, conducting studio and phone interviews, on-air fundraising and operating studio equipment. Requires: strong news background and journalistic judgement, on-air talk call in experience, good on-air sound and a broad familiarity with local, national, and international news and issues, as well as a BA degree in communications or satisfactory equivalent, and three years of full time professional on-air experience. Salary commensurate with experience plus a complete benefits package. Please send resume cover letter and non-returnable cassette to WNYC - Personnel, 1 Centre St., 32nd Floor, New York, NY 10007. No phone calls please. EOE.

Major East Coast station seeks motivated, promotionally-oriented mid-day adult talent to develop 35-50 demo appeal, high profile personality early afternoon show. Women encouraged to apply. Tape, resume, one page letter to: New York Radio, Suite 321, 418 Geysler Rd., Ballston Spa, NY 12020. EOE.

Talk show host. Dominant full-service AM in Midwestern market of 200,000 looking to develop top-quality daily local talk program. Applicant should be a communicator, with a wide range of interests, prepared to solidify hold of station with community service. This will be a difficult position and will require a very dedicated professional looking for a long-term challenge. EOE. Box H-25.

HELP WANTED TECHNICAL

Engineer: Upstate NY AM wants full time chief engineer. Salary negotiable. Respond to General Manager, Box H-26. EOE.

HELP WANTED NEWS

News anchor, Florida's news leader seeks an experienced anchor/reporter with contemporary writing and delivery skills, familiar with the south Florida market. State-of-the-art facilities. Minorities encouraged to apply. T & R to: Dorothy McIntyre, WIOD, 1401 N. Bay Causeway, Miami, FL 33141. EOE.

Dartmouth-area FSA seeking sharp, aggressive reporters to fill various news slots. T & R: Rob Thaler, WTSL, Box 1400, Lebanon, NH 03766. EOE.

KNOE-AM/FM in Monroe Louisiana is accepting applications for the position of news director. Qualified candidates should have solid academic and professional credentials along with desire to continue long-standing commitment to award-winning news product. Send tapes and resumes to Tom Deal, General Manager, P.O. Box 4067, Monroe, LA. No phone calls. KNOE-AM-FM-TV is an equal opportunity employer.

Anchor/reporter for state News Network. Tape and resume to Ted Werbin, Tennessee Radio Network, 621 Mainstream Dr., Suite 230, Nashville, TN 37228. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Jilted sales staff on the rebound would like to meet production director who likes small town life, eating out, golfing, remote broadcasts and making killer commercials. We are considered average looking with brown-red-blond hair and blue-brown-green eyes. We like all kinds of music, but dislike z-rock deejays. We don't smoke, only drink socially, but occasionally turn out copy at 5pm. Must like clients who do their own ads. Please send recent tape, phone number and resume. Code: J McCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. (Tapes can be no longer than 5 minutes in length and consist of commercials only.) No promos, no air checks. Spec ads encouraged. EOE.

Classical host/producer (2). WCAL (100kw FM, 5kw AM, serving Minneapolis/St. Paul) has 2 openings (including primary host of successful morning drive show) for experienced classical talent. Requirements include: lively, unstuffy, informed on-air style; high proficiency in programming and announcing classical music, interviews, and production; BA preferred. We offer: excellent salary and benefits; work with imaginative, dedicated staff, outstanding facility at nation's first listener supported station. Open until filled; applications received by July 15 will get fullest consideration. Applications for previously-announced host/producer position will be considered for both openings; do not reapply. Send resume and audition tape (which will not be returned) to: Personnel Director, St. Olaf College, Northfield, MN 55057. EOE/AA.

Program director for AM/FM Oldies combo. 5 years PD and research experience a must. Successful track record. Good management skills. Send resume and tape to Laury Browning, KCEE/KWFM Radio, P.O. Box 5886, Tucson, AZ 85703. EOE.

Producer AM-programing: WNYC New York Public Radio is currently seeking a producer for a new program in the AM programming department. Responsibilities include overseeing all aspects of production and coordination of a news oriented call in program and coordinating programming for membership drives. Requires: Strong interest and background in news, good journalistic judgement, good organizational skills and the ability to operate studio equipment, as well as a BA degree in communications or satisfactory equivalent and five years of professional experience in broadcasting. Salary commensurate with experience plus a complete benefits package. Please send resume and cover letter to WNYC - Personnel, 1 Centre St., 32nd Floor, New York, NY 10007. No phone calls please. EOE.

Hey, production genius: If you thrive in a high energy, intense environment, if you're highly motivated and have a passion to be the best, here's one of the country's greatest production opportunities. Work for the number one station in America's finest city, for one of the best broadcast groups in the nation. Warning: This is no job for the faint of heart. Tapes and resumes to: Garry Wall, Q106, 8525 Gibbs Dr., Suite 204, San Diego, CA 92123. EOE.

SITUATIONS WANTED MANAGEMENT

28 years broadcast experience (jock to GM). Available now as GM/GSM to Southeast radio group. Outstanding track record in top 50 markets. Roger 704-542-3750.

Experienced broadcaster, college instructor seeks management position in top to medium market radio. Solid background in sales, production, sports, news, writing. Personable, hard working, dependable. Want something soon. Call 217-348-8661 after 6pm CDT.

General manager: Excel in station turnarounds, looking for new opportunity in top 100 market preferably Southeast. Strong on sales, programming, station visibility. Dynamic people person, catalyst for enthusiasm. Call Jack, 407-624-2658.

Will provide interim management and/or sales direction until "right" person hired. Small/medium markets. Excellent references. Northwest, California, or Southwest preferred. 40-plus years experience. Call after 6:00 pm CDT. 402-463-5469.

Top ratings = top dollars. I'll deliver both. 10+ years radio management with top sales and programming credentials. Bottom line/goal oriented, street fighter. Bill James 804-232-5197 anytime.

General manager, 10 years management experience. 20 years programming experience, strong in sales. Award winning production. Formats: CHR, AC, Country, Christian. Call Jim 912-987-1906.

Considering NAC? Founding PD/MD of KLRS "COLORS" seeking new opportunities. 1988 Gavin NAC Radio Person of Year nominee. 26 months NAC programming, 10 years A/C, CHR programming. 16 on-air PD/MD/consulting/syndication. Mark Hill, 408-688-5604.

General manager: More than 20 years of documented sales, profit, programming, people success. Strong major market experience. Presently employed. Seeks opportunity in any size market. Box H-31.

Action oriented station manager seeks new challenge. Background: award winning morning talent, P.D., radio A.E., agency A.E., and sales manager. Experience: Country, CHR, AC, Easy Listening. Customer focused/people focused manager. Excellent trainer! I get results. Please call J.R. Greeley 915-944-0209.

SITUATIONS WANTED ANNOUNCERS

African-American, honest kid-at-heart announcer, seeks entry level on Northeast coast. 5 yrs. part-time tunnel radio experience. Norman, 617-298-3437.

Experienced part time announcer. 5 years in eastern Massachusetts, seeks full time position. Hardworking. Dedicated. Rod Morrison, 48 Presidents Row, Ashland, MA 01721. 508-881-2619.

Outstanding play-by-play announcer seeks job calling major college or professional football & basketball. I'll make you feel you're at the game! Jeff, P.O. Box 27, Shelby, OH 44875.

Freelance college football PBP. My credentials are impressive, including eleven college seasons. Have a need? Let's talk. Tim 513-874-5734.

Major markets only. Currently working part-time for #1 AC FM in South, looking for fulltime. Jim 912-987-1906.

Ivy League grad seeks entry-level announcing position. Very outgoing personality. Extensive knowledge of sports, music, and politics. Willing to relocate. Neil, 301-424-4984.

Experienced announcer, professional sound, looking to make a move. Call anytime. Bill 308-534-1211.

Discovering PD trainees, announcers isn't criminal. Atrophy is. Jammin' Janet, 502-895-5888: 6 yrs. P/T announcing, production, concurrent research exp., some TV, copywriting, degree. Wanted: Competitive pay, stable, supportive operation. Southeast, lower Midwest, 25,000 pop. minimum!

SITUATIONS WANTED NEWS

Sportscaster with 15 years experience including major market seeks anchor/PBP position in radio or TV. Have called pro, college and prep games. Solid work ethic and award-winning performance. Hal, 313-949-8025.

SITUATIONS WANTED TECHNICAL

Engineer/AT for an FM rocker in milder winter climate. Eric, 219-924-8340 6:30-10 pm. Central.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Quality production: Fast. John Mack Flanagan, FAX phone 415-992-9070.

MISCELLANEOUS

Make money in voiceovers Free \$125 cassette course with advance registration. Earn more in a day than in a whole week on the air! Two-day seminar covers marketing, technique, everything you need to do commercials and industrials. In NYC: 7/22-23. Chicago: 8/5-6. San Francisco: 8/19-20. Also available on cassette. Call toll free: 1-800-333-8108. Berkley Prods., PO Box 6599, New York, NY 10128-6599.

Buy-out production music direct from the producer. Wholesale rates. Success proven Coast to Coast. 414-248-3707.

Management friendly investors seek satellite programmed radio stations. Minority positions considered. Send business plan, success story. Box G-21.

Cash for radio time. Independent production company seeks to buy four hours weekly for telephone talk show on station with NYC coverage. Top rates paid. DC Communications, 617-262-8598.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager, top rated NBC affiliate; need GSM to lead top-notch local/regional sales staff and handle national. Prefer candidates with 2-5 years experience in sales management. Will consider LSM ready to move up. Send resume to: Gary R. Bolton, VP & GM, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE, M/F.

National sales manager for top 25 Southeast growth market will be filling a national sales manager position due to an opening. We are an ABC affiliate and number one news station. We are owned by one of the premier broadcast companies in the US. Management experience a must! EEO. Box H-1.

Regional sales manager: Opportunity for an experienced salesperson to move into a top 25 market. If you are a proven professional and have 4 to 6 years current TV sales experience or sales management and want to grow with an outstanding broadcast group, contact Bruce Lawrence, LSM, WTNH-TV, 8 Elm St., New Haven, CT 06510. 203-784-8888. EOE.

Money making manager! For UHF Kansas City/Lawrence-Topeka HSN station. To sell ads & programs & get on cable. Paid from a percentage of net cash flow. Send full resume and date available to Box H-27. EOE.

General sales manager: Independent Ch 2, in Albuquerque market, seeks highly motivated, hard working individual with national sales experience; emphasis on local sales, training, and management. Resumes only to: Buzz Floyd, GM, PO Box 92222, Albuquerque, NM 87199. EOE.

PTV assistant general manager, marketing: WKPC-TV, Louisville. Requires experience in marketing, management, fundraising, and special events. Commercial sales and/or major fundraising experience. Send resume by 7/17/98 to: CEO, Channel 15, PO Box 37380, Louisville, KY 40233. Equal opportunity employer.

HELP WANTED SALES

Television sales professionals needed immediately for Tektronix' television division. Openings in Dallas, Denver, Syracuse and Long Island. Competitive compensation, company car, opportunities to grow are part of "total package". Requires engineering background in television measurement, previous sales experience and desire to join one of the most successful Fortune 500 companies, contact John Kelley, Region Sales Manager, Tektronix Inc., 393 Inverness Dr. South, Englewood, CO 80112. 303-799-1000. Tektronix is an equal opportunity employer.

Local sales manager. Immediate opening for aggressive, motivated, qualified individual. Contact Kent Beckwith, General Sales Manager, WOKR-TV 13, PO Box L, Rochester, NY 14623. A Gillett Group Station. EOE.

Houston's premier Spanish TV station seeks local account executive. Previous experience in local radio or TV sales a must. Good presentation skills required. Not afraid of making cold calls and track record as effective closer required. No order takers, please! Fluent in Spanish preferred. KTMD is an equal employment opportunity employer. Contact: Mr. Mendez, KTMD-TV Sales Office, 3903 Stoney Brook, Houston, TX 77063. Ph. 713-974-4848.

Houston's premier Spanish TV station seeks individual with prior exposure in national sales, radio background acceptable. Must have an understanding of Hispanic research and marketing. Responsibilities include: Business development in all levels of national sales: Client, agency, TV rep. Call on national company's regional or district sales managers. Develop merchandising plans for clients and involve food brokers and wholesalers in the process. Assist GSM in communication with all rep offices. Candidate must be fluent in Spanish. KTMD is an equal employment opportunity employer. Contact: Mr. Mendez 713-974-4848.

WHNS-TV 21 offers an excellent opportunity for an experienced energetic agency sales/marketing person for a developed agency list in our Asheville, NC office. If you are a self-starter with two years experience in television and agency sales, please send resume to Kathy Burke, WHNS-TV 21, 21 Interstate Ct., Greenville, SC 29615. EOE, M/F/H.

Account executive: Looking for a creative, highly-motivated account executive to work in one of the top growth markets in the country for the number one CBS affiliate. Previous television experience preferred. Send resume and cover letter to Laura Stillman, WRAL-TV, PO Box 12000, Raleigh, NC 27605. WRAL is an equal opportunity employer.

HELP WANTED TECHNICAL

Mtce engr. Need engr to maintain 300/Kscope, Digital F/X200, 141 post prod., Harris 9100 AM-FM-TV remote control. VPR-2's, ACR's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMMML lic. or SBE certificate. Contact KFMB, John Weigand, AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

WNBC-TV in New York is seeking an engineering/editing operations manager with five years videotape editing and news experience. Familiarity with Grass Valley editors, digital effects and machine-to-machine editing systems desired. Send resumes to Lynn Costa, Personnel Manager, 30 Rockefeller Plaza, New York, NY 10012. Or call 212-664-2342. EOE.

Maintenance engineer: Midwest ABC affiliate seeks positive, experienced individual. TCR-100, 1-inch, 3/4-inch, GVG, UHF transmitter experience a plus. General Class or SBE certification desired. Send resume and salary requirements to Scott Barnes, 500 N. Stewart St., Creve Coeur, IL 61611 by July 14. EOE.

On-air switcher/projectionist, master control. Turner Broadcasting System (The Superstation) is looking to update resume files for future openings or staff additions. Applicant must have four to five years of on-air switching experience in broadcast operations and working knowledge of on-air equipment and procedures. Good technical background, organizational and detail research skills required. Must be self motivated and able to work well under pressure. Must be able to work various shifts, and have an interest in live sports! We are looking for applicants with working experience on the following: ACR 25, Ampex VPR 80 (1"), Utah Scientific CP-502 switcher, Utah Scientific MC500 computer automation, RCA 16mm film, Chyron, electronic still store. This position offers good pay, benefits, and working conditions for career minded individuals. All other applicants need not apply if not familiar with listed qualifications. No phone calls, please! FCC license not required! An equal opportunity employer. M/F. If qualified, send resume to: Robert G. Westall, Superstation WTBS, 1050 Techwood Dr., NW, Atlanta, GA 30318.

Television maintenance engineer: Leading Southeastern television production company seeks maintenance engineer with strong electronics background. Thorough knowledge of television camera, VTR, switching, audio, digital effects, computer editing, graphics and terminal systems. Send resume to: Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203, Attn: Mike Arnold. EOE.

Television master control operator - Previous television experience preferred. Knowledge of video equipment and degree in communications or related field a must. Qualified applicants send resume: PO Box 30236, Toledo, OH 43603. EOE.

Washington, DC: Master control. 1 year experience required. Duties: satellite recordings, video switching, one-inch VTR, transmitter, etc. Starting \$350 wk. We are an equal opportunity/affirmative action employer and encourage applicants regardless of race, color, creed, religion, national origin or sex. Send resume to WTKK-TV, Box 3150, Dept. E, Manassas, VA 22110.

Chief engineer, Pensacola, Florida. Experienced engineer sought for operation and maintenance of UHF station. Must be familiar with 1-inch and 3/4-inch machines and have 2nd Class or General Class FCC license. Resume should be sent to: Personnel, WJTC-TV-44, 700 S. Palafox St., Pensacola, FL 32501 or FAX to 904-438-4306. Equal opportunity employer.

Studio engineer: Leading CBS affiliate in Southwest seeks motivated self thinker with strong studio maintenance background. Knowledge of IBM computers highly desirable. Send resume with references and salary history to: Walter Ward, Chief Engineer, KDBC-TV, PO Box 1799, El Paso, TX 79999. Equal opportunity employer.

Experienced, hands-on chief engineer needed for Texas market. Must be familiar with Harris transmitter and have previous supervisory experience, good people and communication skills. Please submit resume, references and salary requirements. Box H-32. EOE.

Chief engineer: WTVD, Raleigh-Durham. Responsible for all technical aspects of station including planning. Must be highly knowledgeable and skilled in latest equipment and technology and have proven abilities in engineering department administration and leadership. Contact Alan Nesbitt, WTVD-11, 411 Liberty St., Durham, NC 27701. EOE.

Engineering/operations manager opportunity with Southeast affiliate station. Need strong people skills along with a solid technical background to direct engineering and on-air operations. Comprehensive knowledge and experience with ENG and FCC compliance is essential. Must be a hands-on leader with record of advancement and three to five years television engineering management experience. Degree required. EOE. Respond to Box H-8.

HELP WANTED NEWS

Network-affiliated station accepting applications for anchor/co-anchor. Fast-growing medium-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Must have professional experience in news. Submit resume and salary requirement to Box G-87. EOE.

Anchor, top rated NBC affiliate: Must be able to produce, report and have good writing skills. Position available August 1st. Will consider top reporters ready to move into anchor slot. Send tape and resume to: Gary R. Bolton, VP & GM, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE, MF.

Micronesia: Double Ace Award winning news department still looking for two reporters for expanding news staff. We do a live, one hour newscast each night in one of the most exotic and interesting places in the world. Coverage of the Western Pacific and the Far East. No beginners. Tape to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910 or call 671-477-9484. EOE.

Reporter: Public television station in 46th market, serving Pennsylvania's capital, seeking general assignment reporter for ten o'clock news program and statewide news magazine. Candidate should have at least two years experience and strong writing skills. Political reporting and substitute anchoring experience a plus. Send resume to: Personnel, WTF Communications Center, Box 2954, Harrisburg, PA 17105. EOE.

General assignment reporter: ABC affiliate, South Bend. Minimum two years experience. We are looking for an aggressive journalist with demonstrated creativity who fights for the leads, asks tough questions and can find a story. Send tape with return postage and resume to Morrie Goodman, News Director, WSJV-TV, PO Box 1646, Elkhart, IN 46515. EOE.

Meteorologist: Starter position for someone with potential, but little experience. BS in meteorology required. Computer graphic knowledge helpful. Will draw graphics and backup our two meteorologists. Some on-air time possible. Send 3/4" cassette to Bob Breck, WVUE-TV, 1025 S. Jefferson Davis Pkwy., New Orleans, LA 70125. EOE.

News director, Top 50 Mideast affiliate looking for the news director of the 90's. Must be able to handle young, aggressive, talented department. Competitive market dictates we think faster, better and longer range than the competition. Resume to Box H-15.

KPVI-Pocatello is looking for a news director/anchor to carry forward a plan to make us number one in this competitive market. We have a well equipped newsroom, a dedicated, hard-working crew, and a commitment to excellence. If you are a dedicated journalist who wants to make a difference in a community with a great life-style, send tape and resume to Herry Neuhardt, KPVI-TV, Box 667, Pocatello, ID 83204-0667. EOE, MF.

Wanted: Weathercaster for coastal NC station. Minimum two years experience. Ability to deliver with credibility. Apply with tape and resume to Raeford Brown, News Director, WECT-TV, PO Box 4029, Wilmington, NC 28406. EOE.

One person band: Report, shoot, edit in Danville, Illinois and environs. High visibility job with NBC affiliate. Tape, resume to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, MF.

Reporter with live skills needed for bureau at east central Pennsylvania Independent. Send tape to ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

Executive news producer: To supervise the production of fast-paced, highly visual daily newscasts. Must be excellent writer and editor with good people skills. Applicant must have extensive news production and/or management experience. Resume, tape(s), and letter detailing your qualifications and news management philosophy to Ned Warwick, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. No calls. EOE.

Assignment editor: Must work well with people and be able to respond quickly to changing situations. Needs to have great organizational skills. Knowledge about live reports helpful. Send resume to Scott Benjamin, News Director, WHP-TV, Box 1507, Harrisburg, PA 17105. EOE.

Photographer for award-winning news operation. One year ENG experience preferred. Live experience a plus. If you have the eye and can work as part of a team, send resume, tape to Bill Wagman, News Director, WANE-TV, Box 1515, Fort Wayne, IN 46801. No calls. No VHS. EOE, MF.

Co-anchor: 70's market ABC affiliate is seeking experienced co-anchor for 6 & 10 PM news. Previous anchor experience a must. Send tape and resume to Jim Sherlock, News Director, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

Sports director: To anchor 6 & 10 newscasts. Also oversee coverage of local, college and pro sports. Development of sports features of general interests. No beginners. Send tape and resume to Jim Sherlock, News Director, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

Are you ready for the #1 weather job on Savannah's NBC affiliate? We're looking for a highly motivated person to head up our weather team. Meteorology degree a plus, but not necessary if you have a great delivery. Send tapes and resumes with salary history to: News Director, WSAV-TV, Box 2429, Savannah, GA 31402. No calls, please. EOE.

Reporter: Aggressive, enterprising reporter to lead #1 newsroom. Must be a self-starter and a good writer with at least 2 years television experience and a college degree. Please send tape and resume to David Cassidy, KOTV, PO Box 6, Tulsa, OK 74101. Applicant finalists will be required to furnish evidence of employment authorization and identification. EOE, MF.

Sports director. We're looking for a high energy, creative person who wants to put the emphasis on local sports. We're a small market, but we are dedicated to serving the local community. If that's you, send a tape, resume and salary requirements to: Rickie Brady, GM, KIFI-TV-8, PO Box 2148, Idaho Falls, ID 83403-2148. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Traffic manager - Strong sales organization needs a traffic manager for 33rd market ABC affiliate. We are a young company in a healthy, growing market. Bias experience strongly preferred. Please send resume to Rob Wagley, GSM, WSYX-TV, PO Box 718, Columbus, OH 43216-0718. EOE, MF.

TV producer/director: Wyoming Public Television is looking for someone with a broad range of production skills to produce and direct regular public affairs programs, membership spots and other material for broadcast over its network. Candidates must have a Bachelor's degree with at least 3 years of experience in broadcast television production with a strong emphasis in public affairs production. For further information and application contact Ms. Edith Everett, Personnel Officer, Central Wyoming College, 2660 Peck Ave., Riverton, WY 82501, 307-856-9291, ext. 112 on or before July 28, 1989. EOE.

Now interviewing for the following positions: Director/producer. Must have directing experience, ADO, 1" editing and video still store systems experience. Will direct live newscasts and local production. Audio/graphics operator. Must have broadcasting experience, will operate audio/Chyron for live newscasts and local production. Directing experience helpful. No phone calls, send resume, demo reel and salary requirement to Personnel Director, PO Box 250, Clio, MI 48420. EOE.

Program guide editor/senior writer: Responsible for production of monthly program guide and writing, editing, proofreading other station publications. Requires degree in English, journalism, or communications-related field; professional experience in editing and proofreading; knowledge of publications and print graphics; and word processing experience. Send resume and cover letter (no work samples yet, please): Manager of Human Resources, WMTI-TV/FM, Box 17, Schenectady, NY 12301. EOE/AA.

Artist/designer to develop and create daily news graphics, service promotion and commercial clients for NBC affiliate. 1-2 years working knowledge of television electronic video graphics. Quantel Paintbox or Cubicomp Picturemaker experience is a plus. Send demo tape and resume to: Creative Services Director, KVBC-TV, 1500 Foremaster Ln., Las Vegas, NV 89101. EOE.

Commercial producer/copywriter/announcer: If you are a senior director with talent, experience, enthusiasm, and a professional attitude, we'd like to see your resume and photo. Skills in location/studio tape production required for Southeast state-of-the-art broadcast facility. Box G-88. EOE. No tapes.

Looking for aggressive, experienced producer for AM/Philadelphia, the top-rated, local morning talk/magazine show on WPVI-TV. Field producing, writing and hands-on editing skills a must. Resume and videotape (no calls) to Charles Bradley, WPVI-TV, 4100 City Line Ave., Suite #400, Philadelphia, PA 19131. EOE.

Television producer/director: Responsible for the researching, writing, producing and directing of national, regional and local broadcast television programs. Also produces programs for University closed circuit, classroom instruction, fund raising drives and events and various non-PBS, non-educational projects. Position also requires training of students for television production positions at WBGU-TV. BA in Communications or related field, 1 to 2 years experience producing programs, production, experience in multi-camera studio and remote productions, single camera EFP and 3/4" editing, videography experience, 1" and 3/4" A/B roll editing preferred. Knowledge of public television desirable. Salary: \$20,000 to \$27,000. Send letter of application, official transcripts, resume and three letters of reference (please do not include tapes at this time) to: Annmarie Heldt, 911 Administration Bldg., Bowling Green State University, Bowling Green, OH 43402. BGSU is an AA/EOE. Application deadline: August 4, 1989.

SITUATIONS WANTED MANAGEMENT

General manager. Employed at station selling to owner-operator. Start-up experience. Excellent leadership, professional and sales skills. Affiliate and Independent experience. Available immediately. Box G-49.

SITUATIONS WANTED TECHNICAL

Video/maintenance engineer and EIC Pittsburgh, PA area. 16 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information: 412-264-4756.

SITUATIONS WANTED NEWS

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Sports anchor/talk show host. Experience hosting and producing video sports talk show and radio play-by-play for big ten basketball and football. Television internship in '88 at ABC sports in Chicago. Energetic and motivated, will consider any market. Call Michael for videotape, etc. 312-945-7686.

Meteorologist with AMS seal, Master's from Penn State and 5 years in top 40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Sports. Award-winning sports journalist seeks job in medium market. Can shoot, edit, anchor. 2 years experience. Available immediately. Barry 615-666-4395.

Authoritative, handsome, glib. 35 year old white male, primary anchor in medium market seeks new home. Great features and series. Hard news too. Outstanding ratings. Jack 504-293-2752.

Husband/wife weathercasters. Includes AMS seal, top 20 market, over 10 years television weather experience. Box H-33.

Female anchor/reporter with six years experience seeks representation. Please respond to: Box G-67.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Seeking challenging TV production position. Currently producing afternoon drive radio talk show in #1 market. Extensive booking/producing experience in TV/radio. Lee 212-874-6934.

MISCELLANEOUS

Primo People has the answers to your questions. New directors and talent...find out what we can do for you! Call Steve Porricelli or Fred Landau at 203-637-3653, or send 3/4" tape and resume to Box 116, Old Greenwich, CT 06870-0116.

Clip this out for further reference! Freelance videographers: We buy footage of fire, emergency medical service and law enforcement incidents. Call American Heat Video Productions, Inc. at 1-800-722-2443.

Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, PO Box 8257, Northridge, CA 91327.

Bill Slatter and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape. Affordable cost. 601-446-6347.

Blind Box Responses

Box (the letter and number as shown in the ad)

**c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036**

(No tapes accepted)

CABLE

HELP WANTED NEWS

TV news director: Award-winning, aggressive 16 person news department needs highly motivated, hands-on professional to carry on tradition of excellence in hard hitting investigative environment. Tropical island on the Pacific Rim. 1 hr newscast daily, fully computerized newsroom. Long term opportunity. Competitive salary, excellent benefit package. Send resume and tape to Harrison O. Flora, General Manager, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910. FAX #617 477-7847. EOE.

New national comedy network seeks host! If you do a local cable TV show but feel ready to go national, here is a new opportunity. We are interested in talented men and women from local comedy talk variety and movie review shows (sorry no news, sports, and weather) who are funny, prolific, able to think on their feet and good at improvisation. If this sounds like you, send tape to Comedy Channel, P.O. Box 3051, New York, NY 10185. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer-director/cameraperson-editor: Ready for that next step up the ladder? Growing local CATV production facility at Jersey Shore needs producer-director/cameraperson-editor with BA and 2-4 years experience. Must know 3/4" editing and Chyron. Strong background in commercial production desired. Long hours but excellent benefits package. Resume and references to TKR Cable Co., P.O. Box 1589, Wildwood, NJ 08260. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

TV production instructor: To teach production courses, advise students, and develop curriculum. Will work with public TV and FM stations using commercial production facilities. Requires four years experience and 2-year degree. Desire 4-yr degree, strong communication skills, teaching and news experience. Position filled by 8/1/89. Send resume to John Gedker, Austin Tech, 1900 NW 8th Ave., Austin, MN 55912. EOE.

HELP WANTED SALES

Washington, DC area facility seeking a post production sales manager, and sales representatives. Post production sales manager—experience in commercial and corporate programming a must in addition to strong organizational and communications skills. Government and interactive video disc experience helpful. Sales representative—assertive self starter necessary, experience in video preferred. Base salary plus commission. Good benefits. Send resume to James Jones, United States Video Corporation, 2070 Chain Bridge Rd., Suite 485, Vienna, VA 22182. No phone calls please. EOE.

Seeking two viciously aggressive individuals who know nothing about TV and radio syndication. Must be willing to take instructions, love to sell and make a lot of money. ClutterCutters, 901—753-2727. EOE.

HELP WANTED TECHNICAL

Leading Nashville production company seeks innovative, enthusiastic paint box artist. AVA experience preferred. 3D animation experience helpful. Ability to handle projects from concept to completion a must! Contact Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203. Attn: Mike Arnold, 615-385-2820. EOE.

Media specialist: Diverse, technical position requiring writing, production, and directing abilities with various specialized mediums (3/4" TBC video, audio, multi-image, and PA systems). Candidate must be able to supervise a small student staff and to use strong interpersonal skills in dealing with a variety of university personnel, community leaders and student staff. Must have flexible nature and be adaptable. Computer knowledge and strong writing skills preferred. Some night and weekend work required. Reports to the Director of Audiovisual Center. Qualifications: BA degree in radio/TV, communications, or related professional experience in technical audio and video set-ups. Salary: \$16,000 plus excellent fringe benefits; twelve month appointment. Available immediately. Send resume and three names of reference to Dr. Myra Macon, Director of Library Services, W.B. Roberts Library, Delta State University, Cleveland, MS 38733, by July 31, 1989. EOE/MF.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/booker needed in Washington, DC and Ft. Lee, NJ for weekly news shows. Must have excellent roll-o-dex, strong news sense and 3-5 years experience. Send cover letter and resume to: Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,290/yr. Now hiring. Call 1—805—687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1—805—687-6000. Ext. TV-7833.

Broadcast talent: Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327. EOE.

EDUCATIONAL SERVICES

On-camera presentation video instruction tape. This tape has benefited entry level to network reporters. Send \$49.95 to: The Media Training Center, P.O. Box 7151, Phoenix, AZ 85011-7151. Private instruction also available.

On-camera coaching; For TV reporters. Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiqueing. Private lessons. 212—921-0774. Eckher Special Productions (ESP).

MISCELLANEOUS

Attention: Government homes from \$1 (U-repair). Delinquent tax property Repossessions. Call 1-602-838-8885. Ext. GH 8435.

Attention: Government seized vehicles from \$100 Fords, Mercedes, Corvettes, Chevys. Surplus Buyers Guide. 1-602-838-8885. Ext. A8435.

WANTED TO BUY EQUIPMENT

Wanting 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.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845-8888.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205—956-2227.

Cash or equipment trade for TV antennas, transmitters and/or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915—722-2243.

FM antenna(s) - Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806—372-4518.

Towers wanted, 20 ft - 2000 ft, Standing or on the ground. No junk. Tower Management Systems 504-521-8661.

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 50,000D (1976), excellent condition. ** Transcom Corp. 215—884-0888. FAX 215-884-0738.

FM transmitters ** CCA 27,000 (1980) ** Harris FM 20K (1980) ** CSI T-3F (1985) ** RCA BT20E1 (1976,1976) ** 3.5KW McMartin (1985) ** 5KW Gates FM 5G (1967) ** RCA 5D (1967) ** CSI T-12-F (1980) ** Transcom Corp. 215—884-0888. FAX 215-884-0738.

1KW AM transmitters ** CSI T1A (1981), Sparta SS1000 (1981) ** Collins 20V3 (1967) ** Transcom Corp. 215—884-0888. FAX 215-884-0738.

AM transmitters ** CCA AM 10,000 (1970), ** Collins 820F (1978) ** Harris MW5A (1976/81) ** Gates BC-5P2 (1967) ** McMartin BA2, 5k (1981) ** Transcom Corp. 215—884-0888. FAX 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron. Klystron, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower, Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

120 KW UHF transmitter package TVT/Varian transmitter package just traded in on a new TTC 240 KW system. Excellent condition. Now tuned to Channel 54. Includes 1000' waveguide and antenna. Low price. Call Bill Kitchen, TTC 303-665-8000, Ext. 101.

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. Field mini KCS-20 minute cassettes, \$4.99. Eicon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. toll free, 800-238-4300.

RCA TK-47s. Ampex VPR-2Bs, VPR-6s, VPR-80s. Hitachi HR-200B, Sony BVH-1100As, BVH-2000, Grass Valley 1600-7H, 300-2BN. Many other items to choose from. Call now. Media Concepts, 919—977-3600 or FAX 919-977-7298.

Rent - Complete multi-camera mobile production trucks, mobile uplinks, portable 2 GIG microwave links, ENG pacs. Call Media Concepts 919-977-3600.

Complete UHF channel 26 equipment package. Includes ITS 5kw transmitter, antenna, 3/4" automation, cameras, Grass 100 switcher, more. 2 1/2 years old. FOB South. Best offer. Maze Broadcast. 205-956-2227.

Acrodyn 10 watt channel 5 LPTV transmitter with Yagi antenna. 750 hours use. \$6,000.00 for all. Maze Broadcast. 205-956-2227.

TTC 100 watt UHF transmitter and Bogner BUJ-8 antenna. Channel 43. Little use. Best offer. Maze Broadcast. 205—956-2227.

Rank-Cintel ADS-1 film to video transfer system, complete with one inch, 3/4" an all accessories. Cost 600,000.00. Best offer. Maze Broadcast 205-956-2227.

Routing switcher, Image Video RS-6100 series 50 X 35 with dual audio. Expandable. \$12,500.00. Maze Broadcast 205-956-2227.

Sony BVU-110 portable 3/4" VTRs. Checked out & warranted. \$1895.00. Maze Broadcast 205-956-2227.

Satellite teleport for sale with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land. 1-800-328-2546.

Kline tower 645 ft, with two platforms, has been dismantled. 205—322-6666. WBRC-TV

RCA TP-66 film projector and RCA TP-15 multiplexer for sale. 205—322-6666. WBRC-TV.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding, 214—422-5487.

3 RCA TK-46 studio cameras with pedestals, prompter monitors, and studio cable. Retubed in December 1988. Dave Layne, KCNC, 303—830-6426.

Best prices: Broadcast quality videotape. Professionally evaluated. 100% guaranteed All major brands KCS20 - \$4.00, 1" 60 min. - \$22.00, KCA60 - \$8.00. Toll free, VSI, 1—800—346-4669.

Sony DXC-M3A camera & 6800 3/4" recorder w/accessories. JVC 6650 3/4" recorder. Sachter video 14 pod. More. All like new. Reasonably priced. Kondor Teleproductions 717—755-4094.

Save \$\$\$ - Complete Class A FM transmitter plant (used)...includes antenna, tower, coax, transmitter, STL, remote control. Package priced under \$45,000.00! Call 806—372-5130 for details.

Towers: Over 60 available. AM - FM - TV - microwave - Guyed to 1200 ft self-supporters to 460 ft. We finance, trade, joint venture and lease antenna space. Tower Management Systems 504-521-8661.

For sale: Used 300' Fort Worth tower - \$6,500. Call 800-627-9443.

For sale: Heavy duty, commercial 12'-14'-16' antennas, call 800-627-9443.

Copper! #8 & #10 ground radials: 2,3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for copper sales.

Betacam SP rig for immediate sale! Sony BVP-30 w/BVU-5 SP recorder. Less than 200 hours. Playback, component and camera adapters. 716-475-6806.

Complete automation system, installed about a year ago by Broadcast Systems Corporation. In excellent working condition. Bob Ferguson WMMJ, (202) 675-4800.

Spotmaster 2100's. Dual distribution amplifiers. Tunable AM rejection filters. Timelapse camera (Super 8). RCA TC1010 cameras with 4 way switch TC1404 (scan) and TC 1460 motion detector. Tony 703-978-4760.

Sony M3A and Sony VO 6800, batteries, charger, AC adaptors, cables, Canon 9.5 - 143mm lens, excellent condition, \$5600, Call Randy at 206-542-3532.

RADIO

Help Wanted Management

DIVISION MANAGER

Major broadcast company in Northeast seeks experienced medium or major market general manager for administrative position. Solid broadcast and management experience required. Excellent fringe benefits and work environment in new facility. EOE. Please send resume and salary history in confidence to:
Box G-46.

Major Northeast broadcast company seeks a middle to large market radio station General Manager for an important administrative position. EOE. Interested candidates should send resumes and salary requirements to:

SRK
8 Eno Lane
Westport, CT 06880

AN EXPANDING RADIO GROUP

IS SEEKING A MANAGEMENT-ORIENTED EXECUTIVE VICE PRESIDENT. THIS PROFESSIONAL MUST HAVE RADIO STATION GENERAL MANAGEMENT SKILLS INCLUDING PERSONNEL MANAGEMENT AND BUDGETING. TOP NORTHEAST MARKET. GOOD OPPORTUNITY. ATTRACTIVE INCENTIVE BASED COMPENSATION PROGRAM. EOE.
SEND RESUME TO P.O. 811
BALA CYNWYD, PA 19004

SALES MANAGER

KDKA-AM is looking for an experienced Sales Manager. This person will assist the General Sales Manager in establishing budgets, sales strategies, incentives and hiring policies and will provide information for formulating various reports. Additional responsibilities include the training and monitoring of the sales staff.

Please send resume to:
Human Resources Dept.
KDKA
One Gateway Center
Pittsburgh, PA 15222
EOE, M/F

Situations Wanted Management

TOP 30 GM/GSM AVAILABLE

I've completed 3 years managing a Heritage AM and #2 FM in market of 40 signals. '88 bottom line up 170%...FM sales up from \$2.9 to \$4.1 mil. Desire relationship with solid company in majors.

Prefer Western States
CHR & Country formats
are specialties
BOX H-22

Help Wanted Sales

AmericanMedia

GENERAL SALES MANAGER WALK-FM/AM

WALK FM/AM, Long Island's #1 radio station, looking for strong leader and motivator with established success record in radio sales management. An exceptional opportunity at corporate flagship station in the country's ninth largest SMSA market. Join a young, progressive broadcast group.

Resumes to Ron Gold
General Manager, WALK FM/AM
P.O. Box 230, Patchogue, New York, 11772
An Equal Opportunity Employer

Help Wanted News

KRLD NEWSRADIO 1080

KRLD Newsradio 1080, a Command Communications station has an immediate opening for Director of News & Programming to lead the largest radio news team in Texas and direct all programming on the 50,000 watt flagship of the Dallas Cowboys.

Aggressive, people-oriented broadcaster with a demonstrated track record in All-News, News/Talk, and Sports/Talk radio. Excels in creating and executing program concepts, breaking news, specials, features, and other elements of All-News product.

The ideal candidate will demonstrate the ability to maximize ratings and increase audience, and have solid news and sports programming credentials.

Resume and supporting materials only (no calls please) to:
Michael R. Ewing, VP/GM
KRLD Radio
1080 Metromedia Place, Dallas, Texas 75247

EOE, M/F/H/V

WANTED: AGGRESSIVE RADIO NEWS DIRECTOR & ANCHOR AT NEW AM ALL NEWS FACILITY

- * 8,000 WATT
- * LOW DIAL POSITION
- * TOP 100 NEW ENGLAND ADI

STRONG DELIVERY A MUST!

RUSH cover letter with news philosophy, salary history, and resume to:
BOX H-14

Situations Wanted News

NEWS DIRECTOR/VP NEWS

20-year TV News Pro, leaving moribund major network. Looking for quality, progressive News Station or Group with strong community commitment. Columbine MSJ. Experience: Network & Local, Management & On-Air, Domestic & Foreign, PBS & Indy. A creative leader.

REPLY BOX H-28

Help Wanted Management

Advertising And Marketing Manager

KHJ-Channel 9 in Los Angeles, under new ownership and management, is revitalizing its entire operation — from equipment to programming — and has an exciting opportunity for an Advertising and Marketing Manager.

This key member of our management team will supervise all aspects of advertising, promotion and publicity. Applicants should have successful experience in Advertising and Promotion, including management responsibility.

We offer excellent benefits and a competitive salary commensurate with experience. If you are a highly motivated individual and meet our requirements, please send your resume to:

KHJ-TV
ATTN: PERSONNEL
5515 Melrose Avenue
Hollywood, CA 90038

Equal Opportunity Employer

TELEVISION

Help Wanted News

evening MAGAZINE HOST

Previous magazine on-camera and producing experience preferred. Seeking a male to co-host with female presently hosting show.

Send tapes and resumes to

Barry Schulman
Program Manager
WBZ-TV4
1170 Soldiers Field Road
Boston, MA 02134

(No phone calls please!)

GROUP W Group W Television
An equal opportunity employer

**Help Wanted Programming
Production & Others**

Help Wanted Technical

Employment Services

**PROMOTION
PRODUCER**

**LA's Movie Station is looking
for somebody to be LA's
best Promotion Producer!**

The ideal candidate will
have at least two years'
producing experience at an
independent television
station and have a
dynamic demo reel.

Send it and your resume to:

**Director of Human Resources
KTLA**

**5800 Sunset Blvd. • P.O. Box 500
Los Angeles, CA 90078**



**PROMOTE
YOURSELF!
IMAGINE
THIS WRITER-
PRODUCER
POSITION:**

- The time and resources to do the job right.
- The ability to take chances and prove yourself.
- A variety of projects to write & produce promotion for, including first-run and theatrical movies.
- Having all the bells and whistles at your command
- Setting your own schedule.
- Your own office
- Big company opportunities and benefits
- Learning and growing with a top creative team.

Entry level as well as experienced
writer/producer positions available.
EEO. Send tape & resume to

**TRIBUNE CREATIVE
SERVICES GROUP**
Attn: Jim Ellis

506 Plasters Ave.
Atlanta, GA 30324

Boston area state-of-the-art program production facility currently expanding. We're looking for broadcast professionals who can "hit the ground running" in the following areas:

VIDEOTAPE ARCHIVES MANAGER to manage startup video archive with massive backlog of valuable international news footage. Must have in-depth understanding of daily TV production process, as well as excellent knowledge of computerized archiving systems. Superior communications and managerial skills a must.

GRAPHICS DIRECTOR to supervise Paintbox and Chyron operators, and oversee design needs of local and national programming. We're looking for a strong background in broadcast design, hands-on experience with a Quantel Paintbox and/or Symbolics animation system. This person must have a superior understanding of technology as related to high end graphics production. Outstanding creative, positive, solution-oriented managerial skills.

ON-LINE EDITOR for news and public affairs. Solid operational experience with Grass Valley System 41 editor, multiple channel ADO, and Grass 300 switcher required. Grass 200 switcher experience is helpful. (Shift involves weekends and nights).

CHYRON SCRIBE OPERATOR - Extensive experience with superscribe and logocompose. Must be fast, creative, and accurate.

VIDEOTAPE EDITOR - must be network level - long-form news savvy, with strong journalism and technical background. 3 years solid documentary style daily news editing experience a must

SCHEDULER - Requires extensive experience scheduling complex combinations of equipment and facilities in a fast moving environment. Must understand production process, priorities, and be excellent with details and follow through. Extensive production house scheduling experience a must.

ENG/EFP MAINTENANCE TECHNICIAN/EQUIPMENT MANAGER - The ideal candidate will have several years experience maintaining ENG/EFP equipment, and be skilled in putting together packages of gear for use by crews internationally. Will interface with crews to access their needs, and then make recommendations to improve the quality of our end product. Will specify and frequently make final decisions for equipment purchases.

Respond to Box H-10
EOE.

**ALLIED FIELDS
Help Wanted Technical**

DATA PROCESSING

Opportunities to join major market hardware/software company providing computer systems to radio and television stations. All positions involve system development, programming, installations, and customer support. Relocation to Baltimore area required. US and international travel as needed. Prior experience with computerized newsroom systems desirable. No phone calls, please and include salary history/requirements with resume.

SYSTEM DEVELOPMENT MANAGER
Duties include software design, development and modifications. Should have considerable experience with Data General AOS/VS, Business Basic and "C".

PROGRAMER

Duties include application programming and modifications. Should have experience with Data General AOS/VS, Business Basic and "C".

CUSTOMER SUPPORT

Duties include customer support, documentation and user training. Opportunity for some programming depending on experience.

Send letter, resume and other material as soon as possible to:

**Pete Ballard
BCS Services
18610 York Rd.
Parkton, MD 21120
EOE**

**Do NOT send tapes or
oversized materials
to Blind Box Ads**

NEED A JOB?

Get the first word on the best jobs with
MediaLine. A daily phone call puts you
in touch with the freshest job openings
in television. For more information call:

800-237-8073
in CA: 408-296-7353



**1-900-234-INFO ext. TV (06)
JOBPHONE**

**THE NATIONAL JOB LISTING SERVICE
FOR THE COMMUNICATIONS INDUSTRY**

\$2 per minute From any touch tone phone

Business Opportunities

**GUARANTEED ..
50 NEW ACCOUNTS
NEXT MONTH!**
For a FREE Sample, Call Ken Pletz:
(800) 343-7172
or In Texas: **(713) 782-6464**

MARK D. OLSON
PRESIDENT & MANAGING DIRECTOR
BROADCAST ASSOCIATES INCORPORATED

*Brokerage - Appraisals - Acquisitions
Investment Banking & Finance*

410 W. BADILLO ST., 2ND FLOOR 2701 E. CHAPMAN AVE., STE 229
Covina, CA 91723 Fullerton, CA. 92631
(818) 988-4000 (714) 526-1111

Wanted to Buy Stations

AM/FM OR FM

Broadcaster interested in
properties in Illinois,
Indiana, Wisconsin, Michigan.

Contact Roger Kaplan
in confidence. 312-433-7808.

For Sale Stations

Hogan - Feldmann, Inc
MEDIA BROKERS - CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 988-3201

For Sale Stations Continued

* More than 90 radio & TV stations nationwide listed for sale.
 * Call to get on our mailing list.

Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
 615-756-7635 — 24 Hours

P.E. Meador & Assoc.
MEDIA BROKERS

AM-FM-TV-Appraisals


P.O. BOX 36
 LEXINGTON, MO 64067 KANSAS CITY, MO.
 816-259-2544 816-455-0001

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
 A Confidential & Personal Service

BURT SHERWOOD INC

3125 Maple Leaf Dr. • Glenview, IL 60025
312-272-4970



CASH FLOW FINANCING

We purchase Accounts Receivable
 National and Local

MFR FINANCIAL (714) 544-7131

FULLTIME AM
TOP 75 SUNBELT MARKET
1000 WATTS NON-DIRECTIONAL
\$200,000
INCLUDES GOOD REAL ESTATE
QUALIFIED BUYERS CONTACT
BOX G-15

COLORADO RESORT AM/FM

This small market property covers two ski resorts. Beautiful summer/winter resort area. Needs turnaround. Only \$50,000 down to buyer with substantial net worth and appropriate guarantees.

Bill Kitchen 303-665-8000, Ext. 101

BROADCAST MEDIA ASSOCIATES

CALIFORNIA NORTHWEST/SOUTHWEST FM'S & COMBOS
\$500,000 - \$10,000,000
CLIFF HUNTER
800-237-3777

NE WISCONSIN FM
Class A (C3 Possible)
Priced at \$250,000
LOW Down Payment
Seller Financing Possible

Nick Strandberg/P. Neuville
CALHOUN COMPANIES 612-831-3300
44930 West 77th St., Minneapolis, MN 55435

FOR SALE
ATLANTA SUBURB
1KW FULLTIME
\$400,000
404-237-2570

FOR SALE BY OWNER
UPPER MIDWEST AM/FM COMBO
2.5K AM DAYTIME
CLASS A FM WITH C3 POSSIBLE
ONLY STATIONS IN MARKET
20 PERCENT DOWN AND ASSUME
(701) 786-2006

WEST YELLOWSTONE MT
FOR SALE — KWYS
1000 KW - AM
CALL (406) 646-7361

FOR SALE
 Daytime AM station,
 updated equipment and building.
 Approx. 4 ac, tower site.
 For more information, contact:
Jane Brown, Coldwell Banker
(404) 920-2281 (404) 949-6385.

OKLAHOMA SMALL MARKET
3000 W CLEARED TO 25,000 W
OWNED BY LOCAL BUSINESSMAN -
WILL TAKE 50% OF PURCHASE
PRICE IN ADVERTISING.
ONLY \$25,000 CASH NEEDED
405-256-6362 EVENINGS

RADIO and TV STATIONS FOR SALE

50,000 W CP - North Alabama.
 2 Stand Alone FM's in Northern New England.
 AM/FM near Knoxville, Tennessee.
 AM/FM Colorado Ski Resort Area - \$50k down.
 TV/indie - Columbus, OH.
 TV/CP-Mobile/Pensacola-\$575,000 complete.

HELP ! DESPERATE !

Have buyers falling out of trees.
 Need network TVs, FM's and AM/FM Combos.

Connelly Wheeler Company
(813)287-0906 (603)626-0818
Tampa, FL Manchester, NH

FLORIDA AM
 Health forces immediate sale.
 Assumable mortgage,
 Building, 6.5 acres,
 growth market
 \$175K total price.
Box G-94

Rocky Mountain
Top Rated Combo
 Medium market with
 growth potential available.
 Well respected stations
 in economically stable city.
 Great area to live.
303-491-9264

MIDWEST C-2
 Excellent opportunity
\$975,000 Negotiable
REPLY TO BOX H-29

FOR SALE
Unique, Single Station,
Midwest Market
City Population 40K
5KW AM
Call 913-384-9900

LPTV STATION K76CQ
Pasco, Washington for sale.
 K76CQ provides coverage in Pasco, Kennewick, Richland and Walla Walla, WA. Bids accepted for license only or for license, translator and all operating equipment. Bids accepted through July 31, 1989. Contact Surplus Property, Washington State University, Pullman, WA 99164-1101, 509-335-8619 for bid forms. WSU reserves the right to reject any or all bids in the best interest of the university.


 **813-949-9311**


FM Southwest.....\$3.1
 FM Florida.....\$5.8
 AM/FM South.....\$3.2
 FM Florida.....\$5.2
 AM/FM Florida.....\$3.0

Donald K. Clark, Inc.
 Media Broker
 P. O. Box 340617, Tampa, FL 33694

WE CAN GIVE YOU AS MUCH CONFIDENTIALITY AS YOU WANT

Los Angeles Office
Western Class C FM 2.4M
New England Class B FM
2.5M


 the millar company u.s.a., inc.


Brett Miller
Phone: 805-523-7312
FAX: 805-523-8556

Fates & Fortunes

Media



Cornils

Wayne Cornils, senior VP, Radio Advertising Bureau, New York, joins Transtar Radio Network, Colorado Springs, as VP/Communications.

Cathleen Pratt, account executive, CBS Radio Networks, New York, named director, corporate development.

Ralph Heyward, VP and general manager, KIXI(AM)-KMGI(FM) Seattle, resigns. No further plans have been announced.

Peggy Huss Landry, general sales manager, KDLT(TV) Mitchell (Sioux Falls), S.D., joins NTV Network (KSNB-TV, KWNB-TV, KHGI-TV), Kearney, Neb., as general manager.

Ron Handberg, VP and general manager, WCCO-TV Minneapolis, Minn., retires after 25 years with station. Handberg will remain as consultant.

Dorothy A. Marsh, director of business affairs, KSCI(TV) San Bernardino (Los Angeles), Calif., named station manager.

Hal Bouton, general manager, noncommercial WTVI(TV) Charlotte, N.C., named president and general manager.

Gretchen Shine, director of field marketing, Cox Cable Communications, Atlanta, named VP and general manager, Cox Cable South Carolina, Myrtle Beach.

Alan Frank, general sales manager, WTOG(TV) St. Petersburg, Fla., adds duties of station manager.

John Chanin, chief executive officer, Don King Productions Inc., New York, joins Florida Radio Network, Orlando, as executive director of operations/marketing/promotions.

Bob Potter, advertising consultant, KTOP(AM)-KDVV(FM) Topeka, Kan., named acting station manager and sales manager. **Greg Phillips**, programing director, KTOP, adds duties of operations manager, KTOP-KDVV.

Tracy Pratt-Savage, program director, Business Radio Network, Denver, joins KBXG(AM) (formerly KBPI) there as operations manager.

Jack Abernethy, director of finance and administration, WRC-TV Washington, named director of broadcast operations and finance.

Jim Amstutz, afternoon announcer and production director, WEZR(AM)-WEZV(FM) Fort Wayne, Ind., adds duties of assistant operations manager.

Darlene Hasselbacher, human resources manager, Lee Enterprises, Davenport, Iowa-based group owner of five TV's, named corporate director, human resources.

Robert T. Durkee, air personality, WAYY(AM) Chippewa Falls (Eau Claire), Wis., joins *American Top 40 with Shadoe Stevens*, ABC Radio, Los Angeles, as statistician/writer.

Rebeca Brzankalski, credit and collections analyst, ESPN, Bristol, Conn., named senior credit and collections analyst. **Dave Mazzucco**, senior affiliate revenue analyst, ESPN, Bristol, named supervisor, affiliate billing.

Debbie Johnston, assistant to production manager, WFAA-TV Dallas, named creative services business manager.

Robert Harris, account representative, WSAZ-TV Huntington, W.Va., named research and development coordinator.

Marketing



Blaine



Schneier

Shelly Blaine, director, national accounts, Arts & Entertainment Cable Network, New York, New York, named regional VP, affiliate sales. **Ronald M. Schneier**, director of research and consumer marketing, Arts & Entertainment, named staff VP, research and consumer marketing.

Kathryn Strachan, VP, Northeast region, Request Television, New York, joins Mizlou Communications there as VP, affiliate sales, Eastern region, for Sports News Network.

Steven Saril, director, national accounts for Showtime Networks Inc., New York, joins Graff Pay-Per-View Inc. Inc., there as VP, affiliate sales and marketing.

Sharyn Taymor, manager, sales planning and administration, ESPN, New York, named director, corporate sponsorship and event marketing.

Deane D. Osborne III, account executive, WNWO-TV Toledo, Ohio, joins Continental Cablevision Advertising of Northern Ohio, Findlay, as advertising sales manager.

Carol Dalgish, coordinator of East Coast

sales and market development, Showtime Satellite Networks, New York, named manager, East Coast sales and market development.

Kathleen Kane, sales and research assistant, Columbia Pictures Television, Atlanta, joins The Weather Channel there as local advertising sales representative.

Appointments in sales department, WSAZ-TV Huntington, W. Va. **Chris Leister**, national sales manager, to general sales manager; **Rick Vorhees**, account representative, to local sales manager; **Jody Eddins**, account representative, to senior account representative.

Gene Short, account executive, NTV Network (KSNB-TV, KWNB-TV, KHGI-TV), Kearney, Neb., named sales manager.

Appointments in marketing department KPTM(TV) Omaha, Neb.: **Dan Rutledge**, advertising sales manager, United Cable, Sarpy County, to agency marketing manager; **Robin Ibsen**, retail marketing specialist, to national marketing specialist; **Lance Knoll**, agency marketing specialist, to regional marketing specialist; **Lori Russell**, marketing assistant, to retail marketing specialist; **Adrienne Biggs**, part-time receptionist, to retail marketing assistant.

Dick Blaustein, advertising manager, McPhail's Appliances, San Rafael, Calif., joins KTID-AM-FM there as general sales manager.

Andrew Shenkan, account executive, Blair Television, New York, joins WCTI(TV) New Bern, N.C., as general and local sales manager.

T. Dan Loving, general sales manager, KEBC(FM) Oklahoma City, joins KGMC(TV) Oklahoma City in same capacity.

Deborah L. Brown, account executive, KOVR-TV Stockton, Calif., named local sales manager.

Anne Bevilacqua, account executive, KOTV(TV) Tulsa, Okla., named local sales manager.

Neil Schwartz, general sales manager, KPTM-TV Omaha, joins WTVF(TV) Nashville, as director of marketing and sales development.

Joan G. Jackson, senior public relations account manager, Keller-Crescent Co., Evansville, Ind.-based advertising and public relations firm, named public relations account supervisor.

Eric Jacobson, account executive KRYN(AM) Colorado Springs, joins KRDO-AM-FM there as media consultant.

Julia Lucchese, sales support coordinator and sales assistant, Republic Radio, New York, joins HNWH there as office manager.

Karen Heaton, account executive, KTPK(FM) Topeka, Kan., joins KDVV(FM) there as ad-

vertising consultant.

Appointments at Lippin Group, New York: **Jan Fisher**, **Traci Harper**, and **Don Ciaramella**, account executives, to account supervisors.

Programing



Adam Gold, VP, network television and motion picture research, Lorimar Television, Culver City, Calif., named VP, current programs.

Bruce Goldberg, VP of creative marketing, Premiere Radio Networks, Hollywood, joins ABC Radio Networks, Los

Angeles, as producer, *American Top 40 with Shadoe Stevens*.

Mary Lynn Gottfried, talent coordinator, *Wilton North Report*, Fox Television, Los Angeles, joins Madison Square Garden Television Productions there as director of current programing.

Appointments of producers, *In the Heat of the Night*, MGM/UA, Los Angeles: **Mark Rodgers**, executive producer, *Dirty Dozen*, MGM/UA, to supervising producer; **Edward DeBlasio**, co-producer, *Dynasty*, to supervising producer; **Nancy Bond**, story editor, to co-producer.

Norman C. Mintle, senior VP of Communication Analysts Inc., Virginia Beach, Va., joins CBN there as executive producer, *The 700 Club* with **Pat Robertson**.

Barry J. O'Donnell, director of operations and special projects, Goodwill Games, Turner Broadcasting System, Seattle, named VP of operations and administration.

Robert Agnew, director of news and programing, Financial Broadcast Network, Los Angeles, joins KNBR(AM) as program

director.

Johnna Ceccoli, programing assistant, WHYI-FM Fort Lauderdale, Fla., named music director.

Jim LaMarca, program director, KGW(AM) Portland, Ore., joins KBSG(FM) Tacoma (Seattle), Washington, in same capacity.

Dave Grosby and **Terri-Rae Elmer**, afternoon team, KFBK(AM) Sacramento, Calif., join KFI(AM) Los Angeles as morning team.

Alan Boggs, sports director and overnight announcer, WEZR(AM)-WEZV(FM) Fort Wayne, Ind., adds duties of morning announcer.

Stephen Lucas, producer/director, WKYC-TV Cleveland, joins WNEV-TV Boston in same capacity.

Appointments in programing department, KTOP(AM)-KDVV(FM) Topeka, Kan.: **Scott Anderson**, afternoon air personality, KDVV, to same capacity, KTOP; **Dan Ballard**, stand-up comedian, Lansing, Mich., and **Kim Thomas**, midday air personality, KDVV, to morning air personalities, KDVV.

Elise Keen, manager, syndication contracts, Columbia Pictures Television, Burbank, Calif., named director, syndication contracts.

Deborah A. Chapin, corporate associate, Squadron, Ellenoff, Plesent & Lehrer, New York, joins Viacom International Inc. there as senior attorney/corporate.

Jack Ramsay, former coach, Indiana Pacers, joins Prism, Philadelphia-based regional cable sports network, as color analyst of Philadelphia 76ers.

Appointments at WFAA-TV Dallas: **Michael Grant**, executive director of programing and promotion, to executive director of programing and creative services; **Jerry Cadi-gan**, director, to chief director of production department; **Clyde Chappell**, crew chief, to production manager; **Art MacLaren**, assistant director, to producer/director; **Rob Hornig**, assistant lighting director, succeeds MacLaren.

Appointments in production department,

WLOS(TV) Asheville, N.C.: **Dale Heizer**, photographer/editor, WGHP-TV Highpoint, N.C., to same capacity; **Lisa Griffith**, graduate, Appalachian State University, Boone, N.C., to production assistant; **Angela Pickelsimer**, graduate, University of North Carolina at Asheville, to production assistant.

Jill Ghosn, production editor, WSBT-TV South Bend, Ind., joins WOIO(TV) Shaker Heights (Cleveland), Ohio, as continuity assistant.

News and Public Affairs



Bransome

Bill Bransome, news and sports anchor, KYW(AM) Philadelphia, announced his retirement after 24 years with station.

Erin Joyce, staff writer, *Portsmouth Herald*, Portsmouth, N.H., joins WMYF (AM)-WERZ(FM) Exeter, N.H., as news director.

Andy Shaw, assistant news director, KWTW(TV) Oklahoma City, named news director.

David G. Hall, news director, KFBK(AM) Sacramento, Calif., joins KFI(AM) Los Angeles in same capacity.

Dale Conquest, sports anchor, WJR(AM) Detroit, joins WWK(AM) there as sports director.

Appointments in news department KHOU-TV Houston: **Tim Malloy**, anchor/reporter, KCOP(TV) Los Angeles, to weekend co-anchor; **Jerome Gray**, reporter, KXTV(TV) Sacramento, Calif., to same capacity; **David Fehlig**, reporter, WCPO-TV Cincinnati, to same capacity.

Appointments in news department WCIX-TV Miami: **Dan Coughlin**, sports writer, United Press International, Cleveland, to sports director; **Jeanne Antol**, producer, WPLG(TV) Miami, to executive producer, 11 p.m. newscast; **Julie Schott**, senior writer, to 6:30 p.m. news producer; **Robert Couto**, stage manager, to videotape editor; **Ralph Madison**, chief photographer, WPBF(TV) Tequesta (West Palm Beach), Fla., to videotape editor; **Dana Hopper**, photographer/editor, WPEC(TV) West Palm Beach, to photographer; **Wilfred Ardley**, photographer/editor, WPTV(TV) West Palm Beach, to photographer.

Appointments at Sigma Broadcasting, KHBS(TV) Fort Smith, Ark., and KHOG-TV Fayetteville, Ark.: **Carolyn Long**, co-anchor, KARK-TV Little Rock, Ark., to same capacity, simulcast 5 p.m. and 6 p.m. news, KHBS-KHOG-TV; **Rick Taber**, executive producer, KHBS, to assistant news director; **Jerry Overton**, assistant news director/co-anchor, KHOG-TV, to sports director; **Allen Martin**, co-anchor/reporter 5 p.m. news, KHBS, succeeds Overton; **Carol Counce**, reporter/anchor, WTOK-TV Meridian, Miss., to general assistant reporter, *Good Morning America* anchor, KHOG-TV; **Marty Simpson**, photographer/producer,



'The driver doesn't drink.' The executive producers of ABC's *Growing Pains* were presented with a special commendation by Dr. Jay Winston of the Harvard School of Public Health Alcohol Project for "their leadership in the effort to save thousands of lives by promoting a new social norm—the driver doesn't drink." Pictured above (l-r): *Growing Pains* executive producers Steve Marshall, Dan Guntzelman, David Kendall, and Mike Sullivan and Harvard's Winston.

KHBS, to chief satellite truck operator, KHBS-KHOG-TV.

Pete Delgado, weekend sports anchor and sports producer, KSBW(TV) Salinas, Calif., joins KVOA-TV Tucson, Ariz., as weekend sports anchor.

Greg Stardard, reporter/anchor, WTVT(TV) Tampa, Fla., joins KFMB-TV San Diego in same capacity.

Cindy Williams, anchor, WNHT(TV) Concord, N.H., joins WCSH-TV Portland, Me., as anchor, 6:30 a.m. news, and co-anchor noon news.

Jim Rosenfield, weekend anchor, KTRK-TV Houston, joins WLS-TV Chicago as weekend co-anchor. **Barry Jens**, producer, WITI-TV Milwaukee, joins WLS-TV as producer/writer.

Cliff Kincaid, writer, anchor, Accuracy in Media, *Media Monitor*, Washington, joins WNTR(AM) there as talk show host.

Dana Jeffries, afternoon news anchor, KEX(AM) Portland, Ore., joins KKCW(FM) Beaverton, Ore., as afternoon news anchor and reporter.

April Eaton, photographer/editor, reporter and weekend news anchor, KOMU-TV Columbia, Mo., joins WLOS(TV) Asheville, N.C., as off-air reporter.

Cater Lee, anchor/producer, KESQ-TV Palm Springs, Calif., joins KTVK(TV) Phoenix, Ariz., as reporter.

John Condit, sports reporter, WDTN(TV) Dayton, Ohio, joins WHIO-TV there in same capacity.

Joe Lizura, weekend meteorologist, KCRATV Sacramento, Calif., joins WLWT(TV) Cincinnati as weekday weather anchor.

Technology

Steven Raimondi, VP of engineering, United Artists Cablesystems Corp., Montvale, N.J., named senior VP of engineering, Denver. **Kenneth A. Wright**, regional engineering manager, Centel Cable Television, Richmond, Ky., joins United Artists Cablesystems Corp., Denver, as Western division engineer.

Mitch Rymanowski, technical director, ESPN, Bristol, Conn., named supervisor, technical and studio operations.

Scott Barnes, maintenance engineer, WHOI(TV) Peoria, Ill., named chief engineer.

John Martinez, supervisor I of broadcast engineering, noncommercial KAET(TV) Phoenix, Ariz., named manager of operations, responsible for technical support.

Gregg Burton, VP of administrative and technical services, Rainbow Program Enterprises, Woodbury, N.Y., named VP of operations and technical service.

Allan Beutler, director of graphics design, WFAA-TV Dallas, named design director and associate creative director.

Thomas Bender, regional sales representative, Canon Optics Division, Costa Mesa, Calif., named BCTV sales manager.

Catherine Wompey, computer graphics/print designer, KMGH-TV Denver, joins RW Video Inc., Madison, Wis.-based video production facility, as computer graphics designer. **Harry King**, senior producer/director, AAL, Appleton, Wis., joins RW Video Inc. as producer/director and director of photography.

Allied Fields

Margaret C. Binda, executive assistant to director, Voice of America, Washington, named chief of African division.

R. Bruce Jones, senior VP of marketing and programming, American Cablesystems Corporation, Beverly, Mass., forms Alderbrook Consultants, Topsfield, Mass.-based management consulting firm for cable industry.

William McNair, communications manager, Nielsen Marketing Research, Chicago, named customer research/information analysis coordinator there. **Gary Parkhurst**, client service manager, Nielsen Marketing Research, Menlo Park, Calif., named VP, general manager, Western region.

Joe Ceslik, VP and general sales manager, D.L. Taffner, New York, forms JC Entertainment, New York-based television consulting firm.



Posell

Annette Posell, marketing manager, The Caption Center, national service of non-commercial WGBH-TV, Boston, named manager of corporate development.

John P. Page, VP, Barclays Business Credit, East Hartford, Conn., named senior VP, communications

group.

Robert H. Cirace, president, Cirace Video International, Alexandria, Va., joins Newlink, Washington-based communications company providing services ranging from video production to media training.

Sharon R. Wolf, VP of research and programming, Independent Television Sales, New York, joins Market and Audience Research Group, Dresher, Pa., as senior consultant.

J. William Beindorf, president and general manager, WVEC-TV Hampton, Va., named 16th recipient of C.T. Lucy distinguished service award recognizing special contributions to industry. Award given by Virginia Association of Broadcasters, Charlottesville.

Elected board members, Associated Press Broadcasters Inc., Washington: **Scott Herman**, executive editor, WMAQ(AM) Chicago; **Treda Smith**, news director, WRVQ(FM) Richmond, Va.; **Wendell Mayes Jr.**, president, Wendell Mayes Stations, Austin, Tex.; **John Corporon**, senior VP and news director, WPIX(TV) New York; **Richard Moore**, news director, WSOC-TV Charlotte, N.C.; **Robert R. Krueger**, VP and general

FINALLY... THE PROMOTION PERSON YOU NEED. NOW.

It's always difficult finding a good promotion or marketing executive or promotion producer. We know the best ones, nationwide, and will quickly find the person you need.

We save you time.

We know who's good. We've screened the tapes and reviewed the ad campaigns to identify the right candidate for you.

We save you money.

Our unique Promotion Personnel Data Base™ makes certain the compensation you offer is appropriate to your market size.

We get you the right person.

Affiliate or independent experience; large, medium, or small market background; strengths in departmental management, on-air, or print; expertise in promoting news, syndicated programming, or movies; knowledge of sales promotion, publicity, or community affairs.

We can fill-in at your station.

While conducting your search, we can do virtually any job in your promotion department.

Call Howard Burkat for our brochure. Or to find the person you need. Now.

Promotion Recruiters, Inc.

914-723-2657

11 Rectory Lane
Scarsdale, New York 10583

Jim Backus, 76, veteran actor and voice of the nearsighted Mr. Magoo cartoon character, who was perhaps best known for his portrayal of pompous millionaire Thurston Howell III on *Gilligan's Island*, died July 3. Backus, who had Parkinson's disease, died of pneumonia at St. John's Hospital and Health Center in Santa Monica, Calif.

Backus began his broadcasting career in 1936 as a radio announcer and actor in New York. The Thurston Howell III character was adapted from his radio portrayal of Hubert Updyke, the world's richest man, on the *Alan Young Show* in the late 1940's.

Backus entered television in 1949 as a regular on ABC's *Hollywood House*. His first continuing role was as Judge Bradley Stevens on NBC's *I Married Joan*, which ran from 1952 to 1955. He later had his own syndicated program, *The Jim Backus Show*, in 1960, in which he played the editor of a failing newspaper. In 1962 he was host of CBS's *Talent Scouts*.

In 1962 the cartoon character Quincy Magoo appeared as Scrooge in NBC's adaptation of *A Christmas Carol*. From 1964-65, Magoo had his own NBC prime time series, *The Famous Adventures of Mr. Magoo*, in which he played the main character in such classics as "Moby Dick" and "Rip Van Winkle." *Gilligan's Island* ran on CBS for three years beginning in 1964.

Backus's television career included dozens of guest appearances and his movie roles included that of James Dean's father in the 1955 classic, "Rebel Without a Cause."

Backus is survived by his wife, Henriette.



manager, KTVB(TV) Boise, Idaho.

Elected board members. Broadcast Promotion & Marketing Executives, Los Angeles: **Linda Nix**, WDSU-TV New Orleans; **Bert Gould**, WCBS(AM) New York; **Erica Farber-Viola**, Interep; **Nancy Smith**, Global Television Network, Toronto, Canada; **Gordon Hope**, CBC Radio Network, Ottawa, Canada; **Alan Morris**, ABC Television; **Bill Natale**, noncommercial WTTW(TV) Chicago; **David Salinger**, KRON-TV San Francisco; **Owen Simon**, Group W Productions, Los Angeles; **Bob Klein**, Klein & **Lloyd Trufelman**, Cabletelevision Advertising Bureau, New York; **Peter Smith**, Pulitzer Broadcasting, St. Louis; **Joan Voukides**, Radio Advertising Bureau, New York; **Rich Brase**, KSDK(TV) St. Louis.

Elected board members, Virginia Association of Broadcasters, Charlottesville: **Larry Saunders**, WWDE-FM Hampton; **Jack M. Rattigan**, WNOR-AM-FM, Norfolk; **Leonard "Bob" Jones**, WRVA(AM) Richmond; **Gene Eike**, WFLO-AM-FM Farmville; **T. David Luther**, WBTM(AM) Danville; **David F. McAtee**, WSET-TV Lynchburg; **Flo Ayers**, WZKT(AM) Waynesboro; **Robert R. Ganzer**, WHSV-TV Harrisonburg; **Robert H. Smith Jr.**, WCYB-TV Bristol; **J. William Poole**, WFLS-AM-FM Fredericksburg.

Elected board members, New York Market Radio Broadcasters Association, New York: **Ed Kiernan**, VP and general manager, WCBS(AM) New York; **Warren Maurer**, VP and general manager, WINS(AM) New York; **Peg Kelly**, station manager, WYNY(FM) Lake Success; **Rod Calarco**, VP and general manager, WCBS-FM New York.

Elected board members, Radio Advertising Development In Ohio (R.A.D.I.O.), Cleveland-based non-profit corporation to educate business community and general public about advantages of advertising via commercial radio: **Kirk Bogos**, general sales manager, WQAL(FM) Cleveland; **Chris Feighan**, sales manager, WRQC(FM) Cleveland Heights; **Julie Dorf**, VP and general sales manager, WGAR-AM-FM Cleveland.

Mark Wood, editor-in-chief, Reuters, New York, elected alternate board director.

Peter C. Vetowich, executive VP, Ross Roy Advertising, Detroit, elected president, Ad-craft Club of Detroit.

Norman Prusslin, general manager, WUSB(FM) Stony Brook, N.Y., reelected board chair of Intercollegiate Broadcasting System, Vails Gate, N.Y.

Deaths



Linen

he was jogging on June 28. An executive who spent most of his career in publishing,

Linen joined Media General Inc. in 1977 as vice president. He was named senior vice president in 1981, and promoted to executive vice president in charge of broadcasting operations four years later. He was board member of Television Bureau of Advertising, New York. Media General is Richmond, Va.-based diversified communications company that owns three TV's. He is survived by his wife, Diane, and three sons, James, Barry and Stephen.

Lamar A. Newcomb, 81, Washington radio executive, died of heart attack July 2 at his condominium in Bethany Beach, Del. Newcomb began his broadcast career as student at Georgia Institute of Technology, Atlanta, when he participated in co-op program working for six months as an engineer at WSB(AM) Atlanta. After graduating from Georgia Tech in 1930, Newcomb joined the FCC as investigator. In early years of World War II, this job involved detection of spy radio stations operating in Puerto Rico to assist submarine warfare against Allied shipping. He remained with FCC until 1944 when he joined Navy, specialized in radar development and studied electronics and radar at Harvard and Massachusetts Institute of Technology. In 1946 he joined WARL(AM) Arlington, Va. as consulting engineer. Newcomb founded WFAX(AM) Falls Church, Va. (Washington), in 1948. When station went on air Sept. 15, 1948, he was president and general manager, and his wife Genevieve was program director. He was president of station's parent corporation, Newcomb Broadcasting Corp., until his death. He is survived by his wife and one daughter, Doris.

Boyd W. Lawlor, 69, former broadcast executive, died of cancer July 1 at University Medical Center, Las Vegas. Lawlor began his broadcast career as writer for *Lone Ranger* and *Green Hornet* radio shows in 1940's. His management career in broadcasting began in 1956 at WWCA(AM) Gary, Ind., where he was station and sales manager for two years. He then joined Community Club Awards, Westport, Conn.-based broadcast coupon and contest marketing firm, as New York sales manager. He was with WAIT(AM) Chicago from 1959 to 1960 as general manager. He joined WJJD(AM) Chicago in 1964 as vice president and general manager. Lawlor rejoined Community Club Awards for several years before becoming vice president of broadcasting and station manager of KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California. He left in 1977 to rejoin Community Club Awards yet again, and was with organization until his death. He is survived by two brothers, Larry and Maurice.

Bob Kelly, 67, reporter for WLNE(TV) Providence, R.I., died July 5 of heart attack at his home in Little Compton, R.I. Kelly began his broadcast career in 1957 as sales representative at WHIM(AM) Providence. He joined WJAR(TV) Providence in 1959 as account executive and was later named local sales manager. He joined WLNE in 1967 as account executive and remained in that position until his retirement in 1988. In July 1988, several months after his retirement, he rejoined WLNE as "senior life" reporter, specializing in issues affecting senior citizens. He is survived by his wife, Marie, and one son, Henry.

INDEX TO ADVERTISERS: Accuracy in Media 21 □ Ampex 18-19 □ Bank of Boston 26 □ Blackburn and Co., Inc. 46 □ Blair Television Cover 2 □ Broadcast Investment Analysts, Inc. 54 □ Business Radio Network 41 □ Classified Ads 60-66 □ Dataworld 10 □ Saul Foos and Assocs. 17 □ Harrison, Bond & Pecaro 48 □ Home Shopping Club 9 □ Impact Resources Cover 4 □ Katz American Television 35 □ King World 12-13, 14-15 □ H.B. La Rue 49 □ LBS Communications Inc. 4-5 □ R.A. Marshall & Co. 50 □ Media Venture Partners 45 □ New World Television Group 7 □ Professional Cards 59 □ Promotion Recruiters, Inc. 69 □ Cecil L. Richards Inc. 47 □ Services Directory 58 □ SONY Broadcast Products 24-25 □ State Farm Insurance 42 □ Transtar Front Cover □ Unda-USA 16

Marc Lustgarten: fashioning Cablevision's Rainbow

For Marc Lustgarten, a college student in the late 1960's and early '70's with "activist leanings," service has been a way of life.

After graduating from Pace University in 1968, and during his subsequent law school years and beyond, Lustgarten served as a teacher in the New York City school system. He then moved on, as a young lawyer, to the Corporation Counsel's Office under then New York Mayor John Lindsay, where he was involved in contract negotiation and litigation. "I decided to do something that had some public service value," he says today. "These were the '60's, and I felt a contribution to society was in order."

Lustgarten has brought a similar sense of social responsibility to his 14-year career with Cablevision Systems Corp., where he is currently president of the programming operations division. During that time, he has been responsible for the development and operation of all Rainbow Program Enterprises services, including American Movie Classics, Bravo, SportsChannel America, and regional sports services such as SportsChannel New York, SportsChannel New England, SportsVision Chicago and Philadelphia's PRISM.

By his own admission, Lustgarten had "barely heard" of cable television when he joined Long Island's Cablevision as assistant general counsel in 1975. "I understood that some new technology had come along and it was going to do something new with television services. But at that point, except for Manhattan having a little bit, cable wasn't really widespread."

Not interested at the time in offers he was receiving from law firms, Lustgarten heard about the Cablevision post from a lawyer with a firm that was its outside counsel. He applied, and got the job.

"It sounded like a new experience, the technology could be interesting, and it was also a nice match to the extent that it was a heavily regulated business," says Lustgarten. "Since I had government law experience, I brought something to the job. Lindsay had left, [his successor, Abe] Beame, had come into office, and I was ready to move on to something more in the private sector."

Lustgarten moved up to the position of general counsel in 1978, and as the company continued to grow he found himself not only becoming more immersed in the business of cable but also expanding the range of his general knowledge and duties.

"More and more I started to become a business executive as well as legal counsel to the firm," says Lustgarten. "An inside counsel in a company with that kind of growth pattern, and a limited number of executives, starts to take on not only the



MARC LUSTGARTEN—president, chief executive officer, Rainbow Program Enterprises, Woodbury, N.Y.; b. March 13, 1947, Hoboken, N.J.; JD, New York Law School, New York, 1972; LLM, New York University Law School, New York, 1974; BA, Pace University, New York, 1968; Office of Mayor John Lindsay, New York, 1968-73; assistant general counsel, Cablevision Systems Corp., New York, 1975-78; general counsel, 1978-81; VP of satellite and sports programming service, 1981-83; group VP of programming operations, 1983-84; present position since 1985; m. Marcia Rothberg, Aug. 16, 1969; children: Andy, 12; Jessica, 6.

legal requirements, but the business requirements," he says. "Many transactions fall into your lap to be done in their entirety because there's nobody around to do them."

Cablevision was growing quickly, Lustgarten says, "and virtually everyone had HBO in the home, and regional sports. It was our view that HBO was a great service, but that more alternative pay services were necessary to fuel the demands of the consumer and to make cable prosper. So we said: 'If there aren't enough around, why don't we start our own?'"

Lustgarten became involved with the funding and organizing of Rainbow Programming Services, which launched Dec. 8, 1980, as a partnership of four MSO's: Daniels & Associates, Cox Cable, Cablevision and Comcast Corp. It initially offered Bravo and Escapade, an early incarnation of the Playboy Channel.

"We were always in what one would call programming-oriented marketplaces," Lustgarten says, "meaning people didn't need cable where our franchises were for reception [basically Long Island]. So only the entertainment value was driving them to take cable in their homes.

"We began with SportsChannel New York in 1976, and kept using the cable

company as sort of an incubator," says Lustgarten, who served as vice president of the satellite and sports programming service in 1981-83 and group vice president of programming operations in 1983-84 before being promoted to his present position in 1985. "The name Rainbow was designed for the idea of a multitude of colors, meaning a multitude of choice services."

From the beginning, Rainbow was meant to incorporate a variety of complementary narrowcasting services, Lustgarten says. "It's the idea of utilizing the spectrum to create very focused, concept-oriented channels," as opposed to the "potpourri" of many broadcast stations.


By the time of Rainbow's launch, Lustgarten had, "out of both necessity and enjoyment," become more interested in the development of cable television programming. "I was very involved with the need to feed the insatiable American appetite for more and more television alternatives," he says.

As for his management style, Lustgarten sees himself more in the mode of chief executive officer than chief operating officer. "My orientation is much more strategic," he says, focused more toward general direction than day-to-day operational issues.

"I think the nature of the business requires that today," Lustgarten says. "Programming, which is definitely going to drive cable's next decade, is still basically, if not a toddler, then certainly an early adolescent. Technology advances continue to rapidly change the face of the business, and the need to maintain flexibility and a broad strategic view is better for survival than becoming deeply entrenched in one course."

Pay per view will also become more substantive during the next five years, says Lustgarten, and cable as we know it today will be remade over time. "Consumers will want to break up the very simple basic pay approach we have today and create alternative packages. Although I think there may always be a very low-cost basic with certain channels, as time goes on channels will be separated into a lot of different options."

The "more liberal point of view" he acquired during the 1960's and early '70's "tends to stay with you," Lustgarten says. "I can't tell you that I walk around to peace rallies every day, but one's orientation is different. I don't think our corporate identities are as deeply entrenched as those of others who came before us."

For Lustgarten, the hardware of the cable industry has always been a means to an end, rather than an end in itself. "I've always been more interested in what the message is than in how the message is being delivered," he says. "Law and teaching fit into that mode. Communicating is what we're all talking about." 

Two large cable deals were announced last week, with **Cencom Cable purchasing 138,000-subscriber Choice Television property in Los Angeles** for undisclosed price, and **Intermedia Partners purchasing 60,000-subscriber Hearst system in San Francisco area** for undisclosed price. Gaylord Broadcasting had shown interest in buying Choice property with Cencom, and Cencom confirmed that Gaylord may still participate in purchase. Gaylord has tax certificate it needs to exercise. For moment, Cencom closing of Choice and discussions with Gaylord continue on separate tracks. Choice had been asking over \$350 million for system. Waller Capital brokered deal. Intermedia is partnered in deal with Denver attorney Ray Hernandez, who will be general partner in system, to be owned by Brenmor Cable Partners. Participation of Hernandez, former TCI director of acquisition, allows for use of minority tax certificate. Daniels & Associates represented buyer while Waller Capital represented seller. Intermedia is 43% owned by TCI.

After listening to pitches from MMT Sales and Seltel, independent **KHL-TV Los Angeles has decided to stick with Blair Television** as national sales rep, it was announced last Friday (July 7).

Continental Cablevision last week bought out four limited partnerships it managed for more than \$500 million, according to Continental. Purchase of systems in Massachusetts, Illinois and Florida came after approval by majority of limited partners owning systems.

Showtime Networks Inc. and Beatrice Hunt Wesson, marketers of Orville Redenbacher Gourmet Popping Corn, **have entered into \$7 million cross-promotion agreement** tied to SNI's fall subscriber acquisition campaign, "Instant Winner Days." Deal marks first time pay cable network has developed multi-leveled cross-promotion encompassing direct mail, retail and on-air promotion with packaged goods company, according to Showtime.

CBS has named Bob Goen new host of network's newly acquired daytime game show *Wheel of Fortune*. Goen replaces NBC's Rolf Benirschke, who was host during show's run on that network. Goen, who last hosted *Blackout* for brief run in CBS's 1988 daytime game show block, will be teamed with longtime hostess Vanna White for CBS's July 17 premiere (10:30 a.m. ET). *Wheel of Fortune* is production of Merv Griffin Enterprises, unit of Columbia Pictures Entertainment Inc.

NAACP and National Black Media Coalition have filed petitions to deny license renewals of 12 radio stations in Indiana, Kentucky and Tennessee for alleged EEO violations. Stations cited include WSIX-AM-FM, WSM-AM-FM and WZZL(FM), all Nashville. David Honig, attorney representing NBMC, said NAACP and NBMC have approximately 100 petitions to deny pending at FCC.

Sign of impending shakeup in British broadcasting came last week in form of **exploratory takeover talks between London's Thames TV and Carlton Communications**. Thames, whose leading shareholders have made clear their interest in selling, said it has also talked with other UK broadcasters on possible mergers or alliances. Carlton, which holds 20% of broadcaster Central TV, has been approached by number of other UK broadcasters as well. Thames bid would be second for Carlton, British-based teleproduction and equipment giant, which saw offer in

1985 blocked by anti-takeover rules. Takeovers of British TV companies are still not allowed, but rules reversing situation will be introduced later this fall, and regulators say they will consider friendly takeovers as soon as 1990. Driving industry reconfiguration are pending regulatory changes, particularly auctions of regional broadcast franchises to highest bidder in 1991. Broadcasters oppose auction proposal, but are looking at ways to pool resources for prospective franchise bids. Non-broadcast companies see TV takeovers as way to build libraries and expertise into their bids.

Then-Vice President **George Bush had help in his heated interview with CBS News anchor Dan Rather last year**. Several of Bush's responses were result of prompting by his media consultant, Roger Ailes, according to book by CBS News correspondent Bob Schieffer and Gary Paul Gates. During live interview in January 1988—shortly before Iowa primary—Bush, in response to questions about his role in Iran/contra affair, said that it was not fair to judge his career "by a rehash on Iran," and asked: "How would you like it if I judged your career by those seven minutes when you walked off the set in New York?" That was reference to



Rather's walk in 1987, when tennis match ran into news time, walk that caused network to go black for six minutes. Schieffer and Gates, in "The Acting President: Ronald Reagan and the Supporting Players Who Held America Spellbound," say that response was not original. They say that Ailes, who had stationed himself beside camera, had written in large letters on yellow legal pad, "Not fair to judge career...yours." Authors say that three times during interview Ailes had prompted Bush with key words or phrases scribbled on legal pad.

King World has reached agreements in principle to hire producers Susan Winston, Bill Hillier, Andy Friendly, Drew Cummings, Craig Haffner, Donna Lucitanna and Mel Stewart as creative consultants to *Inside Edition*. Their primary responsibilities will be to provide series and story suggestions for show, which next season will also focus on entertainment, sports and music. Winston was executive producer of *Good Morning America*, Hillier created *PM Magazine*, Friendly produced *Entertainment Tonight*, Cummings served as producer-director for *Entertainment Tonight*, Haffner and Lucitanna co-created *Eye on Los Angeles*, *AM Los Angeles* and *Hollywood Close-Up*, and Stewart produced ABC's *Ripley's Believe It Or Not*.

Cable Networks Inc. has signed exclusive national advertising sales rep agreements with number of cable operators and two interconnects totaling 2.2 million homes. CNI

has signed Tampa, Fla., interconnect (613,000 homes) and re-signed with Northwest Cable Advertising interconnect (539,058 homes). MSO deals include new agreement with 11 Jones systems (394,000 homes), and new and renewal agreements with three ATC systems (609,000 homes) and Comcast (56,000 homes).

□
Parties that challenged FCC's syndex rules in U.S. Court of Appeals two weeks ago (BROADCASTING, July 3) **asked FCC last week to stay effective date of rules** until three months after court case is resolved. United Video, Tribune Broadcasting and Community Antenna Television Association urged agency to grant stay "to insure continued access to First Amendment-protected programming, to prevent disruptive program blackouts and to avoid the wasteful expenditure of millions of dollars of blackout switching equipment."

□
Three-judge panel of U.S. Court of Appeals in Washington last week held that FCC is entitled to flexibility in applying Section 307 (b), statute requiring it to distribute radio service among communities and states in "fair, efficient and equitable manner." And in affirming commission decision denying New South Broadcasting Corp.'s proposal to increase power of its AM station, WASC, and to change its community of license from Spartanburg, S.C., to Fairforest, S.C., court said commission did not err in determining that Fairforest was so-called "quiet village." That is one with limited "political, economic, social and other needs, one that may be denied preference over larger community already served by one or more stations."

□
Larry Sidman, chief counsel and staff director for House Telecommunications Subcommittee, is expected to join Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand. Sidman would only say last week that "there will be an appropriate announcement at the appropriate time." He has been with subcommittee since February 1987 when Massachusetts Democrat Ed Markey assumed chairmanship. He moved over from what was then called Energy, Conservation & Power Subcommittee, where he was chief counsel and staff director.

□
Avnet Inc., electronics and computer distribution company, sold its Smithfield, N.C., cable TV network to American Television & Communications for \$16.7 million. Avnet Inc. is headed by Leon Machiz. It has no other cable or broadcast holdings. ATC is subsidiary of Time Inc. and is headed by Joseph Collins. It has systems in 31 states serving approximately 3.7 million subscribers.

□
Michael Eigner will become VP/general manager of Tribune Broadcasting's WPIX(TV) New York on Aug. 7. Eigner will be responsible for daily operations of station and Independent Network News, which originates from WPIX studios. Eigner currently serves in same capacity at Tribune's KTLA(TV) Los Angeles. WPIX President Leavitt Pope has been acting general manager since 1975.

□
Orion Satellite Corp., which appears headed toward successful consultation with Intelsat, **says it will offer domestic and rural thin-route telecommunications services to African countries** from its two Ku-band satellites beginning in 1992. Orion says it expects to offer facilities and services tailored to needs as shown in study now under way by RASCOM (Rural African Satellite Communications project supported by International Telecommunication Union).

□
Squire Rushnell resigned his position as ABC Entertain-

ment's vice president of late night and children's television on July 6, bringing to close 20-year career with network. According to Michael Brockman, president of newly created division in charge of daytime, late night and children's programming, Rushnell will not be replaced. Rushnell was not prepared to announce future plans, he said, although he has engaged in "plenty of dialogue," and "several potential avenues intrigue me."

□
Cable system serving Plymouth, Wis., was sold by Plymouth Cable TV Co. to Warner Cable Communications Inc. Seller is subsidiary of Multicablevision and is headed by Gil Clark. It owns system in Clarkston, Mich. Warner is Dublin, Ohio-based MSO with systems in 22 states with approximately 1.3 million subscribers. System serves 5,800 basic and 3,500 pay subscribers and passes 8,787 homes. Broker: Daniels & Associates.

□
Radio network news teams were present with their TV and print media counterparts to **cover handing down of Supreme Court opinion** on *Webster v. Reproductive Health Services* (see page 34). John Bascom at Supreme Court and Vic Rattner in studio handled reporting for **ABC Radio News**, which went live with seven-minute bulletin when story broke and which followed events throughout day. Washington correspondent Rob Armstrong reported live for **CBS Radio News**. Network extended its 10 a.m. newscast and provided five two-minute special reports during day. Law correspondent Steve Nevis, as well as correspondents Bill Groody and Russ Simpson, covered story for **NBC and Mutual Radio**. They went on air with bulletin as story broke, and every hour Bob Whitten gave updated reports. **Associated Press Radio** reported live from about 10-10:36 a.m. on their hot-line channel. AP continued coverage throughout day on main channel with 90-second spots covering reaction to decision. Bonnie Erbe was reporter on scene for **United Press International Radio**, breaking story with bulletin. UPI featured updates throughout day. **National Public Radio** devoted almost 30 minutes of coverage to issue in form of in-depth pieces reported by Nina Totenberg, Robert Siegel, Renee Montagne and Daniel Schorr during *Morning Edition* and *All Things Considered* July 3. Additionally, network covered decision during NPR's new hourly newscasts, begun two days earlier.

□
Saturday (July 15) represents deadline for House and Senate Commerce Committees to report back to Budget Committees on how they will meet revenue raising targets established by 1990 budget resolution adopted in May. Funds are to help offset federal deficit. In House, Energy and Commerce Committee will meet Wednesday or Thursday to vote on proposal to revise FCC's cost-of-regulation fees to raise \$50 million on top of projected \$24 million agency expects to raise from fees this year. Senate, however, is different situation with budget resolution dictating that it raise at least \$250 million from communications arena—although that amount could rise to \$450 million.

□
One-hour **HBO World Stage: Diana's World Tour**, Diana Ross concert taped at London's Wembley Arena June 2, 3 and 4, **will debut on HBO in September.** Show is produced by Anaïd Film Productions.

□
Los Angeles' Liberty Cable now carries Spanish-enhanced HBO and Cinemax in addition to those services' English-language feeds, marking first time cable system has dedicated four channels to one pay TV company. Liberty serves Southgate, El Monte and Walnut Park areas of city, which include 50,000 Hispanic households.

Editorials

The accommodators

It would be appropriate for this page to warn the industry that two more impositions on its First Amendment freedom are welling up in Congress and—absent intervention—seem certain to pass: a children's television bill and a TV violence bill (in the Senate, incorporating sex and drugs as well). Lamentably, it's not necessary. The industry leadership already knows and has elected either to sit these two out or even to actively aid and abet the process.

It's of a piece with the decision not to oppose recodification of the fairness doctrine: let the Congress whittle away as it will with editorial discretion so long as it grants a quid pro quo. In the case of fairness it's must carry. In the case of children's television and TV violence it's repeal of the financial interest rules as well as must carry.

The next thing you know somebody will pass a law inviting broadcasters to write up their own TV code proscribing all manner of programatic and commercial practice. There could even be a code review board to screen all programing before it's aired. Just a few more quid pro quos and they'll have the Fifth Estate in lockstep for life.

Stamp of approval

While the U.S. Postal Service's 1990 class of to-be-issued stamps salutes such subjects as beach umbrellas, walruses and painter George Caleb Bingham, a proposed stamp honoring the late Edward R. Murrow, one of the nation's premier journalists, Fifth or Fourth estate, remains in the "not recommended" file (see "Closed Circuit," page 6). The good news is that a single letter resubmitting the Murrow stamp proposal (originally submitted by the Radio-Television News Directors Association in 1984) is enough to return it to the active agenda of the Citizens Stamp Advisory Committee, which, comprising non-Postal Service-affiliated members, meets six times a year to determine who will be so honored (a truckload of requests would, however, put more *vox populi* power behind the request).

According to the Post Office, it takes two to three years for an approved subject to reach the elevated upper-right-hand-corner status of stamphood. Murrow, in our opinion, and we would bet that of many Fifth Estaters, is duly deserving of that honor.

The next committee meeting for which a Murrow proposal could be submitted is in September, none too soon for the process to begin.

Those interested in adding their 25¢ worth to the Murrow stamp campaign may write:

Citizens Stamp
Advisory Commission
U.S. Postal Service
Washington, D.C. 20260-6753

A different kind of blind justice

People were literally camped outside the Supreme Court building in Washington last week. Still more packed the press room like a subway car at rush hour. Fifth Estate journalists parked their gear at the entrance to the court and collected shots of the crowds or of the imposing marble edifice. All were awaiting a potential landmark abortion ruling by the Supreme Court. When

it came, with television cameras and microphones still barred from this court (and other federal courts), an anxious populace had to be content with general proximity to the action, relying on the hand-eye coordination of artists and the hearsay of those Fifth and Fourth Estate journalists fortunate enough to have a seat in the gallery—a seat that could be extended to all the people (as in a "public" trial) were the Fifth Estate ban lifted.

The abortion issue was demonstrably larger than the courtroom, yet the medium that could best compensate for those limitations was barred from relating the whole story. "Equal justice under law" reads the inscription etched in stone on the pediment of the Supreme Court building. Unfortunately, the meting out of that justice remains under wraps.

□

The Soviet Union has canceled live radio and television coverage of its new national legislature. No real surprise from a government that tightly controls its media (indicative of that populace's appetite for information was the government's avowed reason for discontinuing the coverage: Industrial output had dropped 20% during the first session as workers watched their representatives deliberate). The Soviet government's blackout, combined with China's recent news bans, serves to remind us by contrast of the freedom our press enjoys, and by analogy of that yet to be obtained.

Solidarity

On July 17, affiliate and independent stations are kicking off the National Association of Broadcasters campaign to promote free, over-the-air television with a simultaneous 30-second spot featuring campaign spokesman and broadcast news patriarch Walter Cronkite. It is a medium worth fighting for and a message worth banding together to carry.

For their part, national advertisers have already contributed mightily to the broadcasters' cause, with increased demand having driven upfront network sales to an almost \$1 billion increase over last year (BROADCASTING, July 3). Observers believe that advertiser interest has yet to be sated, and that the network's strong upfront showing should carry over to the scatter market.

Banded together and astride that bull, broadcasters are well positioned to make their case—with a billion-dollar exclamation point.



Drawn for BROADCASTING by Jack Schmidt

"So that's what happens to the scripts of canceled shows."

**SPECIAL
REPORT**

On August 7, we'll give you the business.



The Business of Brokering:

The business of buying and selling radio stations, TV stations and cable systems is more complex and competitive than ever before. For our August 7th issue, we'll zero in on this specialized industry.

We'll analyze:

- Station trading trends in the final half of 1989 and anticipating yearend 1989. We'll compare the year to 1988.
- Major factors in the field.

And we'll focus on:

- A comprehensive list of brokerage firms and principals.
- Leading cable brokers with consideration of current cable trading.
- The Wall Street factor—who are the players and how have they changed the game.

**Space reservations and copy closing:
July 28**

For details on these Special Reports or space reservations in *Broadcasting Abroad*, *Broadcasting Cable* and the *Broadcasting/Cable Yearbook*, call any of the numbers listed below.

New York
(212) 599-2830

Washington, D.C.
(202) 659-2340

Los Angeles
(213) 463-3148

Lewis Edge & Assoc.
(Eastern Equipment)
(609) 683-7900

Schiff & Assoc.
(Western Equipment)
(213) 393-9285

Pattis/3M

Chicago
(312) 679-1100

Los Angeles
(213) 462-2700

Toronto
(416) 482-6288

New York
(212) 953-2121

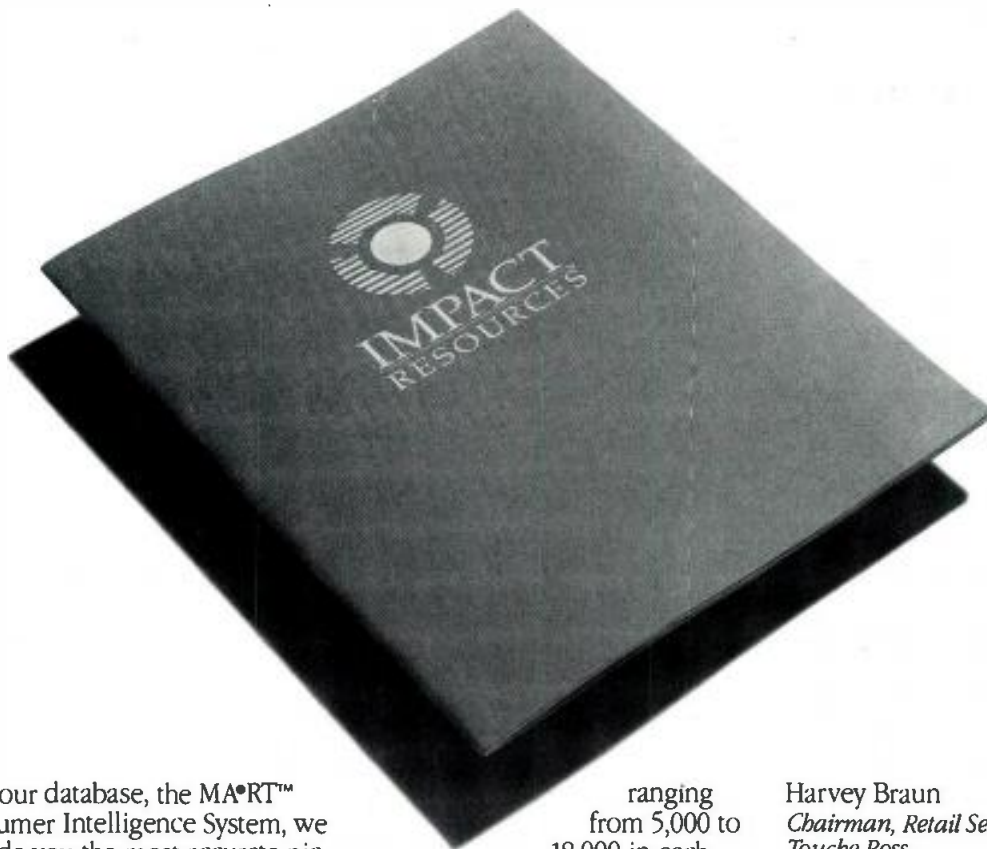
Hawaii
(808) 545-2700

London
(01) 427-9000

The People Who Can Say "Yes" Read *Broadcasting* 

Over 115,000 readers every week

We've re-written the book on consumer information.



With our database, the MA•RT™ Consumer Intelligence System, we provide you the most accurate picture of your market available, with specific information on:

- retail shopping behavior patterns
- consumer media habits
- demographics/lifestyles
- the interaction of all data from a single consumer's viewpoint

What's more, we're closing the book on outdated methods of consumer research. Our "one person, one questionnaire" approach to gathering information is unique in an era of merged databases. Annually, we measure sample sizes

ranging
from 5,000 to
18,000 in each
of our 47 markets.

We target *our* information to *your* business. And we provide the most in-depth profile of *your* customers available today.

In upcoming issues, you'll be seeing more about Impact Resources from the people who know us best: our clients. MA•RT users include top professionals in their fields, such as:

Harvey Braun
*Chairman, Retail Services Group
Touche Ross*

Dr. Barton A. Weitz
*Director, Center for Retailing
Education and Research
University of Florida*

Erma Hassen
*Marketing Research Manager
Los Angeles Herald Examiner*

Diane McCall
*Marketing Manager
KTVX-TV, Salt Lake City*

David Lebow
*National Sales Manager
WJIB Radio*

But if you'd like to see more of
us now, just call:

1-800-733-MART



**IMPACT
RESOURCES**