

# Broadcasting Jul 31



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58th Year 1989  
**Europe-U.S. program quota  
dispute airs on Hill**  
**At Large: Lorimar's  
Salzman**

# INDEPENDENT TELEVISION FOR THE 1990's.



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## Time-Warner merger: done deal...

Delaware Supreme Court decision paves way for formation of world's largest media company and raises questions over Paramount's next move. **PAGE 19.**

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Network says it will alter its pilot development process, possibly staggering debut of pilots across 12-month period. **PAGE 20.**



CBS's Kim LeMasters at press tour

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Maxwell

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## WASHINGTON

### Signals crossed

House Telecommunications Subcommittee pulled from Aug. 3 hearing on cable rates witness planning to report on escalating rates in Boston area. Peter Pratt, cable regulator for Somerville, Mass., and head of consortium of Boston cable regulators, said he was "disappointed" Subcommittee Chairman Ed Markey (D-Mass.) chose "not to listen to input" from back home. Pratt said staff told him Markey did not want to give impression he favored witnesses from Massachusetts. Apparently, it was "all a mixup," said Pratt. Late Friday, Pratt was called to testify after all. But he declined, given choice to appear at cable-telco hearing this fall. Situation was potentially embarrassing. Pratt had already talked to *Boston Globe* about his exclusion, when staffer called.

### Switch off

Must-carry bill drafted earlier this month by National Cable Television Association (BROADCASTING, July 17) included provision that would supersede current FCC A/B switch requirements. Cable operator has until Nov. 1 to notify existing subscribers that A/B switches are available upon request and must have program in place to offer switches to new subscribers. Language was added to bill to insure that no cable operator would have to provide A/B switches. Broadcasters apparently had no problems with provision.

### On the move

Things were abuzz last week on eighth floor of FCC as officials there braced for arrival of new chairman (Alfred Sikes) and two new commissioners (Sherrie Marshall and Andrew Barrett)—they could get Senate nod this week—outgoing Chairman Dennis Patrick tried to clear desk of lingering items in what could be his final week and he and two other sitting commissioners prepared

for Wednesday's open meeting. In addition to normal batch of pre-hearing circulate items, eighth floor hopes to get out this week texts of order calling for repeal of compulsory license and of rulemaking revamping renewal expectancy criteria in comparative renewal cases.

### Stamp push

Word has it that RTNDA is readying letter to Postal Service resubmitting late journalist Edward R. Murrow as subject of stamp ("Closed Circuit," July 10). Association is also planning to increase its chances by encouraging letter-writing campaign among its members.

## NEW ORLEANS

### Crescent heats up

New Orleans continues to be hot TV station-trading

market. Last week saw not only proposed sale of wdsu(TV) by Cosmos Broadcasting to Pulitzer Broadcasting (see "In Brief"), but also TVX Broadcast Group's yet-to-be announced agreement in principle to sell wnol(TV) to buyer headed by musician Quincy Jones. One attraction for buyers to market otherwise hurt by energy-based economy could be persistent rumors that dominant station, wwlv-TV, may be sold. One current operator in market complained that advertising pricing of wwlv-TV owner, Catholic church-affiliated Loyola University of the South, was not concerned with maximizing profits and therefore underpriced inventory, making it harder for competition to price aggressively. Loyola has recently sold co-located radio stations, and several years ago sold KATC(TV) Lafayette, La.

## TOKYO

### Back burner

Japanese state TV network, NHK, developer of MUSE family of HDTV and EDTV transmission systems, is cutting back work on development of MUSE-9, augmentation-channel system. In letter to FCC's advisory committee on advanced TV service (ATS), NHK said it would provide Advanced Television Test Center with equipment for testing of Narrow-MUSE, MUSE-E and MUSE-6. Decision to omit MUSE-9 was made in order to accommodate strict testing schedule being developed by ATS Committee Chairman Richard Wiley, according to NHK's Yozo Ono. Task of building three systems for testing will be easier than building four. But MUSE-9 is not being abandoned, Ono said. If preference of U.S. engineers appears to be augmentation systems, decision could be made to build MUSE-9 for testing later.

## NEW YORK

### Talk time

John Tyler, chairman of Satellite Music Network, which voted last Friday to merge with Capital Cities/ABC Inc. (see "In Brief"), expects to hold talks next week with ABC management regarding his future in company. Up to this point, Tyler, who represented Satellite Music stockholders in dealings with Capital Cities/ABC, had avoided discussing his future with company for fear of conflict of interest.

## LOS ANGELES

### Sneak preview

NBC is tentatively set to air special preview presentation of its fall prime time lineup to whet audience appetite (CBS and ABC have similar plans). John Miller, senior VP, entertainment, said the network is looking to air special following NFL Sunday doubleheader on September 24, formatting show for "up

## Semantic sparring

*Interesting legal question may be whether emphasis in term "still video" should be on "still" or "video." That follows CNN's coverage of July 21 heavyweight championship fight between Mike Tyson and Carl "The Truth" Williams. HBO, which holds exclusive video rights to fight, showed 93-second bout live on its premium cable service. At same time, CNN covered fight using new Sony still video system. Several stills (including picture below) were shown on CNN within minutes after fight.*

*Contacted last week, Tony Fox, HBO director of sports publicity, said he was not aware of CNN's still video coverage and that he would consult company's lawyers on subject. "It might be something we would want to pay attention to in the future," he said. But Fox suspected that because fight pictures were not motion video, HBO would have no objection.*

*Sony and other manufacturers introduced still video systems earlier this year. It involves use of camera that records NTSC-quality digital images on 2-inch floppy disks. Stills can then be transmitted over telephone lines with use of digital image "transceiver." Same technology was used to send pictures to U.S. of demonstrations in China after government there banned video satellite reports by Western news agencies.*



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**MCA TV**

Source: NTL 1986-87, 1987-88, 1988-89 season averages  
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# Thanks to our we've got 4 in th

## 1 Wheel Of Fortune

Wheel hit the #1 spot in February 1984 and it's been #1 ever since. In May, Wheel racked up its 22nd consecutive sweep victory. Amazing.

Source: Nielsen Cassandra DMA Coverage Area Ranking Report

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## 3 The Oprah Winfrey Show

Daytime belongs to the first lady of television, Oprah Winfrey. The Oprah Winfrey Show is America's #1 talk show, #1 among women 25-54, and #3 overall.

Source: Nielsen Cassandra DMA Coverage Area Ranking Report  
NSI

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# newest Edition, the Top 10 first-run!

## 2 Jeopardy!

May marked **Jeopardy!**'s 15th sweep in a row as the #2 show in syndication, and it's first sweep as the #1 news lead-in and the #1 access show among women and men 25-54.

Source: Nielsen Cassandra DMA Coverage Area Ranking Report

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## 4 Inside Edition

**Inside Edition's** become the latest addition to **King World's** family of hits, bursting into the **Top 10** after just five months on the air!

Source: NSI/ARB

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to one hour of highlights, features and behind-the-scenes profiles." Miller said tribute to *Tonight Show with Johnny Carson* and profiles of *ALF* and *The Cosby Show* will be among those included. No host has been named yet.

CBS spokesperson said one hour or half-hour *CBS Premiere Preview Spectacular* (working title) will air in advance of Sept. 18 season openers. Show will be formatted to allow local affiliates window to promote their own programming.

ABC is planning two previews sometime in September—half-hour presentation of network's six new sitcoms and 15-minute look at three new drama entries. Included in dramatic series preview will be ABC News's *Prime Time Live*.

### Cutting back

Steve Leblang, vice president of programming for Fox television stations, confirmed that he will not fill the void left by *Celebrity Secrets*' grounding by syndicator Casablanca IV (BROADCASTING, July 17). Planned two-hour afternoon game show block will be pared down to 90 minutes on four of Fox's seven O&O stations. Leblang said that, tentatively, *Trial By Jury* will fill slots in Boston (WFXT-TV) and Houston (KRIV-TV), while upcoming *Third Degree* comes off bench in Los Angeles (KTTV-TV) for block's Sept. 18 rollout.

### Caliente

Spanish programming appears to be hot topic of late. *Cinemax Sessions*, cable service's music concert series, will tape its first program on Latino music this week in Los Angeles at Biltmore hotel's Biltmore Bowl before live audience. Lineup of Hispanic musicians includes Carlos Santana, Ruben Blades, Linda Ronstadt, Jerry Garcia, Celia Cruz, Tito Puente, Poncho Sanchez and Millie P. Show, whose working titles include *Hot and Spicy* and *Latin Sessions*, will air in November.

CBS will also be in neighborhood, shooting

footage for program network plans to air in fall on entry of broadcasters in Hispanic markets.

## BOSTON

### Talking it up

National Association of Radio Talk Show Hosts has completed its first mailing to 340 prospective members. Letter sent out by association president, WRKO(AM) Boston's Jerry Williams, outlines dues structure for voting membership (limited to talk show hosts, with dues varying by facilities: 50 kw to 25 kw, \$100 per year; 24 kw to 10 kw, \$75, and stations under 10 kw, \$10). Radio stations and producers may become associate members for \$100 and \$25, respectively. Williams expects to mail official applications next week. Also in works is search for next year's conference locale.

## PRINCETON

### Signed, sealed...

Before end of week, next-generation satellite deal between GE Americom and group of cable programmers headed by Viacom International's Showtime Networks should be done. First announced late last winter by Viacom Chairman and CEO Tony Cox—in part to



**Silver screen** Stars came out to celebrate 25th anniversary of noncommercial KCET(TV) Los Angeles. Party honoring station was held by Museum of Broadcasting at Writers Guild Theater. Pictured l-r: KCET President Bill Kobin, his wife Dorothy, Jayne Meadows and Steve Allen.

dispel rumors that GE might leave satellite operation business (BROADCASTING, March 20)—purchase of 20 transponders has required labyrinthine approval process among parties spread across East Coast, including Viacom services Showtime, The Movie Channel, MTV, VH-1 and Nickelodeon as unit in New York and also, separately, The Weather Channel in Atlanta and C-SPAN in Washington.

## PERU

### Premature?

When Rene Anselmo, founder and chairman of Pan

American Satellite, at press conference on PAS antitrust suit, was not complaining about alleged anticompetitive activities of Communications Satellite Corp., he was ticking off business his separate satellite system had picked up over past year—CNN, ESPN...BrightStar..." BrightStar? Claim went largely unnoticed during press conference. But PAS had been seeking contract with British-based company that buys satellite capacity and resells it, principally to European and U.S. broadcasters, for months, if not years. And while two sides in recent weeks had indicated they were close to announcing that PAS had lured Brightstar from Intelsat, Anselmo's was first word that contract had been signed.

That word could not be confirmed, however, in subsequent check with Brightstar and PAS officials. Brightstar representative said company was still reviewing Intelsat and PAS proposals and that no decision had been made. But same representative on Friday (July 28) said he was awaiting final word from William J. Page, vice president of North American division, who was in London. PAS president Fred Landman said Anselmo, who addressed press conference by PAS 1 from Lima, Peru, "must have been suffering jet lag. He was a bit premature."

### Spot report

Which stations did not participate in simultaneous airing of "Free TV" spots on July 17 ("Top of the Week," July 24)? A.C. Nielsen Monitor-Plus survey of 131 commercial stations in markets representing roughly 50% coverage of all television households determined that independents accounted for all but one of 15 stations in top 25 markets not airing spot "at approximately 8 p.m." Perhaps not surprisingly, superstation WTBS(TV) Atlanta was not on list of those participating, nor was Tribune's superstation, WGN-TV Chicago. Latter's KWGN-TV Denver was nonparticipant, as were two Miami independents, WSVN(TV) and WBFS-TV, and two Phoenix independents, KPHO-TV and KXNX-TV.

Completing list of those not participating in simultaneous airing were affiliate WSB(TV) Atlanta, and independents WSBK(TV) Boston, WIII(TV) Cincinnati, KXTX-TV Dallas, WXON(TV) Detroit, KZKC(TV) Kansas City, KOFY-TV San Francisco and WFTY(TV) Washington.



# Where Things Stand

Solid box denotes items that have changed since last issue.

## AM-FM Allocations

At July 13 open meeting, FCC doubled maximum allowable power of Class A FM stations, but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 500 stations will be able to increase power as of Dec. 1, but it is not clear how 1,500 other Class A's can. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

At March 30 meeting, FCC created opportunity for as many as 200 new FM stations by 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 stations would cause interference and less powerful Class A stations would be "economically infeasible."

In hopes of curtailing adjacent-channel interference and 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.

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.

## 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 in distributing video services. Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing in April in which 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 hori-

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zontal 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 series 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.

## 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.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery, it will be over objections of communications attorneys, National Association of Broadcasters and key members of Congress.

## 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 crossownership 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 crossownership 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

■ FCC commissioners at last minute dropped from July 13 open meeting agenda consideration of latest round of direct-to-home broadcast satellites (DBS) applications. Among related issues on which FCC was expected to rule was proposal to accommodate most applicants by limiting each to half-nation 16-channel services from two orbital slots. Due to spectrum shortage and concentration of requests in only four of eight positions in separate orbital arc, FCC has said such paired assignments may be necessary to achieve efficient use of spectrum. Comments on proposal last January were mixed, with most accepting channel limitation but some requesting that FCC allow full-nation service from single position, at least initially, saying two-satellite cost could make startup too expensive. Petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises is also pending.

Calling high-power DBS "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said in June

1989 that his company, Orbital Broadcasting, withdrew its application to launch DBS because neither Hollywood nor broadcast networks appear willing to "bypass the increasing MSO bottleneck." Other applicants, including Dominion Satellite Video, disagree, saying narrowcast approach is viable.

Permittees and applicants to launch "true" high-power (200 watt) 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 average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. 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 Tempo, Hughes Communications, operator of two C-band cable programming satellites, and group broadcaster Hubbard Broadcasting.

### High-Definition TV

■ Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meet-

ing of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of \$30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional \$50 million to DARPA for HDTV project.

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

■ Religious right and anti-indecency groups are up in arms over FCC nominees. Groups feel FCC has done little to solve problems of "shock radio" and "trash television" and are pressuring White House and Hill to accept their candidate for FCC seat (see page 48).

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 month. Judiciary chairman Jack Brooks (D-Tex.)

## BY THE NUMBERS

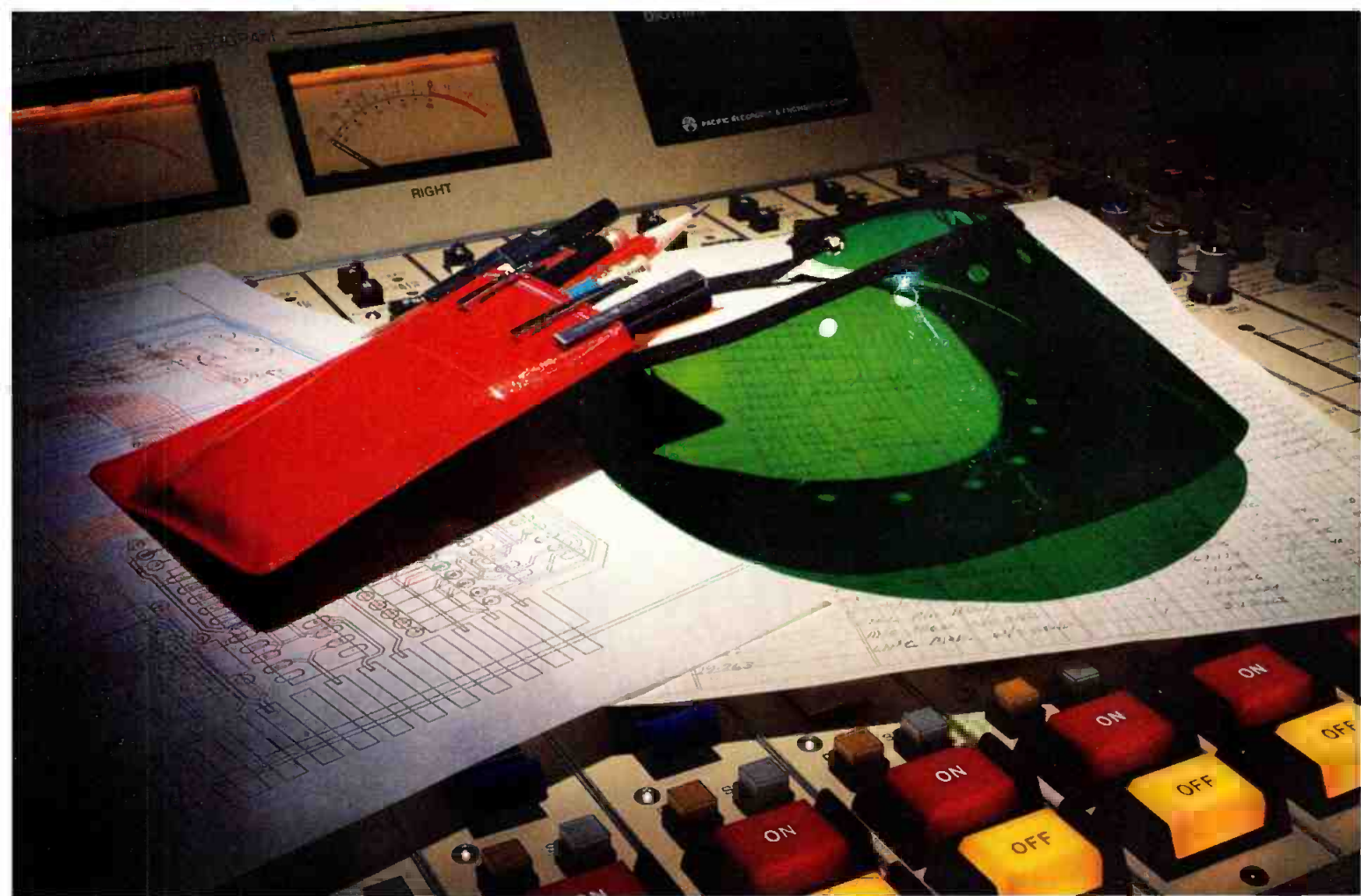
Summary of broadcasting and cable

B R O A D C A S T I N G				
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL	
Commercial AM	4,957	261	5,218	
Commercial FM	4,210	753	4,963	
Educational FM	1,398	252	1,650	
■ Total Radio	10,565	1,266	11,831	
FM translators	1,769	318	2,087	
Commercial VHF TV	547	23	570	
Commercial UHF TV	527	213	740	
Educational VHF TV	122	5	127	
Educational UHF TV	218	26	244	
■ Total TV	1,414	2676	1,881	
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	

C A B L E †	
Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

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





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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. Meanwhile, opponents of 24-hour ban were encouraged by Supreme Court decision overturning, on First Amendment grounds, statute imposing same kind of round-clock ban on so-called "dial-a-porn" telephone messages.

### Mergers and Acquisitions

■ Time Inc. has accepted for payment 100 million shares of Warner Communications in first step of merger of two companies. Following purchase of shares, Time will own 59.3% of Warner. Close of Time's tender came on July 24, hours after Delaware Supreme Court upheld lower court ruling that paved way for Time-Warner merger. Paramount Communications said it was terminating its tender offer for Time.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for total of more than \$1.4 billion. Systems covering five states were split 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 expect-

ed 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.

Jack Kent Cooke reached definitive agreements in mid-July to sell his 660,000-subscriber cable operations to a consortium of six buyers. Buying group is nearly same one that signed letter of intent in January to buy systems from Cooke. Between January agreement and July deals, Cooke broke off negotiations, dropped investment banker Drexel Burnham Lambert in favor of Lazard Freres & Co., and put systems up for sale again in hopes of better offers. Sale price said to be \$1.58 billion, including value of minority tax certificate, less than 10% higher than January price. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, comprise partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; group associated with Adelphia Communications Corp.; Falcon Cable TV, and Chambers Communications.

QVC Network will acquire rival cable home shopping service CVN Companies, according to definitive agreement announced July 10. Deal, in which CVN shareholders would receive \$19 cash plus one-eighth of one share of QVC for each of their shares, values CVN at more than \$440 million. Merger requires shareholder approvals; transaction is expected to close in September.

### Must Carry

Independent television and cable industry are at impasse on must carry. On July 10, National Association of Broadcasters TV board signed off on must-carry compromise reached between President Eddie Fritts and National Cable Television Association on previous Friday. But deal fell through when Association of Independent Television Stations rejected proposal on ground that it did not address their concerns about channel repositioning. Independents felt it encouraged cable operators to move independent stations off low-numbered channel assignments to location on higher end of band. Fritts and NCTA President James P. Mooney have been trying to hammer out deal on

must-carry language that they would then take to Congress. Basis of negotiations is interindustry 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. NCTA agreed to put broadcaster signals on the over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

### 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.

Administration plans for TV Marti may have suffered serious setback with Cuba's decision to begin operating channel 13 in Havana. Channel 13 was frequency on which U.S. intends to operate TV Marti. It was said to be only one on which operation would not interfere with service by Cuban or American stations.

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## This week

**July 31**—10th annual radio script contest, sponsored by *Midwest Radio Theater Workshop*. Information: (312) 874-1139.

**Aug. 1**—Deadline for television programs and music video entries in International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

■ **Aug. 2**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Paul Amos, executive vice president-news programming, "CNN Newsroom." Turner commercial-free, daily, 15-minute news program for secondary schools, which launches Aug. 14. Copacabana, New York. Information: (212) 768-7050.

**Aug. 2**—"Showtime Dealer College," workshop sponsored by *Showtime Satellite Network*, during SBCA/STTI national satellite television convention. Opryland hotel, Nashville. Information: Carol Dalgish, (212) 708-1667.

**Aug. 3-5**—*Michigan Association of Broadcasters* annual convention. Shanty Creek Resort, Bellaire, Mich.

**Aug. 4**—Deadline for entries in 24th annual Gabriel Awards, honoring "excellence in broadcast programs which serve listeners through the positive, creative treatment of issues of concern to humankind," sponsored by *Unda-USA, National Catholic Association for Broadcasters and Communicators*. Information: (513) 429-2663.

**Aug. 5-7**—55th annual *Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

## Also in August

**Aug. 6-8**—*Cable Television Laboratories* first

technical planning seminar, "Fiber Optics: Strategy, Tactics, Implementation." Clarion hotel, Boulder, Colo. Information: (303) 939-8500.

■ **Aug. 8**—"Customer Service in the 90's," sponsored by *Southern California Broadcasters Association*. Radisson Plaza hotel, Manhattan Beach, Calif. Information: Elena Song, HBO, (213) 201-9459.

■ **Aug. 9**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marc Weiss, executive producer, "P.O.V.," public TV series of independently produced nonfiction films. Copacabana, New York. Information: (212) 768-7050.

■ **Aug. 10**—"The Advantages of a Career in Broadcast Sales," seminar sponsored by *National Association of Broadcasters' Employment Clearinghouse*. NAB headquarters, Washington. Information: (202) 429-5498.

**Aug. 10-13**—*Association for Journalism and Mass Communication* convention. Washington. Information: Ken Keller, (618) 536-7555.

**Aug. 10-13**—*North Carolina Cable Television Association* annual meeting. Pinehurst hotel and country club, Pinehurst, N.C.

**Aug. 11**—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*. Washington Hilton, Washington. Information: Anna Johnson, (212) 779-4360.

**Aug. 12**—*Texas AP Broadcasters* seminar, "Covering East Texas." Holiday Inn Southeast Crossing, Tyler, Tex. Information: (214) 991-2100.

**Aug. 15**—Deadline for entries in Women at Work Broadcast Awards, recognizing "outstanding radio and television programming about working women's issues," sponsored by *National Com-*

*mission on Working Women*. Information: (202) 737-5764.

**Aug. 15**—Deadline for entries in Media Awards for "portrayal of critical care nursing to public or to health care professionals in an accurate, realistic and meaningful way," sponsored by *American Association of Critical Care Nurses*. Information: (714) 644-9310.

■ **Aug. 16**—*Society of Broadcast Engineers, chapter 15*, lecture on CCD technology and the television camera and new/old approach to measuring FM modulation. WQXR auditorium, 229 West 43rd Street, New York. Information: David Bialik, (212) 752-3322.

■ **Aug. 16**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Chris Whittle, chairman, Whittle Communications. Topic: Channel One, 12-minute daily newscast with commercials, to be shown in secondary schools. Copacabana, New York. Information: (212) 768-7050.

**Aug. 16-20**—*National Association of Black Journalists* annual convention. New York Hilton and Towers, New York. Information: (703) 648-1270.

**Aug. 17-18**—*Arkansas Broadcasters Association* annual convention. Arlington hotel, Hot Springs, Ark.

**Aug. 17-20**—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 18-19**—*Utah Broadcasters Association* annual convention and awards banquet. Park City, Utah.

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

**Aug. 22**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial*

## 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, 1990**—*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.



Council for Business Opportunity, and underwritten by U.S. Department of Commerce's Minority Business Development Agency. Stouffer Tower City, Cleveland. Information: Anna Johnson, (212) 779-4360.

■ **Aug. 23**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Adrian Bogart, director of advertising sales, Travel Channel. Copacabana, New York. Information: (212) 768-7050.

■ **Aug. 23**—Society of Cable Television Engineers, Rocky Mountain chapter, technical session on "transportation systems." TCI headquarters, Denver. Information: (303) 792-0023.

**Aug. 24**—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. Westin Crown Center, Kansas City, Mo. Information: Anna Johnson, (212) 779-4360.

**Aug. 24-26**—Libel/privacy conference, "Building Winning Strategies," sponsored by Libel Defense Resource Center, American Newspaper Publishers Association and National Association of Broadcasters. Westin hotel, Seattle. Information: LDRC, (212) 889-2306.

**Aug. 25-26**—North Dakota Broadcasters Association annual convention. Sheraton hotel, Bismarck, N.D.

**Aug. 27-29**—Nebraska Broadcasters Association 56th annual convention. Interstate Holiday Inn, Grand Island, Neb.

**Aug. 27-29**—Eastern Cable Show, sponsored by Southern Cable Television Association. Merchandise Mart, Atlanta.

**Aug. 28-30**—Association of National Advertisers creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y.

**Aug. 29-30**—Cabletelevision Advertising Bureau sales orientation seminar for new ad sales people. Chicago. Information: (212) 751-7770.

**Aug. 30**—Ohio Association of Broadcasters AM radio meeting. Embassy Suites, Columbus, Ohio. Aug. 30-Leavitt Pope, president, WPIX Inc.

■ **Aug. 31**—Deadline for entries in Jumbo Prawn Awards, for "people...who apply their creative genius to the art form of radio," sponsored by Northern California Broadcasters Association. Information: NCBA, 151 Union Street, suite 385, San Francisco, 94111.

## September

**Sept. 6**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Thomas Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-7050.

**Sept. 7**—USA Network local ad sales seminar. Ritz-Carlton hotel, Houston. Information: (213) 277-0199.

**Sept. 7**—USA Network local ad sales seminar. Sheraton Grand hotel at Dallas/Fort Worth airport, Dallas. Information: (213) 277-0199.

**Sept. 8-11**—National Association of Telecommunications Officers and Advisers ninth annual conference. Theme: "New Visions on the Telecommunications Horizon." Scottsdale, Ariz. Information: Catharine Rice, (202) 626-3160.

**Sept. 11-13**—Wireless Cable Association convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7283.

■ **Sept. 12**—Presentation of New and Documentary Emmy Awards, sponsored by National Television Academy. Waldorf-Astoria, New York. Information: (212) 586-8424.

**Sept. 12**—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of

## Errata

Vincent Kane is not owner of WWML(AM) Portage, Pa., as reported in July 24 "New Station Action" section of "For the Record." **Owner of applicant for new station on 105.7 mhz Portage, Pa., is William Henderson.**

International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

**Sept. 12**—MTV Networks' local advertising sales workshop. Westin Lenox, Atlanta.

**Sept. 12**—Cabletelevision Advertising Bureau local sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (914) 682-0050.

■ **Sept. 12-15**—National Association of Black Owned Broadcasters 13th annual fall broadcast management conference. Theme: "Broadcasting in the 1990's—Getting Ready." Ramada Renaissance hotel, Washington.

■ **Sept. 13**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Kay Koplovitz, president and CEO, USA Network. Copacabana, New York. Information: (212) 768-7050.

**Sept. 13**—USA Network affiliate marketing seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

**Sept. 13-16**—Radio '89 convention, sponsored by National Association of Broadcasters. New Orleans.

**Sept. 13-16**—Radio-Television News Directors Association 44th annual international conference and exhibition. Speakers include Ted Turner, Turner Broadcasting System; keynoter Andrea

Mitchell, NBC News, and George Will, syndicated columnist. Kansas City Convention Center, Kansas City, Mo. Information: (202) 659-6510.

**Sept. 14**—USA Network local ad sales seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

**Sept. 14**—Cabletelevision Advertising Bureau local sales workshop. Holiday Inn-Eastgate, Cincinnati. Information: (513) 752-4400.

**Sept. 14**—MTV Networks' local advertising sales workshop. Marriott Harbor Beach, Fort Lauderdale, Fla.

**Sept. 15**—Deadline for entries in International Film and Video Festival sponsored by Women in the Director's Chair. Information: (312) 281-4988.

**Sept. 16**—Academy of Television Arts and Sciences presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

■ **Sept. 16**—North Jersey Press Club meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

**Sept. 16-19**—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

**Sept. 17**—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by Academy of Television Arts and Sciences. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

**Sept. 17-19**—Kentucky Cable TV Association annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

■ **Sept. 17-22**—American Advertising Federation second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

■ **Sept. 20**—National Academy of Television Arts

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and Sciences, New York chapter, drop-in luncheon. Speaker: Thomas Burchill, president and CEO, Lifetime Television, Copacabana, New York. Information: (212) 768-7050.

**Sept. 20-22**—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

**Sept. 21-22**—39th annual Broadcast Symposium, sponsored by *Institute of Electronic and Electrical Engineers/Broadcast Technology Society*. Hotel Washington, Washington. Information: (202) 429-5346.

**Sept. 22**—*Society of Broadcast Engineers, chapter 22, central New York*, annual regional convention. Convention Center, Sheraton Inn, Syracuse, N.Y.

**Sept. 22-24**—*Maine Association of Broadcasters* annual convention. Marriott hotel, Portland, Maine.

**Sept. 22-27**—Cinetex '89, international film and television festival, market, exposition, conference and film festival, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

**Sept. 24-26**—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

**Sept. 24-26**—"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*. Seattle. Information: (202) 822-2000.

**Sept. 25**—*Women in Cable, Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

**Sept. 25-29**—*National Association of Broadcasters* training course for satellite uplink operators. Tyson's Corner Marriott, McLean, Va. Information: (202) 429-5350.

**Sept. 26**—*National Academy of Cable Programming* fourth annual forum. Waldorf Astoria, New York. Information: (202) 775-3611.

**Sept. 26-30**—10th anniversary conference of *Midwest Radio Theater Workshop*. Columbia, Mo. Information: (314) 874-1139.

**Sept. 27**—*Walter Kaitz Foundation* annual awards dinner, this year honoring J. Richard Munro, chairman and CEO, Time Inc. New York Hilton and Towers, New York.

■ **Sept. 27**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **Sept. 28**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Niles, president, 1125 Productions and Captain of America, on HDTV. Copacabana, New York. Information: (212) 768-7050.

**Sept. 28**—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

**Sept. 28**—*Bay Area Society of Television, Advertising and Radio* second annual auction/dinner/dance. Hotel Nikko, San Francisco. Information: (415) 765-8804.

■ **Sept. 28**—*Southern California Broadcasters Association* business development seminar. Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

**Sept. 29**—Deadline for entries for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television, Ohio State University*. Information: Phyllis Madry, (614) 292-0185.

## October

**Oct. 1-3**—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

**Oct. 1-4**—*Association of National Advertisers* annual convention. Theme: "Critical Issues Facing National Advertisers." Homestead, Hct Springs, Va. Information: (212) 697-5950.



## Good idea

**EDITOR:** The proposal by Richard Arsenaull to rescue standalone AM stations by allowing them to simulcast over FM (BROADCASTING, June 26) is one of the best ideas that has come along for AM in a long, long time.

WVMT, our station in Burlington, Vt., is a standalone AM and does a superior job—in fact, an outstanding job—in serving its listeners, its community and its advertisers. It has been doing it for 27 years and has won all sorts of awards for outstanding service to the community.

Now all of a sudden, we are faced with two AM-FM combinations selling at one rate, plus one high-power, independent FM. It is becoming more difficult each month and each year to maintain the pace that we've enjoyed and the success that enables us to do all the things that make us a real outstanding community radio station.

Mr. Arsenaull's suggestion is one that will save AM. With a low-power FM, we could compete within the primary marketplace and maintain the kind of superior

broadcasting for which we have gained such recognition.

We've invested thousands of dollars in AM stereo to try to keep pace but it hasn't done the job, unfortunately, because the FCC hasn't selected one system and there are not enough AM stereo sets out there to make it worthwhile.

Naturally, the FM stations are going to want to beat their breasts to try to sidetrack the proposal, but they're doing so well that these stations that Mr. Arsenaull proposes will not affect their income adversely and certainly, the way it's set up, won't affect their signals.

Just take a look at what FM stations are selling for and then take a look at what AM stations are selling for. The discrepancy between the prices is appalling—even in the same market. It is a sad commentary for the true broadcasters who have devoted their money and their careers to AM radio.

In adopting this proposal, the FCC can give AM's their second opportunity—one they deserve.—*Simon Goldman, president, WVMT (AM) Burlington, Vt.*

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A radio station sales commentary by Norman Fischer, president, Norman Fischer & Associates, Austin, Tex.

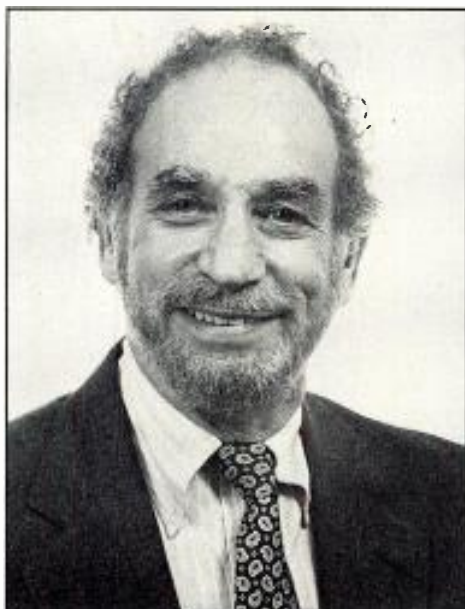
**E**conomically, Texas and its neighboring markets in the Southwest have been under siege since 1986. The national perception has been that nothing is happening in this part of the country, but perception is not necessarily reality. Most economic indicators illustrate that this region is in a slow and steady recovery. As we shall see, there have been tremendous opportunities for buyers and sellers in the last couple of years. Numerous radio properties in different size markets with profitable operations are available and these properties will continue to grow in value as the economy expands.

In 1986, the oil industry's crash immediately devastated the oil-based economies of Houston, Midland-Odessa, Baton Rouge, Tulsa and parts of New Mexico and Colorado. As the siege progressed, the subsequent fallout affected the economic stability of cities that weren't directly dependent upon the oil industry. Dallas-Fort Worth, Austin, San Antonio and other markets became victims. Also, in the spring of 1987 the overbuilding that occurred as banks that had made significant investments in oil turned to real estate created further economic decline. Nationally, the perception that Texas was moving into a recession became obvious. Northeastern banks began to red-line Texas investments. Wall Street alerted the nation, bankruptcies flourished, savings and loans and banks were taken over. Decline set in.

Meanwhile, a Texan was elected president. Senator Bentsen of Texas is the head of the Senate Finance Committee and Secretary of State James Baker is also a Texan. According to the office of the Texas Comptroller of Public Accounts, "Texas is definitely on the rebound to a healthy economy and is expected to add 90,000 new jobs in 1989." At the close of 1988, unemployment had dropped from 10% to 7% and is expected to continue to decline to 6.6% in 1989. In addition, all major economic areas are expected to add jobs, income and population during 1989. For example:

Houston and its Gulf Coast region is expected to outpace all other areas of Texas in economic recovery in 1989. Manufacturing activity, particularly in the petrochemical and aerospace industries, has increased. The growth of these kinds of organizations and others has also stimulated expansion in the beleaguered construction and engineering businesses.

In addition, in 1988 Emmis Broadcasting bought KKHT(FM) Houston from Malrite Broadcasting for \$24 million. KKHT was a turnaround situation and wasn't making any money at the time. However, Emmis based its decision to buy on what has been happening in the Houston market and saw this purchase as a real opportunity in a growing area. Also, in 1988 Key Market Communi-



**“The perception is that the Southwest is still in the throes of an economic recession. Reality indicates that the economy is most definitely in the beginning stages of recovery, and profitable radio properties are available in growing markets. The best time to buy...is now.”**

cations sold KMJQ-FM Houston to Noble Broadcasting for \$65 million. This was the most ever paid at that time for a standalone FM.

■ In the Beaumont-Port Arthur area, a tremendous comeback is predicted in the next two to three years. Two major stations have moved their signal towers closer to Houston, which will enable the stations that

are left to increase their revenues. Five to 10% revenue increases are predicted for 1989.

■ Dallas-Fort Worth lagged behind Houston in terms of direct economic decline and did not hit bottom until 1988. Today, Dallas is experiencing tremendous entrepreneurial growth. A major boon to the area's long-term growth is the decision to locate the Superconducting Supercollider project in the Dallas suburb of Waxahachie. Also, in 1988 Bob Sillerman sold KLRD(AM) Dallas to Command Broadcasting for \$42 million. Not bad.

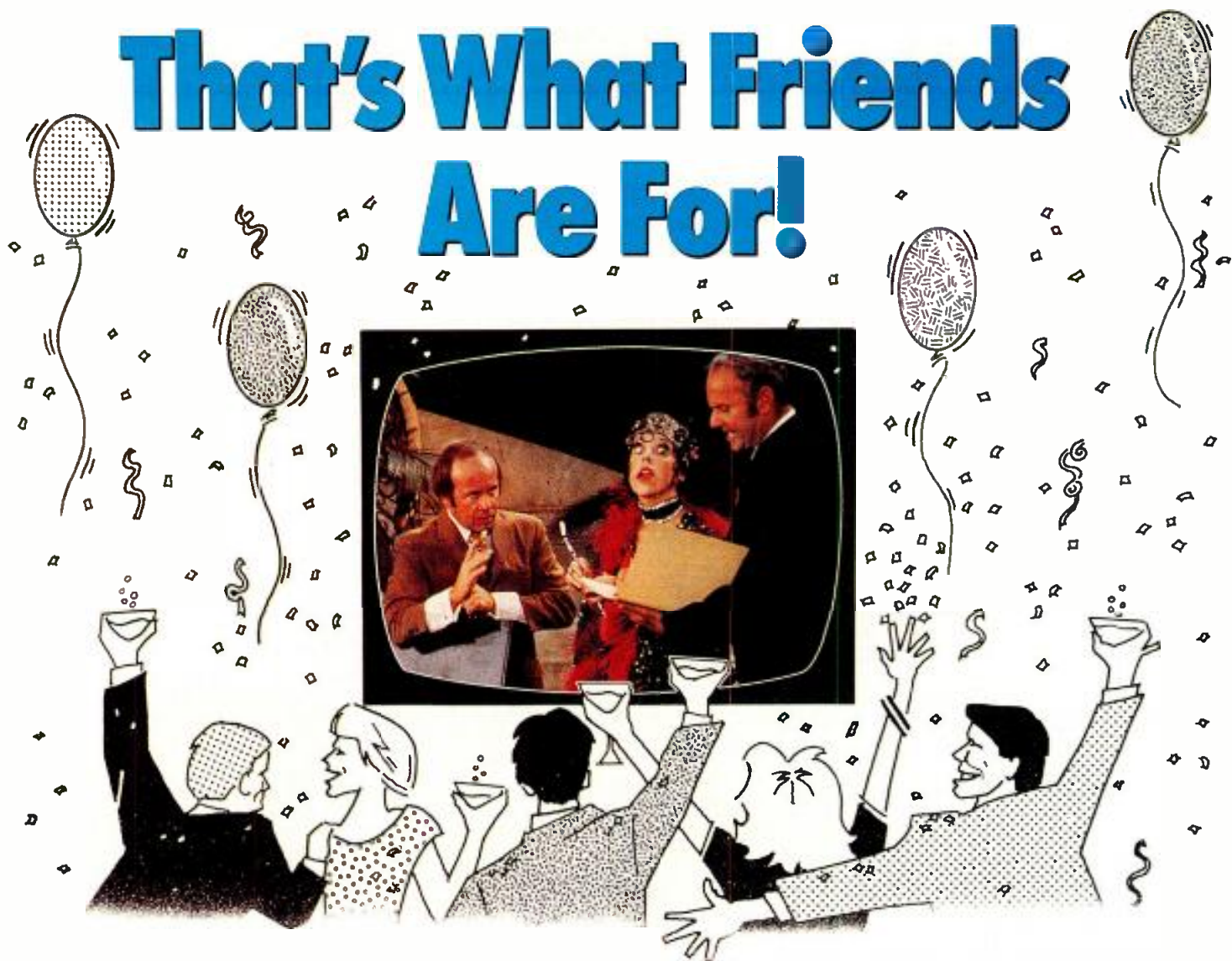
■ The Austin/San Antonio Corridor's growth will come primarily from high-tech industry in 1989. Three years ago Austin was one of the most desirable medium markets in the country to be in. Since then, it has been one of the most moved-in markets in the Southwest with five new stations in the last 18 months, an unusual set of circumstances in an economic slump.

■ San Antonio has seen the addition of major tourist attractions such as Sea World and the Grande Ole Opry. A bond election recently passed for construction of a domed stadium. This year KSMG-FM San Antonio sold for \$8 million.

■ In west Texas 1987 produced a bumper cotton crop with prices hitting a level not seen since 1980. The quality of broadcasting in West Texas, particularly Lubbock, has increased tremendously over the last three years. Competition is good, keeping prices up and increasing revenues. In El Paso, DNF Broadcasting bought KROD(AM) and KLAQ(FM) for \$5 million. At the same time, it also acquired a station in Midland-Odessa, KODM(FM), for \$3,450,000, which had been purchased in mid-1985 for \$950,000. The seller realized a 68% annualized return on this investment.

What does all this mean for radio investors? At present, the perception is that the Southwest is still in the throes of an economic recession. Reality indicates that the economy is most definitely in the beginning stages of recovery, and profitable radio properties are available in growing markets. The best time to buy an investment in this type of an economy is now—when supply is high and demand is low. Pricing has not yet caught up with the reality of the economic upswing. The market is witnessing much more realistic pricing and better terms. Seller paper deals are readily available and multiples have dropped. As the economy continues its upswing, prices will increase, and radio properties purchased today will also increase in value. In the next few years, the economy in the Southwest will continue to grow stronger. In the end, it does come down to perception, because the reality is that people are making money in Texas today.

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| • HOUSTON | KHTV | #1 for Females 12-24                | • TAMPA        | WFTS | #1 for Men 18-24 <sup>†</sup>       |

\*Ties for #1  
†vs. May '88 Time Period  
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# Broadcasting Jul 31

Vol. 117 No. 5

TOP OF THE WEEK

## It's Time Warner Inc. now



Time Warner triumvirate: President Nicholas and co-chairmen Ross and Munro

### Questions abound over Paramount's next move; Munro and Ross become co-chairmen of merged firm

Following the Delaware Supreme Court decision last Monday that paved the way for Time Inc.'s acquisition of a majority of Warner Communications' stock, media stocks traded higher on speculation that Paramount Communications would be making major acquisitions in the wake of its failed bid for Time. Meanwhile, the newly created Time Warner Inc. left questions

unanswered about the extent of the new company's debt and any asset sales that it would need to meet interest costs.

Last Thursday, Paramount said it had signed a definitive agreement to sell its finance subsidiary for \$3.35 billion in cash to the Ford Motor Co. The announcement came more than three months after Paramount, then known as Gulf + Western, said that it would be selling its finance business to focus exclusively on media and information businesses.

But prices of stocks such as Disney,

MCA and Tribune were rising earlier in the week on takeover speculation, despite analysts' doubts that certain combinations with Paramount were realistic.

Time and Warner last week continued the process of combining into the world's largest media and entertainment company, with operations in movies, cable, programing, publishing and music.

Time said last Tuesday that it had received 175.9 million shares of Warner in its tender, which closed the day before, and that it had accepted 100 million of those

## Spectrum fees not in Senate Commerce budget package

Broadcasters can breathe a sigh of relief. The Senate Commerce Committee chose not to include spectrum fees in the budget reconciliation package it adopted last week. A 12.9% increase in FCC application and filing fees (BROADCASTING, July 17 and 24) is part of the package, but that is something the National Association of Broadcasters says it can live with. The committee also did not include provisions contained in the House version that would codify the fairness doctrine and address dial-a-porn issues.

The committee had to raise \$450 million in user fees as part of its contribution to the budget reconciliation process aimed at helping to offset the federal deficit. Spectrum fees was one of six proposals, but it never came to a vote (Commerce Chairman Ernest Hollings [D-S.C.] opposed the idea). Al Gore (D-Tenn.) recommended adding a fee on the transfer of cable franchises to raise \$50 million. His move was unexpected and the members voted 10-1 against the idea. Gore suggested calling it the "monopoly preservation fee."

To the NAB, which lobbied vigorously against spectrum fees, Commerce's action was welcome news. "The Commerce Committee faced a tough situation, but we are pleased that they realized that creating spectrum fees for broadcasters would undo more than 50 years of carefully crafted national communications policy," said Jim May, NAB executive vice president for government relations. May feels NAB's grassroots lobbying paid off. "We are especially pleased with the outpouring of calls from home-state broadcasters to senators on the committee."

The FCC fees are expected to bring in \$50 million. The House Energy and Commerce Committee approved a package with essentially the same fee schedule, and both include increases in the civil penalties under the Communications Act. Although the Senate did not include the fairness and dial-a-porn provisions, Hill observers feel it will likely accept them during a House-Senate conference on reconciliation.

-KM

shares for payment at \$70 per share in cash. Added to the stock in Warner that Time had received as part of a stock swap in June, Time owns approximately 59.3% of Warner.

Time's completion of its tender offer and Paramount's termination of its offer to purchase Time came on the day the Delaware Supreme Court upheld a lower court's July 14 refusal to block Time's tender for Warner. In a decision affirming the power of company management in Delaware corporate law, the Supreme Court found no error in the lower court's ruling. That earlier decision said that Time's board of directors could reject Paramount's offer to buy Time despite that offer's popularity among shareholders: "The corporation law does not operate on the theory that directors, in exercising their powers to manage the firm, are obligated to follow the wishes of a majority of shares," Chancery Court Judge William Allen had written.

While the two companies have not yet merged, Time has changed its name to Time Warner Inc. and installed as co-chairmen and co-chief executive officers Time Chairman J. Richard Munro and Warner Chairman Steven J. Ross.

The two companies have yet to determine what mix of cash and securities will be paid to Warner shareholders when Time acquires the balance of Warner stock. According to analyst Andrew Wallach of Drexel Burnham Lambert, Time Warner would have debt of \$16.5 billion if the acquisition were all cash and debt of \$13 billion if payment were made with 50% cash and 50% equity.

Before the merger, the two companies had a combined debt of about \$2.5 billion.

Addressing speculation over what properties Time Warner will sell to help pay down its debt, Ross said last Wednesday, "We won't sell any core business. I think that's loud and clear." Ross made the statement as he and Munro were being interviewed on CNN's *Moneyline*. On the same subject, Munro said: "It's not inconceivable that we would sell something. But as we sit here today, we have plans to sell nothing."

Together, Time and Warner own 17% of CNN parent Turner Broadcasting System.

□

Now that Paramount has moved on from its attempted acquisition of Time, attention focused on the companies that Paramount might acquire. "We will continue to aggressively build our core businesses in publishing and entertainment," said Martin Davis, Paramount chairman and chief executive officer, in a statement. "We are continuing to actively explore all available avenues for accelerated growth worldwide, including acquisitions, mergers, joint ventures and partnerships." From its sale of its finance subsidiary, Paramount said it expected net proceeds of \$2.7 billion and an after-tax gain of approximately \$1.3 billion. The company's unsuccessful bid for Time was estimated by one analyst to have cost Paramount \$50 million-\$70 million.

In a bull market last week, prices of Disney and MCA were up sharply. Disney was up \$8.125 to \$109.75 over Tuesday and Wednesday, while MCA rose \$4.875 to \$67 those two days. Prices of both retreated

slightly on Thursday. For reasons of size, strategy and antitrust problems, analysts said that a Paramount offer for either was doubtful.

More likely, analysts said, was the possibility that Paramount would be looking for opportunities to expand in programming distribution, including broadcasting. Among companies seen as realistic fits for Paramount were Tribune Co. and Viacom, both of which, they said, would probably have to be approached on a friendly basis. Tribune's stock price rose \$6.50 over three days to close at \$61.625 on Thursday. Viacom was up \$3 to \$59.50 over the same period. Also up were other media stocks including Knight-Ridder, Meredith Corp. and McGraw-Hill.

□

Two issues regarding the legal status of Warner shareholder Chris-Craft have yet to be settled. Time and Warner last month contested in Delaware Chancery Court Chris-Craft's assertion that because of preferred stock holdings in Warner, its approval is necessary for the fashioning of the financial package through which Time acquires the balance of Warner common stock. Additionally, Chris-Craft filed suit in Delaware Chancery Court last month asking the court to guarantee that Chris-Craft's ownership in its majority-owned subsidiary BHC Inc. would increase from 57.5% to 62.1% following a distribution of BHC stock. The 4.6% block of BHC at issue is worth about \$100 million, according to analyst John Tinker of Morgan Stanley. —GM

## CBS plots new pilot strategy

**Network will change way it develops shows; will rerun 'Lonesome Dove' during regular season; is launching promo campaign tied in with K mart**

CBS joined the ranks of ABC and NBC in announcing it will alter its pilot development process (BROADCASTING, July 24). Howard Stringer, president, CBS/Broadcast Group, told the television critics press tour in Los Angeles last week that "the idea of 90 pilots being created simultaneously, employing albeit the diverse talents of Hollywood, producers, writers and directors, all at one time, is faintly absurd."

Stringer said one alternative may be to divide the year into semesters, enabling the network to stagger the debut of pilots "across the entire 12-month period, to give producers and writers a better chance to develop and cast, and write the shows more effectively."

However, Stringer said he would not be in favor of reducing the number of pilots produced as was suggested by NBC Entertainment President Brandon Tartikoff. "I'm worried about having total autocratic hold over the system, because it's the serendipitous nature of the pilots that in the end becomes rather attractive," he said.

He also suggested this summer may be

the last year the network uses its *Summer Playhouse* to feature unused pilots. "The audience has got the word these are failed or busted pilots, and what worked three or four years ago...worked really well for a time, but now the word is out," he said.

Stringer defended CBS's massive promotional campaign which joins the network with K mart to promote the new fall schedule. Some critics have suggested that the network has lost some of its luster by align-

ing itself with the chain of bargain department stores in an effort to make itself more recognizable to the public.

"A lot of people have said: 'Look, Tiffany network messing with K mart.' I happen to think that's true elitism. If we don't get some of the viewers that go into K mart we're really in trouble. I don't disagree that there seems to be some hucksterism in the theory of all this, but you can't expect us to survive in an environment in which there are 60 channels in some areas," he said.

In the past, Stringer said, when the television universe consisted mainly of the three networks, CBS took an arrogant attitude toward promotion and felt it didn't need to promote itself. "And what happened," he said, was that "we were out-sold, out-hustled, and out-marketed. We were out-maneuvered all across the front for those years, because we were saying: 'It's a monopoly.'"

"When you're out of the monopoly business, though, it's all bets are off. And yes, we have to watch tastes, and we have to be careful, but I'm not elitist about it," he said.

With the start of the campaign to promote free over-the-air television, Stringer suggested that because CBS is the only network without cable interests, "I'm usu-

### Disaster recovery

CBS/Broadcast Group President Howard Stringer caused a brouhaha last week by calling the network's acquisition of WCIX-TV Miami "a disaster." He was also quoted as saying the station, with its oft-reported signal problems, "can never be better than third" in Miami. The remarks were made during the press tour. In a statement July 27, Stringer said: "I apologize for some off-hand remarks...which reflected the difficulties the station has to overcome in going from an independent to a major market network affiliate. CBS is committed to building WCIX into a competitive station in a very important market."



ally the one who's most vicious on the subject of cable."

Calling cable "broadcasting's equivalent of the one-armed bandit," Stringer said he doesn't necessarily want less regulation for the networks, but more for cable.

Stringer said while the network may at some point sell programming to cable, the prospect of CBS acquiring a cable interest is not likely. "I don't think there are any bargains left in cable. I think prices now are far higher than would merit getting into the cable business," he said.

□

*Lonesome Dove*, the CBS mini-series that drew critical and ratings success in February, may get its second airing during the upcoming new season, not normally a time for a rerun. Kim LeMasters, president, CBS Entertainment, speaking before critics at the press tour, said he expects the highly acclaimed drama will achieve what other mini-series traditionally have not. "Most mini-series do not hold up in reruns. We think *Lonesome Dove* will be different. We think that it will be something that people will really want to see again, as moving as the experience was," he said, "and we will use it in a more strategic fashion than we have [used mini-series] in the past."

CBS can air *Dove* two more times, after which superstation WTBS(TV) Atlanta gets the off-network rights.

LeMasters also said that while he is not ready to concede the upcoming season to NBC, "it certainly looks as if NBC will continue to be a dominant network." LeMasters said with a little luck and "if we put the right shows on this fall...who knows, I'd like it to be a horse race." He pointed to last season when, during the second half of the season, CBS overtook ABC for second place, only to fall back to third at the end of the season "when we ran out of programming due to the [writers'] strike."

"I've been real pleased with our series performance from January to this date," he said. "I think if you go back and look at it week-to-week you'll find that we have overwhelmingly placed second. That's a good sign and it means we still have a backbone of material that I think will service us in the future."

Viewers can expect changes in two returning CBS series. LeMasters said Linda Hamilton, who stars in *Beauty and the Beast*, and Angela Lansbury, the star of *Murder, She Wrote*, will appear in their series less than in the past. Lansbury will have reduced screen time in some episodes (he estimated a drop of 25%-30%), and Hamilton will not appear at all in some *Beauty and the Beast* episodes.

*Beauty and the Beast*, which has mid-season replacement status, will make its relaunch as a two-hour movie.

LeMasters also said he does not expect Fox's third night of programming on Monday to seriously affect CBS's rollout of six comedies on that night. "I think they've done a remarkably good job at carving out their own niche and finding what they wish to do. Since their targeted audience is very



At CBS's "comedy block" party during press tour last week (l to r, above): Hugh Wilson, executive producer of 'The Famous Teddy Z,' to premiere this fall; CBS Entertainment President Kim LeMasters, and Jon Cryer, star of 'Teddy Z.'



At left is actor Jeffrey Jones of 'People Next Door,' another comedy for fall, with Howard Stringer, president, CBS Television. Both 'Teddy Z' and 'People Next Door' will air on Monday nights.

different than my targeted audience on Monday night. I don't expect them to be a huge influence on my ratings performance." He did say that younger-skewing shows on the other networks "would probably be a little more concerned about it."

□

George Schweitzer, senior vice president, communications, CBS/Broadcast Group, who along with Michael Mischler, vice president, advertising and promotion, has been credited with turning the network's promotion efforts around, announced additional plans to go with the K mart promotional campaign.

Schweitzer said travelers on American Airlines and TWA flights will be shown previews of the new fall schedule this summer and throughout the fall. He estimated

that three million passengers a month will see the promos, which will include spots for *CBS Morning News* as well as the Monday night comedy lineup. In addition, TWA will begin airing episodes of *I Love Lucy* in August, and CBS will use those broadcasts to air promotional spots.

CBS has made no attempt to disguise its intention of attracting a strong female audience on Monday night, with series such as *Designing Women* and *Murphy Brown* skewing heavily female, and with new promotional spots targeted to women. To that end, Schweitzer announced CBS has undertaken a print ad campaign, buying space in 10 women's magazines including *Cosmopolitan*, *Elle*, *Vanity Fair* and *McCall's*. He said the print campaign will reach 59% of working women 18-34, and 54% of women 25-54. —SC

## Bush show highlights PBS fall offerings

Topping the list of programming slated to appear on the PBS schedule next season will be a one-hour David Frost interview with President and Mrs. Bush. The interview will air on Sept. 5, at 8 p.m. Bruce Christensen, PBS president and chief executive officer, made the announcement to television critics at the press tour in Los Angeles last Wednesday.

The cable industry may have thought the cable-bashing that was heard during the ABC, CBS and NBC portions of the tour would cease once the commercial networks had completed their presentations, but PBS's Christensen aired some complaints about cable and HBO's Michael Fuchs.

Christensen said he was appalled at Fuchs's suggestion, made earlier this year, that PBS should stick to educational programming. "Public television breaches the barriers of geography and affluence," Christensen said, "as opposed to cable which in some cases is limited to the wealthy. [Fuchs's] line that what's good for cable is good for the American people, is just baloney."

Christensen also said he expects the Bush administration to be more favorable to public television than the Reagan administration had been. "Although we haven't heard much from the Bush people, they don't seem to be as set against public funding as the Reagan people were," he said.



MPPAA's Valenti (l) and media mogul Maxwell confer on quota question during last week's hearing on Capitol Hill

## Signs of truce between Europe and U.S.

**Maxwell, Valenti, others at House hearing on overseas program quotas call for partnership, cooperation**

A European peace offering from British media mogul Robert Maxwell last week turned a potentially combative congressional hearing on anti-U.S. program quotas into an opening parley between American and European industry and government.

At the July 26 hearing, called by House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), Maxwell urged Congress and the administration not to "use its clout to clobber Europe" at the behest of Hollywood and instead called for a partnership between the U.S. and Europe to help build the European-wide market that will emerge after European Community trade barriers are lifted in 1992. Maxwell cited Winston Churchill: "It is better to jaw, jaw than to war, war."

Jack Valenti, the Motion Picture Association of America head whose protestations over a European Community quota plan sparked a Bush administration offensive against it, appeared to welcome a truce, and while continuing to voice his opposition to quotas in general, expressed willingness to discuss specifics of a loosely worded EC quota proposal at the heart of the debate.

The EC quota plan, a compromise between hard-liners seeking strict limits on U.S. programing and those seeking few or no restrictions, is said by supporters to be essential for the development of a strong European audio-visual industry after 1992 and to protect European cultural integrity against an influx of American shows.

But American and other detractors say strict limits could start a U.S.-European trade war by unfairly threatening the \$2.5 billion U.S. trade surplus contributed by Hollywood's foreign program sales. Europe

contributes roughly half of all the U.S. industry's worldwide revenues, with 1988 sales of U.S. television programing in EC countries exceeding \$600 million, so that strict quotas could cost American firms hundreds of millions of dollars over time.

American broadcasters could also ultibe harmed by the quotas, as producers now able to cover program deficits with foreign sales revenues are forced to withdraw shows from American networks and TV stations.

Bush administration concern about the EC initiative was made apparent during the morning-long hearing by reports that the President himself had made representations on the matter more than once to European heads of states and other officials in recent months. Secretary of Commerce Robert Mosbacher has also made the quota a central issue in the department's review of EC 1992 plans, while U.S. Trade Representa-

tive Carla Hills last spring sent Europeans a strongly worded letter attacking the plan and suggesting a counter-attack could be launched under international trade agreements and provisions of the 1988 Trade Act.

Partly because of American opposition, but also because of arguments over other matters, the EC's media directive that encapsulates the quota, called "Television without Frontiers," is in grave danger of failing by October approval deadlines if member country disputes cannot quickly be resolved.

Media owner Maxwell warned, however, that Europe will have some form of quotas, and the only question was whether they would be the "soft" quotas of the EC directive—which seek a "majority" of European programs "where practicable"—or harder, mandatory quotas imposed by individual nations.

"I am against quotas," said the media owner, "but as a realist, that is not an option that is available."

He explained: "Soft quotas would give the European Community the security it needs to nurture its emerging television industry [and] would have the advantage of commercial security for all the American industry while preempting the call for more onerous compulsory quotas from elsewhere."

"The American entertainment industry stands to lose a greater portion of the European broadcast market if the [EC] cannot reach an agreement and the decision is relegated to the judgment and controls of individual European states," warned Maxwell. "Without the U.S. industry support for such an agreement, the European and American broadcasting and entertainment industries will both lose out on the potential market of 335 million viewers. The emer-



Disney's Rich Frank testifies



gence of this unprecedented market will be financially hugely beneficial to both entertainment industries."

But the media executive was not altogether gentle with his American counterparts, charging that Hollywood was using the threat of administration trade retaliation to help it support an uneconomic cost structure, attacking producers he said were using European sales to recoup fast-rising film budgets rather than control the inflationary spiral.

"Do not blindly support this industry if it leads you to war with Europe," Maxwell told the subcommittee. "Tell them to watch their costs. They need competition. The U.S. film industry has allowed its costs to go wild."

He added: "This is not a time for the administration or the industry to talk in a dialogue of the deaf. Let us get together, the industry leaders and the European Economic Community, and see if we cannot come up with a perfectly good [directive] for all sides.... Once the American industry gets together with us, we can make it [the quota] very flexible indeed."

Maxwell, whose vast media empire includes U.S. publisher Macmillan Inc. and European TV holdings in France and England, said he would be meeting on this issue and others with U.S. industry leaders late last week, among them Time Warner's Steve Ross, MCA's Lew Wasserman, Paramount's Martin Davis, 20th Century-Fox's Rupert Murdoch and Barry Diller and Walt Disney's Michael Eisner. He also invited Americans to meetings with EC and industry executives to discuss the quota issue.

MPAA's Valenti, who maintained at the hearing that the present EC directive is "soiled by unacceptable discrimination," said he nevertheless welcomed the opportunity to bring together Europeans and Americans on the quota subject.

Valenti, who was headed for meetings of his own last week in Brussels, added that he wanted to "see the fine print" of the current proposal. Its wording does not definitively spell out such issues as whether "a majority" of European programs could be construed by individual nations as meaning greater than a simple majority of 51%; what would happen in case of a conflict between national and EC quota rules; whether nations currently with no quota at all would be forced to apply one, and under what conditions American participation in a production would still qualify it as a "European work" under the quota.

"We are willing to talk reasonably, congenially and even affectionately with people like Mr. Maxwell and others to try to find some way to reach a concord that is suitable on both sides," said Valenti, who then advised: "If we cannot, we will go back to the Congress and ask you for help in preserving the value of a national trade asset that is of great worth."

"Each side knows the stakes are too high to be unreasonable," he added. "If we don't resolve [it] suitably, we could have some ominous fallout. [But] if we don't act on and pursue our permanent interests, we will have turned a trumpet into a tin whis-

tle."

Walt Disney Studios President Rich Frank testified that American companies are already feeling the bad effect of quotas. In France, which has been among the strongest supporter of a mandatory EC quota, Frank said Disney recently lost two program contracts with leading commercial channel TF1, including a \$2.5 million deal for the sitcom *Golden Girls*, because of that nation's enforcement of anti-U.S. quotas.

Frank, who said for his company the 12 nations of the EC represent more than 50% of Disney's overseas TV sales, argued that "if, with prodding from Paris, the directive is adopted by the EC, then all of Europe will quickly begin to resemble France."

But Maxwell argued that "fear in the United States of imminent compulsory quotas imposed by the European Parliament are greatly exaggerated. Great Britain, Germa-

ny, Italy and Spain have reiterated, again and again, that they will not accept any system of compulsory quotas. France, on the other hand, along with Belgium and the Netherlands, demands heavy compulsory quotas which can and will be sanctioned by national governments."

Disney's Frank called quota proponents' cultural imperialism argument "a sham" since smaller EC member states, unable to produce required volume and blocked from American shows, would be forced to import programs from other, larger EC states, creating an "entertainment OPEC."

He added that if these quotas are accepted, "the American networks will suffer the greatest because we cannot afford to produce, particularly with hour shows, without the revenues to offset the deficit. If you eliminate EC revenues, you will eliminate a good deal of shows on networks." —AAG

## Local cable operators entering syndication market

**In Toledo and other cities, some cable systems are opting to program reruns, movies and local news, upping level of competition**

Several cable systems are moving to program their own cable channels with syndicated product in much the same fashion as a broadcast station.

Buckeye Cablevision in Toledo, Ohio, will debut ToledoVision 5 (on cable ch. 5)



Sept. 7, a seven-hour programming block (5 p.m. to midnight) featuring off-network sitcoms, movies and a rebroadcast of the evening news of NBC affiliate WTVG-TV Toledo.

John Karl, president of Buckeye, said the system wanted to take its local origination channel and "beef it up with decent programming." It carries the Travel Channel during the day and a mixture of local product, including sports (the Cleveland Indians, Cincinnati Reds, and Toledo Mud Hens as well as local college teams), at night. Now it has purchased, from Viacom, *The Andy Griffith Show*, *The Beverly Hillbillies*, *The Dick Van Dyke Show*, *I Love Lucy*, *Bugs Bunny* and *Road Runner*, as well as 200 movies. (Karl said there is very little duplication between those programs and others on cable networks.)

The channel will carry the sitcoms from

5 to 7:30 p.m., the WTVG-TV news at 7:30, a movie from 8 to 10 p.m., *USA Tonight* at 10, an advertiser half-hour at 10:30, and *Perry Mason* from 11 to midnight. The weekend lineup adds *Wild Wild West*, *Rawhide* and *The Honeymooners* to the schedule. If all goes well, said Karl, "the intention is to expand" into other dayparts. The channel will run each day, although the WTVG-TV news will appear only on weekdays. The system's local sales operation will sell avails on the service, and Karl said some of the inventory has been pre-sold, including time to the largest videotape dealer in the area. The service will be known as TV5, said Karl, and has as its slogan "TV5: Very Independent Television."

Andy Lee, station manager of WTVG-TV, said the station welcomed the opportunity to rebroadcast its 6 p.m. news on TV5. And WUPW(TV) (ch. 36), the Fox affiliate in the market (there are three network affiliates, one noncommercial and one independent in Toledo, and they appear on channels 9 through 13 on the cable system), does not see TV5 as a major threat. Larry Blum, president and general manager of WUPW(TV), said the station doesn't "look at it any differently than any other avenue for entertainment in the metro area." WUPW has worked with Buckeye on joint promotions, said Blum, such as carrying a cable preview night on WUPW. Blum said that WUPW reaches 400,000 homes in the ADI and Buckeye reports it has about 110,000 subscribers. "Those are two separate playing fields," Blum said, and it is not as effective "for the majority of people who want to advertise."

The added competition could even be beneficial, Blum said, if more advertising dollars are brought to the marketplace. "The more dollars coming into the marketplace, the better it is for the entire market," he said, pointing to his own station's experience four years ago of entering the market

## Westin said to be moving to King World

Sources last week confirmed reports that former ABC News Vice President Av Westin was close to signing with King World Productions in some capacity. Westin, former executive producer of *20/20*, and of long-form program development at ABC News, would continue to be based in New York, where he would reportedly focus his effort on King World's tabloid magazine program, *Inside Edition*. The show got off to a rough start in January, but showed some healthy gains in the May sweeps. Still, the program is not cleared in saleable time periods in a number of markets, including New York, where it was dumped from prime access by WNBC-TV earlier, and where it now runs at 2:30 a.m. Westin, a 20-year ABC News veteran, declined to



be interviewed last week. King World executives could not be reached at deadline. A formal announcement, however, is expected this week.

and expanding the pie for everyone.

Warner Cable and American Television & Communications have also discussed launching services, or expanding program operations in some of their systems, including New York. ATC's Rochester, N.Y., system, Greater Rochester Cablevision (GRC), is expanding the scope of its Flower City Network.

It has purchased a large program package from MCA TV, including original off-net-

work cycles of *A-Team* and *Air Wolf*, an original film package, and off-network second cycles of *The Brady Bunch*, *Knight Rider*, *Quincy* and *Rockford Files*. Also included in the deal were two off-first-run comedies, *The New Munsters* and *Out of This World*, and some evergreen programs, such as a series of Abbott and Costello movies, *Battle Star Galactica* and *Buck Rogers*. Sources say the cable system has hired an ad sales and program manager for

that channel only and plans to add a half-hour newscast in January.

Fred Dressler, vice president of programing for ATC, downplayed comments that this would become a widespread phenomenon among ATC systems. "It only has limited utility in those markets where we have a large enough presence," he said.

Some, but not all, broadcast station general managers in the Rochester market were aware that GRC seems to have bigger plans for the channel. Word about the programing buys from MCA had gotten around, and Tom Kenney, vice president and general manager of soon-to-be CBS affiliate WROC-TV, said he understood GRC was shopping for movie packages as well.

But Kenney, like Arnold Klinsky, vice president and general manager of soon-to-be NBC affiliate WHEC-TV Rochester, said any effort by the channel to be competitive with stations in the market would be uphill: "Nobody likes additional competition, but the fact is that in the past they have not obtained measurable ratings with Nielsen or Arbitron." Said Klinsky: "I don't think this is like Long Island where people may have felt they weren't being served by the New York stations.... This area is served in news by the over-the-air stations. So in order to reach an audience they will either have to spend a lot of money or have a niche. There are 30-some options on cable and most of them carry syndicated programing, so unless they [GRC] localize it, I don't think they will make much of an impact." —MS, GF

## Syndicators survey local cable entry

While cable systems in Rochester, N.Y., and Toledo, Ohio, are programing their own channels to compete with independent stations in their markets (see story, page 23), syndicators are divided on just how big a business that may become for them.

Some, like Shelly Schwab, president, MCA TV, foresee cable systems increasingly stepping up to the plate to pay competitive sums for local rights to product. Others, including Fox Syndication President Michael Lambert, say that broadcast stations and basic cable networks will continue as the primary customers for their product.

In both the Rochester and Toledo deals, both the buyers and sellers said the cable systems paid competitive rates for market exclusivity. "This is a major development," said Schwab. "And over-the-air stations, especially independents, should take notice, because obviously the cable systems interested in our product are programing their channels much like independents and will provide direct competition to them."

"It's important to make the point that this product was offered to all stations in the market," said Schwab. "And if stations continue to sit on their hands, another competitor will surface, just as the basic cable networks have become very aggressive in acquiring product."

Randy Hanson, senior vice president, domestic sales, Worldvision, confirmed the company is also actively prospecting local cable systems for business. "Over the long term this may be the avenue to propel the cash sale syndication market back to where it was six or seven years ago, with the proliferation of independent stations," he said. The company is currently talking to both the Rochester and Toledo systems and expects to conclude a deal with one of them

shortly, he said.

Others are less optimistic about mining local cable as a customer base. "We believe that broadcasters are our main customers," said Lambert of Fox. But the company has made some deals with cable networks, including the recent *L.A. Law* deal with Lifetime. "We'd be trampling on both our customer bases by dealing with local cable systems," he said. "It's like a wholesaler going around a retailer and selling directly to the customer."

Like Fox, Paramount Domestic Television sees basic cable networks and not local cable as a market with a lot of upside. "We think basic cable is a huge area for the future," said Greg Meidel, senior vice president, sales, of the company's domestic television division. "They are in the process of carving out their own identities," he said. "I'm not saying no," he added, "but I have yet to see the economics make sense" at the local cable level.

Joseph Zaleski, president, domestic syndication, Viacom, said deals like the one Viacom did in Toledo are the exception to the rule for now. "I love finding new opportunities to sell our product," he said. "It may happen someday," he said, but for now, local cable sales are rare, and, essentially, an "evergreen" business.

Still, the window of opportunity appears to be gradually opening, as large cable systems with the wherewithal explore programing their own services. Buckeye Cablevision President Jerry Karl said last year that when the system was thinking about buying syndicated programing, it contacted Paramount about acquiring product and was told no. This year, after word began circulating of the Viacom deal, Karl said a Paramount representative contacted him about programs it had available. —SM



# News makes news

**ABC and NBC launch new prime time shows this week; Gartner defends use of re-creations on 'Yesterday, Today and Tomorrow'; Arledge says 'Prime Time Live' may show profit soon**

Two much-talked-about network news shows will make their debuts this week. One is interesting for its concepts and technology, the other for its live studio audience and on-air personalities. One has yet to find a permanent place on the prime time schedule; the other is selling ads at levels which suggest profitability is just around the corner, if not there already. Both are indicative of the ways in which the networks are stretching their definition of news to take advantage of popular lower-cost alternatives to studio-produced prime time entertainment shows.

First on the air will be NBC's *Yesterday, Today and Tomorrow*, an hour-long triptych whose first of three "pilots" will be shown at 10 p.m., Wednesday, Aug. 2.

The show's three subjects will be presented by Mary Alice Williams, Chuck Scarborough and Maria Shriver, who are referred to variously as "co-anchors," "hosts," "correspondents" or "storytellers." Adding to the dramatic side of their responsibilities will be their carefully choreographed segments, which will be intercut with videotaped segments to make it seem as if the hosts are speaking from past, present or future locations. In fact, the hosts will be taping those segments at a Burbank, Calif., studio whose interior is completely painted blue. The videotape will be electronically inserted onto the blue background, just as maps are in weathercasts.

Another particular of *Yesterday, Today and Tomorrow* is its plan to use re-creations, an already controversial subject made more controversial by last week's simulation on *World News Tonight* (see page 41). This week's premiere will use a re-enactment of a murder, committed in 1910, as part of a segment Scarborough will host on fingerprinting. Future re-creations may include that of "a woman's tormented life from being wrongly institutionalized and a look at a rural California home, circa 1947." NBC News President Michael Gartner said that for this type of show, re-creations were acceptable: "The re-creations we will use on the program will be recorded at the actual place the story occurred."

Controversy has followed the NBC News show since its inception, which was first publicized as the child of the NBC Program Development Group, headed by NBC Entertainment President Brandon Tartikoff. Since that time the news division has emphasized its control over the show, including its control over the input from CosgroveMuir productions, a Los Angeles-based firm helping with the re-enactments and "providing directors and additional producer personnel."

As of last week, Sid Feders, the show's executive producer, was not ready to re-

**New prime time news teams: NBC's 'Yesterday, Today and Tomorrow' debuts Wednesday, Aug. 2, 10 p.m., with Mary Alice Williams, Maria Shriver (center) and Chuck Scarborough; ABC's 'Prime Time Live' launches Thursday, Aug. 3, 10 p.m., with Diane Sawyer and Sam Donaldson (below).**



lease a finished product until Sunday night, according to one news division spokesperson. The other two segments will be Williams's look at the 20th anniversary of the Woodstock rock festival and Shriver's look at the "selective" fetus abortion by women who have multiple conceptions following the use of fertility drugs. The remaining two pilots are scheduled to air Aug. 23 and Sept. 13.

At ABC the apparent settlement of the National Association of Broadcast Employees and Technicians contract dispute has helped plans to unveil *Prime Time Live* on Aug. 3 at 10 p.m. with few glitches. The one-hour show will contain taped segments but will try to remain as true to its name as possible, said co-host Sam Donaldson at a press conference in New York last Friday.

Most of the pre-debut publicity for *Prime Time Live* has focused on Donaldson and his co-host, Diane Sawyer, who was hired from CBS specifically for the show. Their salaries and those of a staff said by one ABC news executive to number 110, are contributing to a sizable budget.

Yet despite *Prime Time Live*'s cost, made even greater by the show's attention to breaking news events and a studio accommodating a live audience, the show could well be profitable in its first year, ABC News President Roone Arledge told BROADCASTING.

ABC began selling time on the show to advertisers even before Sawyer signed on and is sold out through the summer except for about nine units, according to Lawrence Fried, ABC-TV vice president, news and early morning sales. Those units were sold at cheaper prices than the close to \$100,000

that ABC is now getting, he said.

Fried said the show is 60% sold for the broadcast year, "which is about where we want to be." Agency estimates were said to be that the show would obtain a 15 share, while Fried said ABC thinks it will do a 10 rating/17 share. He noted that some of the *Burning Questions* documentaries did 15 shares and that *20/20*, when it was in the Thursday 10 p.m. time period opposite *Hill Street Blues* and *Knots Landing*, did "no worse than a 22 share.... We don't necessarily have to steal audience but can bring back people who weren't watching in the time period."

Assuming *Prime Time Live* reaches immediate profitability for the network, it won't be hard for corporate executives to keep their publicly stated two-year commitment to keep the show on the schedule. Arledge said: "There's a point in the life of any show where people start to tune in for the show itself."

Aside from discussing the co-hosts, there was little specifically to say about *Prime Time Live*. Elements of the show were enumerated, among them: investigative pieces, one-on-one interviews, interaction with a studio audience, discussion between Sawyer and Donaldson, and live reports from news sites. But as to how the elements would be used, Executive Producer Richard Kaplan didn't say. Said Donaldson: "This is not something scripted, something formatted."

*Prime Time Live* thus seems to be a show in development, affected by both the week's news and by audience reaction to the initial segments. Kaplan did say that a good number of the pieces already in the can are "investigative." **-GF**

## New York stations prepare for fall

### Affiliates and indies shore up their lineups in all dayparts

The new fall season in the nation's biggest market, New York, began to take shape last week, with word from network-owned WCBS-TV that it will add three Paramount-distributed programs to its lineup. In addition, a fourth Paramount program, the long-running *Entertainment Tonight*, will probably join the station's schedule in 1990.

The third-ranked affiliate in the market sign-off, WCBS-TV will heat up the afternoon talk show race by airing *Geraldo* at 4 p.m., head-to-head with *The Oprah Winfrey Show* on WABC-TV and *Donahue* on WNBC-TV. The station also said it was scheduling the *Joan Rivers Show* at 9 a.m., effective Sept. 18. Both *Rivers* and *Geraldo* are Tribune-produced and distributed by Paramount.

WCBS-TV has scheduled another new Paramount program this fall, the new tabloid magazine *Hard Copy*, at 7 p.m., where it will replace Group W's *This Evening*. *Hard Copy* is perhaps the biggest gamble because it is an unknown commodity. "But what is not an unknown is the people behind it," said Roger Colloff, vice president and general manager, WCBS-TV. "Paramount has a good track record of launching and revamping shows. *ET* was declared dead a few years ago and they turned it around."

*ET* is currently running at 7:30 p.m. on WABC-TV, which has picked up the rights to both *Wheel of Fortune* and *Jeopardy!* for prime access in 1990. The station's contract for *ET* calls for the station to run it in access for the 1990 season; otherwise, Paramount is free to offer it to another station. If WABC-TV gives up *ET*, as is expected, WCBS-TV has the option to pick it up.

Meanwhile, WABC-TV Program Director Art Moore confirms there will be no changes in the station's schedule in key entertainment time periods. *Regis & Kathie Lee* will remain at 9 a.m., while *Oprah* will remain at 4 p.m. *Jeopardy!* and *ET* will continue to fill access from 7 to 8 p.m. The one addition, Moore said, will be a new half-hour local newscast at 6:30 a.m., to compete with a similar newscast on WNBC-TV.

At WNBC-TV, Judy Girard, the station's new director of programming and broadcast operations, said the station is still screening pilots, but should have things in place in the next few weeks. Girard and other officials at NBC- and Group W-owned stations were to have screened two pilots for a joint project, *The Open House Show* and *Back Talk*, last Friday. Both pilots are developed for early fringe or morning use.

WNBC-TV has picked up the rights to the new strips *Third Degree* and *Trial by Jury*. In access, it has renewed *Family Feud*, currently airing at 7:30. Also being pitched to the station are *USA Today on TV*, *Inside Edition* and *This Evening*, which are all in search of good time periods in the New York market.

WNYW-TV is expected to put *Super Mario Brothers* on at 4 p.m. in place of the outgoing *Duck Tales*, which heads to Tribune's WPIX-TV. In access, Fox's tabloid program, *A Current Affair*, was first in its time period last season on WNYW and will remain at 7:30. The station picked up rights to the off-network *Night Court* and may schedule it at 6:30 next season, sources said.

WWOR-TV confirmed last week it was creating a new three-hour program block from 10 a.m. to 1 p.m. this fall that will combine elements of its current two-hour talk-magazine show, *People are Talking* (10 a.m.-noon), and news. The station currently has a one-hour noon newscast. It will continue to program to children in the morning, and will expand its one-hour comedy block (7-8 p.m.), currently anchored by *The Cosby Show*, perhaps to three hours (5-8). The station has picked up rights for the fall to *Who's the Boss?*, *Silver Spoons*, *It's a Living* and the colorized version of *McHale's Navy*.

WWOR-TV also picked up the rights recently to *Remington Steele*, which has just come off a one-year run on *The Family*

*Channel*. A station spokeswoman confirmed that WWOR-TV would continue its prime time checkerboard of dramas, currently anchored by *Hunter* and *A-Team*. However, she said, the exact mix of programs is not yet in place.

At WPIX, a new general manager, Michael Eigner, will join the station Aug. 7, and he is expected to make some changes in the station's schedule. Eigner could not be reached for comment last week.

But as of last week, station sales executives were on the street with a fall schedule that includes a morning children's block with the new Group W strip *Teenage Mutant Ninja Turtles* at 7:30 a.m., scheduled between Claster's *C.O.P.S.* at 7 a.m. and *Maxie's World* at 8 a.m. Old sitcoms round out the morning, followed by an early afternoon movie. Another kids' block follows, anchored by Buena Vista's *Disney Afternoon* package.

From 5 p.m. to 8 p.m. the station has scheduled the new off-network *Highway to Heaven* and a double run of *Growing Pains*, with *Charles in Charge* sandwiched in between. A newscast at 7:30 p.m. leads into an 8 p.m. movie. —SM

## PanAmSat taking Comsat to court

On June 16, 1988, a French Ariane rocket launched from French Guiana put a PAS 1, 24-transponder satellite into orbit and the Pan American Satellite Corp. into business as the first privately owned international communications satellite system. It was the culmination of four years of often frustrating effort on the part of PAS to secure the necessary clearance from the International Telecommunications Satellite Organization. Now, after a year in which it claims it has been denied a fair opportunity to compete with Intelsat, PAS has vented its fury with a \$1.5 billion antitrust suit against the Communications Satellite Corp., the U.S. signatory to Intelsat.

The lawsuit, filed in U.S. District Court in New York, alleges that Comsat has abused the monopoly power given it under the Communications Satellite Act of 1962, which created it, by seeking to prevent competition in the international communications satellite market. The suit also charges that Comsat has shirked its responsibility to implement U.S. policy—adopted in a presidential directive issued in November 1984—to promote the development of separate satellite systems. Instead of facilitating separate systems' passage through Intelsat's sometimes tortuous consultation process, PAS alleges, Comsat set up obstacles in PAS's path and joined with other Intelsat signatories in an agreement to "boycott" competing systems, including PAS's.

In announcing the lawsuit, PAS founder and chairman Rene Anselmo and PAS president Fred Landman laid out a tale of frustra-

tion, of what he said were the efforts of Intelsat—the 117-nation consortium that operates a 13-satellite system—and the foreign government members of the organization and Comsat to block PAS's efforts to do business throughout Latin America and Europe. For instance, one paragraph in the suit says that Comsat, "pursuant" to the alleged boycott, "has hindered PAS efforts to operate in Switzerland, Austria, the Netherlands, Belgium, Denmark and Norway." And where PAS was able to conclude a consultation with Intelsat, the suit alleges, Comsat "conspired" with a country's signatory to establish a joint venture in order to preempt the business PAS says it would have obtained. (Anselmo, in Lima, Peru, and Landman, in New York, met the press in those cities through a PAS 1 hook-up.)

The suit contends that the alleged anti-competitive actions have cost PAS \$500 million in lost revenues, and, as is customary in such cases, seeks triple that amount in damages.

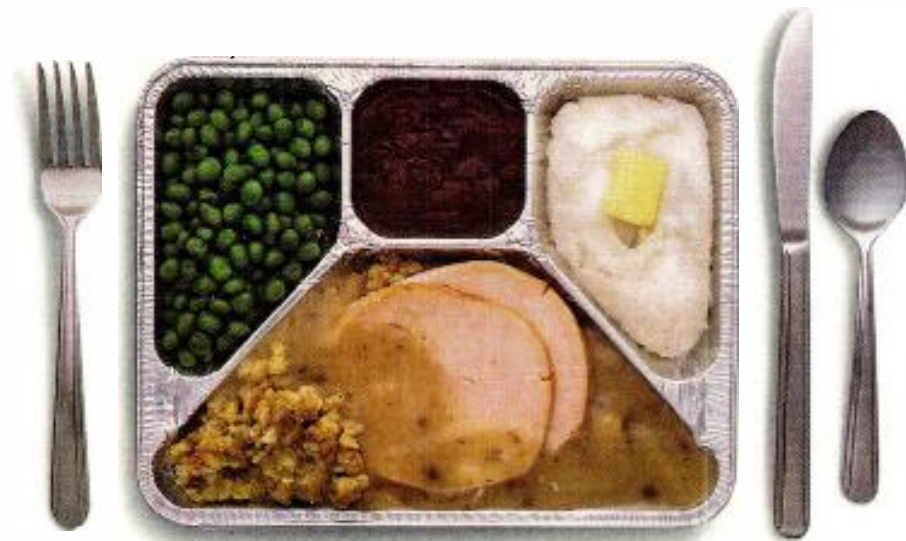
Comsat's first reaction to the suit seemed one of surprise and hurt. "I find [the suit] ironic because we're the ones who were largely responsible for getting them [PAS] up and running because of our work in the [Intelsat] consultation process," said Comsat spokesman Bob Hunter. Although he would not comment on specific allegations, Hunter said the suit "has no merit." He saw it in what he said was "the context" of a series of actions PAS has taken, in the form of complaints filed with the FCC, "to impede and harass us in our mission." —LZ



## The view from the top



*Since David Salzman took over at Lorimar Television in the spring of 1986, the company has been the leader in network television production for three years running. For the upcoming season, it has 11 series on the big three. In the following interview, he warns that Hollywood could lose its production crown if it doesn't get its kingdom in order, addresses the outlook for the networks and looks at the industry's future.*



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# One of these revolution the world looks at TV w

BTS did not invent the TV dinner. The Swanson<sup>®</sup> Company did.

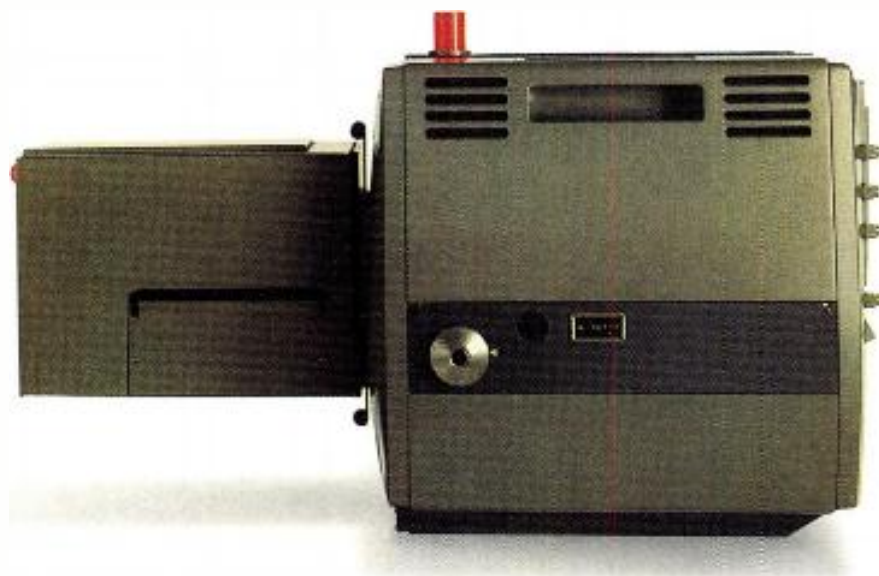
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switchers, videotape recorders and graphics equipment are among the best-engineered, highest quality and most reliable in the world. Our work in High Definition and CCD products is pacing an industry which faces the most sweeping technological advances since its beginning.

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what's ahead.

**How has the merger with Warner Communications, carried out earlier this year, affected Lorimar Television?**

Well, it hasn't really affected it at all to this point. One of the things that Steve Ross had discussed with us before the deal was consummated was his fervent belief that one of the reasons for the success of a company the size of Warner is to maintain the feeling in the different business units that these companies are small, individual entrepreneurial organizations. So in our case, this whole separate and autonomous aspect was music to our ears. The one aspect where I think Warner maybe adds something is that when we were Lorimar Telepictures, in the later days, we were concerned with the viability of the company. And when you take your eye off the ball, you're running an operating unit on the one hand and you're responsible for guiding the overall fortunes of the company. When you're controlling a small-picture operation and still having to take the big-picture view, that's when a business can get off track. We were lucky that we didn't in the television area. And now that we're part of Warner, which is a very well-financed company, we don't have to worry about: Are we going to have the wherewithal to run the business the way the business should be run?

**Will the Time-Warner merger [approved last week] have any significant impact on the day-to-day operations of Lorimar Television?**

We have asked that same question, as has every division, I guess, of both of these companies. And in anticipation of that, the answer that we were given, and of course we accept, is that the companies are going to operate in the same fashion as they did before. It's an excellent fit, virtually without duplication. As far as our operation, we're told that nothing is going to change.

**So Lorimar Television will remain a separate entity?**

Absolutely. We've been assured that is the case. The merging of two television companies, Warner Television and Lorimar Television, to me is similar to a situation where Procter & Gamble has acquired two big brands of coffee and three brands of toothpaste to try and dominate market share within a product category.

**In terms of your relationship with the networks, are there advantages or disadvantages in two distinct divisions of the same company producing programs for them?**

It's probably too early to say, but my guess would be that there would be neither an advantage nor a disadvantage, in that we have this separate and I would say fairly different identity in the marketplace among the buyers, as compared to Warner Television. I don't think we're going to catch a break or that we're going to be penalized. I think we'll have to succeed or fail on our own merits.

**Deficit financing of network television shows has become standard practice. What does that say about the business and what impact has it had on Lorimar Television specifically?**

I think that to some degree the industry has been forced to change. That's why companies like New World and Lorimar Telepictures got into trouble. The reason was, in the case of Lorimar Telepictures, we were doing, we thought, an acceptable, if not superior, job of building assets. But in the meantime, there were certain cash flows that were a drain on top management time and focus as well as on the resources of the company. Once you start to make decisions based on your bank balance, you're going to probably start making mistakes. You have to be cognizant of the financial underpinnings of a company and the viability over a period of time, but we're really in an asset building business.

**In taking a story concept to series, what are the chances for success?**

You develop three, four or five scripts, one of them gets ordered as a pilot. You do three, four or five pilots, one of them gets ordered as a series. You get three, four, five series on the air, and one of them sticks and becomes a hit. So it's very difficult.

**In terms of annual network output, you've been in the top spot for the past three years. Explain your strategy.**

When I came into this four years ago, I remembered from working at WKBD-TV Detroit what [Chrysler chairman Lee] Iacocca tried to

do when he went over to Chrysler, which was to keep the regular Chrysler buyers and build on that established constituency. For us, our foundation was really family dramas and the serials [*The Waltons, Dallas*]. We didn't want to go out of that business. We're good at it and the networks looked to us for that. But we could see the writing on the wall financially, where the back-end values of certain other genres of programming were already outstripping the ones that we were doing. So our goal was to achieve balance between half-hours and hours and to get in business with all the networks, which was not that easy, because everybody knew we had this primary relationship with CBS. So we're proud that we have been able to develop two or more hit shows on all the networks. And this year we again did development for all three networks plus Fox. About half the projects were half-hour, the other half one-hour programs. And, if you take a look at the last couple of years, what we were able to do was to establish a reputation as not only being a good traditional program supplier but also supplying what we call "leading edge" programming. *Max Headroom*, for example, was a real breakthrough. It was new television, in some ways too new and too narrow, which is a whole other subject.

**You've also reached back to try to revive the western with *Paradise* on CBS.**

What we did is we sat down two years ago with David Jacobs, one of the most successful creators in the history of the television business, and said to David: "We have to develop a new form or we have to bring back an old form and package it in a new way." And we came up with the idea, along with Kim LeMasters at CBS, of bringing western series back to television. That western, which is only a modest success to this point, is the most successful new drama on the network and is returning for a second season.

**You also tried, with less success, to bring back a ghost comedy to television, *Nearly Departed*, which had a short flight on NBC this spring.**

There hadn't been one for over 10 years. We didn't know that "Beetlejuice" even existed. We delivered a pilot, and a week later "Beetlejuice" hits the screens, and it's a fabulous success, and then we had our show on the air. There were two or three ghost pilots this year in development, so again we were a year ahead of the rest of the companies.

**You mentioned *Max Headroom*, which, with the benefit of some good reviews, started off well and then fizzled. What did you learn from that experience?**

We learned a lot from *Max Headroom*. We lost some money. Not nearly as much as has been reported in some quarters, but we lost money. Going into it, we saw that one as potentially a home run financially. But perhaps most significantly, with that show we sent a signal to the networks and the production community that Lorimar is willing to break new ground. Within the industry it was viewed by many as a cult hit, but that was perhaps too narrow for the audience or too far ahead of current taste. The major benefit that we got not only from the networks as buyers, was from the creative community. Even as recently as the past few weeks, someone called me and said I thought of you first because you guys had the guts to put *Max Headroom* on the air. So that is a benefit. On the down side, we learned that we were not as good at planning out what the real costs of this would be because it was like a movie every week. And the problem was in post-production—with the TV schedule we couldn't deliver shows fast enough and we were running up enormous bills in post-production.

**Just how high did the costs go?**

A lot more than the license fee. Fortunately we made outstanding foreign sales on the first grouping and we didn't really lose money on those, but on the later ones we were just spending far more than—it was costing as much to post-produce as it was to produce it because the electronics in the show were rather ambitious.

**Did the costs prohibit any consideration of taking the program into first run to see if you could exploit the cult appeal?**





It was cost-prohibitive. I grew up in the syndication business coming out of broadcasting, having run Group W Productions for a while. And we knew there wasn't even a chance. We could cut the budget by three-quarters and maybe we could pay for a quarter of the show. It just was not viable.

**You mentioned Bernie Brillstein, who was a key in developing the hit show *ALF*, which Lorimar subsequently sold to NBC. What is Lorimar television's current relationship with Bernie and how much credit do you give him for boosting the company's comedy programming profile?**

Well, first of all, Bernie is among my closest friends in the business. He's an enormously talented man. He has a great perspective on where the business is going. He's a real trend-setter and he, too, is a chance-taker. So I think a lot of Bernie and he's had great success with his companies. I would say that most of our growth in comedy has come largely apart from Bernie. Bernie's had a number of successes and Lorimar, owning The Brillstein Company, would not just take credit for all the Brillstein shows. He's had *Garry Shandling*, *Molly Dodd* and all those wonderful Henson [Muppet creator Jim Henson] things, with which we really had no involvement. In some cases we had an involvement, such as *ALF*. But that's separate. All the other comedies and the new development and what we've had in first-run, I would say those were home-grown.

**Let's get back to program development. Did this year's development season stand out in any respects?**

In the context of our own development?

Yes.

I would say it's different in a few ways. We are for the first time developing projects for Fox Broadcasting. We made two pitches and sold both shows—*Hollywood Dog*, [an animated prime time project], and another show, yet untitled. It's a reality-based biographical magazine show that we're very excited about. Another thing we tried to do was to start to design shows around stars if we could get people we really believed were stars. And we have one such person in Richard Chamberlain, who in television terms is undeniably a superstar. He has been offered series probably every year for the last 15 or 20 years, and we were able, through one of our key creative people, to come up with that kind of a role that he felt would merit his return to the air. [The program, *Island Son*, was picked up by CBS.] The other project like that that we're developing will be a mid-season show with Robert Wagner.

**We understand you have a couple of so-called "high concepts" in development as well.**

We have a show that we're going to be doing for NBC in which we will form our own musical group that is different from the Jacksons and the Monkees and yet has some of those ingredients. It's a sitcom with music. We think that's a little different than what we've seen on the air in recent years, and we have a few others that we feel have breakout possibility, such as one that we're doing for CBS which is a children's fantasy show that is quite unusual. It's called *Wildest Dreams*.

**Has working with the networks in terms of development and ongoing programs become more or less difficult in recent times?**

It's about the same, and it's always been difficult. Two things that come to mind. One is that the cost crunch that everybody is experiencing seems to make it more difficult for buyers and sellers to work together. On another level, networks and producers are becoming more and more creative partners because the producers are investing vast amounts of money in these shows, and have a greater say, creatively, than they used to.

**You raised an interesting term—partnership—and I think that the networks will tell you now if you ask them that if this partnership is to continue to flourish, there's probably going to have to be a modification of the ground rules, particularly in terms of their ability to get in and have a financial interest in programs and perhaps syndication rights. Do they make a valid point?**

I think that there are periods in any industry where reexamination is necessary and out of that comes a new definition of how the business should be conducted, and it appears that we may be at such a crossroads. Where we fit in is this balance of risk-taking and reward-sharing, and like a lot of my colleagues who are independent producers or who are running production companies, my belief is that the day the networks are willing to share some of the profits, in success, starting with the advertising revenue from the network broadcasts, is the day when we should probably start to think about a new way to have the networks share in those profits, if any, that we make at later times in syndication and in providing the product to other venues.

**What about pressure from interest groups and advertisers in terms of programming content? Are producers being forced into a greater sensitivity, if for no other reason than the fact that the media is focusing on such issues?**

In other words, are these pressure groups influencing what we do? I

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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 population.

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.

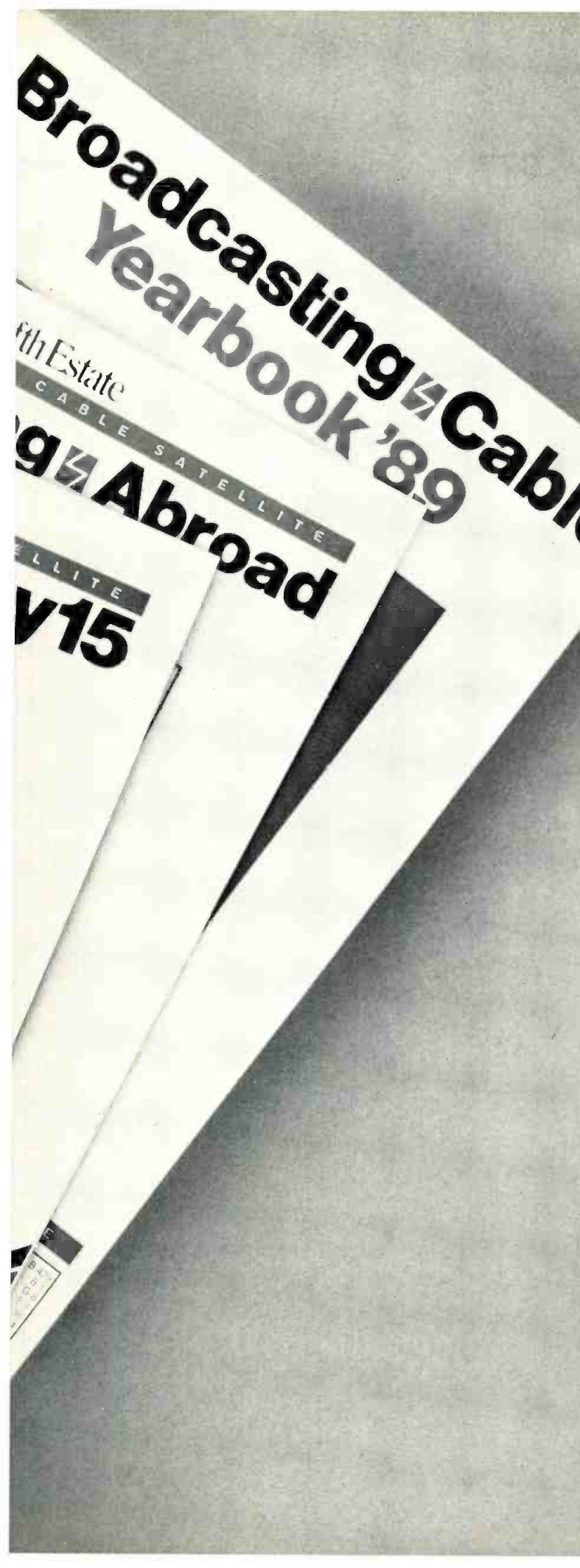
But cable programmers have no intention of discarding past formulas. Off-network series and Hollywood-purchased movies will continue to have a significant place in the cable programming universe. But as cable steers toward differentiation, that course naturally leads to an increasing reliance on programming un-

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think we try to stay more in tune with the audience at large than listen to any specific community group or pressure group. But the public has an awesome power that you only realize when you're a broadcaster. I wouldn't say that the networks or any pressure groups have influenced us to any great degree or nearly as much as the input we're getting from the audience week in and week out. And they're starting to say, and boy they've been right, that on such and such a show they're getting tired of seeing this and if that doesn't change they're going to stop watching that show. That really has forced us to reorient ourselves in terms of what we call current programming. Every studio has a Current Programming Department. The job of the Current Programming Department is to try and do everything you can to keep those shows on the air for a while. We treat every returning show as if it were a new series. Now, obviously, there's some continuity in that we're bringing back characters, but we don't always bring back the characters, and we think that every single week American viewers in large part are asking the question before they press the remote control: "Why should I watch this show?"

**Has there been a shift in the attitudes among the networks? Is it your perception that NBC is playing it a little more safe and maybe ABC and CBS are a little more daring?**

I think all three networks seem to be more daring than they were a couple of years ago. As opposed to the second- and third-place networks being daring, which would make some sense, I haven't seen NBC play it real close to the vest. Our ghost show with NBC was not the boldest thing in the history of television, but it was somewhat of a departure. Then there's the music show we're doing for NBC. I think that the NBC management is as willing to take chances as the others, and as a group, the network managements are more willing to take chances than in recent years. I think what they're getting back is this feedback that we're getting—that television suffers from sameness and predictability.

**The networks appear to be focusing more on comedy. Is there a danger of that form eventually becoming too much of a good thing?**

It seems to be the nature of the American consumer mentality to beat a good thing to death. Whether it's nonfat yogurt or a certain type of a sitcom, there's certainly the danger of too much of a good thing throwing everything out of kilter and damaging the organism. However, I do not see the networks as going much more toward comedies than to the one-hour dramas. I think that the networks are having difficulty getting suppliers to make the investment in the one hours. But I think that if you take a look at the schedule, there's still a fairly similar balance to what we had. You've got to look at it over a five- or 10-year period. I think that they want that balance. At ABC there's a very strong interest in new dramas because ABC is fortunate enough to have several comedies that are doing well, and not to have many dramas that are doing as well. At NBC, everything seems to be working reasonably well, but they could use a few more shows, particularly in the dramatic area, I think. And CBS is looking for both comedies and dramas. So it's actually quite balanced.

**Is the domestic programming business driven largely by what will succeed in syndication, with the network serving as the first exhibition window?**

No. I don't look at it that way. It would be wonderful if we could do it that way, if we could control the buyers to that extent that we could view that initial window as only part of the chain that we could pretty much determine. But, unfortunately, that's not the case. We can attempt to influence the networks in what to order from us and how we execute what they order. That's not to make us seem powerless—the major suppliers have a fair degree of influence, including, ultimately, the ability to say, "No, we won't do this or that project." But you are still trying to satisfy the buyer, and the networks have a very important say in it. That may change

over time, and it relates a lot to the economics of the business. If, for instance, instead of delivering an hour for \$800,000 we're delivering a show for a \$400,000 license fee because we've taken in, say, two foreign partners, we go to the network with what is a more formed concept, and say to the network that in return for our ability to do the show in the way that we are presenting it we're willing to give you a bargain deal, that would constitute a very different approach than the one commonly followed these days.

**How much offshore production are you doing?**

We have done certain long-forms with offshore partners, one example being *Jack the Ripper*, which was a mini-series early last season on CBS. We have done other movies and mini-series with offshore partners. We are right now exploring expanding that practice, and I would predict that between syndication and network we would be doing some series in that fashion within the next year or two, perhaps one very soon that we're in discussions about. More of those types of relationships have emerged among the players in international and domestic syndication marketplaces. Generally speaking, outside the U.S., the interest is much greater in the hours.

**Is Hollywood in danger of losing its leadership in the production area as a result of costs that are forcing people to go elsewhere?**

I think that Hollywood is in danger only if it doesn't respond to realities that have presented themselves. The cost of production

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in Hollywood has become prohibitive. It is one of the reasons why I think the labor negotiations in the last few years have been as tenuous and difficult as they have been. And that's not to point a finger of blame at the other side. We all are experiencing the same changes in the business and it's just a matter of somehow working together to find acceptable solutions, which is difficult sometimes. I think that we have begun to move in the right direction. But this is only the beginning. Unless we continue to find ways to produce, not just the highest quality programs, but to produce them on a highly efficient basis, the Hollywood production factories are in danger of losing capacity.

**All three of your prime time serials ['Dallas,' 'Knots Landing' and 'Falcon Crest'] have been renewed. How do you explain their longevity?**

The durability of the genre has been proven time and time again, not only by these programs but, of course, the ones in daytime. And I think the reasons the program form is so durable are twofold. One is that these programs establish a group of characters with whom the audience develops a very personal relationship, and second, because these shows can reflect the shifts in society's mores and tastes without abandoning the creative framework. You can't do that with many other program forms. So that, for instance, on *Dallas*, it's perfectly in character for that show to travel to the Soviet Union at a time when the Soviet Union is opening itself to the United States and is looking for our technological knowhow. Who else would they reach out to get but the most famous oil maverick in the world. J.R. Ewing? Now, there are certain other shows where you'd say sending the lead characters to the Soviet Union would be ludicrous.

**How much longer can those dramas last on the network?**

I think if we do a good job, we might sit here five years from now and be talking about how much longer can these shows stay on. Because we believe they can and will stay on for several years. Of all the CBS shows on prime time last season, the show that had the highest percentage increase in rating and share was *Knots Landing*. *Dallas* has lost some of its audience versus last year, but it's only lost about 50 percent or 60 percent as much as the average CBS show has lost. Even *Falcon Crest* has dropped less than the CBS average. So, relative to the CBS programs, one has gone up more than any other and one has dropped about half as much as the average decline, in spite of a severe drop in its lead-in. I think the numbers bear it out that these are still strong shows.

**You had a midseason show briefly on ABC last season called *Studio 5B*, an hour drama about network television. Were you surprised at how unreceptive the audience was?**

It's a show that we knew going in might not appeal on the broadest level. We tried to just do a high-quality show. We thought that the network would put us in a different time period. I think ABC would confirm that the show was developed and produced as a 10 p.m. entry and was thrown in at 8 p.m. on family night [Sunday]. And I think it was doomed to failure when you consider the alternative programming on NBC, CBS and Fox, which is quite a factor on Sunday. In fact, it was really never sampled. If it had gotten the kind of showcasing we'd hoped for, perhaps it would have been sampled and still have been rejected to the level that it was, but we feel that it was scheduled in an unfortunate manner. I don't want to lay [all] the blame on ABC because I think the appeal was also too narrow. And we learned from the experience. *Studio 5B*, I think, if anything, enhanced our position to do business with ABC because we did what we were asked to do. It just didn't work.

**How do you see the network TV business changing in the next several years, particularly after 1990, when the networks will be allowed to produce as much programming as they want?**

Remember, the sunset only pertains to the consent decree as opposed to the financial interest and syndication rules, which are set until someone changes that. But the consent decree I think brought the parties to the table to talk about long-term issues at a time when that was essential, given changing economics. So, it may be a somewhat fortuitous thing that the mechanism was there to force this type of dialogue.

**How important are technological innovations within the industry?**

Very important. We've really seen over the history of the business that the technology has preceded the software. As a software producer, we will always attempt to find new types of product that we can bring to whatever those delivery systems are.

**How will HDTV affect your business?**

I personally don't think HDTV's going to happen in this country. I don't think videodisks will happen even though it's a technically superior system to tape. I think it was not hard to predict that tape would win. And I think that HDTV will not succeed in this country.

**Would you elaborate on that?**

Well, HDTV will require retrofitting the entire technical aspect of the business as we've known it today. I think the level of obsolescence is one which our society will not go for, first of all. The only reason to do it is to go to 40-, 60-, 80-inch screens where you can actually enjoy the difference. On a 19-inch screen, an untrained eye is going to see very little difference. The cost benefit is just not there.

**What's the alternative?**

What I think will happen is more toward advanced television, or the enhanced TV where viewers will, for a price comparable to what they've paid before, get far better quality, and more gimmicks and gizmos than they know what to do with anyway. And I think that will suffice.

**What about producing programs for cable?**

I think that cable offers boundless opportunities for software. There will be some highly adventurous programming that will be created for cable. We're already seeing a level of cooperation, for instance, among producers and broadcaster and cable exhibitors. Garry Shandling is the best example.

**Is that the way you see cable program development heading?**

In a way there's a farm system developing. This is not to relegate cable to secondary status, because I don't think it is. But there may be shows that start out in cable and that stay in cable and then perhaps in some cases move into network television, or move up from basic to pay, whatever it may be, where it just financially makes sense to do so. But there's gonna be an enormous need for programming.

**Specifically, what are your plans for producing for cable?**

We're in discussions to do some of those kinds of things with various cable concerns right now. I can't really elaborate at this time.

**Let's go back to Time Warner for a moment. What does the merger say about the changing media world?**

My feeling is that it's part of what seems to be a natural progression in this industry, and in all major industries in our country over the last several decades, toward consolidation: the big three in autos, the big five in steel and the big whatever the number is in the entertainment industry. To me that is something that is predictable and not particularly unusual. I think that the Time-Warner combination is a very healthy thing because it seems to me that something isn't right when most of the recording industry is controlled by foreign interests. This is the American music business. America and music were synonymous until very recently, and now you have Sony, Phillips, Bertelsmann and Thorn EMI owning four of the top six record combines in the world, all of which were American. And the largest at the moment is the Warner group of companies, and I think it's great that there's still an American-owned record company.

**Do you see Time Warner emerging as America's sole representative in terms of being a global media power?**

It would seem presumptuous to say yes and perhaps ignorant to say no. I don't know enough about what could happen but it certainly would seem to be one of the major players over the foreseeable future.

## Professor leads boycott of Los Angeles Spanish stations

**Charges that Univision and Telemundo have not been sensitive to programming needs of Mexican-American community**

Factional fighting has sprung up in the Los Angeles Spanish-language television community, where a college professor is trying to lead a Mexican-American boycott of the Univision and Telemundo broadcasting networks. Raul Ruiz, a professor of Chicano studies at California State University-Northridge, feels that the networks' programming and hiring practices are ignoring Southern California's large Mexican-American community. Both networks dispute the charges.

Ruiz has been leading protests and pickets of L.A.'s two Hispanic broadcasting outlets—Univision's O&O KMEX-TV and Telemundo-owned KVEA(TV). Of the four million Hispanic citizens in southern California, Ruiz estimates 85% of those are of Mexican descent, and that the two Miami-based networks are slighting his community with programming of a Cuban slant, in what he terms "trash TV of the highest order."

"Anyone else in the country can get up and change the channel if they don't like the programming, but for the Mexican-American community there is nothing else to watch," Ruiz says. He also lambasted the two networks for not producing much programming in Los Angeles to "accurately reflect" the local issues affecting Mexican-Americans.

Ruiz also said recent personnel moves at KVEA triggered some of the protests. Last June, News Director Bob Navarro, a 15-year news veteran, was fired from the Telemundo station after 10 months in the post and replaced by Robert Soto. Ruiz said Soto is a three-year news veteran of Cuban descent. Also, said Ruiz, several months before Navarro's firing, Frank Cruz, a Mexican-American, resigned and was replaced by Steven Levin, who is not of Latin descent.

Singling out KVEA, he charged that none of the 20 key managerial positions is filled by Mexicans, and only "one anchor and two news reporters are of Mexican ancestry." He also complained that Telemundo's board of directors does not include any Hispanics, and only one Mexican-American (Carlos Barba, senior VP, programming) fills a senior management position in the company.

Univision, founded in 1961 (originally as the Spanish International Network) and bought by Hallmark in 1986, is the largest and longest-running of the Spanish-language networks in this country. Hallmark owns nine stations, and Univision claims over 400 stations on its satellite network linkup. Telemundo was formed in 1986 when Reliance Capital Corp., led by New

York financier Henry Silverman and Reliance Chairman Saul Steinberg, bought six stations and lined up 20 affiliates for a daily Spanish-language programming service, which reaches approximately 70% coverage.

"What we have," charged Ruiz, "is other large businesses buying broadcast outlets, those who have no hands-on media experience. They figure they can turn a healthy buck with minimal investment in programming, and wait for the station to appreciate in value for resale."

Donald Raider, executive VP and chief operating officer at Telemundo, countered Ruiz's charges by saying Capital Reliance has invested \$325 million in Telemundo, and that people were "reading false signals" that the network was looking to sell out because of an aborted attempt to put its Puerto Rico station (WKAQ-TV) on the block. "Telemundo is not for sale today," Raider said. "Reliance has invested a significant amount of capital in the network. We are highly leveraged with the financing, but many of the costs are fixed, and we'll see this company turning profits in the near future."

Regarding hiring practices, Raider said that some 70 of KVEA's 103 employees are of Hispanic origin and that the company's employment rolls, as indicated in FCC documents, reflect "the best balance of minority representation, considering the recruitment of available talent and technical experience." Of the 40 network sales positions, Raider said, 32-35 of those are people of Hispanic origin. "For the last 14 months, we have approached three Hispanic-Americans to accept fiduciary duties with the Executive Board at Telemundo, but they turned us down," he said, promising that the company will have three Hispanics on the board by the third quarter of 1990.

According to Raider, he and other Tele-

mundo officials sat down with the Ruiz-led Mexican Coalition For The Improvement Of Mass Media and the National Hispanic Media Coalition recently to hash out issues involving KVEA, and discuss other network programming. Raider said Ruiz's Mexican Coalition requested that Telemundo fire six top executives at KVEA, three of whom are Hispanic-Americans. "The Mexican Coalition would like us to hire only Mexicans and disregard any consequences of reverse discrimination against other Hispanic-Americans," Raider said. He also said Ruiz has not responded to calls regarding subsequent meetings, despite a community "advisory board" being set up to further deal with local issues in L.A.

Senior officials with Univision were not available for comment, but Rosita Peru, director of programming, said 35.2% of on-air programming was domestically produced in July 1989. An official tally from Univision indicated Mexico accounted for an additional 42.8% of network product and other Latin American countries accounted for 22% of remaining programming. Of Univision's 23½ hours of weekday programming, West Coast production accounted for roughly 11 hours of U.S.-made product (including two half-hour local news slots), compared to eight hours of East Coast production.

KVEA's Levin said 12 of 16 hours in Telemundo's dayparts are "directly targeted to Mexican-Americans," with 65% of the network's product coming from Mexico. The bulk of their domestically produced programming is in daytime, early fringe and access, with Los Angeles producing three hours of original programming compared to Miami's two hours of product, according to Levin. "That's a 60-40 balance," he said, adding, "I don't think that's an accurate criticism of our production practices. NBC produces on both coasts. Is anybody complaining about that?" —MF

### Nielsen to test Spanish-language peplemeter

Spanish-language television networks Telemundo and Univision signed a multimillion-dollar agreement last Wednesday in New York with Nielsen Media Research to create the first Spanish-language ratings service, a Nielsen spokeswoman announced. Telemundo President Henry Silverman, Univision President Bill Grimes and Nielsen Media Research Executive Vice President William Jacobi signed a deal that calls for test-marketing a peplemeter system on the two networks' Los Angeles O&O's. If all goes well, plans call for a national rollout of the ratings service.

The initial blueprint details the installation of peplemeter boxes in 200 Hispanic households, with rating research on the performances of Telemundo's KVEA(TV) and Univision's KMEX-TV in Southern California. Peplemeter samplings will be taken in Ventura, San Bernardino, Riverside, Orange and Los Angeles counties. The spokeswoman also said bilingual field representatives will represent Nielsen in those areas.

A Telemundo source estimated the deal at \$38 million, with both networks evenly splitting the costs of the five-year deal. The source added: "If the ratings information is available it will mean more acceptance from advertisers in justifying major media expenditures to the Hispanic community. If it doesn't work out, I imagine Nielsen has an option to get out of the contract."



# Downey to work on new radio, TV projects

Morton Downey Jr. announced last week at a press conference in New York his involvement in two projects—one for radio, and one for television—with Genesys Entertainment, a division of Florida-based Genesys Real Estate Corp.

Downey said he will be the “spokesperson” for a nationally syndicated radio show, *America’s Listening*, consisting of “nonabrasive” two-and-a-half-minute segments airing twice daily, Monday-Friday. Scheduled to begin toward the end of September, the segments will consist of commentary and perhaps news, and “I will have input to all of it.” Downey said. He also “assumes” the show will have sponsors. Producers for *America’s Listening* will be America’s Listening Corp., a division of Genesys, Downey said.

Additionally, Downey said he will star in a Genesys-produced sitcom about a country singer with three daughters. This project is expected to be available in mid-January.

At press time last week, a spokesman for Genesys told BROADCASTING he had no comment, except to say that Downey was working with the company’s entertainment division, and that a fuller statement would be issued later in the week. Genesys is not associated with Genesis Entertainment, syndicators of *The Judge*, *The Byron Allen Show* and *Highway to Heaven*, among other programs. □

## Syndication Marketplace

*After Hours*, syndicated latenight strip premiering Sept. 18, has cleared over 100 stations including 48 of top 50 ADI’s, representing coverage in over 80% of U.S. market. On-location magazine show has new clearances with WTSP-TV Tampa, KCPO-TV Seattle, WCAY-TV Nashville, WSX-TV Columbus and WNOL-TV New Orleans. **Worldvision Entertainment Inc.** is distributor of half-hour barter program.

Batmania emanating from Warner Bros. summer theatrical release, “**Batman**,” continues to help sales of 23-year-old off-network series of same name distributed by **Fox Syndication**. So far, 51 stations covering 41% of country had picked up show in multi-year cash deals, Fox said, up from 18 stations at beginning of year. Show is turning in strong ratings in some major markets, including Los Angeles and Washington. It’s placing second in time period on Fox-owned stations in both those cities.

**World Events Productions** reports that its children’s program, *Denver, The Last Dinosaur*, which expands from weekly to strip in fall, has been picked up by 122 stations covering 82% of the country. Eighteen of top 20 markets have been cleared for barter show (with 2½ minutes national/3½ local spot split), including all seven Fox-owned stations.

Jeff Androsky and Dan Weyand, former producer and director of *Eye On L.A.*, have been named supervising producer and producer, respectively, for **Worldvision Enterprises Inc.’s** *After Hours*. Cleared in 90 markets, including all of top 10, *Hours* premieres in September.

**MCA TV** has entered exclusive agreement with former Los Angeles on-air personality Christina Ferrare and her production company, Uptown Productions, to produce syndicated daily talk show. Program is in development for fall 1990, and MCA TV President Shelly Schwab said in prepared statement that production “will commence shortly.”

## NBC wins week 44 with 10.8/21; CBS takes news, 9.3/20

Nielsen	Net	Show
1.	17.4/31	A Roseanne
2.	17.4/32	N Cheers
3.	16.5/31	N Different World
4.	16.4/33	N Cosby Show
5.	16.0/29	N Dear John
6.	15.1/32	N Golden Girls
7.	15.0/31	N Empty Nest
8.	14.3/29	N Hunter
9.	14.2/25	C CBS Sunday Movie
10.	14.0/26	A Wonder Years
11.	13.9/30	C 60 Minutes
12.	13.7/27	A Who’s the Boss?
13.	13.6/25	N L.A. Law
14.	12.8/25	N Unsolved Mysteries
15.	12.7/22	A Coach
16.	12.5/22	C Newhart
17.	12.2/21	C Designing Women
18.	12.0/26	A Full House
19.	11.9/21	N NBC Sunday Movie
20.	11.8/24	A Growing Pains
21.	11.5/22	A Just the Ten of Us
22.	11.5/21	N Night Court
23.	11.4/22	N Matlock
24.	11.3/20	C Jake and the Fatman
25.	11.2/23	A Mr. Belvedere
26.	11.1/20	N Hogan Family
27.	11.0/22	A 20/20
28.	10.9/19	N NBC Monday Movie
29.	10.8/20	C Doctor. Doctor.
30.	10.8/20	F Totally Hidden Video
31.	10.7/19	A ABC Saturday Movie
32.	10.7/19	C Murphy Brown
33.	10.7/22	F America’s Most Wanted
34.	10.6/21	N ALF
35.	10.6/20	N Midnight Caller
36.	10.5/21	C Paradise, special
37.	10.3/23	N Amen

Nielsen	Net	Show
38.	10.2/23	A Perfect Strangers
39.	10.1/18	N In the Heat of the Night
40.	9.4/18	A MacGyver
41.	9.4/17	F Married...With Children
42.	9.2/17	C CBS Tuesday Movie
43.	9.1/17	A thirtysomething
44.	8.9/18	A Philby
45.	8.8/16	C Wiseguy
46.	8.8/21	N My Two Dads
47.	8.7/16	C Equalizer
48.	8.6/15	A ABC Monday Movie
49.	8.5/15	N Knight and Daye
50.	8.2/16	C CBS Friday Movie
51.	8.1/15	A China Beach
52.	8.1/15	N Miami Vice
53.	7.9/14	A Hoopernan
54.	7.7/17	N Highway to Heaven
55.	7.6/13	A Robert Guillaume Show
56.	7.1/14	N Magical World of Disney
57.	7.0/13	C Fresno. part 1
58.	6.9/14	A ABC Saturday Movie
59.	6.9/14	N NBC Friday Movie
60.	6.5/14	A Incredible Sunday
61.	6.4/13	C West 57th
62.	6.4/14	F 21 Jump Street
63.	6.1/12	A ABC Thursday Baseball
64.	6.1/14	C Partridge
65.	6.1/13	C Tour of Duty
66.	5.9/14	F Cops
67.	5.9/10	F Tracey Ullman Show
68.	5.7/12	A Have Faith
69.	5.6/10	C Cavanaugh
70.	5.5/13	A Mission: Impossible
71.	5.4/10	C Coming of Age
72.	5.4/11	C Fresno. part 4
73.	5.3/10	C Fresno. part 2
74.	5.2/10	C Fresno. part 3

Nielsen	Net	Show
75.	4.8/11	C Fresno. part 5
76.	4.0/9	N Jim Henson Hour
77.	3.9/8	F Reporters
78.	3.8/7	F Duet
79.	3.8/7	F Garry Shandling’s Show
80.	2.9/6	F Beyond Tomorrow

### Syndication Scorecard \*

(Week ending July 16)

Rtg.	Show	Stns.	Covg.
1.	11.7 Wheel of Fortune, synd.	227	98
2.	10.6 Jeopardy!	211	98
3.	10.4 Univ. Pictures Debut	136	95
4.	8.4 Cosby Show	198	98
5.	8.1 Star Trek	231	97
6.	7.7 Oprah Winfrey Show	212	99
7.	7.3 Wheel of Fortune, wknd	202	91
8.	6.6 Current Affair	147	91
9.	6.3 Entertainment Tonight	169	93
10.	5.8 Donahue	228	98
11.	5.4 Geraldo	202	99
12.	5.4 People’s Court	187	93
13.	4.9 Friday the 13th	216	96
14.	4.9 Star Search	150	95
15.	4.8 Mama’s Family, syn.	189	93
	5.1 Wrestling Network	148	91
	8.8 World Wrestling Fed.	252	97

\* Nielsen syndicated weekly pocketpiece

## Radio Free Europe/Radio Liberty moves into 1990's

**RFE/RL begins operating in Munich from new master control facility; new automation does not eliminate any jobs, offers 'lot more flexibility'**

One of the main stories to come out of this year's National Association of Broadcasters convention last spring was the extent that broadcast facilities are looking to computers to simplify and improve operations. One of the newest and most advanced automated American radio stations is located in West Germany. This summer, Radio Free Europe/Radio Liberty (RFE/RL) in Munich began operating from a state-of-the-art master control facility that handles the feeds for broadcasts in 28 different languages to Eastern bloc countries simultaneously.

RFE/RL is a private corporation, funded directly by the U.S. Congress, that transmits news from the West by shortwave to people in the Soviet Union and Eastern Europe in those people's own languages. The organization's leaders are selected by the U.S. President.

Like several other aspects of East-West relations, RFE/RL has been changed by Mikhail Gorbachev's policy of glasnost. Ever since RFE's formation in 1953, through the era of its merger with Radio Liberty in the 1970's, the stations had continually been jammed. In November of last year, jamming of the Russian-language broadcasts ceased. At various times throughout 1988, the jamming of Polish, Czechoslovakian, the Baltic languages, and several others also gradually stopped.

Nevertheless, RFE/RL has continued on schedule with expansion and modernization of its facilities. Congress allocated \$77.25 million for the program in 1985. So far, \$49.4 million of that has been spent to refurbish the six RFE/RL transmitters located at various points along the borders between East and West Europe. About \$21.6 million of that also went into the building of a new transmitter in Gloria, Portugal. The next big project will be a new transmitter in Israel.

A key to the whole modernization program was the building of the new master control room. The facility replaces the original 1953 RFE master control. The new room was built as part of a separate \$4.85 million allocation which also included the building of 22 new studios and the rebuilding of 11 news booths at the Munich headquarters.

Up to 16 separate threads can be distributed at the same time out of master control, although typically only 12 at most will be transmitted. Each thread is driven by an IBM PS32 computer. Sixteen separate

racks have been installed, each equipped with a Studer Revox reel-to-reel tape machine and a switching computer behind.

The software controlling the operation was written by IGM (International Good Music), Bellingham, Wash. The routing switcher was purchased from 3M and a switcher to distribute signals from master control to the satellite uplinks outside the building connecting to the various transmitter locations was from the Grass Valley Group.

Most of the equipment was bought off the shelf, according to Monty Jones, RFE/RL's master control project transition supervisor, who trained the crew on use of the new machines. Buying existing equipment does reduce costs, but Jones points

ing in master control, Jones said. Except for the physical changing of the tapes, everything is controlled on screen. But there are manual overrides as well, should they be needed. "But we never use them," said Jones.

News is the most important programming on RFE/RL, and a main task for the technical crew has been seeing to it that the news always starts at the top of each hour on each station in operation. With the new computer system, prerecorded shows that overrun their time periods are automatically faded out at newstime.

When the old master control room was in operation, a more serious problem would occur when recorded shows ended too early. Sometimes the result would be several



**New master control room at RFE/RL's headquarters in Munich. Each rack represents the feed to a transmitting station. Up to 16 feeds can be sent simultaneously.**

out that RFE/RL makes it adapt to new applications. The IGM system, for example, was written to aid programming of an automated music-formatted radio station. "We do something very different with it," Jones said.

RFE/RL designed a small amount of the equipment itself. The electronic interface connecting the studios to master control was designed in-house. It then sent the design to be built by a separate contractor. When they need them, "we have some very good electronics people here," Jones said.

The new automation did not eliminate any jobs. "The system gives a lot more flexibility than we had before" and tends to reduce the stress on the people now work-

seconds of dead air. Because the RFE/RL stations tend to change frequency often, dead air made it much harder for listeners to tune in. In the new master control room, each rack is equipped with a cartridge machine. If a show ends early, the computer automatically starts the cart, which plays music and the station's signature until news time.

Jones praised the longevity of the old master control, which ran on an old "stop switch relay" system. "You wondered how it functioned. But it did function, and well," he said. When the new equipment was installed, his main activity was showing people how to do everything with a keyboard. The only commonality with the



old system was the use of reel-to-reel tape machines.

The studios and news booths, which communicate with master control, are similar to typical counterparts in the U.S. The studios are slightly larger than most, however, because of the several panel shows produced in Munich. Panels often include remote participants from RFE/RL's auxiliary studios in Washington, London, Paris

and other places.

For the future, RFE/RL has looked at some automated compact disk systems with capacities of 60 to 100 disks. It is in the process of setting up an in-house committee to look at possible applications for digital audio. Rotary digital audio tape (R-DAT) decks may be used for storage of RFE/RL's vast audio archives. R-DAT is also being considered for various audio editing uses

along with the future read-write CD systems.

The studio upgrades are all "very long term. But it has to happen," Jones said. Those are the technologies of the future, and RFE/RL's present philosophy is that it will be a state-of-the-art operation. "You really have to be," said Jones, adding: "It's cost-effective to be state-of-the-art."

—RMS

## Riding Gain

### UPI discussion

UPI Radio Network will team up columnist Jack Anderson, White House bureau chief Helen Thomas, and senior political correspondent Pye Chamberlain, for a weekly program set to launch Sept. 15. *UPI Roundtable* will address three or four important news issues every week, and it will also feature guest journalists occasionally. The program will be delivered to affiliates for taping on Fridays at 10:10 p.m., Saturdays at 2:10 p.m., and Sundays at 7:25 a.m., all ET.

### Movietime ready to air

Movietime Radio Network has signed its first two affiliates: KPWR(FM) Los Angeles and WPLJ(FM) New York. The network, an offshoot of the Movietime cable network, focuses on Hollywood and the entertainment scene. The network will be launched today (July 31) and will feature programs such as *The Movietime Quiz* and *Movietime Soundtrax*.

### Classic effort

WFMT Radio, Chicago, a classical music, fine arts station, is heard via satellite on cable systems in 45 states and operates two networks, the newest being the Beethoven Satellite Network. The service—designed so that BSN music hosts provide local station ID's and underwriting announcements for each affiliate—has added WNYC-FM New York to its group, in addition to three Vermont stations in the Vermont Public Radio Network. As it celebrates its third year, BSN counts 121 affiliates and provides 83 hours per week of classical music programming.

BSN is provided to stations for a fee determined by the market size of the station and the number of hours used. WFMT helps subscribers find sponsors to help lower the cost of the service, or to make the service completely free.

In addition to BSN, WFMT offers The Fine Arts Network, which syndicates 30 features by tape, including the symphony orchestra concerts, grand operas, exclusive programming from the British Broadcasting



WFMT engineer Mary Gaffney at controls

Corp. and European Broadcasting Union (EBU), and recordings of shows from WFMT's Pulitzer Prize-winning author and interviewer Studs Terkel.

*Victory at the Keyboard*, a 13-part series on the Van Cliburn International Piano Competition, is the most recent entry to the Fine Arts Network programming schedule. The hour-long shows are heard on more than 150 radio stations nationwide through Aug. 24 (7 p.m., each Thursday).

The WFMT Fine Arts Network also offers several live, satellite-delivered programs per year. It serves 500 subscribers in the U.S. and 25 foreign countries. Stations in the Fine Arts Network may pay a nominal fee for programs or receive them free of charge, depending on sponsor underwriting.

### June spot increase

National spot radio billings were \$97,328,500 for June 1989, a 15.5% increase from June 1988's \$84,283,300 figure. The year-to-date 1989 figure was \$509,116,900, a 13.3% increase over the \$449,389,000 figure for the same period in 1988. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

### NPR's promotional push

Having found out last May from a Gallup study that a bit more promotion might significantly expand its audience (BROADCASTING, May 29), National Public Radio quickly developed its first-ever multimedia promotion campaign that will launch this summer and fall. Adding to a print blitz in national publications including *Harper's*, the *Atlantic*, *Black Enterprise* and *Hispanic* magazine, NPR has created two animated 30-second TV spots (and 15-second versions) to air on public and commercial stations and cable systems and in movie theaters nationwide.

Based on the Gallup results and the belief that "NPR is America's best kept secret," the campaign was developed jointly by NPR and the Corporation for Public Broadcasting, with help from the Washington-based ad agency of Soghigian & Macuga. The spots promote NPR's *Morning Edition*—"Tired of waking up on the wrong side of the news?"—and *All Things Considered*—"Take a journey through the news."

### 'Mountain Stage' to APR

The friendly competition between National Public Radio and American Public Radio has been premised, say executives of both noncommercial radio networks, on filling the gaps in each other's schedules. Although the competition may not yet have given rise, as APR President Stephen Salyer has said, to a "need for directly duplicating services out of APR and NPR" (BROADCASTING, May 29), the need to compete in acquiring independently and/or locally produced programs may be evident in one announcement made earlier this month.

On Oct. 1, said APR, the three-year-old West Virginia Public Radio weekend program, *Mountain Stage*, will jump ship to APR from NPR—the latter with which negotiations broke down earlier this summer, said an NPR spokesperson. The new partnership, said WVPR General Manager Barbara Herrick, "will position the program as an important part of public radio programming nationwide." *Mountain Stage* currently airs on 136 public radio stations via NPR.

## Free TV push focusing on sports

### INTV argues case in Washington, elsewhere, that without vigilance, cable will take over sports

The Association of Independent Television Stations has kicked off with letters to Congress and a speech what it promises will be a vigorous campaign to warn the public about the migrations of popular sports programming from broadcast to cable television—or, as it likes to put it, from free to pay television.

The campaign is part of a broader broadcast industry effort to promote the benefits of "free" television and, not incidentally, strengthen the industry's hand in Washington.

INTV may also be using the so-called siphoning issue to gain some leverage in its current battle with cable over channel positioning. The cable industry has agreed to accede to must-carry legislation that would require cable systems to carry local broadcast signals, but not to provisions demanded by INTV that would require them to continue carrying UHF signals on low cable channels.

INTV Chairman John Serrao, in a July 21 speech at the Black Exposition in Indianapolis, warned that sports could disappear from "free screens" if cable is allowed to continue buying up rights to sports. Because broadcast television is taken for granted, he said, "the newer forms of TV that can be watched only by paying a price—a monthly rate for cable service, or a per-program price for an event—now threaten the future and very existence of free television."

In letters to Senators Albert Gore (D-Tenn.) and Arlen Specter (R-Pa.), Serrao, who is vice president-general manager of Outlet Communications' WTAL-TV Atlanta, said: "If the current trends continue—and we have every reason to believe they will actually accelerate—by the mid-1990's, the majority of the most popular professional and collegiate sporting events will be available only to those who can afford cable."

INTV President Preston Padden said last week that in the weeks ahead the association will be working with Gore, Specter and other sympathetic lawmakers to forge legislation that would somehow stem the flow of sports to cable.

"My own personal view is that the cable system should not be allowed to simultaneously live off of broadcasting through the compulsory license and seek to undermine broadcasting by siphoning off events," Padden said.

Padden said Congress holds considerable clout with the rightsholders. Congress has granted Major League Baseball and the National Football League antitrust immunity,

he said. And the colleges and universities receive federal funds in one form or another, he said.

Independent broadcasters have a vested interest in limiting cable's ability to bid for sporting events, Padden said. Many independents count on sports to compete effectively against other broadcasters and cable, he said.

But the independents' interest and the public interest are one, he said. Without action, many people will have to start paying for sports programming they now receive for free, he said. Some elected officials see siphoning as having the potential of becoming "the leading consumer issue of the 1990's," he said.

INTV laid out what it perceives to be the problem in the Gore-Specter letter: "Already 13 NFL games have migrated to cable, and there is little doubt that this number will increase when the contract is renewed. In 1991, all New York Yankee baseball games will be the property of a cable-only program service. Cable has siphoned off most of the Big 10, PAC 10 and Southeast Conference football games this fall. Next summer, ESPN will have the exclusive rights to Major League Baseball on Sunday and Wednesday evenings (except for those games on pay-cable services)."

Serrao, in the Black Expo speech, added that Notre Dame football and basketball were also disappearing from local broadcast television this fall. "Last year, WGN-TV in Chicago televised four Notre Dame football games and 10 basketball contests," he said. "Starting this fall, all of those non-network games will migrate to pay cable sports service, The Sports Channel."

Serrao said cable enjoys several advantages over broadcast television, including a dual revenue stream (advertising and subscription fees), no regulation and no competition.

Despite the advantages, however, cable programming has largely been a "bust," Serrao said. "But sports is cable's saving grace," he said. "It is the one area in which cable delivers original programming that is both live and compelling to a segment of viewers. Without sports, cable-originated programming is just a lot of old shows and old movies at \$25 a month or more."

Anticipating the anti-siphoning effort, the National Cable Television Association released a study of baseball on television that found that broadcast coverage of baseball increased 40% over the past 15 years from 1,190 games in 1975 to 1,647 games in 1989. "Moreover, while a few individual teams have reduced the number of games they distribute via local over-the-air

television, local broadcast coverage has on the whole not declined with the emergence of cable coverage in the same market."

Referring to the study, Serrao suggested that the increase in broadcast baseball games is a result of the increase in the number of major league teams since 1962 from 16 to 26. "At the same time, all indications point to a steady decline in the number of free over-the-air games in the future."

(Only two teams—the Seattle Mariners and the Toronto Blue Jays—were added to the major league roster during the 15 years covered by the NCTA study.) —H.I

## Making WTBS 'blackout-free'

### Superstation adds programming that will not subject systems to any action under new syndex rules

Turner Broadcasting System backed up its claim last week that its superstation WTBS(TV) is "100% blackout-free" under the FCC's new syndicated exclusivity rules, announcing that it has indemnified cable systems against any syndex-related action brought by broadcasters or the FCC.

Because TBS will have secured national rights to all of WTBS's programming by the time the rules go into effect Jan. 1, 1990, said Bert Carp, TBS vice president, government affairs, the indemnification program "is not going to cost us anything." The program, he said, "is a way of showing cable operators that we are blackout-free."

The syndex rules, which were finalized by FCC action last February, require cable systems to delete any programming on distant broadcast signals like WTBS that duplicate programming for which local broadcasters have exclusive local rights. It is up to the broadcast stations to demand exclusivity, and incumbent on cable systems under penalty of FCC fines and civil damages to grant it by blacking out the programming.

Rather than going to the expense and trouble of blacking out programming on distant signals, some operators have indicated that they will take the easy way out and simply drop the signals. WTBS's efforts are aimed at making sure none of its affiliates drop it. It is the most pervasive of the superstations, reaching 49 million cable homes.

WTBS's national rights and its protection plan give it a leg up on its superstation competitors. A representative of Tribune Broadcasting's WGN-TV Chicago said the station is not yet blackout-proof but that Tribune is working toward making it so.



Tribune is among several cable companies and satellite distributors that have challenged the syndex rules in the U.S. Court of Appeals in Washington.

Since the FCC first voted to reimpose syndex (the rules are similar to those eliminated in 1980), TBS has worked to fill the entire WTBS schedule with programing for which it had exclusive rights and, thus, would not be subject to blackouts by systems. The indemnification program indicates that TBS has or will achieve its goal prior to the effective date of syndex.

"We've just purchased...*The Jeffersons* and *Good Times*, which will join...*The Andy Griffith Show*, *Sanford and Son* and *The Brady Bunch* this fall to make a blackout-proof early evening lineup," said Bob Levi, WTBS executive vice president, in a prepared statement. "In addition, we've sought out and acquired hundreds of recent box-office hits to augment TBS's vast film library," he said. "Add to that entertainment specials, mini-series, Atlanta Braves baseball, Atlanta Hawks basketball, SEC football and brand new nonfiction specials from Jacques Cousteau, the National Audubon Society and National Geographic and you have 100% blackout-proof...entertainment."

On appeal and at the suggestion of TBS, the FCC gave superstations the freedom to indemnify against monetary damages if they have "a reasonable basis for concluding that...programing deletion is not required."

"I assume [the indemnification plan] will be well received by the cable operators," Carp said. "We had received a lot of cross examination about whether we really mean it when we say we are going to be blackout-proof," he said. "Here we are putting our money where our mouth is." —HJ

## Padden complains about being left out of fin-syn talks

**INTV president says his association should also be included in must-carry negotiations between NAB and NCTA**

The Association of Independent Television Stations is being left in the cold, according to its president, Preston Padden, who complained to Capitol Hill that the broadcast networks refuse to let independent stations join the negotiations with Hollywood on the FCC's financial interest and syndication rules.

INTV also wants in on the must-carry negotiations between the National Cable Television Association and the National Association of Broadcasters (BROADCASTING, July 17). But NCTA President James Mooney is unwilling to broaden the discussions to include Padden. That action, according to insiders, is more of a personal matter. Cable sources say Mooney is reluctant to negotiate with Padden because he feels the INTV president "broke the last



INTV's Preston Padden

must-carry agreement" and that he is "inflammatory."

Padden "categorically denies" that INTV "in any respect breached the original agreement." He said cable companies "defeated that compromise in the courts. I can only assume that NCTA believes it can strike a sweeter deal without us in the room."

Moreover, the INTV president added, if the problem is that they do not want "the pleasure of my company, I'll be glad to give them a different representative."

As for the situation with the networks, Padden vented his frustration in a July 14 letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye asked INTV to answer several questions following the media concentration hearings convened in June. One of them was whether INTV would support relaxation of the fin-syn rules if the networks were barred from participating in the distribution of syndicated programing. The rules prevent the networks from investing in most of the programing they air and from getting into the domestic syndication business, something INTV supports.

In response, Padden said program producers invited INTV to the negotiating table but that the networks had balked at the idea.

He also attached a June 9 letter from Capital Cities/ABC's Stephen Weiswasser, senior vice president and general counsel, to Robert Daly, Warner Brothers chairman and chief executive officer. Weiswasser made it clear the networks feel INTV has no role to play in the discussions. He noted that both sides have agreed that the financial interest portion of the rules is at the heart of their talks. "Preston Padden and his group have no involvement, expertise or interest in that issue, and Preston should not be a participant in discussions of that subject," wrote Weiswasser. Some of the INTV members are network competitors and Padden's presence "can only inhibit the discussion."

Moreover, the ABC executive said that, as a trade association representative, Padden cannot be "bound to the same standards of confidentiality that those with a direct stake in the negotiation process have accepted; indeed, his responsibilities to his own board might well preclude him from fulfilling an undertaking not to disclose what he hears." Motion Picture Associa-

tion of America President Jack Valenti is part of the Hollywood negotiating team and, according to Weiswasser's letter, issued an "ultimatum" to let Padden in.

(Valenti said he did raise the matter and he thinks Padden should be at the table. But he did not issue an ultimatum.)

If the program producers insist on Padden's participation, Weiswasser said the networks would be willing to hear what he has to say about the syndication rule. But the bottom line, said Weiswasser, is that Padden's presence would "politicize the negotiation process." He said if Padden attends the June 15 meeting he was unsure whether the networks would want to proceed.

Padden, however, did not attend that session, nor does he plan to when the parties meet again in August. He feels the networks' motivation is political. "They [the networks] want to cast this issue as a battle between the rich and wealthy...a fight over money." But the minute INTV enters the debate, said Padden, "it raises a red flag and people would see this as a fight involving public interest issues." —KM

## ABC is sorry for slip-up on news simulation

ABC News apologized last week for a 10-second slip in identifying a simulation for what it was.

*World News Tonight* on Friday (July 21) was running a piece on the espionage investigation of American diplomat Felix S. Bloch during its 6:30 p.m. feed when it flashed two grainy, black-and-white still pictures on the screen. The purpose was to illustrate correspondent John McWethy's news beat that Bloch was under investigation and that intelligence sources had a videotape of Bloch passing a briefcase to a KGB agent in Vienna, where Bloch had been stationed. The pictures, which had the look of frames from a videotape, were put together by ABC technicians. But the word "simulation" that was required by ABC guidelines was missing. An associate director in the control room did not hit the right button until pictures came up showing a street scene in Vienna. They had been enhanced to have the appearance of an investigator's videotape. ABC News caught the error and added the super to the two pictures for the 7 p.m. feed. But the damage had been done.

Peter Jennings on Monday night's *World News Tonight* apologized for the error. At the close of a segment on the Bloch investigation, he said the simulation on the Friday night program was not labeled "as clearly or as quickly" as it should have been. He attributed that to "a production error," and added: "We're sorry if anyone was misled, and we will try to see that it doesn't happen again." Richard Wald, senior vice president of ABC News, also expressed regret. "It was an error," he said.

The incident touched off a minor debate over the value and validity of simulations, even if identified as such. All networks use

them according to strict guidelines, but not often. ABC News officials could not remember the last time that network had used the device. But Ben Bagdikian, a media critic and former dean of the graduate school of journalism at the University of California at

Berkeley, was quoted by AP as calling reenactments "pure poison," inspired by Fox network's *America's Most Wanted*.

Despite the debate, Wald, while conceding error, did not think it was particularly serious. "We're not talking about the end of the

world," he said.

But things have a way of going wrong. The ABC newsmagazine *20/20*, which airs at 10 p.m. ET, wanted to use the segment the night the story broke. As luck would have it, it wound up using the uncorrected feed. □

## Satellite Footprints

**Contel good to go.** Contel Corp. President Donald Weber has announced that Contel subsidiary Contel ASC will launch a next-generation hybrid C-Ku-band satellite, ASC-2, in early 1991. As much of the satellite provider and satellite user communities watch and wait to see whether other satellite operators will follow Western Union and IBM out of the business, Contel said it will launch its second bird into the 101 slot the FCC assigned it late last year (BROADCASTING, Nov. 21, 1988). By its own "assessment of transponder supply in the early to mid-1990's," said Contel, "we believe there will be positive demand" for satellite capacity. ASC-2 had been scheduled for a January 1987 space shuttle flight, canceled following the loss of the Challenger in 1986.

Despite the sale of its international services division, CICI Inc., to IDB earlier this summer (BROADCASTING, June 19), Contel ASC remains committed to the business of creating, supplying and operating private satellite networks for international businesses. Indeed, last week, Contel ASC announced it has landed an agreement to provide the Department of Telecommunications of India with a national data transmission satellite network. Domestically, ASC-2 will carry traffic for that "growing two-way data communications market," as well as for Contel Federal Systems networks. Although the ASC-2 plan appears short of more ambitious Contel proposals to launch two new birds, Contelsat I and II, in May and September 1993, respectively (Contel retains another orbital assignment at 129 degrees west longitude), the corporate commitment assures that up to 24 more C-band and 16 more Ku-band transponders will be available to users in the 1990's. □

**Two for the show.** Hughes Communications' next-generation cable television in-orbit backup C-band satellite, Galaxy VI, will be carried into orbit next June aboard Arianespace's new top-of-the-line Ariane 4 booster rocket. Occupying the same Ariane 4 pairing will be the Ku-band satellite SBS VI, acquired in early July with Hughes's purchase of IBM holding company Satellite Transponder Leasing Corp.

Although Arianespace has many times launched two and even three satellites simultaneously, the deal with Hughes marks the first co-owned dual payload, Arianespace said. Also carrying among the largest ever payloads, it said, the launch will likely require the maximum four liquid strap-on boosters.

Both companies withheld terms of the agreement, which, said Steve Petrucci, Hughes president and chief executive officer, "marks the first step in our satellite fleet replacement and backup plans. Our preeminent cable and broadcast television customers operate businesses worth billions of dollars. For this level of investment, we cannot underestimate the importance of launch and in-orbit protection, which Galaxy VI will provide." And, when and if SBS VI becomes operational—a series of pre- and post-launch failures during the past year and a half has reminded the industry just how uncertain that can be—Hughes will be flying a fleet of three Ku-band birds for VSAT and backhaul video customers. □

**CBS bureau link.** CBS News has signed a two-year agreement with IDB Communications Group which will provide a full-time, two-way voice and data circuit linking CBS bureaus in New York and Moscow. The link will be used for computer, facsimile and voice communications and will include the "first-ever" digital microwave connection in Moscow from the CBS bureau to Ostanino Tower, the digital gateway to Intelsat 332.5 over the Atlantic Ocean. IDB last year established a full-time digital Intelsat Business Services communications agreement with Cosmicheskia Sviaz, a for-profit arm of the Soviet Ministry of Posts Telecommunications.

**Without ever leaving home.** The demand for satellite media tours has increased 300% over the past year, according to New York-based Medialink, whose newswire reaches 575 television stations. Generally comprising single-sitting interviews, one after another, with 20 or so stations, the media tours usually involve a celebrity—actor and pilot Christopher Reeve was interviewed by 45 stations on a single day in June, National Learn to Fly Month—but have come to also involve more "corporate and nonprofit clients," including DuPont, Miller Brewing and John Hancock Insurance. Between January and June of 1989, Medialink conducted 26 such live satellite tours. Medialink newswire affiliates are apprised via satellited data feeds of the availability of tours and of video news releases. Medialink said it has conducted more than 600 of the latter "over the last year." □

**Discovering encryption.** The Discovery Channel last week announced for the first time a firm date by which the cable service will be scrambled: June 30, 1990. Discovery, said Senior Vice President of Affiliate Sales and Relations Sandy McGovern, intends to allow maximum transition time for local cable systems and for thorough testing of its system. However, Discovery did not specify which system that will be. Despite the fact that nearly 40 other cable programmers use Videocipher II encryption technology, Discovery spokesman Eric McLamb said: "We still don't know what system we are going to use." □

**Majority opinion.** In reply comments filed at the FCC, General Instrument, manufacturer of the de facto industry standard Videocipher II video signal encryption system, pulled no punches in criticizing three parties that have supported the adoption of a government-mandated standard for satellite television encryption in their own comments filed earlier this summer. Noting that 26 formal comments had asked the government to stay out of the encryption standard-setting business, GI objected to comments filed by KSAT, the American Home Satellite Association and National Rural Telecommunications Cooperative, charging that all of them "reflect little or no effort to address the issues raised," including compulsory licensing, how a standard would be implemented and how a standard would alleviate piracy.

GI's belief, it said, "that a government-mandated encryption standard is the wrong remedy at the wrong time" is supported by 26 other commenters including HBO, the Motion Picture Association of America, the National Cable Television Association, Telecommunications Inc. home dish distributor Netlink, Hughes Communications, the Satellite Broadcasting and Communications Association and ESPN. That group, it noted, agreed as a whole or in part that the standard-setting process would be protracted; would create confusion and uncertainty in the marketplace; would stifle innovation and could have a negative impact on the development of advanced television. □

**Harris into the ACTS act.** Melbourne, Fla.-based Harris Corp. and NASA Lewis Research Center, Cleveland, have entered final negotiations to award a \$3.4 million "cost-plus-incentive-fee" contract for the development of a prototype earth station for use with the Advanced Communications Technology Satellite (ACTS), scheduled for launch aboard the shuttle in May 1992, NASA said last week. The contract will become effective late this summer and last 24 months. The proposed prototype will be designed to carry multichannel voice and data services at data rates up to 1.544 megabits per second.



# Stock Index

	Closing Wed		Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Jul 26	Jul 19	Jul 26	Jul 19				
<b>BROADCASTING</b>								
N (CCB) Capital Cities/ABC .....	514	1/2 509	3/4		4 3/4	00 93	22	8,350
N (CBS) CBS .....	218	3/4 212	1/4		6 1/2	03 06	19	5,159
A (CCU) Clear Channel .....	12	7/8 13			- 1/8	-00 96	21	50
A (HTG) Heritage Media .....	3	7/8 4	3/8		- 1/2	-11 42	-3	86
O (JCOR) Jacor Commun. ....	7	1/4 7			1/4	03 57	-8	71
O (LINB) LIN .....	111	1/8 114	3/8		- 3 1/4	-02 84	66	5,674
O (OBCCC) Olympia Broad....	2	1/2 2	1/2			00 00		6
O (OSBN) Osborn Commun....	12	11 1/2			1/2	04 34	-10	61
O (OCOMA) Outlet Commun. .	28	3/4 29			- 1/4	-00 86	42	188
A (PR) Price Commun. ....	6	1/2 6	1/4		1/4	04 00	-3	47
O (SAGB) Sage Broadcasting	3	1/2 3	1/4		1/4	07 69	-5	13
O (SCRIP) Scripps Howard .....	74	74				00 00	43	764
O (SUNNC) SunGroup Inc.....	1	1/2 1	1/2			00 00	-2	3
O (TLMD) Telemundo .....	4	3/4 5			- 1/4	-05 00		79
O (TVXC) TVX Broadcast.....	2	5/8 2	3/4		- 1/8	-04 54		19
O (UTVI) United Television .....	38	1/4 38			1/4	00 65	48	417

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>								
N (BLC) A.H. Belo .....	36	7/8 35	3/8		1 1/2	04 24	62	731
O (ASTVC) Amer. Comm. & TV.		1/32 1/16			- 1/32	-50 00		2
N (AFL) American Family .....	15	3/4 15	1/2		1/4	01 61	11	1,276
O (ACOMA) Assoc. Commun. .	34	1/2 36			- 1 1/2	-04 16		493
O (BMAC) BMA Corp. ....	33	1/2 33	1/2			00 00	17	324
N (CCN) Chris-Craft .....	41	42 1/4			- 1 1/4	-02 95	48	922
O (DUCO) Durham Corp. ....	33	1/2 33	1/4		1/4	00 75	19	282
N (GCI) Gannett Co. ....	47	7/8 47	3/4		1/8	00 26	21	7,710
O (GMXC) GMX Commun. ....		1/32 1/16			- 1/32	-50 00	21	7,710
O (GACC) Great American .....	11	1/4 11	3/8		- 1/8	-01 09	-4	353
N (JP) Jefferson-Pilot .....	37	1/4 37	7/8		- 5/8	-01 65	14	1,435
N (KRI) Knight-Ridder .....	55	51 5/8			3 3/8	06 53	21	2,920
N (LEE) Lee Enterprises.....	33	1/4 32	3/8		7/8	02 70	19	821
N (LC) Liberty .....	37	36 7/8			1/8	00 33	13	320
N (MHP) McGraw-Hill .....	75	1/4 74	3/8		7/8	01 17	20	3,651
A (MEGA) Media General .....	38	38 3/8			- 3/8	-00 97	102	978
N (MDP) Meredith Corp. ....	39	1/4 36	3/8		2 7/8	07 90	23	746
O (MMEDC) Multimedia .....	99	1/4 98			1 1/4	01 27	40	1,098
A (NYTA) New York Times.....	32	1/8 32	3/4		- 5/8	-01 90	16	2,545
N (NWS) News Corp. Ltd. ....	25	24 1/8			7/8	03 62	10	6,665
O (PARC) Park Commun. ....	34	1/4 32	7/8		1 3/8	04 18	25	472
O (PLTZ) Pulitzer Publishing..	28	1/2 26	1/2		2	07 54	14	298
N (REL) Reliance Group Hold. .	6	3/4 6	5/8		1/8	01 88	21	503
O (RTRSY) Reuters Ltd. ....	40	1/2 38	1/4		2 1/4	05 88	23	16,763
O (STAUF) Stauffer Commun. .	138	138				00 00	46	138
N (TMC) Times Mirror .....	42	3/8 42	1/4		1/8	00 29	16	5,449
O (TMC) TM Communications .....		3/8 13/32			- 1/32	-07 69	-1	2
N (TRB) Tribune .....	60	1/4 56	7/8		3 3/8	05 93	21	4,508
A (TBSA) Turner Bcstg. 'A' .....	51	5/8 52	1/8		- 1/2	-00 95	-16	2,373
A (TBSB) Turner Bcstg. 'B' .....	44	1/2 45	7/8		- 1 3/8	-02 99	-13	1,077
A (WPOB) Washington Post ...	291	286	1/2		4 1/2	01 57	22	3,743

<b>PROGRAMING</b>								
O (ALLT) All American TV .....	2	7/8 2	7/8			00 00		3
O (BRRS) Barris Indus. ....	10	7/8 10	3/4		1/8	01 16	-4	118
A (CLR) Color Systems .....	1	1				00 00		5
N (KPE) Columbia Pic. Ent. ....	21	3/4 21	3/4			00 00	1087	2,408
O (CAVN) CVN Cos. ....	19	5/8 19	1/2		1/8	00 64	31	345
A (DEG) De Laurentiis Ent. ....		3/8				-00 26		4
O (dcpi) dick clark prod. ....	5	5				00 00	-500	41
N (DIS) Disney .....	109	3/4 102			7 3/4	07 59	26	14,751
O (FNNI) Financial News .....	6	7/8 7	1/4		- 3/8	-05 17		83
A (FE) Fries Entertain. ....	2	1/4 2	3/8		- 1/8	-05 26	-3	11
N (PCI) Gulf + Western .....	58	1/8 58	5/8		- 1/2	-00 85	17	6,753
A (HHH) Heritage Entertain. ....	1	3/8 1	1/4		1/8	10 00	-4	7
A (HSN) Home Shopping Net. ....	4	3/8 4	1 8		1/4	06 06	18	391
N (KWP) King World .....	30	7/8 30	5/8		1/4	00 81	11	773
O (KREN) Kings Road Ent. ....		5/8	5/8			00 00		3
N (MCA) MCA .....	67	63			4	06 34	29	4,892
N (MGM) MGM/UA Commun. .	18	5/8 18	1/2		1/8	00 67	-9	937
A (NHI) Nelson Holdings .....		7/8	7/8			00 00		23
O (NNET) Nostalgia Network....	2	1/4 2	5/8		- 3/8	-14 28	-3	12
N (OPC) Orion Pictures .....	21	5/8 21	5/8			00 00	40	375
N (PCC) Pathe Commun. ....	3	3/4 3	3/4			00 00		42
N (PLA) Playboy Ent. ....	14	1/8 14	3/8		- 1/4	-01 73		132
O (QNTX) Quintex .....	7	7/8 7	3/8		1/2	06 77		165
O (QVCN) QVC Network .....	17	3/4 17	7/8		- 1/8	-00 69	29	178

	Closing Wed		Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Jul 26	Jul 19	Jul 26	Jul 19				
<b>PROGRAMING</b>								
O (RVCC) Reeves Commun. ....	5	7/8 5	7/8			00 00	53	74
O (RPICA) Republic Pic. 'A' .....	12	1/2 11			1 1/2	13 63	178	54
O (SMNI) Sat. Music Net. ....	5	1/2 5	1/2			00 00	32	49
O (SP) Spelling Entertain. ....	8	1/2 8	3/4		- 1/4	-02 85	12	275
O (JUKE) Video Jukebox .....	3	9/16 3	11/16		- 1/8	-03 38	-29	28
N (WCI) Warner .....	66	1/2 65	5/8		7/8	01 33	23	10,785
O (WONE) Westwood One.....	10	3/4 11	1/8		- 3/8	-03 37	-51	155

<b>SERVICE</b>								
O (AMEA) A.M.E. Inc. ....	11	1/2 11	1/2			00 00	28	56
O (AGRP) Andrews Group .....	5	7/8 6			- 1/8	-02 08	-2	53
O (BSIM) Burnup & Sims .....	20	22 1/8			- 2 1/8	-09 60	23	319
N (CQ) Comsat .....	35	1/2 37	5/8		- 2 1/8	-05 64	10	654
N (CDA) Control Data Corp. ....	21	5/8 22	1/8		- 1/2	-02 25	-308	913
N (DNB) Dun & Bradstreet.....	57	1/2 58	7/8		- 1 3/8	-02 33	20	10,763
N (FCB) Foote Cone & B. ....	25	24 3/4			1/4	01 01	15	210
O (GREY) Grey Advertising....	151	149 1/2			1 1/2	01 00	12	179
O (IDBX) IDB Communications .....	7	3/4 8	1/2		- 3/4	-08 82	155	38
N (IPG) Interpublic Group .....	33	7/8 33	3/8		1/2	01 49	18	1,183
O (OGIL) Ogilvy Group .....	53	1/2 53	7/8		- 3/8	-00 69	23	766
O (OMCM) Omnicom Group .....	23	1/4 23	1/4			00 00	14	574
N (SAA) Saatchi & Saatchi .....	15	5/8 14	7/8		3/4	05 04	6	2,446
O (TLMT) Telemation .....	2	2				00 00	-33	9
A (UNV) Unitel Video .....	13	3/4 13	5/8		1/8	00 91	22	30

<b>CABLE</b>								
A (ATN) Acton Corp. ....	20	1/8 19	5/8		1/2	02 54	-18	31
O (ATCMA) Amer. TV & Comm. .	48	48 3/4			- 3/4	-01 53	71	5,229
O (CTEX) C-Tec Corp. ....	23	24			- 1	-04 16	-25	382
A (CVC) Cablevision Sys. 'A' .....	43	5/8 42	3/8		1 1/4	02 94	-5	958
O (CNCAA) Centel Cable .....	45	1/8 45	1/4		- 1/8	-00 27	125	1,128
N (CNT) Centel Corp. ....	49	1/2 52	1/8		- 2 5/8	-05 03	29	3,134
A (CTY) Century Commun. ....	22	23 3/8			- 1 3/8	-05 88	-64	955
O (CMCSA) Comcast .....	25	1/8 24	7/8		1/4	01 00	-35	1,683
A (FALC) Falcon Cable Systems	21	21 1/4			- 1/4	-01 17	-116	134
O (JOIN) Jones Intercable.....	19	1/8 19	1/2		- 3/8	-01 92	-15	236
T (MHRQ) Maclean Hunter 'X' .....	13	7/8 13	3/4		1/8	00 90	38	1,022
T (RCIA) Rogers Commun. 'A' .....	146	145			1	00 68	-247	1,969
T (RCIB) Rogers Commun. 'B' .....	116	3/4 116	3/4			00 00	-197	1,575
O (TCAT) TCA Cable TV .....	19	20 1/4			- 1 1/4	-06 17	43	458
O (TCOMA) Tele-Commun. ....	37	36 3/4			1/4	00 68	119	6,531
N (TL) Time Inc. ....	139	1/2 139	3/8		1/8	00 08	29	7,908
O (UAECA) United Art. Ent. A .....	19	1/2 19	1/8		3/8	01 96	-29	1,288
O (UAECB) United Art. Ent. B .....	19	3/8 19	3/8			00 00	-28	1,280
N (VIA) Viacom .....	58	3/8 58	3/8			00 00	-16	3,115
N (WU) Western Union .....	1	5/8 1	5/8			00 00		63
O (WSMCA) WestMarc .....	29	29				00 00	-34	472

<b>ELECTRONICS/MANUFACTURING</b>								
N (MMM) 3M .....	73	1/2 73			1/2	00 68	13	16,488
N (ARV) Arvin Industries .....	21	3/4 23			- 1 1/4	-05 43	22	405
O (CCBL) C-Cor Electronics ...	12	3/4 13	1/8		- 3/8	-02 85	12	52
N (CHY) Chyron .....	3	7/8 4			- 1/8	-03 12	-38	43
A (COH) Cohu .....	11	7/8 10	7/8		1	09 19	8	22
N (EK) Eastman Kodak .....	47	1/4 48	3/4		- 1 1/2	-03 07	10	15,328
N (GRL) Gen. Instrument .....	35	5/8 34	7/8		3/4	02 15	13	1,205
N (GE) General Electric .....	56	7/8 56	1/4		5/8	01 11	14	51,355
N (HRS) Harris Corp. ....	34	7/8 33	3/8		1 1/2	04 49	17	1,350
N (MAI) M/A Com. Inc. ....	7	3/4 8	3/8		- 5/8	-07 46	13	183
N (IV) Mark IV Indus. ....	15	3/4 14	5/8		1 1/8	07 69	7	170
O (MCDY) Microdyne .....	4	1/8 4	1/8			00 00	-27	16
O (MCOM) Midwest Commun. .	8	1/2 8	3/8		1/8	01 49	34	25
N (MOT) Motorola .....	55	1/4 57						

## TV groups: second-quarter results a mixed bag

**Revenue gains held to single digit; group owners say strong network scatter market may be responsible for offsetting absence of political ads**

The moderate quality of second-quarter station advertising left many station groups with little or no revenue increase while some managed to post upper-single-digit gains. Those few that managed to hold down programing costs or offset program hikes with other economies were able to turn revenue gains into sizable cash flow increases. The financial reports of group owners during the last two weeks indicate that the completed quarter's strong network scatter market may have helped stations and offset, for some, dollars that last year were obtained from political advertising. But the overall results also showed there is no force driving all stations.

■ A.H. Belo said its five TV stations contributed to the division's 8% revenue increase (to \$49.4 million), but that gains at WFAA(TV) Dallas were "particularly strong because of its continued number one position in audience ratings and strong local advertising demand."

■ Television station revenue increased "slightly" for Gannett as "gains in local sales were tempered by continuing softness in national advertising." A decline in national advertising, attributed to the absence of last year's political dollars, kept television station revenue for Heritage Media flat at \$8.7 million, despite "gains in local advertising." Heritage also cited a "general decline" in revenue at independent KAUT(TV) Oklahoma City. Television operating cash flow—earnings before depreciation, amortization, interest, other income (deductions) and taxes—was down 2%, to \$4.6 million, with a 2% increase in cash flow for the five affiliates offset by a "decline" at KAUT.

■ Operating expenses for LIN Broadcasting's media division increased 4%, 1% faster than net revenue, and held the division's gain in operating income before depreciation and amortization to 2%. The group owner said that broadcast orders for the third quarter were running behind the prior year's.

■ Excluding its independent station in Nashville, sold in June 1988, Multimedia said broadcasting revenue was up 6% to \$39.5 million, and operating cash flow increased 10%. The New York Times Co. said improved operating results for its Broadcasting/Information Services Group was primarily attributable to a continuation of "higher local advertising revenue at the television stations."

■ Revenue for Scripps Howard broad-

casting properties were up 8%, while operating income increased 11%, to \$18.6 million. The company said that costs for its syndicated television programing increased 17.5% to \$11.5 million.

■ Weaker results were reported by Pulitzer Publishing, where television cash flow decreased 11.7% on a decline in revenue of 3.2%. Declines also were reported by Times Mirror, which said television station revenue was up just under 1%, to \$28.5 million, but operating profit fell 8% to \$13.2 million. The company said that "soft advertising demand, a depressed Texas economy and local and syndication programing costs continued to put downward pressure on the company's broadcast television stations."

■ Concerns about the future profitability of certain programing led the Tribune Company's television station group to take a \$10 million pre-tax writedown of program assets in the second quarter. Tribune said that operating income for its entire broadcasting and entertainment operations was up 7% to \$40.5 million. Without the writedown, the company said, the operating profit would have been up 34%, with improvement coming from television as well as radio and entertainment. Television revenue was up 9%.

■ At United Television, which includes three independents and two affiliates, revenue was up 2% to \$28.6 million, while earnings were down 37% to \$1.6 million. The company said that the second-quarter earnings reflected a decrease in operating income from the stations and a change in accounting for the company's investment in Warner Communications—a change that would not affect revenue figures.

■ The Post-Newsweek TV station group reported a 4% increase in revenue, while Westinghouse said both revenue and operating profit were "even" in the second quarter.

Reviewing the results, one securities analyst saw some signs for optimism. Kevin Gruneich, with First Boston Corp., said: "Certainly we are seeing pretty soft results and typically down margins with some of these groups because they are still amortizing programing costs...but this is programing that they have had on the books for some time and that I don't think will stick around in the long term. I think programing cost growths will slow dramatically," he said.

Gruneich said revenue for the third quarter appeared to be pacing at 6%: "There is reason for hope at the end of the year," he said. —GF

## Earnings up at Capcities/ABC

**Both network and stations report 'moderate' revenue increases; radio, ESPN show stronger percentage gains**

Capital Cities/ABC reported higher second-quarter earnings last week although profit

for the television network was flat due to "increased costs associated with the coverage of major news events and the telecast of *War and Remembrance*." ABC has already indicated the mini-series would lose \$30 million, at least some of which fell in the second quarter.

Both the network and stations reported "moderate" revenue increases while radio and ESPN had stronger percentage gains. Total broadcasting revenue increased 7%, to \$964.7 million, while total company revenue was up 6%, to \$1,226,499,000.

Operating income for the broadcasting operations, including ESPN, increased 10%, to \$242.9 million, while total operating income grew 8%, to \$264,508,000. Earnings continue to be aided by accounting adjustments made at the time of Capital Cities' purchase of ABC. The writedown of programing assets at the time of the acquisition reduces programing booking expenses and helped second-quarter per-share earnings by 65 cents, compared to 55 cents in the second quarter of 1988.

Following the earnings release, Capital Cities/ABC stock hit new highs, reaching \$517 on Wednesday (July 26) before closing at 514½.

### On his own

Thomas B. Cookerly, former president of broadcast division of Allbritton Communications Co., the Washington-based group owner of live television stations and two newspapers, has formed Cookerly Communications, a consulting firm based in Bethesda, Md., focusing on broadcast management and acquisitions. Cookerly, who announced he was leaving Allbritton in April (BROADCASTING, April 10), had been with Allbritton for 17 years. Cookerly has also served as chairman of the Television Bureau of Advertising and as head of the ABC affiliates board of governors. He is currently on the board of the Association of Maximum Service Telecasters.



## Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
A.H. Belo	Second	\$109,277	8	\$9,654	60	\$0.48
Chris-Craft	Second	\$71,111	5	\$3,467	-51	\$0.14
Gannett	Second	\$904,174	7	\$112,104	15	\$0.70
Interpublic	Second	\$317,069	12	\$28,300	17	\$0.84
LIN Broadcasting	Second	\$66,236	11	\$27,559	23	\$0.52
Multimedia	Second	\$121,020	6	\$10,787	31	\$0.87
New York Times	Second	\$460,307	4	\$41,312	-8	\$0.53
Orion	First	\$128,841	16	\$4,026	60	\$0.18
Park Communications	Second	\$43,224	2	\$5,829	2	\$0.42
Pulitzer Publishing	Second	\$103,306	3	\$6,920	8	\$0.66
Scripps Howard	Second	\$79,142	13	\$7,304	50	\$0.71
Times Mirror	Second	\$861,339	5	\$84,988	8	\$0.66
United Television	Second	\$28,554	2	\$1,557	-37	\$0.14
Washington Post Co.	Second	\$374,457	8	\$60,486	23	\$4.72
Westinghouse	Second	\$3,177,700	4	\$228,300	6	\$1.56

■ **Chris-Craft Industries**, which earned \$7.1 million in second-quarter 1988, had pretax gain of \$3.3 million from sale of securities that quarter. Company said lower earnings came from expenses associated with its investment in Warner Communications, accounting changes and lower income at Chris-Craft's broadcasting unit (including BHC Inc. and United Television). ■ **Gannett** said second-quarter operating income increased 15% to \$215.6 million. ■ **Heritage Media** said excluding acquisitions, first-half radio cash flow increased 17%, to \$1 million, on 7% increase in revenue. ■ **Multimedia** said second-quarter entertainment revenue increased 21%, to \$19.2 million, while division's cash flow—operating profit plus depreciation and amortization, and amortization of stock awards and stock options—jumped 32% to \$9.4 million. Cable division had cash flow of \$13.5 million on revenue of \$27.4 million. ■ Second-quarter operating profit at **New York Times Co.** increased 4%, to \$71.4 million. ■ **Park Communications** said operating cash flow for second quarter was \$9.3 million, up 2%. ■ **Orion Pictures** said television and home video revenues grew \$34.5 million over prior year's first quarter. Company said pay cable revenues doubled from corresponding quarter year before. Increase in revenue in free TV and "other" category came primarily from stepped-up licensing efforts in foreign markets. ■ **Pulitzer** said cash flow at its Phoenix radio stations jumped 98% on revenue gains of 33%. ■ **Scripps Howard** said second-quarter cable operating income was \$2.8 million on revenue of \$19.2 million. ■ **Times Mirror** said second-quarter cable television operating profit was \$16.1 million, on revenue of \$82.1 million. ■ **United Television** said lower earnings reflected decreased operating income and change in method of accounting for income associated with company's investment in Warner Communications.

### BottomLine

**Debenture deal.** Tele-Communications Inc. said it was planning offer to purchase at par, plus accrued interest, its \$450 million 11½% senior subordinated debentures issued last year, and Jones Intercable said it was redeeming \$35 million of subordinated debt. TCI said purpose of solicitation was to refinance debt at lower rates, which one banker suggested could be done at a senior-debt level. TCI said offer was subject to bond-holder approval of elimination of debt covenant restricting dividends and share repurchases. Addressing speculation about company plans, TCI noted that dividends and share repurchases are subject to restrictions tied in with other agreements. Jones said it would redeem 14.5% subordinated debentures due in 1994 at 100% of principal, plus accrued interest, on or about Sept. 1.

**All in one.** MMT Sales is forming new department to sell promotion and marketing packages that include spot TV, magazine advertising, point-of-purchase advertising, book publishing and videotape distribution. MMT, owned by Meredith Corp., will coordinate spot sales with parent company operations, which include *Ladies Home Journal* and *Better Homes & Gardens*. Four-person group is headed by new vice president/marketing and business development, Kenneth Better, formerly vice president of sports and special events sales. First programs will start first quarter of 1990, Better said.

**Twain to meet.** TV stations will be able to take advantage of opportunity presented by Television Bureau of Advertising annual meeting to talk to advertisers. For first time, industry organization has invited two dozen to three dozen major advertisers and set aside entire day during three-day November gathering in Los Angeles. Keynoting day's proceedings will be Michael J. Roarty, executive vice president, Anheuser-Busch Inc.

# SOLD!

WQSF-FM, Richmond, Va., has been sold by Richmond Limited Partnership, Bob Understein, General Partner for \$3,000,000 to Keymarket of Virginia, Kerby Confer, President.

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# Changing Hands

**WCOS-AM-FM Columbia, S.C.** □ Sold by GHB Broadcasting to Bancora Broadcasting for \$12.5 million and tax certificate. **Seller** is headed by George Buck and owns nine AM's and one FM. **Buyer** is headed by Ragan Henry, who is sole general partner of Ragan Henry Communications Group L.P. (RHCG), Ragan Henry National Radio L.P. (National Radio) and Communications Management National L.P. (CMN). RHCG is licensee of **WMXB(FM)** Richmond, Va., and **WDIA(AM)-WHRK(FM)** Memphis. National Radio is licensee of **WKSG(FM)** Mt. Clemens, Mich. CMN is licensee of **WXTR(FM)** Waldorf and **WJIN(AM)** Baltimore, both Maryland. Henry also has interest in **KDIA(AM)** Oakland, Calif.; **WCMC(AM)-WZXL(FM)** Wildwood, N.J.; **WXLE(FM)** Columbus, Ohio, and **WOKK(FM)** Raleigh, N.C. Henry also has applications for three AM's and two FM's and is purchasing **KCCV(AM)** Independence, Mo. (see below). **WCOS** is on 1400 khz with 1 kw-U. **WCOS-FM** is on 97.9 mhz with 100 kw and antenna 985 feet above average terrain. *Broker: H.B. LaRue.*

**WIII(TV) Cincinnati** □ Sold by Ohio Channel 64 Acquisition Inc. to Abry Communications for \$9 million. **Seller** is Richard Lamm, trustee. **Buyer** is headed by Andrew Banks and Royce Yudkoff. Abry Communications Master LP is sole general partner of **WNUV-TV LP**, licensee of **WNUV-TV** Baltimore. **WIII** is on ch. 64 with 100 kw visual and 20 kw aural and antenna 940 feet

above average terrain.

**KOIL(AM)-KOMJ(FM) Omaha** □ Sold by Valley Broadcasting Inc. to Ovation Broadcasting for \$5.75 million. **Seller** is headed by Robert Dean and Robert Greenlee, who have no other broadcast interests. **Buyer** is headed by Phil Motta, who has purchased **KFOX-AM-FM** Abilene, Tex. ("Changing Hands," July 10). **KOIL** is on 1290 khz with 5 kw-U. **KOMJ** is on 103.7 mhz with 100 kw and antenna 1,296 feet above average terrain. *Broker: Kalil & Co.*

**KCKC(AM) San Bernardino, KRON(FM) Lake Arrowhead and KUNA(AM) Indio, all California** □ Sold by Jerome Maltz to Pennino Music Co. for \$5.1 million. **Seller** has no other broadcast interests. **Buyer** is owned by Jeannette Banoczi, her husband, John Banoczi, and Lyn Boulay and also owns **KBZT(FM)** La Quinta, Calif. **KCKC** is on 1350 khz with 5 kw-D. **KRON** is on 103.9 mhz with 3 kw and antenna 69 feet above average terrain. **KUNA** is on 1400 khz with 1 kw-U. *Broker: W. John Grandy.*

**WCMB(AM)-WIMX-FM Harrisburg, Pa.** □ Sold by Hudson Group Ltd. Partnership to Gemini Broadcasting Corp. for \$4.9 million ("In Brief," July 17.) **Seller** is owned by James McKenna, who has no other broadcast interests. **Buyer** is owned by Brian Danzis and Christine E. Hillard, who have no other broadcast interests. **WCMB** is on 1460 khz with 5 kw-U. **WIMX-FM** is on 99.3 mhz with 3 kw and antenna 328 feet above

average terrain.

**WMGR(AM)-WJAD(FM) Bainbridge (Albany), Ga.** □ Sold by Guardian Corp. to Waldron Broadcasting Co. for \$3 million and tax certificate. **Seller** is headed by Bob Manning and owns two AM's and two FM's. **Buyer** is newly formed broadcast corporation headed by H. Patrick Swygert. **WMGR** is on 930 khz with 5 kw-D and 500 w at night. **WJAD** is on 97.3 mhz with 100 kw and antenna 1,200 feet above average terrain. *Broker: H.B. LaRue.*

**KJIN(AM)-KCIL-FM Houma, La.** □ Sold by South Louisiana Broadcasters Inc. to Guaranty Broadcasting Corp. for \$2,790,000. **Seller** is owned by Joel Brannen, who has no other broadcast interests. **Buyer** is headed by George Foster. Guaranty Broadcasting Corp. is licensee of **WGGZ(FM)** Baton Rouge, and is wholly owned subsidiary of Guaranty Corp. Guaranty Income Life Insurance Corp., which is also wholly owned subsidiary of Guaranty Corp., is life insurance company in Baton Rouge. **WJIN** is on 1490 khz with 1 kw-U. **KCIL-FM** is on 107.5 mhz with 100 kw and antenna 700 feet above average terrain.

**KHIP(FM) Hollister, Calif.** □ Sold by Benedek Broadcasting Corp. to KHIP Partners for \$1,860,284. **Seller** is headed by Vernon Miller and Miklos Benedek, who also head **KVLO(AM)** Davis, Calif. **Buyer** is owned by Stephen Dean, Kenneth Doolittle and Ricardo E. Ramirez, who have no other broadcast interests. **KHIP** is on 93.5 mhz with 3 kw and antenna 2,600 feet above average terrain.

**KCCV(AM) Independence, Mo.** □ Sold by Bott Broadcasting Co. To Tavastock Inc. of Philadelphia for \$700,000, plus minority tax certificate. **Seller** is headed by Richard Bott, who also owns four AM's. **Buyer** is headed by Ragan Henry, who is also purchasing **WCOS-AM-FM** Columbia, S.C. (see above). **KCCV** is daytimer on 1510 khz with 10 kw. *Broker: Capstone Communications.*

**KCRM-FM Cameron, Tex.** □ Sold by KCRM Broadcasting to Radio Cameron Inc. for \$372,000. **Seller** is owned by William James, who also has interest in **KBWD(AM)-(AM)-KXOE(FM)** Brownwood, and **KSNY-AM-FM** Snyder, both Texas. **Buyer** is owned by William R. Vance, who has interest in **KEEE(AM)-KJCS(FM)** Nacogdoches, Tex. **KCRM-FM** is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

**WCBG(AM) Chambersburg, Pa.** □ Sold by Valley Marketing Systems Inc. to Miklarpet Broadcasting Inc. for \$350,000. **Seller** is owned by Richard Smith and his wife, Lois, who have no other broadcast interests. **Buyer** is owned by Michael H. Bader, Larry D. Summerville and Peter V. Low, all partners of Haley, Bader & Potts, Washington law firm. Applicants are also principals of licensee of **WGLL(FM)** Mercersburg, Pa., and Western Maryland Radioway Corp., licensee of **WTHU(AM)** Thurmont, Md. **WCBG** is on 1590 khz with 5 kw-D and 1 kw-N.

## CABLE

**Systems serving Schuyler and Central City, and 21 other communities in Nebraska and Elk Point, S.D.** □ Sold by Central Nebraska Cable LP to Vantage Cable Associates. **Seller** is headed by Glenn Healey, and has no other broadcast interests. **Buyer** is headed by Jack Stephens and has systems in six states serving approximately 30,000 subscribers. System serves 7,700 subscribers with 10,600 homes passed. *Broker: Waller Capital Corp.*

For other proposed and approved sales see "For the Record," page 52.

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## Delay in unveiling of Commerce HDTV report

**Complexities of issues involved are forcing agency to take longer than expected in putting together government's game plan on new technology**

The federal government's game plan for a strong U.S. high-definition television industry, which had been planned for release on July 1, is not ready yet, Commerce Department officials told Congress last week. No new date for the report's release was given, but the fact that both houses of Congress have shown increasing interest in HDTV and the report itself may spur the Commerce Department to release it soon.

High definition was a subject of debate at a hearing of the Senate Commerce Committee last Tuesday (July 25) and the House Judiciary Committee on the following day. During the Senate hearing, Deputy Commerce Secretary Thomas Murrin, representing Secretary Robert Mosbacher, said that the earliest the report could be ready would be "some weeks from now." He speculated that it could be as late as next year before the policy recommendations would be announced.

But Mosbacher, appearing at the House hearing the following day, said that because of the heavy interest legislators have shown in HDTV and U.S. competitiveness in electronics, those subjects will have a higher priority at the Commerce Department.

"Frankly, the economic policy review is taking more time than was originally

planned, largely because we are trying to develop policies which will be appropriate to the broader digital imaging technologies which underline HDTV," Murrin said at the Senate hearing. Several months earlier, Mosbacher had announced the July 1 goal for the report, which is to plan for reviving the U.S. consumer electronics industry and insuring the future strength of the country's computer and semiconductor industries by encouraging research, development and marketing of HDTV products by American companies.

The writing of the plan has been complicated by the broad scope of the HDTV issue, Murrin said. "You get into a myriad of not only complex technical and business aspects, but as many views on how to proceed." He pointed out that HDTV transmission, production and display issues all differ in nature, but each affects the U.S.'s ability to compete worldwide and must be considered in the report.

Murrin used as an example of the complexity of writing the report, the case of fiber optics, which many believe will be the prime mode of HDTV delivery. Experts

contacted by the Commerce Department have estimated that it will take anywhere from five to 35 years to build a national fiber optic network to U.S. homes, Murrin said. Making policy recommendations based on such widely differing views of the future is difficult, he said.

The purpose for calling the Commerce Committee meeting was to review S. 1191, a bill introduced by the committee chairman, Senator Ernest Hollings (D-S.C.). The bill allocates funds to the National Institute of Standards and Technology (NIST) and other agencies within the Commerce Department that would be earmarked for research on HDTV, superconductivity and other high technologies.

Murrin expressed the Commerce Department's opposition to the Hollings bill. "We agree with the purposes behind these programs. But there may be more cost-effective alternatives which could achieve the same objectives." With the spending restrictions presented by the Gramm-Rudman-Hollings Act, large-scale direct assistance to companies may not be possible, he said. While Commerce supports the HDTV

### Taggarts found guilty

A jury in federal court in Charlotte, N.C., found David Taggart, former aide to PTL television ministry founder Jim Bakker, and his brother James guilty on identical charges of evading income taxes totaling \$525,000 and filing false tax returns for 1984 through 1987. Despite the defendants' testimony that Bakker had given them authority to spend ministry money, the jury convicted the Taggarts after hearing prosecution testimony that they had spent almost \$1.2 million on personal luxuries including \$35,000 in furs, \$100,000 in shoes, \$320,000 in jewelry and a \$640,000 condominium in Trump Tower, New York. Sentencing of the Taggarts, who each face up to 25 years in prison and \$1 million in fines, is tentatively set for Aug. 25. Bakker and another top aide, Richard Dortch, are scheduled to go on trial on charges of mail and wire fraud stemming from on-air solicitation of "PTL Partner" TV viewers.

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research and development grant program that is now being carried out by the Defense Advanced Research Projects Agency (DARPA), the department has not yet determined how much, if any, in additional direct subsidies should be approved, Murrin said.

Instead, the administration favors R&D tax credits and antitrust reform as methods

to encourage U.S. investment in HDTV. At the House Judiciary Committee hearing, several different proposals for reform of the current antitrust laws as an incentive to create co-ventures were discussed. Although he did not endorse any specific bill, Mosbacher did support their goals. "Antitrust legislation can enhance the competitive prospects of American firms

by removing a barrier to their developing and bringing goods and services that embody new technologies," Mosbacher said. "Cooperative research and development and production ventures may be an effective means by which U.S. companies can develop the state-of-the-art technologies and production facilities essential to competitiveness." —RMS

## Religious right up in arms over FCC nominees

**Group declares war at White House and in Congress to get its candidate on FCC; Christian conservatives to testify at Senate confirmation hearing on Sikes, Marshall and Barrett**

The religious right and anti-indecency groups will have their day in Congress when the Senate Commerce Committee holds a confirmation hearing today (July 31) on the nominations of Alfred Sikes, Sherrie Marshall and Andrew Barrett to the FCC. A coalition of evangelical conservative Christians and anti-indecency groups, unhappy with the way the FCC has handled the indecency issue, is waging a serious campaign on Capitol Hill and at the White House to promote their candidate for FCC chairman, Indianapolis attorney John Price (BROADCASTING, July 24). At least four witnesses representing their point of view will appear at the hearing.

Commerce committee members will hear from Donald E. Wildmon, executive director of the American Family Association, along with Ray Moore, former campus pastor at the University of South Carolina and currently president of the Palmetto Family Institute, Columbia, S.C., and Ed McAteer, founder and president of the Religious Roundtable, Memphis.

Based on rather harsh correspondence to the White House from Wildmon and James C. Dobson, president of Focus on the Family, it looks as if the FCC has become the battleground for the conservative evangelical community seeking to elevate its voice within the Bush administration.

Letters sent to President Bush and his chief of staff, John Sununu, indicate just how disenchanted the religious right has become with the administration.

In a June 14 letter to Bush, Wildmon was furious, saying Director of Presidential Personnel "Mr. Chase Untermeyer [sic] has notified me that Mr. Price will not be nominated. It appears that [Republican National Committee Chairman] Lee Atwater's attitude prevailed in the decision process," wrote Wildmon, who referred to Atwater as saying "You people [evangelical, conservative Christians] are sucking hind tit. You have nowhere else to go."

Wildmon said that the religious groups "didn't ask for much, just crumbs, and we didn't even get those." Furthermore, Wildmon said he planned to notify readers of the *AFA Journal* that the Bush Administration wants "nothing from the conservative, evangelical community except their votes." And at election time, he said, AFA would suggest they support a conservative Democrat. "We may not be able to do anything at this time but suck hind tit, but we can change sows," Wildmon said at the end of his letter.

Later, on July 7, Dobson wrote Sununu, decrying the administration's lack of concern about "shock radio" and "trash television." Not one of the nominees has a track record "in proving his or her desire to restore sensibility to the public airwaves. Not one of the three is even known to the pro-family community," complained Dobson. He said the conservative community was "deeply insulted" by the President's choice of nominees. "At least 10 organizations were united behind John Price as potential chairman of the FCC, yet the President totally ignored our combined appeal. We were not even offered the courtesy of an explanation of the appointment process," wrote Dobson.

He warned Sununu that the pro-family

movement is not going to drop the matter. "We are absolutely determined to see common sense and decency return to the publicly owned airwaves." And he emphasized that their "enthusiasm" for Bush was waning, "I believe that the fire of enthusiasm will soon be quenched unless the President deals more fairly with the constituency that accounted for one-third of his votes in 1988."

The White House did not return calls last week concerning the matter. —KM

## Dingell bill would take spectrum from government for commercial applications

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has introduced a bill that would allow the federal government to reallocate 200 mhz of spectrum from government to commercial use (BROADCASTING, July 3). The bill (H.R. 2965) could help foster the development of emerging technologies such as high-definition television. "Given the current congested state of the spectrum, the ability of the FCC to accommodate new technologies that are spectrum-dependent is severely limited," said Dingell upon offering the measure.

Dingell indicated in June that he intended to author such a measure. But there was little reaction to it until just prior to its introduction on July 21 when cellular stocks suffered losses in heavy trading. One trader told BROADCASTING the selling was attributable to fears that additional spectrum might allow for more competition. Indeed, McCaw Cellular Communications alluded to the bill as a reason for discontinuing negotiations to buy LIN Broadcasting that same week (BROADCASTING, July 24).

The chairman referred to the scare in his remarks: "I would like to dispel an unfounded rumor that is circulating—apparently with some effect—that the Emerging Telecommunications Technologies Act will affect a specific industry sector. It will not. It is my strong belief that all spectrum-dependent businesses—including cellular—are potential beneficiaries if government spectrum is made available."

Moreover, the Cellular Telecommunications Industry Association issued a state-

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## Washington Watch

**ID requirements.** Senate bill (S. 1346) introduced July 18 by Senators Bob Graham (D-Fla.) and Richard Bryan (D-Nev.) would require disclaimers on radio and television political spots purchased by independent groups. "Our goal is to expand disclaimer requirements so the public has a clear understanding of who is sponsoring political messages. Our legislation is pro-viewer. It's pro-voter. It promotes clarity," Graham stated in press release accompanying bill's introduction.

□

**Cable request.** Task force of National Association of Attorneys General has approved resolution calling on Congress to examine repeal or revision of 1984 Cable Act. Full NAAG membership will vote on resolution in fall. Group seeks assurance that citizens "will have access to technological innovation, quality service and reasonable prices" with cable service.

ment to clear the air. "The emphasis of the bill appears to be the need to ensure that there are adequate frequencies for the development of new technologies and services. The bill does not mandate any reallocation of frequencies for cellular or any other particular services," the association said.

According to Dingell, the bill establishes

a process by which the Secretary of Commerce can "identify" the 200 mhz which would be turned over to the FCC for assignment. "Since the government controls approximately 40% of the usable spectrum, yet is not subject to the same discipline as commercial users, this mechanism will pressure the government to become more efficient in its use of the spectrum. It will

create a reserve of spectrum for new technologies, helping our industries to compete in the global marketplace," Dingell stated.

It also requires the secretary to form an advisory group representing affected industries and the FCC. And the group would make recommendations on how the current system of allocating frequencies might be reformed. The bill would also prohibit any auctioning of the spectrum.

Within six months of receiving the secretary's proposal, the President can either withdraw or modify the assignments and "substitute alternative frequencies if there is a compelling national security case." Within a year, the FCC would produce a plan that embargoes the release of some of the spectrum for 10 years and insures the availability of frequencies for new technologies.

The National Association of Broadcasters has told Dingell it supports his bill.

The bill also enjoys the backing of Massachusetts Democrat Ed Markey, chairman of the Telecommunications Subcommittee, and 14 other subcommittee members.—KM

## Mayors lend support to cable reregulation bills

### New York summit on cable gives cities platform to pursue legislative solution to restore authority over cable

Political pressures on the cable industry continue to build as the U.S. Conference of Mayors and the National League of Cities announced their support for House and Senate bills (H.R. 2437 and S. 1068) that would reregulate the industry and permit telephone companies to offer television services as a competitor to cable.

Moreover, today (July 31) in New York, the NLC and USCM are sponsoring a cable conference aimed at formulating a legislative strategy to restore city authority to regulate rates and set technical standards, among other things. Both mayors and members of Congress have been invited to the meeting. Cable critic Senator Howard Metzenbaum (D-Ohio) is a keynote speaker. He has introduced bills (S. 833 and S. 834) which would reestablish city authority to set rates and would force vertically integrated cable programmers to make their product available to all cable companies and competing technologies such as wireless cable on "fair terms."

Called "Mayors and Cable TV: How to Protect the Consumer," the meeting is spearheaded by New York Mayor Ed Koch and Tucson Mayor Tom Volgy. Both were instrumental in the passage of a USCM resolution in June (BROADCASTING, June 26) that called on Congress to permit telephone companies to "own and operate cable systems" and to empower municipalities to regulate once again rates of cable systems not subject to competition from other cable systems or switched fiber optic networks. The NLC has taken a similar stand.

A press conference was scheduled for July 21 by Representative Rick Boucher (D-Va.) and Senator Al Gore (D-Tenn.),

the key sponsors of the bills, H.R. 2437 and S. 1068, respectively, to announce the USCM and NLC's support. But despite its cancellation, both organizations released statements.

The NLC supports the concept embodied by the legislation, said an NLC staffer who indicated the league would continue working with lawmakers to ensure the legislation addresses all city concerns.

A letter from Greg Sparrow, mayor of DeKalb, Ill., to Boucher indicated USCM's endorsement. Sparrow noted that Boucher's bill is in line with USCM policy and that the organization "is ready to assist you in moving forward on this very important issue to our constituents and the telecommunications infrastructure of the nation."

Other groups have also lent their support. Ann Kirschner, of Satellite Broadcast Networks, which distributes three network-affiliated broadcast signals to dish owners, said legislation is needed to insure that in-

dependent packagers of programming for home satellite have access to cable programming on the same terms that cable-affiliated packagers do.

The newly formed Satellite Dealer Communications Association "strongly supports" the Boucher bill. However, the Satellite Broadcasting and Communications Association, considered to be the leading home satellite industry trade association, representing dish dealers, programmers and program distributors, is on record opposing the Gore-Boucher initiatives.

The Gore-Boucher bills are identical and would reimpose regulation for basic rates, mandate carriage of all program services (including broadcast signals), require cable programmers to offer their product to all technologies and permit telephone companies to provide telephone services. It would also direct the Federal Trade Commission to investigate concentration within the cable industry.—KM

### USIA funding

The U.S. Information Agency emerged in good condition from the Senate's consideration of a bill authorizing funds for the agency. The best news for the agency was the addition on the floor of \$35 million for the Voice of America's modernization program. The amendment, offered by Senators John Glenn (D-Ohio) and Jesse Helms (R-N.C.), increases the total to \$71 million from the amount contained in a measure approved by the Senate Foreign Affairs Committee. The two senators also blocked an effort by Senator Claiborne Pell (D-R.I.), chairman of the committee, to accommodate the additional authorization through cuts in other areas of the USIA budget. The administration had originally sought \$89 million for the modernization, but \$16 million of that was set aside for TV Marti. The Senate also added \$1.5 million to VOA's operating expenses, increasing the total to \$171.2 million, largely to permit continuation of increased hours of broadcasting to China. The Senate, acting on an amendment by Senator Connie Mack (R-Fla.), added \$700,000 to the \$12 million the committee had approved for Radio Marti, bringing the total up to the amount requested by the administration. In all, the Senate adopted the authorization bill providing even greater authorization than the administration had requested for USIA—\$957 million, rather than \$949 million.

## International football coming together

### NFL committee is meeting to decide on president, staff and selection of cities

A committee of National Football League team owners will meet by conference call over the next several weeks to begin finalizing details of the new spring World League of American Football. The 12-city league, with teams from the U.S. and Europe, Canada and Mexico, was approved for launch by NFL owners earlier this month ("In Brief," July 24).

At the top of the agenda for the seven-owner interim committee, chaired by Pittsburgh Steelers President Dan Rooney, is the question of whether to launch the league in spring 1990 or 1991, what U.S. and foreign cities will host the league's teams and plans for stocking teams with players.

Also to be considered is the selection of a president and staff for the league, which will operate separately from the NFL. Former Dallas Cowboys General Manager Tex Schramm has been the league's primary organizer, along with consultant and former

ABC television executive Jim Spence.

The 12-team league will play a 10-week regular season, with three post-season games, according to NFL executive Val Pinchbeck. Although the selection of host cities is not yet final, U.S. sites will include New York and possibly Orlando or Jacksonville, both Florida; Memphis or Nashville; Sacramento or San Jose, both California, and a city in the Carolinas.

The four European sites are expected to include London, and either Milan, Barcelona, Paris, Frankfurt or Dusseldorf. There will also be teams in Montreal and Mexico City.

Although overseas rights talks appear to be in the early stages, domestic TV companies already expressing an interest in U.S. rights include ABC, NBC, CBS, Fox, ESPN, Turner Broadcasting, SportsChannel and USA Network.

Regarding a spring 1990 kickoff, at least one potential bidder, Bob Wussler of Turner Broadcasting, said such a rapid launch would be a "tall order" and that a 1991 start is more likely.

At its meetings, the interim committee is

also expected to discuss potential advertiser sponsorship positions in the league, with talks already said to involve U.S. car makers, the leading soft drink companies and American Express.

Although potential overseas revenue streams are expected to be small compared to domestic rights fees, the move to internationalize American football has already met with some TV successes overseas, particularly in the United Kingdom, where commercial Channel Four has drawn growing viewership for tape-delayed and edited versions of American games.

Channel Four and the NFL earlier this month signed a new three-year deal expanding the broadcaster's coverage of the sport and bringing viewers same-day games, as well as some live clips.

The NFL four years ago also started the American Bowl, a match between U.S. teams played in the UK. Last year it added a game in Sweden and this year will have two teams paired off in Tokyo. The games air on NBC, ABC and ESPN the weekend of Aug. 5-6.

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A European conference on advertiser-supported programming is being planned for next Nov. 2 in London by the U.S. Advertiser Syndicated Television Association and the UK's Independent Program Producers Association. The barter TV industry, bringing an estimated \$1.2 billion in ad revenues to program producers here in the U.S., is still in an infant stage through Europe. But ASTA President George Back of All-American TV called the U.S. barter industry a "testament to the ability of advertisers, producers and broadcasters to cooperate in the creation of original programming," and added: "We look forward to the international expansion of this concept."

□

The UK Cable Authority has awarded two cable TV franchises to U.S. telephone company Pactel and Birmingham, Alabama-based multiple system operator Masada. The franchises cover approximately 140,000 homes in Norwich and Peterborough, about 100 miles northeast of London in the East Anglia region. Construction of the operation, which will provide both TV and phone service, will begin early next year and is scheduled to end in 1993. Pactel now has UK franchises covering over 500,000 homes.



## New numbers

According to Nielsen, basic and pay cable had a 14% and 6% share of viewing, respectively, of total household television viewing in prime time in the June monthly status report. Network stations accounted for 62%, independents (including WTBS) 21% and public stations 4%. In last year's report for June, basic accounted for 11%, pay 8%, networks 64%, independents 22% and public stations 4%. In cable households in prime time in the June 1989 report, basic cable viewing jumped from 18% to 23% from the year earlier, while pay again fell slightly, from 13% to 12%. Broadcast networks dropped from 54% to 52%, independents from 21% to 19%, and public stations remained unchanged at 3%. The total exceeds 100% due to multiset viewing.

## Penetrating figures

Nielsen said VCR penetration reached 65.5% of U.S. TV households in May, while pay cable penetration reached 29.4% for the same month. Both are increases over February figures of 64.6% and 29.2%, respectively.

## Sale days

Showtime and the Disney Channel are linking up in a joint "Winter White Sale," multipay marketing campaign. The two-for-one offer is scheduled to run between Dec. 26 and Jan. 13, 1990.

Operators can choose the price level for the two-for-one offer and also the length of the offer. Typically, Showtime's price offers run three months. Marketing materials include nonsubscriber and upgrade direct mail pieces, broadcast ad materials, billstuffers and telemarketing support. Media support and sales incentive programs for systems are also available.

Affiliates have between Aug. 12 and Sept. 12 to sign up for the campaign.

## Hooray

Chicago Cable Marketing Council has completed \$5-million summer marketing campaign in "Hooray for Hollywood" sweepstakes. Ten participating cable operators have logged more than 10,000 calls per week to date in the campaign.

The group is spending \$1.5 million in television ads. Of the trade and cross-promotional agreements, the bulk have been conducted with radio.

The campaign includes a reduced installation charge for up to a \$30 savings, a \$50 bearer bond from Midway Airlines and entry into the Hollywood sweepstakes. Ten sweepstakes winners will receive weekend for two in Hollywood.

## Batting .500

Cablevision Systems won one and lost one before municipal authorities last week. Connecticut's Department of Utility Control has released draft decision ordering Cablevision's Connecticut operations to refund \$459,000 to subscribers in state, as well as pay \$31,300 in fines to two Cablevision systems relating to decision to drop MSG. DUC determined refund valuing MSG at \$5.50, equal to SportsChannel value, in \$11, dual service offering. DUC said it was unpersuaded by Cablevision arguments that MSG was not worth half of \$11 price. Refund period covers three and a half months, with average subscriber receiving between \$12.25 to \$19.25, depending on level of service. Cablevision said it would challenge opinion as case proceeds, adding that it maintains it did not violate franchise agreement. Company said fines were "clearly excessive." In Boston, Cablevision said city has retracted breach of contract charge against system. City made charge based on what it said was missed construction deadlines in franchise. Cablevision argued successfully that it missed deadlines based on slow permit process by city's transportation department.

## Rate request

The Connecticut Consumer Counsel is asking state cable companies to reduce subscriber rates 4% in light of the reduction in state gross receipt tax from 9% to 5%, due to take effect Jan. 1. The state cable association said companies are looking at several options, including rate reductions, forgoing future rate increases, or making increases smaller, in reaction to the tax cut. But the association said a 4% to 4% comparison does not take into account increases in corporate income tax or an electrical tax that systems had not previously paid.

## Free TV

Three Richmond area cable operators—Continental, Storer and Sammons—are sponsoring "Cable's Free Night," a three-hour cable programing block that will appear on WRLH-TV (ch. 35) Richmond on Aug. 3. The programs are *Sports Illustrated: The Making of the Swimsuit Issue*, *Mel Gibson's Unauthorized Video Diary*, and *On Location: The Roseanne Barr Show*. Free cable installation will be part of the overall marketing push for the evening's event. Cable companies will keep their offices open until 11:30 p.m. to handle calls for the 8-11 p.m. promotion.

## Capital connection

CNBC will launch today on an in-house cable system on Capitol Hill. CNBC gets channel 23 on the system managed by architect of Capitol.

## Deadline

The Discovery Channel announced last week it would scramble its signal by June 30, 1990.

## Put another million in

The Video Jukebox Network has completed a \$4-million stock offering, selling 1.25 million shares at \$3.20. VJN Partners, network's principal shareholder, bought 722,323 shares for \$2.3 million, or 57% of the shares sold. The money will be used to fund anticipated losses for network expansion, it said, including equipment purchases and construction of LPTV stations. The network also announced results of a survey among 2,000 callers to the service's national hotline. It showed that 65% of the respondents purchased records because of their exposure on VJN. Average viewer said he purchased five records within last month and used VJN about 24 hours per week.

## KKK-K.C. controversy

The Kansas City, Mo., city council has voted to restore the public access channel to the cable system owned by American Cablevision. The council had dropped the channel in reaction to a request by a Ku Klux Klan-related group to place programing on the access channel. But the city, facing a lawsuit it felt it could not win, decided the best recourse was to reinstate the channel.

The cable system plans a number of changes it hopes will prevent further difficulties. A video advisory board will develop rules for use of the new access channel, under the guidance of city and system lawyers. The cable system also plans to open another access studio. The present studio, used for the system's community programing channel, which is programed under the editorial direction of American, is located in an inner city neighborhood. The system hopes to avoid any incidents by locating the second studio elsewhere. The company said it has the studio equipment on hand; it now needs land on which to build a structure.

The system said it has received 50 to 100 calls from subscribers who want to disconnect their cable service in light of the prospect of Klan programing going on the air. The company said it will offer lock-out devices at cost to subscribers who wish not to receive the new access channel when it returns to the system.

As compiled by BROADCASTING from July 21 through July 26 and based on filings, authorizations and other FCC actions.

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

## Ownership Changes

### Applications

■ **KXEW(AM)** South Tucson, AZ and **KXMG-FM** Marana, AZ (AM: BTC890714EA; 1600 khz; 1 kw-U; FM: BTCH890714EB; 98.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Jerrold M. Lyons to Jessica Lazarus. Licensee, Cactus Broadcasting Ltd., is LP with two general partners, Jerrold M. Lyons and Frank I. Lazarus, each of whom has equal vote and thus possesses negative control over partnership. Jerrold M. Lyons is withdrawing from partnership and will be replaced by Jessica Lazarus, wife of Frank I. Lazarus, who will be general partner. Filed July 14.

■ **KHIP(FM)** Hollister, CA (BALH890707HK; 93.5 mhz; 3 kw; ant. 2,600 ft.)—Seeks assignment of license from Benedek Broadcasting Corp. to KHIP Partners for \$1,860,284. Seller is headed by Vernon Miller and Miklos Benedek, who also head **KYLO(AM)** Davis, CA. Buyer is owned by Stephen Dean, Kenneth Doolittle and Ricardo E. Ramirez, who have no other broadcast interests. Filed July 7.

■ **WCXL(FM)** Vero Beach, FL (BALH890629HC; 101.7 mhz; 1.39 kw; ant. 464 ft.)—Seeks assignment of license from Treasurer Coast Media Inc. to Treasurer Coast Radio for no financial consideration. Seller is headed by Charles Andromidas and John Healy. Buyer is owned by Sally S. Dilucente and her husband, Wayne L. Dilucente. Wayne L. Dilucente is 50% shareholder, president, secretary and director of West Florida Media Inc., permittee of new FM radio station to operate on channel 287A at Solana, FL. Treasurer Coast Media Inc. principal B.F.J. Timm is father of Treasure Coast Media Inc. principal Bruce B. Timm and Tallahassee Broadcasting Co. principal Jan B. Timm. Tallahassee Broadcasting Co. is 50% shareholder of Treasure Coast Media Inc. B.F.J. Timm is 51% shareholder, officer and director of Tallahassee Broadcasting Co. Bruce B. Timm and Jan B. Timm each own 24.5% of stock of Tallahassee Broadcasting Co. and are officers and directors of that corporation. B.F.J. Timm has following broadcast interests: 100% stockholder of **WVOJ(AM)**, licensee of **WBOM** Inc., Jacksonville, FL; 100% shareholder of **WANM(AM)**, licensee of **WANM** Inc., Tallahassee, FL; 100% shareholder of **WGLF(FM)**, Tallahassee Broadcasting Co. Inc., Tallahassee, FL; 100% shareholder of **WDMG(AM)**, licensee of **WDMG** Inc., Douglas, GA; 100% stockholder of **WSGL(FM)**, Sterling Communications Corp., Naples, FL; 100% shareholder of **WZQB(AM)**-**WPPR-FM** Televiewers Inc., Warner Robins, GA; 50% stockholder of **WILN(FM)**, Bay Media Inc., Panama City, FL. Filed June 29.

■ **WAWS(TV)** Jacksonville, FL (BALCT890628KH; ch. 30; 2789 kw-V; ant. 991 ft.)—Seeks assignment of license from Malrite of New York Inc. to Clear Channel Television Inc. for \$8.1 million ("Changing Hands," July 3). Seller is headed by Milton Maltz and also owns **KLAC(AM)**-**KZLA-FM** Los Angeles; **KNEW(AM)** Oakland (San Francisco), and **KSAN-FM** San Francisco; **WAWS(TV)** Jacksonville and **WFLX(TV)** West Palm Beach, both Florida;

**WXIX-TV** Newport, KY (Cincinnati); **WDGY(AM)** Minneapolis and **KEEY-FM** St. Paul; **WHTZ(FM)** Newark, N.J.; **WHK(AM)**-**WMMS(FM)** Cleveland and **WJOI(TV)** Shaker Heights (51%), both Ohio; **WEGX(FM)** Philadelphia, and **WSTE(TV)** Ponce, PR (80%). Buyer is owned by L. Lowry Mays, and also owns **WPMI(TV)** Mobile, AL; **KDTU-TV** Tucson, AR; **WELI(AM)** New Haven, CN; **WHAS(AM)** and **WAMZ(FM)** Louisville, KY; **WQUE-AM-FM** New Orleans; **KTOK(AM)**-**KJYO(FM)** Oklahoma City and **KAKC(AM)**-**KMOD-FM** Tulsa, both Oklahoma; **KPEZ(FM)** Austin, **KTAM(AM)**-**KORA-FM** Bryan, **KALO(AM)**-**KHYS(FM)** Port Arthur and **WOAI(AM)**-**KAJA(FM)** San Antonio, all Texas. (All 100% owned.) Filed June 28.

■ **KBGN(AM)** Caldwell, ID (BAL890710EE; 1060 khz; 10 kw-D)—Seeks assignment of license from Christian Broadcasting Co. to Nelson M. Wilson and his wife, Karen E. Wilson for \$188,000. Seller is owned by Richard and Edwin Shaw, brothers. They also own **KBXL(AM)** Caldwell, ID. Buyer has no other broadcast interests. Filed July 7.

■ **WWHN(AM)** Joliet, IL (BTC890707EA; 1510 khz; 500 w-D)—Seeks assignment of license from John Rogers to William H. Lipsey for \$250,000. Seller is owned by John Rogers and has no other broadcast interests. Buyer has no other broadcast interests. Filed July 7.

■ **WQRF(TV)** Rockford, IL (TEMP890714TV; ch. 39; 525 kw-V; ant. 570 ft.)—Seeks assignment of license from Family Group Ltd. to Petracom Inc. for \$2 million. Seller is headed by Ian Wheeler, which also owns two AM's, three FM's and five TV's. Buyer is owned by Henry Ash. Assignee has following broadcast interests: 1.4% LP interest in Family Group Ltd., licensee of **WVFT-TV** Roanoke, VA; 1.5% LP interest in Family Radio Ltd., licensee of **WAIL(AM)**-**WKWF** Key West, FL; 30% stock in Sandy Isle Broadcasting Inc., licensee of **WVGN(AM)** St. Thomas, VI; 1.6% LP interest in Family Group Ltd. III, licensee of **WGBA-TV** Green Bay, WI; **WLAX-TV** La Crosse, WI, and permittee of **WEUX-TV** Eau Claire, WI; 1.4% LP interest in **CICF Ltd.**, which is general partner of Family Group Ltd. II, permittee of **WFGX-TV** Ft. Walton Beach, FL. Filed July 14.

■ **KSGL(AM)** Wichita, KS (BTC890705ED; 900 khz; 0.25 kw-D)—Seeks assignment of license from Edward R. Toles to Agape Communications Inc. Board of directors of Agape Communications Inc. shall authorize repurchase of outstanding common stock presently owned by Edward R. Toles and Donna V. Toles, in amount of 2,782.86 shares, pursuant to terms of this agreement, thereby converting 2,782.86 shares common stock to treasury. Solo Agape Communications Inc. shall execute its note in favor of Edward R. Toles and Donna V. Toles in amount of \$532,714. Note shall bear interest at rate of 10% per annum. Filed July 5.

■ **WTBL(AM)** Central City, KY (BAL890710EA; 1380 khz; 500 w-D)—Seeks assignment of license from Thomas Broadcasting Engineering to Central City Communications Inc. for \$65,000. Seller is owned by Edward Thomas, who has no other broadcast interests. Buyer is owned by Bryan K. Smeathers, who has no other broadcast interests. Filed July 10.

■ **KJIN(AM)**-**KCIL-FM** Houma, LA (TEMP890711; 1490 khz; 1 kw-U; FM: TEMP890711; 107.5 mhz; 100 kw; ant. 700 ft.)—Seeks assignment of license from South Louisiana Broadcasters Inc. to Guaranty Broadcasting Corp. for \$2,790,000. Seller is owned by Joel Brannen, who has no other broadcast interests. Buyer is headed by George Foster. Guaranty Broadcasting Corp. is licensee of **WGGZ(FM)** Baton Rouge, and is wholly owned subsidiary of Guaranty Corp. Guaranty Income Life Insurance Corp., which is also wholly owned subsidiary of Guaranty Corp., is life insurance company in state of Louisiana. Filed July 11.

■ **WZZM-TV** Grand Rapids, MI (TEMP890712DD; ch. 13; 295 kw-V; ant. 1,000 ft.)—Seeks assignment of license from Western Michigan Broadcasting Corp. to NTG Inc. for \$120 million ("In Brief," July 3). Seller is subsidiary of Price Communications. Stations will be owned by Osborn Communications (25%) and Desai Capital (40%). Desai is Price Communications' largest shareholder. Purchase includes **WAPT-TV** Jackson, MS; **WSEE-TV** Erie, PA, and **WNAC-TV** Providence, RI (see below). Price owns three AM's, three FM's and seven TV's. Osborn owns five AM's, seven FM's and one TV. Filed July 12.

■ **WGTQ(TV)** Sault St. Marie, MI (TEMP890711; ch. 8;

316 kw-V; ant. 1,210 ft.)—Seeks assignment of license from Stephen Adams to Mark C. Adams, Scott L. Adams and Kent R. Adams for no financial consideration. See file #TEMP890711TV. **WGTU-TV** Traverse City, MI (below). Filed July 11.

■ **WGTU(TV)** Traverse City, MI (TEMP890711TV; ch. 9; 1000 kw-V; ant. 1,300 ft.)—Seeks assignment of license from Stephen Adams (father) to brothers Mark C. Adams, Scott L. Adams and Kent R. Adams. Adams Radio of Grand Rapids Inc., licensee of **WLAV-AM-FM** Grand Rapids, MI; Adams Radio of Milwaukee Inc., licensee of **WBZN-AM-FM** Racine, WI; Adams Radio of San Antonio Inc., licensee of **KISS(AM)** San Antonio, TX; Adams Radio of Phoenix Inc., licensee of **KOOL-AM-FM** Phoenix; Adams Radio of Seattle Inc., licensee of **KQUL(AM)**-**KZOK-FM** Seattle; Adams Radio of St. Louis Inc., licensee of **WKLL(AM)** Wood River, IL, and **KEZK-FM** St. Louis; Adams TV of Lansing Inc., licensee of **WILX-TV** Onandaga, MI; Adams TV of Dayton Inc., licensee of **WKEF-TV** Dayton, OH; Adams TV of Wichita Falls Inc., licensee of **KAUZ-TV** Wichita Falls, TX; Adams TV of Odessa Inc., licensee of **KOSA-TV** Odessa, TX; Adams TV of Wheeling Inc., licensee of **WTRF-TV** Wheeling, WV; Adams TV of Madison Inc., licensee of **WMTV(TV)** Madison, WI; Adams TV of Wausau Inc., licensee of **WSAW-TV** Wausau, WI; Adams TV of Peoria Inc., licensee of **WHOI-TV** Peoria, IL; Adams TV of Wilmington Inc., licensee of **WWAY(TV)** Wilmington, NC; Michigan Center Broadcasting Inc., licensee of **WGTU-TV** Traverse City, and **WGTQ-TV** Sault Ste. Marie, both Michigan. Filed July 11.

■ **WAPT(TV)** Jackson, MS (TEMP890712CC; ch. 16; 1047 kw-V; ant. 1,170 ft.)—Seeks assignment of license from Magnolia Broadcasting Corp. to NTG Inc. for \$120 million ("In Brief," July 3). Seller is subsidiary of Price Communications. Stations will be owned by Osborn Communications (25%) and Desai Capital (40%). Desai is Price Communications' largest shareholder. Sale includes **WZZM-TV** Grand Rapids, MI (see above), **WSEE-TV** Erie, PA, and **WNAC-TV** Providence, RI (see below). Price owns three AM's, three FM's and seven TV's. Osborn owns five AM's, seven FM's and one TV. Filed July 12.

■ **KANA(AM)** Anaconda, MT (BAL890712EB; 580 khz; 1 kw-D)—Seeks assignment of license from Barry L. Solomon, trustee to Grey Eagle Broadcasting Inc. for \$120,000. Seller has no other broadcast interests. Buyer is owned by Rudy Giecek, who has no other broadcast interests. Filed July 12.

■ **WICY(AM)** Malone, NY (BAL890705EB; 1490 khz; 1 kw-U)—Seeks assignment of license from North Country Broadcasting Inc. to L.C.C. Media Inc. for \$150,000. Seller is owned by Mitchell Tackley, who has no other broadcast interests. Buyer is headed by James M. Coughlin, who has no other broadcast interests. Filed July 5.

■ **WRHD(AM)**-**WRCN-FM** Riverhead, NY (BTC890710HP; 1570 khz; 1 kw-D; FM: BTCH890710HQ; 103.9 mhz; 3 kw; ant. 466 ft.)—Seeks assignment of license from Richard I. Adrian to East Shore Acquisition Corp. Price was not given, but sources estimate value at \$5,200,000. Seller has no other broadcast interests. Buyer is owned by Gary Starr, former station manager, who has no other broadcast interests. Filed July 10.

■ **WKAJ(AM)**-**WQY-FM** Saratoga Springs, NY (AM: BAL890630GS; 900 khz; 250 w-D; FM: BALH890630GT; 102.3 mhz; 3 kw; ant. 74 ft.)—Seeks assignment of license from Saratoga Broadcasting Co. to Saratoga Radio Corp. for \$1,991,000 ("Changing Hands," July 17). Seller is owned by Howard Ginsberg and John and David Kimmel, brothers. John and David Kimmel own **WWSR(AM)**-**WLFE(FM)** Burlington and **WSNO(AM)**-**WORK-FM** Barre, both Vermont. Buyer is owned by Robert N. Putnam and Paul C. Raeder. Putnam is former vice president and general manager of **WGNA-AM-FM** Albany, NY. Raeder is president of Communications Capital Group Inc., New York City broadcast investment banking firm. They have no other broadcast interests. Filed June 30.

■ **WCBG(AM)** Chambersburg, PA (BAL890705EC; 1590 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Valley Marketing Systems Inc., care of Haley, Bader & Potts, to Miklarpet Broadcasting Inc. for \$350,000. Seller is owned by Richard and Lois Smith, who have no other broadcast interests. Buyer is owned by Michael H. Bader, Larry D. Summerville and Peter V. Low, all partners of



cation for CP to increase pwr to 500 watts; change TL: 2.3 km SE of Wheatland on US Hwy. 150. Wheatland, IN: 38 38 47N 87 16 48W.

■ Florence, KY WMLX(AM) 1180 khz—June 30 application for Mod of CP (BP881011AE) to change freq.: 1160 khz; add nighttime service with 1 kw increase day power to 5 kw; install DA-2; make changes in antenna system.

■ Concord, MA WADN(AM) 1120 khz—July 10 application for Mod of CP (BP810410AD) to add augmentation to nighttime standard pattern.

■ Dallas, TX KPBC(AM) 1040 khz—June 30 application for Mod of CP (BP810511AP) to increase day power to 10 kw and change DA to accommodate power increase.

## FM's

■ Washington, D.C. WKYS(FM) 93.9 mhz—June 21 application for CP to change ERP: 24 kw H&V; HAAT: 705 ft. H&V.

■ Tampa, FL WYNF(FM) 94.9 mhz—June 26 application for CP to change height of radiation center above ground; 379 H&V and above sea level to 405 H&V on license.

■ Shelbyville, IL WSHY-FM 104.9 mhz—June 23 application for CP to change ERP: 13 kw H&V; HAAT: 459 ft. H&V; TL: 1.68 km S of Prairie Home, IL; class: B1 (per docket 88-412).

■ Hutchinson, KS KHUT(FM) 102.9 mhz—June 28 application for CP to change TL: 7.2 km W and 1.6 km S of Hutchinson, KS; correct coordinates: 38 02 39N 98 00 56W.

■ Baldwin City, KS KNBU(FM) 92.5 mhz—June 16 application for CP to change freq.: 89.7 mhz; ERP: 0.1 kw (H&V); HAAT: 118 ft. (H&V).

■ Frankfort, MI WBNZ(FM) 99.3 mhz—June 26 application for CP to change ERP: 50 kw H&V; HAAT: 149 m H&V; class: C2; per Docket 88-269.

■ Grand Rapids, MI WCUZ(FM) 101.3 mhz—June 23 application for CP to change HAAT: 701 ft. H&V; TL: 6070 Five Mile Rd., Cannonsburg, MI 49317.

■ Kalkaska, MI WKLT-FM 97.7 mhz—June 26 application for CP to change ERP: 31.6 kw H&V; HAAT: 616 ft. H&V; freq.: 97.5 mhz; class: C2; TL: 3.2 miles SE of Rapid City, MI, and 4.2 miles W of Leetsville, MI.

■ New Prague, MN KCHK-FM 95.5 mhz—June 28 application for Mod of CP (BP860506MG) to change TL: off St. Rte. 13/21. 1.3 km N of Montgomery, MN.

■ Sartell, MN. KKSFR(FM) 96.1 mhz—June 27 application for Mod of CP (BP860929MB) to change freq.: 96.7 mhz; ERP: 15.5 kw H&V; HAAT: 908 ft. H&V; TL: 5.5 km SE of Little Rock, MN; class C2 (per docket 89-83).

■ Harrisonville, MO. KCFX(FM) 100.7 mhz—June 23 application for CP to change HAAT: 1,508 ft. H&V.

■ Blair, NE. KBWH(FM) 106.3 mhz—June 14 application for CP to change main studio location.

■ Lincoln, NE KUCV(FM) 91.3 mhz—June 28 application for Mod of CP (BPED880411MB) to change HAAT: 718 ft. H&V.

■ South Bristol Twp., NY WZSH(FM) 95.1 mhz—June 13 application for Mod of CP (BP88512201D) to change HAAT: 130 m H&V.

■ Smethport, PA WQRM(FM) 106.3 mhz—June 29 application for Mod of CP (BP8850712VO as Mod) to change ERP: 0.6 kw (H&V); HAAT: 731 ft. (H&V); TL: Prospect Hill 4 km E of Center of Smethport, PA.

■ Shelbyville, TN WYCO(FM) 102.9 mhz—June 19 Application for Mod of CP (BP88603261D as Mod) to change HAAT: 810 ft. H&V; TL: atop McCord Knob on Taliaferro Rd., 3.9 km ESE of Kirkland, TN.

■ Amarillo, TX KRGN(FM) 103.1 mhz—June 19 application for CP to change freq.: 102.9 mhz; ERP: 100 kw (H&V); HAAT: 222.2 kw (H&V); class: C1; TL: 5.0 mi N of city limits on U.S. 287.

■ Caldwell, TX. 95.1 mhz—June 16 application (BP8871113MK) for Mod of CP to change TL: 1/4 mi NE of Elizabeth Chapel Cemetery, Burleson County, TX; change from DA to NonDA.

■ Canadian, TX KEZP(FM) 103.1 mhz—June 15 application for CP to change freq.: 94.9 mhz; ERP: 100 kw (H&V); HAAT: 557 ft. (H&V); class: C1; TL: 1,300 ft. E of Hwy. 6083. 7.1 mi S of Canadian, TX.

■ Conroe, TX KJOJ(FM) 106.9 mhz—June 13 application for Mod of CP (BP88610031E) to change HAAT: 1,899 ft. H&V; TL: 3 km NW of intersection of St. Rte. 2090 and 1010. 3.7 km ESE of Splendora, TX.

■ Jasper, TX KWYX(FM) 102.3 mhz—June 16 Application for CP to change freq.: 102.7 mhz; ERP: 50 kw H&V; HAAT: 492 ft. H&V; TL: 1,000 ft. E of intersection of

Hwys. 165 and 149. 2 mi NW of Browndell, TX; class: C2; per docket 88-256.

■ Fredericksburg, VA WFVA(FM) 101.5 mhz—June 26 application for CP to change ERP: 50 kw H and 49.28 kw V; HAAT: 492 ft. H&V; change directional pattern.

■ Ephrata, WA KGDN(FM) 95.9 mhz—June 16 application for CP to change freq.: 92.3 mhz.

■ Ashland, WI WJHF(FM) 95.9 mhz—June 26 application for CP to change ERP: 50 kw H&V; HAAT: 406 ft. H&V; class: C2; TL: 24th St. and St. Hwy. 13. Ashland, WI.

■ Minocqua, WI WWMH(FM) 95.9 mhz—June 26 application for CP to change ERP: 100 kw H&V; HAAT: 465 ft. H&V; class: C1; TL: on Razorback Rd., 2.3 km N of Camp Highland Rd., in Plum Lake Township, WI.

■ New Richmond, WI WIXK-FM 107.1 mhz—June 19 application for CP to change ERP: 25 kw H&V; HAAT: 239 ft. H&V; class: C3; per docket 87-555.

## TV

■ Hilo, HI KWHH(TV) ch. 14—July 11 application for Mod of CP to change TL: Banyan Dr., Hilo, HI; ERP: 13.2 kw (vis); HAAT: -557 ft.; 19 43 51N 155 04 11W.

## Actions

### AM's

■ Mobile, AL WKWA(AM) 1160 khz—July 14 application (BMP881006AD) granted for Mod of CP (BP810423AB) to change TL: 3960 Whistler St., Prichard, AL and make changes in ant. system/construct new ant.: 30 45 49N 88 06 36W.

■ Homer, AK KBBI(AM) 1250 khz—July 14 application (BP881123AE) granted for CP to increase transmitter power output to 10 kw.

■ Grayling, MI WGRY(AM) 1590 khz—July 17 application resubmitted nunc pro tunc; application (BP880912AA) granted for CP to change freq.: 1230 khz; change hrs of operation to unld by adding night service with 750 watts; reduce day power to 750.

■ Clinton, MS WTWZ(AM) 1120 khz—July 5 application (BP880914AF) granted for CP to increase day power to 5,000 w.

■ Las Vegas, NV KKVV(AM) 1060 khz—July 14 application (BMP890104AA) granted for Mod of CP (BP860724AD) to change TL: to Charleston Blvd., Las Vegas, NV; 36 09 22N 115 15 24W.

■ Vineland, NJ WFHM(AM) 1270 khz—July 5 application (BP881128AO) granted for CP to change antenna system; reduce power from 0.5 kw to 0.36 kw daytime; increase height of tower #2; make changes in augmentation; reduce power from 0.3 kw to 0.21 kw nighttime; 39 29 53N 75 04 31W.

■ Riverhead, NY WRHD(FM) 1570 khz—July 10 application (BP890411AE) dismissed for CP to change TL: Middle Rd., 1000 ft. E of Horton Rd., 2.4 km NE of Riverhead, NY; 40 56 06N 72 41 32W.

■ Graham, NC WSML(AM) 1190 mhz—July 5 application (BMP880815AI) granted for CP to combine daytime and nighttime operation at new TL: 0.9 km E of Jct SR 1547 and SR 1529. Glen Raven, NC; 36 08 01N 79 28 14W.

■ Allentown, PA WAEB(AM) 790 khz—July 17 application (BP881215AA) granted for CP to increase daytime power to 3.8 kw and make changes in ant. system.

■ Bloomfield, CT WLXV(AM) 1550 khz—July 13 application (BMP881107AK) granted for Mod of CP (BP780829AE) to augment night directional pattern.

■ Tunkhannock, PA WEMR(AM) 1460 khz—application (BMP881230AD) granted for Mod of CP (BP870331AN) to augment daytime standard pattern.

■ Hollywood, SC WWRJ(AM) 1200 khz—July 12 application (BP870331BM) granted for Mod of CP (BP831031AI) to change city of license to James Island, SC.

■ Dallas, TX KPBC(AM) 1040 khz—June 23—application (BP810511AP) granted for CP to change hours of operation to unlimited by adding night service with 1 kw; increase day power to 5 kw; install DA-2; change freq.: 770 khz; change city of license to Garland, TX; TL: 0.6 km E of Farm Rd. 1378 on McMillen Rd., Wylie, TX; SL/RC to be determined. Garland, TX; and make changes in antenna system; 33 01 58N 96 34 31W.

■ Plano, TX KSSA(AM) 1600 khz—July 14 application (BMP890321AA) dismissed for Mod of CP (BP880609AC) to augment nighttime directional pattern of synchronous transmitter.

■ Salt Lake City, UT KUTR(AM) 860 khz—July 12 application (BP890328AC) granted for CP to reduce daytime power to 10 kw and increase critical hours to 3 kw.

■ Hot Springs, VA WWES(AM) 1270 khz—July 5 application (BP890420AD) returned for CP to increase power to 5 kw.

■ Leesburg, VA WAGE(AM) 1200 khz—July 7 application (BP881202AC) granted for CP to change in antenna system and change TL: Canby Rd. (Rte. 662) 1.5 km S of Rte. 7. 3.7 km W of Leesburg, VA; 39 07 25N 77 37 31W.

■ Norfolk, VA WNIS(AM) 850 khz—June 13 application (BP880902AD) granted for CP to increase power to 25 kw night and 50 kw day; TL: 1.5 km WSW of Rushmere, VA; change antenna system; 37 03 36N 76 41 26W.

## FM's

■ Augusta, GA WACG-FM 90.7 mhz—June 30 application (BPED880816MGL) granted for CP to change ERP: 25 kw H&V.

■ Hilo, HI. KIPA-FM 100.3 mhz—July 3 application (BMPH8902131B) granted for Mod of CP (BPH841011IA as Mod) to change ERP: 74 kw H&V.

■ Honolulu, HI 100.3 mhz—July 12 application (BMPH881207IC) granted for Mod of CP (BPH821214AC) to change ERP: 100 kw H, 81 kw V; HAAT: 1964 ft. H&V; TL: Palikea Ridge, 0.4 km SE of Palehua, Honolulu, HI; Specify directional antenna.

■ Cedar Rapids, IA KQCR(FM) 102.9 mhz—June 28 application (BPH870226MG) dismissed for CP change TL: approximately 0.7 km NNE from intersection of County Rte. E-48 and Morgon Bridge Rd., Covinton, IA; HAAT: 1180 ft. (H&V); 41 59 04N 91 47 30W.

■ Lawrence, KS KJHK(FM) 90.7 mhz—July 13 application (BPED8804261C) dismissed for CP to change TL: Kanu site, Lawrence, KS; change ERP: 1.2 kw (H&V); HAAT: 522 ft. (H&V); 38 57 18N 95 15 57W.

■ Somerset, KY WLLK(FM) 102.3 mhz—July 5 application (BMPH8902061H) granted for Mod of CP (BPH850711QJ) to change HAAT: 328 ft. H&V; TL: just off Hwy. 80 W on the Saline Church Rd., 1 mi from city limits of Somerset, KY.

■ Great Barrington, MA WBBS(FM) 105.1 mhz—July 5 application (BMPH8903241G) granted for Mod of CP (BPH860313MS) to change antenna supporting structure height.

■ Gorham, NH WMIH(FM) 107.1 mhz—June 27 application (BMPH8708281D) granted for Mod of CP (BPH850712WJ) to change TL: N Peak of N Mountain, Berlin, NH; HAAT: 282 ft. H&V; 44 22 16N 71 12 53W.

■ Manteo, NC WVOD(FM) 99.3 mhz—July 11 application (BPH8903211G) granted for Mod of CP to change HAAT: 491 ft. H&V; TL: Off St. Rte. 1168; 1 km NW of Wance, NC.

■ Winston-Salem, NC WFDD(FM) 88.5 mhz—June 28 application (BMPED8903281B) dismissed for Mod of CP (BPED810309BA) to change HAAT: 356 ft. H&V.

■ Kent, OH WKSU-FM 89.7 mhz—June 28 application (BPED8901111A) dismissed for CP to change ERP: 35 kw H&V; HAAT: 583 ft. H&V; TL: near Rte. 59, 2.5 km NE of Kent, OH; make changes in antenna system.

■ South Padre Island, TX. 92.7 mhz—June 28 application (BMPH8902131C) dismissed for Mod of CP (BPH850712RI) to change TL: 2 mi W of South Padre Island, TX; 26 03 51N 97 13 02W.

■ Centralia, WA KCED(FM) 91.3 mhz—July 12 application (BPED8804211B) granted for CP to make changes TL: King and Walnut Sts., Centralia, WA; change ERP: 1 kw (H) only; HAAT: -21.9 m H&V.

■ Cheney, WA KEYF-FM 101.1 mhz—July 3 application (BPH8702241R) granted for CP to change HAAT: 1,351 ft. H&V.

■ Milwaukee, WI WLZR-FM 102.9 mhz July 5 application (BPH8901251C) granted for CP to change ERP: 50 kw H&V; HAAT: 432 ft. H&V; make changes in antenna system. Original file number of BPH8710221D was changed to BPH8901251C.

■ Reedsburg, WI WNFN(FM) 104.9 mhz—July 12 application (BPH8903141E) dismissed for CP to change ERP: 1.6 kw H&V; HAAT: 449 ft. H&V; TL: On County Hwy. F, .1 km S of Old Townhall Rd., Winfield, WI.

## TV

■ Islamorada, FL WIEB(TV) ch 18—June 27 application (BMPET890227KF) granted for Mod of CP (BPET851018KN) to change the ERP: 316 kw (vis); HAAT: 488 ft.; TL: N side of U.S. 1 on Plantation Key, 4.8 mi SW of Tavernier, FL; ANT: Dielectric THP-SP40-6-1(9); 24 57 30N 80 34 30W.

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# Actions

■ FCC reinstates five applications for new FM stations (Report MM-416, Mass Media Action). Commission has reinstated five applications from four separate proceedings that had been returned as unacceptable for proposing facilities which were short-spaced to buffer-zone protection afforded to nearby substandard Class C stations. Action by commission July 13 by MO&O (FCC 89-233).

■ Wesley Godfrey denied review of fee payment decision—MM docket 87-87 (Report DC-1462, Action in docket case). Commission has upheld decision by managing director dismissing Wesley Godfrey's application for new TV station at Shreveport, LA, for failing to make full and proper payment of \$6,000 hearing fee. Action by commission July 13 by MO&O (FCC 89-235).

■ KIQI(AM) San Francisco, CA, fined \$8,000 for failure to light radio towers.

■ Terre Haute and Battle Ground, IN. Designated for hearing mutually exclusive applications of Contemporary Media Inc. to modify facilities of WBOW at Terre Haute, and Nu-View Associates Inc. for new AM station at Battle Ground. (MM Docket 89-313 by Order [DA 89-744] adopted June 27 by chief, Audio Services Division, Mass Media Bureau).

■ Pleasant Hope, MO. Designated for hearing, applications of Pleasant Hope Broadcasting Co., Williams Partners, Charles T. Williams, Missouri Broadcasting Limited Partnership, Koyle Broadcasting Corporation, Minorities Broadcasting Company of Missouri Inc., Multicom Broadcasting, Trifecta Communications, and FR Broadcasting Inc. for new FM station on Channel 238C2 (95.5 mhz) at Pleasant Hope. (MM Docket 89-312 by Order [DA 89-747] adopted June 27 by chief, Audio Services Division).

■ Pullman, WA. Commission has granted application of P-N-P Broadcasting Inc. for new commercial television station to operate on channel 24 at Pullman, WA. (By Letter [FCC 89-222] adopted June 29 by commission).

■ Port Huron, MI. Denied joint petition for approval of settlement and other relief by Port Huron Family Radio Inc., and L&K Broadcasting Inc., in proceeding involving their competing applications for new FM station at Port Huron. (MM Docket 86-438, by MO&O [FCC 89-45] adopted July 6 by Review Board).

■ Settlement agreement for WOR(AM) New York approved (MM docket 84-1122, et al.). Commission has approved settlement agreement allowing RKO General Inc. to sell its station, WOR(AM) New York, to Buckley-WOR Broadcasting Corporation for \$25,500,000. As approved, RKO would receive 65% of sale proceeds, with remainder going to other competing applicants.

■ FCC upholds ruling that segments of "The McLaughlin Group" are exempt from equal opportunities provision of act (Report MM-417, Mass Media Action). Commission has upheld Mass Media Bureau ruling in which it determined that segments of "The McLaughlin Group" are bona fide newscasts and, as such, are exempt from equal opportunities under Section 315 of Communications Act.

■ Assignment of WHDH(AM) Boston, approved: "One-to-a-market rule" waived (Report MM-418, Mass Media Action). Commission has granted application to assign the license for WHDH(AM) Boston, from Channel Broadcasting Inc., to WHDH-AM Inc., and waived rule which prohibits common ownership of radio and television stations in same market. Action by commission July 19 by letter (FCC 89-239).

■ Fredericksburg, TX. Granted application of Stonewall Broadcasting Inc. for new VHF television station on ch. 2 at Fredericksburg; denied competing applications of Global Information Technologies Inc., TexStar Communications Ltd., Frontier Broadcasting Inc., Fredericksburg Channel 2, and Hal S. Widsten. (MM docket 87-250 by Initial Decision [FCC 89D-25]; issued June 29 by ALJ Edward Luton).

■ FCC renews licenses of WDAR(AM)-WMWG(FM) Darlington, SC, for short-term, subject to reporting conditions: issues notice of forfeiture for \$12,000 for violations of EEO rules (Report MM-415, Mass Media Action).

■ New Haven, CT. Denied application by Anthony R. Martin-Trigona for review of dismissal of his pleading filed against applications for transfer of control of WNHC(AM) New Haven. (By order [FCC 89-220], adopted June 27 by commission).

■ Northampton, MA. Denied Northampton Media Associates review of granting of application of Cutter Broadcasting Inc., to construct new Class A FM station at North-



Haley, Bader & Potts. Applicants are also principals of Pennsylvania Radio Road Co., licensee of WGLL(FM) Mercersburg, PA, and Western Maryland Radioway Corp., licensee of WTHU(AM) Thurmont, MD. Filed July 5.

■ WSEE-TV Eric, PA (TEMP890712BB; ch. 35; 2000 kw-V; ant. 960 ft.)—Seeks assignment of license from Keystone Broadcasting Corp. to NTG Inc. for \$120 million ("In Brief," July 3). Seller is subsidiary of Price Communications. Stations will be owned by Osborn Communications (25%) and Desai Capital (40%). Desai is Price Communications' largest shareholder. Purchase includes WZZM-TV Grand Rapids, MI; WAPT-TV Jackson, MS (see both above) and WNAC-TV Providence, RI. Price owns three AM's, three FM's and seven TV's. Osborn owns five AM's, seven FM's and one TV. Filed July 12.

■ WCMB(AM)-WIMX-FM Harrisburg, PA (AM: BAPL890710EC; 1460 khz; 5 kw-U; FM: BAPLH890710ED; 99.3 mhz; 3 kw; ant. 72 ft.)—Seeks assignment of license from Hudson Group Ltd. Partnership to Gemini Broadcasting Corp. for \$4.9 million ("In Brief," July 17.) Seller is owned by James McKenna, who has no other broadcast interests. Buyer is owned by Brian Danzits and Christine E. Hillard, who have no other broadcast interests. Filed July 10.

■ WNQV-FM Caldwell, OH (BAPH890710HO; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Charles J. Saltzman to W. Grant Hafley for \$15,000. Seller has no other broadcast interests. Buyer is owned by Grant Hafley, who owns 100% of issued and outstanding stock of AVC Communications Inc., licensee of WILE(AM)-WCMJ(FM) Cambridge, OH. Filed July 10.

■ WIII(TV) Cincinnati (TEMP890711; ch. 64; 100 kw-V; ant. 940 ft.)—Seeks assignment of license from Channel 64 Acquisition Inc. to Atry Communications for \$8 million. Seller is owned by Richard Lamm, trustee, who has no other broadcast interests. Atry Communications is headed by Andrew Banks and Royce Yudkoff. It also owns WNUV-TV Baltimore. WNUV-TV LP has application pending before commission for CP for modification of WNUV-TV. Filed July 11.

■ WNAC(TV) Providence, RI (TEMP890712AA; ch. 64; 5000 kw-V; ant. 1,000 ft.)—Seeks assignment of license from Rhode Island Broadcasting Corp. to NTG Inc. for \$120 million ("In Brief," July 3). Seller is subsidiary of Price Communications. Stations will be owned by Osborn Communications (25%) and Desai Capital (40%). Desai is Price Communications' largest shareholder. Purchase includes WZZM-TV Grand Rapids, MI, WAPT-TV Jackson, MS and WSEE-TV Erie, PA (see all above). Price owns three AM's, three FM's and seven TV's. Osborn owns five AM's, seven FM's and one TV. Filed July 12.

■ WXXS(AM) Memphis (BAL890712EC; 1030 khz)—Seeks assignment of license from Joseph E. Cohen, trustee in bankruptcy for state of Tennessee Christian Radio Inc. to L.E. Willis Sr. for \$780,000. Seller has no other broadcast interests. Buyer also owns WOWI-FM Norfolk, VA, and is shareholder of several licensee corporations, including Crusade Broadcasting Corp., licensee of WIMG(AM), Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AR; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSRG(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp. of Montgomery Inc., licensee of WSPU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, TN; Marshall Broadcasting Corp., licensee of KSNE(FM) Marshall, AR; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuild FM station, WVR5(FM) Warrenton, NC; Belhaven Christian Radio Inc., licensee of WKJA(FM) Belhaven, NC, and FM 108 Corp., permittee of new unbuild station in Alberta, VA. Filed July 12.

■ KAYC(AM) Beaumont, TX (BAL890714EC; 1450 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Family Radio Ltd. Partnership to Petracom Inc. for \$1.2 million. Seller is headed by Ian Wheeler, which also owns two AM's, three FM's and five TV's. Buyer is owned by Henry Ash. Assignee has following broadcast interests: 1.4% LP interest in Family Group Ltd., licensee of WVFT-TV Roanoke, VA; 1.5% LP interest in Family Radio Ltd., licensee of WAIL(AM)-WKWF Key West, FL; 30% stock in Sandy Isle Broadcasting Inc., licensee of WYGN(AM) St. Thomas, VI; 1.6% LP interest in Family Group Ltd. III, licensee of WGBA-TV Green Bay, WI; WLAX-TV La Cross, WI, and permittee of WYX-TV Eau Claire, WI; 1.4% LP interest in CIGF Ltd., which is general partner of Family Group Ltd. II, permittee of WFGX-TV Ft. Walton Beach, FL. Filed July 14.

■ KCRM-FM Cameron, TX (BALH890705HR; 103.1

mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from KCRM Broadcasting to Radio Cameron Inc. for \$372,000. Seller is owned by William James, who also has interest in KBWD(AM)-(AM)-KXO(FM) Brownwood and KSNY-AM-FM Snyder, both Texas. Buyer is owned by William R. Vance, who has interest in KEEB(AM)-KJCS(FM) Nacogdoches, TX. Filed July 5.

■ WQSF-FM Williamsburg, VA (BALH890707HN; 96.5 mhz; 50 kw; ant. 589 ft.)—Seeks assignment of license from Richmond Radio Ltd. Partnership to Keymarket of Virginia Inc. for \$3 million ("Changing Hands," July 24). Seller is headed by Morman Wain and Robert Weiss and also owns WFYV-FM Atlantic Beach, WBLT(FM) Clearwater, WHYI(FM) Fort Lauderdale, WFYV(AM) Jacksonville, WJYO(FM) Mount Dora, WHBO(AM) Pinellas Park and WPRD(AM) Winter Park, all Florida, and WERE(AM)-WNCX(FM) Cleveland. Buyer is owned by Kerby Confer, who is president, director and 100% stockholder of WTCB-FM Orangeburg, SC; WNNK(FM) Harrisburg, PA; KOKE(AM)-KKMJ(FM) Austin, TX; WECZ(FM) Hickory, NC; WRVR-AM-FM Memphis, and WYOM(AM)-WKRZ-FM Wilkes-Barre, PA. Filed July 7.

■ New FM Columbus, WI (BAPH890630HG; 100.5 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Columbus Radio Co. to D.L. Markley & Associates Inc. for \$15,000. Seller is owned by Russel Dale Knaus, who has no other broadcast interests. Buyer is headed by D.L. Markley and his wife, Phyllis W. Markley, who own 50% of Sartell Broadcasting Co., which has been granted CP for new standard broadcast station at Sartell, MN. Filed June 30.

### Actions

■ WDKT(AM) Madison, AL (BTC881230EA; 730 khz; 1 kw-D)—Granted transfer of assignment of license from Excelsior Broadcasting Corp. to Vascular Diagnostic Lab, S.C. Seller is headed by Terrell Newby, Vascular Diagnostic Lab, S.C. is headed by Merlin Kelsick. WDKT was originally purchased by Excelsior in 1985. According to transmittal letter and documents filed with instant application, several transfers have taken place since that time and commission consent was unknown to Dr. Kelsick until he retained counsel in November 1988. Ownership of corporation is still in dispute and is at issue in U.S. Bankruptcy Court for Northern District of Alabama, where reorganization plan has been submitted which previous shareholders of Excelsior are contesting. Action July 13.

■ WYCB(AM) Washington (BTC890517EB; 1340 khz; 1 kw-U)—Granted app. of assignment of license from shareholder of Howard Sanders, debtor in possession, to Columbia Community Broadcasting Inc. for \$3.54 million. Seller is owned by Howard Sanders, who has no other broadcast interests. Buyer is owned by Alexis Herman and has no other broadcast interests. Action July 11.

■ WXDZ(FM) Callaway, FL (BTCH890503GR; 103.5 mhz; 100 kw; ant. 145 ft.)—Granted app. of assignment of license from Betty F. Martin (deceased) to Catherine S. Williams as trustee. Betty F. Martin's CP for new FM station in Callaway, FL, was assigned to Martin Communications of Bay County Inc. (call sign requested is WXDZ). As indicated in pro forma assignment application, stock of Martin Communications of Bay County Inc. is held in name of Martin Family Trust, of which Betty F. Martin was sole trustee. Pursuant to terms of Martin Family Trust, Martin's daughter, Catherine S. Williams, is successor trustee. Action July 14.

■ WVBH-FM Key Largo, FL (BAPH890320HE; 103.9 mhz; 3 kw; ant. 187 ft.)—Granted app. of assignment of license from Continental Radio FM Corp. to Spanish Broadcasting System of Florida Inc. for \$114,000. Seller is owned by Fernando A. Alvarez, who has no other broadcast interests. Buyer is headed by Raul Alarcon, Spanish Broadcasting System Inc. is licensee of WSKQ(AM) Newark, NJ. Spanish Broadcasting System Inc. is 80% owner of Spanish Broadcasting System of California Inc., licensee of KSKQ(AM) Los Angeles, Spanish Broadcasting System Inc. is 70% owner of Spanish Broadcasting System of Florida Inc., licensee of WCMQ(AM) Miami Springs, and WCMQ-FM Hialeah, both Florida and KSKQ-FM Long Beach, CA. Spanish Broadcasting System of Florida Inc. is 100% owner of Spanish Broadcasting System of New York Inc., which is licensee of station WSKQ-FM (formerly WEVD-FM) New York. Ownership of Spanish Broadcasting System Inc. is as follows: Raul Alarcon Sr., chairman and director, 74% owner; Raul Alarcon Jr., president and director, 17%, and Jose Grimalt, secretary, treasurer and director, 9%. Action July 12.

■ WGNM(TV) Macon, GA (BAPCT890324KN; ch. 64; 1350 kw-V; ant. 565 ft.)—Granted app. of assignment of license from Macon Urban Ministries Inc. to Newsouth Macon Inc. for \$102,500. Seller has no other broadcast interests. Buyer is owned by Timothy S. Brumlik, who has following broadcast interests: 806624QX, ch. 40 UHF LPTV Boston, GA; 880624QV, ch. 4 VHF LPTV Macon, GA; 880624QW, ch. 7 VHF LPTV Americus, GA; 880624QO, ch. 5 VHF LPTV Albany, GA; 880420KE.

WTSG-TV licensed full power station, ch. 31. Brumlik is also proposed transferee of Telonce Corp., licensee of WLII-TV Caguas, and WSUR-TV Ponce, PR. Action July 14.

■ WSHY-AM-FM Shelbyville, IL (AM: BAL890525HA; 1560 khz; 500 w-D; FM: BALH890525HB; 104.9 mhz; 3 kw; ant. 162 ft.)—Granted app. of assignment of license from Kin Do Communications Inc. to Cromwell Group Inc. for \$320,385. Seller is equally owned by Robert and Pauline Kincaid and Robert and Barbara Doll. Dolls own Fountain-Warren Broadcasters, applicants for FM station in Attica, IN. Buyer is owned by Bayard H. Walters, who is president and 100% stockholder of Cromwell Group Inc., licensee of WCTZ(AM) Clarksville, TN and application for FM channel 242A Wilmore, KY. Cromwell Group Inc. of Illinois, is permittee of WMCIFM Mattoon, IL; Petaz Communications Inc., licensee of WVEL(AM)-WGLO(FM) Pekin, IL, and Hancock Communications Inc., licensee of WKCM(AM) Hawesville, KY. Action July 10.

■ WIHT(TV) Ann Arbor, MI (BALCT890420KF; ch. 31; 1220 kw-V; ant. 1200 ft.)—Granted app. of assignment of license from Fab Communications Inc. to Blackstar Communications Inc. for \$4,350,000. Seller is owned by Fred A. Blencowe and Edward L. Taylor. Blencowe has interest in KUHL(AM)-KXFM(FM) Santa Maria, and KLIT(FM) Carpinteria, both California. Buyer is owned by John E. Oxendine, Kenneth O. Harris, Wesley S. Williams Jr. and Chesley Y. Maddox. It is wholly owned subsidiary of Blackstar Communications Inc., which through subsidiaries owns KBSP-TV Salem, OR, and WBSF-TV Melbourne, FL. Action July 10.

■ KQHT-FM Crookston, MN (BALH890331HO; 96.1 mhz; 100 kw; ant. 442 ft.)—Granted app. of assignment of license from KDEZ Inc. to CD Broadcasting Corp. for \$507,500. Seller is owned by Robert Ingstad, James Ingstad and Joyce Hagan. Robert owns one AM and two FM's and has interest in five AM's and five FM's. James Ingstad owns one AM and one FM and has interest in three AM's and three FM's. Buyer is owned by Christopher T. Dahl and Russell Cowles, and also owns KLIZ-AM-FM Brainerd and KLRG-AM-FM Redwood Falls, both Minnesota. Action July 14.

■ KDNL(TV) St. Louis (BALCT890307KE; ch. 30; 2185 kw-V; ant. 1100 ft.)—Granted app. of assignment of license from KDNL Inc. to Atlantic Broadcasting Co. for \$21.5 million ("In Brief," Feb. 27). Seller is owned by Cox Communications, which owns five AM's, seven FM's and eight TV's. Buyer is owned by Barry Baker, who holds 5 percent of stock of Metro Broadcasting Inc., licensee of WIBV(AM) Belleville, IL. Baker is neither officer nor director of WIBV licensee, and his stock has been placed in irrevocable voting trust which satisfies insulation requirements established in ownership attribution. Action July 14.

■ KMCC(FM) Thoreau, NM (BAPH890510HU; 99.9 mhz; 37.6 kw; ant. 2641 ft.)—Granted app. of assignment of license from Michael J. Bennis to Dewey Matthew Runnels for \$30,733. Seller is owned by Michael J. Bennis, who has no other broadcast interests. Buyer is owner of KTRA(FM) Farmington, NM. Action July 10.

■ WHAT(AM) Philadelphia (BAL890517EC; 1340 khz; 1 kw-U)—Granted app. of assignment of license from Main Line Communications Inc. to KBT Communications Inc. for \$1.65 million. Seller is owned by Reginald LaVong, who has no other broadcast interests. Buyer is owned by William C. Anderson and has no other broadcast interests. Action July 17.

■ WLFJ(FM) Greenville, SC (BALED890707HA; 89.3 mhz; 41 kw; ant. 1,100 ft.) and WJIS-FM (BALED890707HB; 88.1 mhz; 100 kw; ant. 480)—Seeks assignment of license from Evangel Christian School Inc. to Radio Training Network Inc. for \$1.1 million. Seller is headed by Karl Strader, who also heads WCIE(AM) Spring Lake, NC. Buyer is headed by Bill Watkins, James L. Campbell and George Ready. Bill Watkins, George Ready and George Watkins serve as board members of Provident Broadcasting Co., which owns and operates WFDR(AM)-WVJF-FM Manchester, GA. Filed July 7.

■ WSSL-AM-FM Grey Court, SC (BALH851021HC; 1440 khz; 5 kw-U; FM: BALH890522GZ; 100.5 mhz; 100 kw; ant. 1,280 ft.)—Granted app. of assignment of license from Sterling Communications Corp. to Capstar Communications Inc. for \$24 million. Seller is headed by W. Lawrence Patrick. Buyer is headed by R. Steven Hicks, who is chairman of Board of Hicks Broadcasting Corp., licensee of KLVI(AM) Beaumont, KYRK(FM) Port Arthur, WTAW(AM)-KTSR(FM) College Station, all Texas. HBC is sole general partner of Hicks Broadcasting Partners L.P. (HBP). HBP is sole general partner of Hicks Communications Partners of TN, L.P. (HCPT). HCPT is sole general partner of Hicks Broadcasting Partners of TN, L.P. (HBPT), which is licensee of WSIX-AM-FM Nashville. Hicks is also transferring ownership from HBRT to Capstar Communications. Action July 12.

■ KBHB(AM)-KRCS(FM) Sturgis, SD (AM: BAL890331HE; 810 khz; 25 kw-D; FM: BALH890331HF; 93.1 mhz; 100 kw; 1,060 ft.)—Granted app. of assignment of license from Sturgis Radio Co. Inc. to CD Broadcasting Corp. of Sturgis for \$900,000 ("Changing Hands," May 1). Seller is owned by Les Kleven and his wife, Marguerite. They also own KKOJ(AM) Jackson, MN. Buyer is owned by Christopher T. Dahl, 75%, and Russell Cowles II, 25%. They also own KLIZ-AM-FM Brainerd, KKBJ(AM) Bemidji and KLGR-AM-FM Redwood Falls, all Minnesota, and are spinning off KLIZ-AM-FM Brainerd, MN, and acquiring KJJQ(AM)-KKQQ(FM) Volga, SD, KQHT-FM Crookston, MN and KRRZ(AM)-KZPR(FM) Minot, ND ("Changing Hands," April 24). Action July 14.

■ KQHU-FM Yankton, SD (BALH890630GZ; 104.1 mhz; 100 kw; ant. 430)—Seeks assignment of license from Flagship Communications Inc. to Flagship Communications LP. for \$1,455,412. Seller is owned by Lawrence Magnuson. Buyer is headed by Lawrence S. Magnuson, John Gleason and Jack Aalfs. Magnuson is also transferring some of his interest in KSCJ(AM) Sioux City, IA (see above). Filed June 30.

■ KFIT(AM) Lockhart, TX. (BAL890629ED; 1060 khz 250 w-D)—Seeks assignment of license from Harvey Caughey, bankruptcy trustee for Central Texas Wireless Radio, to KFIT Inc. for \$40,000. Seller has no other broadcast interests. Buyer is headed by William Jamar, who has no other broadcast interests. Filed June 7.

■ KBLZ(AM) Lufkin, TX (BAL890630EA; 1420 khz; 5 kw-D)—Seeks assignment of license from Pine Air Inc. to Stephen W. Yates for \$5,000. Seller is headed by Rodger Watkins, who has no other broadcast interests. Buyer's father, Darrell E. Yates Sr., is licensee and operator of KRBA(AM)-KUEZ-FM Lufkin, TX. Stephen W. Yates is president and general manager of KRBA(AM)-KUEZ-FM Lufkin. Filed June 30.

■ KABB San Antonio, TX (BALCT890428KH; ch. 29; 3160 kw-V; ant. 1,361 ft.)—Granted app. of assignment of license from Alamo Broadcasting Corp. to River City Television Partners L.P. for \$11.5 million. Seller is owned by Paris R. Schindler, his children—Shery S. Hawk, Raymond Schindler and Suzanne Brown, and Suzanne's husband, Timothy R. Brown. Paris, Raymond and Timothy own interest in KVLG(AM)-KBUK(FM) LaGrange, and KIDY-TV San Angelo, both Texas. Buyer is owned by Atlantic Broadcasting. It is principally owned by Barry Baker, president, Better Communications Inc., and J. (Patrick) Rick Michaels, chairman, Communications Equity Associates. It is purchasing KDNL-TV St. Louis ("In Brief," Feb. 27). Action July 14.

■ WJLT-AM-FM Crozet, VA (BAL890627G1; 810 khz; 0.50 kw-D; FM: BALH890627GJ; 102.3 mhz; 3 kw; ant. 360 ft.)—Seeks assignment of license from Elting Enterprises Inc. to High Communications Partnership for \$1.1 million. Seller is owned by John Elting, who has no other broadcast interests. Buyer is headed by Terry C. Kile and Thomas C. Kile. Filed June 27.

## New Stations

### Applications

#### AM

■ Batavia, OH (BP890630AA)—Batavia Broadcasting Co. seeks 1160 khz Address: 2223 State Rte. 32, Batavia, OH 45103. Principal is owned by Alan Lytle and Jane Branson, who have no other broadcast interests. Filed June 30.

#### FM's

■ Le Sueur, MN (BPH890706MA)—Radio Ingstad Minnesota Inc. seeks 96.1 mhz; 1.15 kw; 524 ft. Address: 232 Third St., Valley City, ND 58072. Principal is owned by David Vagle, who has following broadcast interests: licensee of KGFX-FM Pierre, SD; 80% interest of KBUF Partnership, licensee of KBUF(AM) Holcomb, KS; and KJJQ(FM) Garden City, KS; sole shareholder, Dakota Radio Inc., licensee of KRZZ(AM)-KZPR-FM, Minot, ND; controlling shareholder of Sioux Valley Broadcasting Inc., licensee of KJJQ(AM)-KKQQ(FM), Volga, SD. Filed July 6.

■ St. Robert, MO (BPH890706MD)—Neil A. Roness and Lyann C. Dahl seek 96.5 mhz; 3 kw; 328 ft. Address: 1268 Mautenne, St. Louis, MO 63021. Neil A. Roness holds 1% common stock interest in Clayton Communications Inc., licensee of KKBB(FM) Shafter, CA. Filed July 6.

■ Oneonta, NY (BPED890627ME)—WAMC seeks 91.7 khz; 1.38 kw; 478 ft. Address: 318 Central Ave., Albany, NY 12206. Principal is owned by David A. Galletly. WAMC is licensee of WAMC(FM) Albany; WCAN(FM) Canajoharie, and WAMK(FM) Kingston, all New York.

Filed June 27.

■ Lenoir, NC (BPH890616MM)—Furniture City Broadcasters Inc. seeks 103.3 mhz; 0.7 kw; 639 ft. Address: P.O. Box 428 Lenoir, NC. Principal is headed by R.L. Bush, owner of WKBX(AM) Lenoir, NC. He also owns 10% of stock of Beasley Broadcasting Co., licensee of WFAI(AM) Fayetteville, NC. Bush is also permittee of LPTV channel 41, Lenoir, NC. In event of award of CP to applicant, Bush will divest himself of his interest in Beasley Broadcasting and in LPTV station. Bush is chairman of board and holds approximately 10% of stock of Caldwell Savings Bank in Lenoir. Bank has no media interests. Filed June 16.

■ Lenoir, NC (BPH890616MN)—Gateway Media LP seeks 103.3 mhz; 0.86 kw; 606 ft. Address: 111 Maple Dr., Lenoir, NC 28645. Principal is owned by Susan Rowe, who has no other broadcast interests. Filed June 16.

■ Lenoir, NC (BPH890615MF)—R. Donnie Goodale seeks 103.3 mhz; 3 kw; 328 ft. Address: 127 Corolla Hills, Lenoir, NC 28645. Principal has no other broadcast interests. Filed June 15.

■ Lenoir, NC (BPH890616MQ)—S&B Communications Co. seeks 103.3 mhz; 0.83 kw; 633 ft. Address: 2033 M St., NW, Suite 207, Washington 20036. Principal is owned by Gary S. Smithwick and Arthur V. Belendick. Smithwick is 10% stockholder of Internart Broadcasting of Orlando Inc., which holds 20% general partnership interest in Radio Orlando, permittee of WURG(FM), new FM station at Orlando, FL. Belendick is 20% general partner. Ravena Broadcast Partners, permittee of WRAV-FM Ravena, NY and 51% stockholder, Ohio Valley Broadcasting Inc., permittee of WZTX-FM Coal Grove; 51% stockholder, Adventure Three Inc., permittee of WBYJ-FM Shadyside, OH; 25% general partner, New Age Broadcasting, permittee of WRJL-FM Crooksville, OH. Filed June 16.

■ Lenoir, NC (BPH890616MR)—Fothills Broadcasting Inc. seeks 103.3 mhz; 0.55 kw; 770 ft. Principal is owned by John B. Beall, who has no other broadcast interests. Filed June 16.

■ Lenoir, NC (BPH890615ME)—Maria M. Ochoa seeks 103.3 mhz; 0.74 kw; 669 ft. Address: 4126 Chandworth Rd., Charlotte, NC, 28210. Principal has no other broadcast interests. Filed June 15.

■ Lenoir, NC (BPH890616MK)—Bowman Communications Inc. seeks 103.3 mhz; 3 kw; 328 ft. Address: 536 Frank Dr., Charlotte, NC 28215. Principal is owned by Carolyn Mints, William Rollins, sole nonvoting stockholder in Bowman Communication Inc. (Bowman), possessing 60% equity interest in Bowman, owns 36.04% interest in JSN Communications (JSN), licensee of WSVM(AM) Valdese, NC. Station was sold by JSN but, due to default by station's buyer in making payments called for by purchase contract, JSN has again become licensee. It is anticipated that station will be resold in near future. Filed June 16.

■ Lenoir, NC (BPH890612MI)—Sundown Communications seeks 103.3 mhz; 3 kw; 328 ft. Address: P.O. Box 900, Graham, NC 27253. Principal is owned by Theodore J. Gray, who has no other broadcast interests. Filed June 12.

■ Mayaguez, PR (BPED890703MB)—Univ. of Puerto Rico-Mayaguez Campus seeks 88.3 mhz; 1.2 kw; 1,115 ft. Address: Upr Mayaguez Campus, Mayaguez, PR 00709. Principal is headed by Jose L. Martinez, who has no other broadcast interests. Filed July 3.

■ Marlboro, VT (BPH890705MA)—Marrian Akley seeks 101.5 mhz; 1.10 kw; 534 ft. Address: Marlboro Rd., P.O. Box 2108, W. Brattleboro, VT. Principal has no other broadcast interests. Filed July 5.

■ Mishicot, WI (BPH890706MB)—Value Radio Corporation seeks 107.5 mhz; 1,999 kw; 393 ft. Address: P.O. Box 1490 Oshkosh, WI 54903. Principal is owned by Philip J. Robbins. Value Radio Corp. is licensee of WOSH(AM)-WMGV(FM) Oshkosh, WI, and applicant for new FM at Lomira, WI. Filed July 6.

■ Mishicot, WI (BPH890706MC)—Mishicot Broadcasting Corp. seeks 107.5 mhz; 3 kw; 328 ft. Address: P.O. Box 59, Mishicot, WI 54228. Principal is owned by Mark Heller, who is president and 40% stockholder in WTRW Broadcasting Corp., licensee of WTRW(AM) Two Rivers, WI. Max Dolins is secretary-treasurer and 50% stockholder in WTRW Broadcasting Corp., licensee of WTRW(AM) Filed July 6.

#### TV

■ Dothan, AL (890623)—Marcum Broadcasting Corp. seeks ch. 60, 1500 kw; 1,230 ft. Address: 106 Yale Court, Dothan, AL 36303. Principal is owned by Douglas J. Marcum, who has no other broadcast interests. Filed June 23.

■ Ilion, NY (BPCT890629)—Mohawk Valley Broadcasting Inc. seeks ch. 67; 7.01 kw; 449 ft. Address: Greenfield

Rd., Rome, NY 13440. Principal is owned by Kevin O'Kane, who has no other broadcast interests. Filed June 29.

■ Bay City, TX (TEMP890630)—Faith That Pleases God Church Inc. seeks ch. 43, 5,000 kw; 970 ft. Address: 3737 Red Bluff Rd., Pasadena, TX 77503. Principal is headed by Eldred Thomas. Applicant is permittee of noncommercial educational station KUYA-TV Galveston, TX. Filed June 30.

### Actions

#### FM's

■ Glenwood, AR (BPH880822MC)—Granted app. of Cadco Broadcasting Co. DBA KWXL Radio for 104.5 mhz; 3 kw; 328 ft. Address: P.O. Box S Glenwood, AR 71943. Principal is owned by Tom Nichols and Joe Edd Hawkins. Action July 10.

■ Carterville, IL (BPH880421MW)—Dismissed app. of Pyracom, Inc. for 95.1 mhz; 3 kw H&V; 328 ft. Address: P.O. Box 73, Energy, IL 62933. Principal is owned by Edward J. Helleny, who has no other broadcast interests. Action July 10.

■ Spring Valley, MN (BPH890213MA)—Dismissed app. of Radio Ingstad Minnesota Inc. for 104.3 mhz; 1.4 kw; 472 ft. Address: 232 Third Street, Valley City, ND 58072. Principal is owned by Robert E. Ingstad, who has no other broadcast interests. Action July 10.

■ Wabasha, MN (BPH890209MD)—Dismissed app. of Radio Ingstad Minnesota Inc. for 102.5 mhz; .493 kw; 780 ft. Address: 232 Third Street, Valley City, ND 58072. Principal is owned by Robert Ingstad, who has no other broadcast interests. Action July 10.

■ Waite Park, MN (BPH880914MR)—Dismissed app. of Waite Park Broadcasting Co. for 103.7 mhz; 3 kw H&V; 328 ft. Address: 619 S. 20th Ave., Minneapolis, MN 55454. Principal is owned by Michelle K. Moore, who has no other broadcast interests. Action May 22.

■ Montpelier, OH (BPH881115MC)—Returned app. of Lake Cities Broadcasting Corp. for 104.5 mhz; 3 kw; 328 ft. Address: 601 North Wayne Street, Angola, OH 46703. Principal is owned by Thomas R. Andrews, who has no other broadcast interests. Action July 14.

■ Portage, PA (BPH871202MA)—Granted app. of Mainline Media Inc. for 105.7 mhz; 3 kw H&V; Address: 609 Main St., Portage, PA 15946. Principal is owned by William Henderson, who is licensee of WWML(AM) Portage, PA. Action June 29.

■ Narragansett Pier, RI (BPH870313NH)—Granted app. of John J. Fuller for 102.7 mhz; 3 kw H&V; 1,075 ft. Address: 85 Narragansett Ave., Narragansett Pier, RI 02882. John J. Fuller is owner and operator of WJFF(AM) Hope Valley, RI. Action July 10.

■ Accomac, VA (BPH880411MA)—Dismissed app. of Metomkin Broadcasting for 99.3 mhz; 25 kw H&V; 328 ft. Address: Oakwood Farm, Rt. 2, Box 23A, Onancock, VA 23417. Principal is owned by Elizabeth Fitch and Clare H. Byrd, who have no other broadcast interests. Action July 11.

■ Accomac, VA (BPH880411MC)—Granted app. of C&R Communications for 99.3 mhz; 25 kw; 328 ft. Address: 4499 Sir Johns Lane, Virginia Beach, VA 23455. Principal is owned by James A. Rew Jr., who has no other broadcast interests. Action July 11.

## Facilities Changes

### Applications

#### AM's

■ Arroyo Grande, CA KKAL(AM) 1280 khz—July 11 application for CP to change TL: Branch Rd. and Huasna in Arroyo Grande, CA; 35 08 40N 120 31 10W.

■ Carmel Valley, CA KPUP(AM) 540 khz—July 10 application for Mod of CP (BP850531AL) to augment day and night patterns.

■ Rockledge, FL WWBC(AM) 770 khz—June 29 application for Mod of CP (BP890425AB as Mod) to make changes in ant. system: change TL: 1.6 miles S of FL Hwy. 520, 110 miles W of I-95 near Cocoa, FL; 28 20 05N 80 46 56W.

■ Sandwich, IL WAUR(AM) 930 khz—June 30 application for CP to increase night power to 4.2 kw and make changes in antenna system.

■ Washington, IN WAMW(AM) 1580 khz—July 10 appli-



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ampton. (MM docket 86-120, by order [FCC 89-215], adopted June 27 by FCC).

■ Rock Hill, SC. Granted application by Family 55 TV and modified Review Board decision to allow Family 55 to file further submission in proceeding involving six competing applications for new TV station at Rock Hill. (MM docket 85-236, by MO&O [FCC 89-217], adopted June 27 by commission.)

■ Midvale, UT. Denied Walter P. Faber reconsideration of dismissal of his application to modify CP of KQMB(FM) Midvale. (By MO&O [FCC 89-219], adopted June 27 by commission.)

■ Bellingham, WA. Granted waiver and granted CP for new FM-ED station on ch. 219A (91.7 mhz) at Bellingham. (By MO&O [FCC 89-200], adopted June 8 by commission.)

■ FCC increases maximum power for Class A FM broadcast stations-MM docket 88-375 (Report DC-1459. Action in Docket Case): FCC increased maximum effective radiated power for Class A FM broadcast stations from 3,000 to 6,000 watts. FCC concluded that power increase will serve public interest by expanding potential audience for Class A FM stations and by enabling these stations to provide better service to their listeners. Action by commission July 13 by Second R&O [FCC 89-232].

■ Delaware, OH. Granted Adams Broadcasting Corp.'s application for new FM station at Delaware and denied competing application of Radio Delaware Inc. for same facilities. (MM docket 88-422 by ID [FCC 89D-27] issued June 30 by deputy chief ALJ James Tierney.)

■ Galax, VA. Granted Golden Rule Organization Workshop Inc.'s application for new educational FM station on ch. 216A (91.1 mhz) at Galax. (MM docket 89-115 by Summary Decision [FCC 89D-39] issued July 7 by ALJ Walter Miller.)

## Allocations

■ Dothan, AL. Effective Sept. 5, amended FM table to allot channel 267A (101.3 mhz) to Dothan; filing window Sept. 6-Oct. 6. (MM docket 86-277, by R&O [DA 89-796] adopted June 30 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Tuscaloosa, AL. On request of Radio South Inc., proposed amending FM table by substituting channel 225C1 (92.9 mhz) for channel 225C2 and Tuscaloosa and modifying license for WTUG(FM) accordingly; comments due Sept. 11, replies Sept. 26. (MM docket 89-322, by NPRM [DA 89-795], adopted June 30 by chief, Allocations Branch.)

■ Fayetteville, AR. Effective Sept. 5, amended FM table to substitute channel 280C1 (103.9 mhz) for channel 280A at Fayetteville, and modified license of KKIX(FM) accordingly. (MM docket 88-385, by R&O [DA 89-794] adopted June 30 by chief, Allocations Branch.)

■ Bakersfield, CA. Effective Sept. 1, amended TV table to allot channel 65-plus to Bakersfield. (MM docket 87-610, by R&O [DA 89-776], adopted June 26 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Colusa, CA. At request of Mark P. Guidotti, proposed substituting channel 276A (103.1 mhz) for 243A (96.5 mhz) at Colusa and modifying license for KKLUFM accordingly. Comments due Sept. 7, replies Sept. 22. (MM docket 89-314 by NPRM [DA 89-778], adopted June 26 by chief, Allocations Branch, Mass Media Bureau.)

■ Eureka, CA. Effective Sept. 1, amended FM table by substituting channel 288C1 (105.5 mhz) for channel 288A at Eureka, and conditionally modifying license of KECU(FM) to specify operation on the C1 channel. (MM docket 88-606 by R&O [DA 89-777], adopted June 26 by chief, Allocations Branch, Mass Media Bureau.)

■ Cross City and Live Oak, FL, and Thomasville, GA. Effective Aug. 31, allotted channel 291A (106.1 mhz) to Live Oak as its second local FM service; substituted channel 296C1 (107.1 mhz) for 296A at Thomasville and modified license of WLOR-FM accordingly; and substituted channel 295C1 (106.9 mhz) for 292A (106.3 mhz) at Cross City and modified license of WDFL-FM accordingly. Filing window for Live Oak opens Sept. 1, and closes Oct. 2. (MM dockets 87-455 and 87-486 by R&O [DA 89-784] adopted June 27 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Havana and Madison, FL. Effective Sept. 5, substituted channel 285C2 (104.9 mhz) for 285A at Havana and

modified license for WMLO(FM) accordingly; and substituted channel 274A (102.7 mhz) for 285A at Madison and modified license for WOOP(FM) accordingly. MM docket 88-379 by R&O [DA 89-806], adopted June 28 by chief, Allocations Branch.)

■ Mt. Morris and Savanna, IL.; Belle Plaine, Maquoketa, Webster City and Winterset, IA. Allotted channel 239A (95.7 mhz) to Mt. Morris, channel 262B1 (100.3 mhz) to Savanna; channel 238A (95.5 mhz) to Belle Plaine; channel 239C2 to Webster City; and channel 258A (99.5 mhz) to Winterset; modified license of KQWC(FM) Webster City to specify operation on channel 239C2; modified CP of WRMA(FM) Mt. Morris, to specify operation on channel 239A. (MM docket 88-369, adopted June 18 [DA 89-731].)

■ Battle Ground, IN. Effective Sept. 5, allotted channel 254A (98.7 mhz) to Battle Ground as its first local FM service. Filing window opens Sept. 6, closes Oct. 6. (MM docket 88-459 by R&O [DA 89-805], adopted June 28 by chief, Allocations Branch.)

■ Grinnell, IA. Substituted channel 294C2 (106.7 mhz) for channel 294A; modified CP of KICL-FM Grinnell to specify operation on channel 294C2 (MM docket 88-541, adopted June 21 [DA 89-734].)

■ Spirit Lake, IA. At request of Campus Radio Co., proposed substituting channel 280C2 (103.9 mhz) for channel 280A at Spirit Lake and modifying license of KUOO(FM) accordingly. Comments due Sept. 7, replies Sept. 22. (MM docket 89-315 by NPRM [DA 89-779] adopted June 27 by chief, Allocations Branch.)

■ Troy, LA. Bowling Green, Springfield and Columbia, MO. Effective Sept. 5, amended FM table to allot channel 264A (100.7 mhz) to Troy; substituted channel 231A (94.1 mhz) for channel 265A (100.9 mhz) at Bowling Green; upgraded KARO(FM), Columbia, from channel 269A (101.7 mhz) to channel 268C2 (101.5 mhz); substituted channel 267C (101.3 mhz) for channel 268C at Springfield; filing window for Troy allotment is Sept. 6-Oct. 6. (MM docket MM 86-103, by R&O [DA 89-791] adopted June 30 by chief, Allocations Branch.)

■ Redwood Falls, MN. Effective Sept. 1, amended FM table by substituting channel 249C1 (97.7 mhz) for channel 249A at Redwood Falls, and conditionally modifying license of KLGR-FM to specify operation on C1 channel. (MM docket 88-618 by R&O [DA 89-775] adopted June 26 by chief, Allocations Branch.)

■ Walker, MN. Effective Sept. 1, amended FM table by substituting channel 256C2 (99.1 mhz) for channel 257A (99.3 mhz) at Walker, and conditionally modifying license of KLLR-FM to specify operation on C2 channel. (MM docket 88-617 by R&O [DA 89-774] adopted June 26 by chief, Allocations Branch.)

■ Blackduck, MN. On request of Roger Paskvan, proposed amending FM table by substituting channel 252C2 (98.3 mhz) for channel 252A at Blackduck and modifying CP for that channel accordingly; comments Sept. 11, replies Sept. 26. (MM docket 89-320, by NPRM [DA 89-792], adopted June 30 by chief, Allocations Branch.)

■ Rochester and Winona, MN. On request of Rochester Communications Corp., proposed amending FM table by substituting channel 269C2 (101.7 mhz) for channel 269A and amending license for KRCH accordingly; comments due Sept. 11, replies Sept. 26. (MM docket 89-321, by NPRM [DA 89-793], adopted June 30 by chief, Allocations Branch.)

■ St. James and Blue Earth, MN. Denied Rogers Broadcasting Inc. reconsideration of substitution of channel 283C2 (104.5 mhz) for channel 265A (100.9 mhz) at Blue Earth. (MM docket 86-491 by MO&O [DA 89-807], adopted June 28 by chief, Policy and Rules Division.)

■ Winnebago, NE. Dismissed petition of Gary L. Violet requesting substitution of ch. 289C2 (105.7 mhz) for 289A at Winnebago, and modification of KSUX's CP accordingly. (MM Docket 88-502 by R&O [DA 89-704], adopted June 16 by chief, Allocations Branch.)

■ New London, NH. Denied request by Kevin O'Kane to amend FM table by allotting channel 259A (99.7 mhz) at New London as its first local FM allotment. (MM docket 88-159 by R&O [DA 89-800], adopted June 30 by chief, Allocations Branch.)

■ Egg Harbor City, NJ. Effective Aug. 31, substituted channel 285B1 (104.9 mhz) for 285A at Egg Harbor and modified license for WRDR(FM) accordingly. (MM docket 88-332 by R&O [DA 89-782], adopted June 26 by chief, Allocations Branch.)

■ Central, NM. Allotted channel 237C2 (95.3 mhz); filing window Aug. 29-Sept. 28. (MM docket 88-462,

adopted June 26 [DA 89-732].)

■ Taos, NM. At request of Taos County Radio, proposed substituting channel 260C2 (99.9 mhz) for 260A at Taos and modifying CP for new station on Class A channel, accordingly. Comments due Sept. 7, replies Sept. 22. (MM docket 89-317 by NPRM [DA 89-783] adopted June 23 by chief, Allocations Branch.)

■ Indian Springs, NV. Effective Aug. 31, allotted channel 257A (98.7 mhz) to Indian Springs as its first local FM service. Filing window opens Sept. 1, and closes Oct. 2. (MM docket 88-355 by R&O [DA 89-781] adopted June 26 by chief, Allocations Branch.)

■ Arcade, NY. At request of Robert Bennett, proposed allotting UHF TV ch. 62 to Arcade as its first local TV service. Comments are due Aug. 28, replies Sept. 12. (MM docket 89-303 by NPRM [DA 89-706] adopted June 15 by chief, Allocations Branch.)

■ Morristown, NY. At request of Four Seasons Communications Inc., proposed allotting channel 275A (102.9 mhz) to Morristown as its first local FM service. Comments due Sept. 7, replies Sept. 22. (MM docket 89-316 by NPRM [DA 89-780] adopted June 27 by chief, Allocations Branch.)

■ Englewood, OH. Allotted channel 233A (94.5 mhz); filing window Aug. 29-Sept. 28. (MM docket 88-575, adopted June 26 [DA 89-733].)

■ Beaver Springs, PA. At request of Susan A. Bernstein, proposed allotting ch. 291A (106.1 mhz) to Beaver Springs as its first local FM service. Comments are due Aug. 28, replies Sept. 12. (MM docket 89-302 by NPRM [DA 89-705], adopted June 15 by chief, Allocations Branch.)

■ Martin, SD. Effective Aug. 21, allotted ch. 273C1 (102.5 mhz) to Martin as its first local FM service. Filing window opens Aug. 22, closes Sept. 21. (MM docket 88-506 by R&O [DA 89-707], adopted June 16 by chief, Allocations Branch.)

■ Floresville and Pearsall, TX. Effective Sept. 1, amended FM table by substituting channel 231C2 (94.1 mhz) for channel 232A (94.3 mhz) at Floresville, and conditionally modifying license of KWCB(FM) to specify operation on C2 channel. (MM docket 89-30 by R&O [DA 89-798] adopted June 30 by chief, Allocations Branch.)

■ Austin, Yoakum and Hallettsville, TX. Dismissed petition by Norman Jeweler for reconsideration of allotment of channel 260A (99.9 mhz) to Hallettsville. (MM docket 88-33, by MO&O [DA 89-790] adopted June 28 by chief, Allocations Branch.)

■ Brownwood, TX. Effective Sept. 5, amended FM table by substituting channel 257C2 (99.3 mhz) for channel 257A and modifying license of KPSM(FM) accordingly. (MM docket 87-485, by R&O [DA 89-797], adopted June 30 by chief, Allocations Branch.)

■ Haltom City, TX. Effective Aug. 21, allotted ch. 227C2 (93.3 mhz) to Haltom City as its first local FM service. Filing window opens Aug. 22, closes Sept. 21. (MM docket 88-196 by R&O [DA 89-709] adopted June 16 by chief, Allocations Branch.)

■ Fort Bridger, WY. Effective Aug. 21, allotted ch. 257A (99.3 mhz) to Fort Bridger as its first local FM service. Filing window opens Aug. 22, closes Sept. 21. (MM docket 88-324 by R&O [DA 89-708], adopted June 15 by chief, Allocations Branch.)

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## RADIO

### HELP WANTED MANAGEMENT

**Memphis, Tennessee** radio giant is seeking applications for the position of general manager. Must have extensive experience in sales, promotion and managing successfully. All correspondence held in strict confidence. Please send resume and references to Box H-38. EOE

**Growing group operator** is accepting applications for 100+ Sunbelt markets Network affiliates. Sales, promotion and experience a strong necessity. Lucrative compensation package. All correspondence held in strict confidence. Send resume and references to Box H-39. EOE

**Sales oriented GM:** FM small market, Midwest area. Must be take charge person, 3-5 yrs experience. Ownership possibilities. Profit sharing. Good market potential. Looking for an honest talented leader for our team. Send current resume with salary history. Box H-46. EOE

**WNLK-AM/WGMX-FM,** Norwalk Stamford, Connecticut. CRB Broadcasting Corporation, owner of nine other stations, expects to purchase these fine stations subject to FCC approval, in September. The position of general manager is open to candidates with strong radio backgrounds. Minority applicants are encouraged. CRB is an equal employment opportunity employer. Send resumes to Edward Rogoff, President, CRB Broadcasting Corporation, Room 2930, 630 Fifth Ave., New York, NY 10111.

**Sales manager:** Top 50 market Country FM needs strong leader to train, develop and motivate sales department. Must have proven track record, excellent communication skills, be organized, positive and willing to work hard to win. Rush resume to General Manager, KEBC-FM, 5101 S Shields, Oklahoma City, OK 73129. EOE

**Expanding broadcast group** looking for sales management candidates. You must have street sales experience and be able to lead. Medium deep South markets and more on the way. Send brief resume, salary history, references, and why we should talk to you. Don't waste a stamp if you don't love to sell radio. Forward into ASAP to Mark Bass, EVP, GMX Communications, 3866 Dickerson Rd., Nashville, TN 37207. EOE, M/F

**General manager/sales manager** who is looking for a position with a possible buy-in opportunity. This is a position for a community, sales oriented professional. EOE. PO Box 494, Greencastle, IN 46135

**General manager** for our west Michigan FM. Begin your future with us. Community-minded? Sales background? Filled with ideas? Contact President, Michigan Communications Group, 1415 Hatcher Crescent, Ann Arbor, MI 48103. EOE

**Sales manager** for medium market station. You give us dedication, ideas, enthusiasm and sales for special market station, and we will give you experience, leadership and guarantee of between \$20K to \$25K depending on experience, track record and motivation. Much more can be earned on commission. EOE. Women and minorities are encouraged to apply. Box H-71.

**General manager,** Growing AM northern CA NewsTalk looking for individual with proven record of leadership and hands-on sales. \$45,000 plus cash flow bonus and earned equity potential. Write PO Box 640, West Sacramento, CA 95691. EOE.

**National sales manager,** Are you a top 10% achiever with high energy level and the need to win? If so, WOOD AM & FM has an opportunity for you. Candidates must have four-year degree with a proven track record that includes a minimum of 4 successful years of radio sales experience (national sales experience preferred). Please send resume, references, and salary history to General Sales Manager, WOOD AM/FM, 180 North Division Ave., Grand Rapids, MI 49503. EOE, M/F

**General manager** needed for medium sized Southern FM station with super potential. Must have proven track record with strong references. Cash flow incentives available. Workers only, no desk jockeys. Ground floor opportunity with dynamic new company. Resumes & references to Box H-76. Confidentiality assured. EOE.

**General manager:** Southwest, Group broadcaster seeks aggressive sales oriented manager for AM/FM. Requires a successful track record of leadership and hands on involvement in sales. Salary plus incentive. Send resume and salary requirement to Box H-83. EOE, M/F

**General manager:** Small market opportunities for good sales managers/salespeople. Growing group ownership in KS. EOE. Resume to Box H-90.

**Sales manager:** Sharon Broadcasting Corporation is accepting applications for GSM. We are in the process of expanding and improving our facilities and need a person who has the potential to move into other management as the opportunities develop. A successful track record of leadership and "hands on" experience in sales is required to manage our live person sales team. Males and females encouraged. Send letter and resume to F. Barry Nienow, President, Sharon Broadcasting Corporation, PO Box 1030, Stevens Point, WI 54481. EOE

**Selling general manager** for C-2FM on Lake Huron Silver Coast Station needs turn around manager who sells, announces, promotes and loves the great outdoors! Contact John DeGroot, P.O. Box 190, Gaylord, MI 49735. 517-732-2474. EOE.

**Experienced general manager** or highly successful sales manager looking to move up to GM for profitable Country Combo: WBKR/WOMI in Owensboro, KY/Evansville, IN market. Send resume, photo, salary history, and cover letter highlighting your successes. No calls, please. Ed Riney, PO Box 1480, Owensboro, KY 42302. EOE.

**Top 40 market:** Group owned Combo needs bottom line oriented, aggressive, people person manager. Property is healthy but with the right guidance could be unbeatable. Must have proven managerial experience. Salary, bonuses, perks. As we grow, you grow. Send resume and salary history to Box H-84. EOE

**State radio network** has an opening for a business manager. Responsibilities include preparation and analysis of financial statements, cash management, forecasting, budgeting, A/R, A/P. Applicants should have experience in broadcasting, a BS in Accounting and working knowledge of Lotus 123 and DBase. Send resume (no phone calls please) to Scott Savage, VP/GM, Texas State Networks, 7901 Carpenter Freeway, Dallas, TX 75247. EOE

**Group owned Combo** needs an aggressive GSM. Must be able to hire, train and motivate a staff in a major top 50 competitive market. Salary and bonus. Send resume and letter showing successes to Box H-85. EOE

**General manager** for Northeast small market FM station. Strong management and selling skills a must. Salary override and incentive kicker. Send resume. Box H-89. EOE

**Sales-oriented GM** for top-rated New England Combo. Group owned. Smaller market. Career opportunity for successful sales manager seeking full responsibility. Compensation includes incentives for equity ownership. Box H-95. EOE

### HELP WANTED SALES

**Sales manager:** Only commercial FM, fast growing market. A chance to design rate structure, set up sales strategy, hire, train sales staff from the ground up. Candidates must have solid background in consultative selling, co-op familiarity, Computer literacy a plus. A key, ability to set up systems, train, motivate. Olympia is one of the fastest growing markets in the country. While experiencing explosive retail growth, community remains clean and safe. We're looking for a terrific person with initiative who'd love to live in the beautiful Northwest. Starting salary base \$40,000 range (DOO) Override, incentives. Women, people of color encouraged to apply. Contact: Toni C Holm, KXXO, Box 10087, Olympia, WA 98507. EOE

**WAKR and WONE Radio** seek career sales professionals for our top-rated Akron Ohio Combo. If your present situation is good for them, but not for you, contact us. Enclose income history and resume. No phone calls. David Harrison, General Sales Manager, WAKR/WONE, 1735 S. Hawkins Ave., Akron, OH 44320. An EOE/Affirmative Action employer.

**Attention:** Small, medium market group broadcaster is looking for sales managers, GM's. Must carry own list and be able to motivate and lead through example. We own 10 stations that we want to grow to 20. Be a player in our growth. Sell me! EOE, Box H-88.

**Aggressive, self starter,** salary, commission, auto allowance. Send resume to General Manager, WFMV-FM, PO Box 428, Blairstown, NJ 07825. EOE

**X2C galore!** New, NJ-based, national Jazz radio network in search of GSM and salespeople. Love of Jazz a must. Familiarity with affiliate sales, a plus. No desk jockeys! HANDWRITTEN letter, resume, references, work samples to: Personnel, POB 400, Red Bank, NJ 07701-8091. EOE

**Account executive** for AM/FM in Tampa Bay area. Need aggressive, motivated self-starter. Send resume to WSUN/WYNF, PO Box 42195, St. Petersburg, FL 33742. EOE

### HELP WANTED ANNOUNCERS

**Announcer interested** in working in small market. Congenial working conditions, must have one year experience. Send resume and tape to WTTT, 185 South Washington St., Tiffin, OH 44883. EOE

**New FM start-up:** Tallahassee Florida. Adult Contemporary format. Seeking skilled air personalities. Tape and resume to P.O. Box 4463 Lynchburg, VA 24502. Phone 804-239-0400. EOE

**Boston Folk Acoustic announcer,** Full time announcer for new commercial Folk Acoustic station. Program schedule includes live news from British Broadcasting Corporation children's programming, fine arts, strong community and cultural involvement. Opportunity to join up-and-coming station prior to late August sign-on. Knowledge of folk/acoustic music preferred. Contact Dick Pleasants, Walden 1120 Radio, Damonmill Square, Concord, MA 01742. 508-371-3200. EOE. Women and minorities encouraged.

### HELP WANTED NEWS

**Medical reporter/producer** for daily radio news service from The Johns Hopkins Medical Institutions. Creativity, accuracy, strong on-air skills essential. Science or medical reporting some management experience desired. Good salary and benefits. No entry level. Tape, resume, writing samples to Doug Levy, Health NewsFeed, 550 N Broadway, 11th Floor, Baltimore, MD 21205. EOE

**Morning anchor** wanted w/strong writing and editing skills. You'll love the location, people, & growth potential. Exceptional salary benefits. T & R to Operations Manager, WSNB, Box 657, Torrington, CT 06790. EOE

**News/sports anchor/reporter** writer top AM FM, heavy local coverage, play-by-play, Midwest small market work hard, learn fast. Box H-70. EOE

**News director** for top small market news operation. Community oriented AM FM. Tape and resume to Cliff Somers, KARS, Box 860, Belen, NM 87002. EOE. M/F

**WHYY-FM seeks news director** to lead staff at NPR affiliate in providing in-depth news coverage to nation's 5th largest market. Other responsibilities include supervising aggressive news staff, providing editorial direction and assignments and production anchoring news and public affairs programs. Requires degree, minimum three years reporting/editorial experience and broad knowledge of public affairs and contemporary issues. Send resume, non-returnable cassette, writing sample, and salary requirements to: Personnel, 150 North Sixth St., Philadelphia, PA 19106. EOE. M/F.

### 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 5 pm. 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

**Program director with ideas,** growth mentality to position AM News/Talk, soon to be AM FM combo in competitive Midwest medium market. College degree, heavy promotion, sales savvy, in touch with times a must. Autonomy. Resumes only. Box H-75. EOE

**Operations director, AM/FM.** Needs ability to delegate, interview remote broadcasts, production, competitive motivated person with sense of humor. Rush airchecks and resumes: Jimmy Young, KWHW KRKZ, Box 577, Altus, OK 73522. Equal opportunity employer

### SITUATIONS WANTED MANAGEMENT

**81% increase in billing:** Arbitron up 166% 12-19% adults 25-54. Did it without promotion money or consultant in a tough top 30 market. Want to GM station that has a budget but needs similar increase. I'll make it happen for you. Box H-45.

**19 year major market GM,** success through leadership, sales integrity, promotional instinct, program intuition, business concentration, owner empathy, employee respect and impeccable references including former employer, call Dick, 314-576-1471 for details. Prefer top 50 East US.

**No more traffic jams!** Major market pro seeks medium-/metro management position. Excellent references. 305-770-6450.

**Hands-on station manager/sales manager/program director** Goal setting employee training and organizational skills. Perfect for sales manager or station manager. J.R. Greeley. 915-944-0209.

**Energetic, hard-working attorney** with BA in R-TV-F desires career change. Will consider any entry level management position and/or percentage purchase. 713-790-0653. leave message

**Selling GM!** I've had it with networks Looking for that rare opportunity to manage a top 50 market station Urban. News/Talk. Country Call 717-321-9035.

**Husband and wife professionals** seek small market station to operate. Equity a possibility Box H-86

**15 yrs. exp.** All phases small market radio. Seeking growth situation, possible ownership Prefer Southeast Box H-94.

#### SITUATIONS WANTED ANNOUNCERS

**Operations manager/announcer.** 15 yrs exp Looking for work in Connecticut. Full and/or parttime. Box H-74

**A distinctive voice** begs for chance on Northeast coast Talented. Experienced. Try me! Norman. 617-298-3437.

**Proven Talk Show host** can program money maker GM. medium or large market Call Mel Young. 602-963-9144

**One of the best sportscasters** is available. Excellent studio and play by play skills with network and major college and pro experience. Will consider return to TV Bob Buck. 812-424-6020

**Ivy League grad** seeks entry-level announcing position. Very outgoing personality Extensive knowledge of sports, music, and politics. Definitely willing to relocate. Neil. 301-424-4984

#### SITUATIONS WANTED TECHNICAL

**Engineer/AT** for FM Rock station in milder winter climate. Eric: 219-924-8340 after 6:30 pm weekdays: Central

#### SITUATIONS WANTED NEWS

**Major market sportscaster** seeks Talk Show or anchor positions Market quality, not size, is important. Jim. 718-836-5046.

**Experienced sportscaster** ready to move up. Exciting, descriptive PBP; degree, can combine with News or air shift. Call Bob 215-826-7081

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Quality production:** Fast. John Mack Flanagan. FAX phone 415-992-9070.

**Competitive shark!** Worked multi-major markets and chains, jock to GM. Coast to Coast and in Canada. Heavy-weight production. Produced Dick Clark radio show. Clean adult entertainer, killer PD, super sales oriented. Spec tape systems. Excellent copywriter. No prima here. Nice guy, but I play to win! What's your need? Let's talk. Call Bill Adams. 713-785-0584.

#### MISCELLANEOUS

**Make money in voiceovers.** Marketing and technique for success in commercials and industrials. Seminars: Chicago 9/9-10. NYC 9/23-24 Also available on cassettes. Call for free info. Susan Berkley. 1-800-333-8108.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Director of production and programing.** PTV KNPB seeks individual for new senior management position. Reports directly to general manager. Responsible for programing, production, educational services, community outreach, and program-related promotion. Actively involved in station planning, policy development, and design and construction of new facility. Requires five years management experience and substantive professional accomplishments. Compensation includes full benefits package and competitive salary. Send letter and resume to: Jim Pagliarini, General Manager, KNPB, PO Box 14730, Reno, NV 89507. Position open until filled. EOE.

**National sales manager** for network affiliate in top 50 market. Need five years sales experience - two years with rep. Excellent opportunity for growth with major television group. Send reply to Box H-63. EOE.

**WYZZ-TV Fox 43** in Peoria/Bloomington, Illinois seeks sales manager with strength in training and leadership to guide youthful staff in Peoria. Will consider AE with above qualities. Come grow with us! Call Rod Whisenant, 309-662-4373. EOE. M/F.

**Assistant manager:** To provide support for TV auction, including securing donations, coordinating print campaign, managing warehouse, supervising mailings and more. Prefer degree in marketing, communications or journalism and/or work experience. Must work well with a wide variety of people. Typing and computer literacy pluses. Send resume before August 15 to: Auction Manager, Channel 10/36 Friends, Inc., 1036 North Eighth St., Milwaukee, WI 53233. EOE.

**Director of sales research:** Fox Television/WTTG is seeking a director of sales research to join our top sales team. At least three years experience as a research director at a major market station or New York rep firm is required. Thorough knowledge of the Arbitron and Nielsen rating system is essential. Must have strong computer skills and the ability to utilize graphics software. If qualified, please rush resume and non-returnable writing samples to: Personnel, Fox Television/WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

**National sales manager:** 33rd market. ABC affiliate is seeking a national sales manager. Ideal candidate will have NSM experience and/or 3 years national rep experience. We are a growing company with future advancement opportunities. Please send resume to: Rob Wagley, General Sales Manager, WSYX-TV, PO Box 718, Columbus, OH 43216-0718. EOE. M/F.

**Local sales manager:** Top 50 market. Northeast affiliate. Looking for a dynamic local sales manager with minimum 5 years experience. Must have track record in developing new business (retail and corporate) and in co-op and vendor programs. Must be creative and have strong management skills. Send resume to Box H-87. EOE.

**Award-winning public television station** in Southwest seeks an advertising and promotion manager for overall publicity and promotional activities of the station, for developing and maintaining viewer information services and two-way communications between station and public, for development and supervision of the creation of program guide and coordination of circulation activities, and for development and management of budget and personnel for assigned area of responsibility. Good writing and editing skills required. BA in broadcasting or related field with 4-year minimum of progressive and directly related experience in promotion of which two years should be in television. Equivalent combination of education and experience will be accepted in lieu of degree requirement on a 1-year for 1-year basis. Salary \$23,629 DOE. Closing date 8/23/89. Reference this ad and Requisition No 761-A. Send resume to UNM Personnel Department, 177 Roma NE, Albuquerque, NM 87131. AA/EOE.

**General sales manager,** VHF Fox affiliate sign-on in SE coastal market, searching for highly motivated, hard-working individual with emphasis on local sales and sales management. National sales experience helpful. Send resumes only to WFXI-TV8, PO Box 1143, Beaufort, NC 28516. EOE.

**VHF Fox affiliate** sign-on fall '89, has openings in all departments. Looking for creative high-energy people, broadcast experience preferred. We offer chance to be part of a brand new and exciting station in beautiful coastal market. Send resumes/tapes only to WFXI-TV8, PO Box 1143, Beaufort, NC 28516. EOE.

#### HELP WANTED SALES

**Television/radio salespersons:** Several experienced people sought for major market station sales, broadcasting's oldest (35 years) media-merchandising, sales-promotion and vendor-sales concept. Community Club Awards (CCA). Substantial draw against commission. Full-time travel. Resume/px. Contact: J.C. Gilmore. PO Box 151, Westport, CT 06881. 203-226-3377. EOE.

**Sales management opportunity** with Nebraska's leading television station. KOLN/KGIN-TV is looking for a sales manager to manage local advertising sales for KGIN-TV in Grand Island, Nebraska. Position requires previous advertising media sales or sales management experience. Please send resume to: KOLN/KGIN-TV, General Sales Manager, P.O. Box 30350, Lincoln, NE 68503. EOE.

**Affiliate relations manager:** NC sports syndicator seeks individual to clear regional college, professional-level sports packages on TV stations. Degree, plus 3-5 years syndication or related broadcast sales experience. Outstanding presentation and organizational skills, plus flexibility to travel required. Resume, references and salary history to: Bill Madden, General Manager, Creative Sports Marketing, Inc., 7621 Little Ave., Charlotte, NC 28226. EOE.

#### HELP WANTED TECHNICAL

**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.

**Maintenance engineer:** Applicant must have minimum of 2 years recent exp in TV broadcasting maintenance. The candidate should be able to repair, to component level, equip. such as VTR's, cameras, switchers, and edit suites. Please contact Ruth Ward, Personnel Director, Trinity Broadcasting Network, 14131 Chambers, Tustin, CA 92680. 714-832-2950. We are an equal opportunity employer.

**Chief engineer:** Midwest VHF affiliate seeking an individual with strong maintenance background and proven administrative abilities. Applicant should have comprehensive knowledge and experience in all areas of commercial broadcast engineering. Send resume to Don Hicks, KOAM-TV, Box F, Joplin, MO 64802. EOE.

**Video control center operator.** Los Angeles: IDB Communications Group, Inc., a leading supplier of satellite transmission services, seeks a video control center operator for its Los Angeles facility. Candidates should have 3-5 years experience in satellite operations, or broadcast master control in a medium to major market. The ability to work under pressure and excellent customer service skills are essential. Uplink experience is preferable. Qualified applicants should submit resumes and salary history to: IDB Communications Group, Inc., 10525 W. Washington Blvd., Culver City, CA 90232. Attn: Manager of Video Transmission. No phone calls, please. EOE. M/F.

**Assistant chief engineer:** Buffalo Independent is seeking qualified help for assistant chief position. UHF, TCR-100 and studio equipment experience helpful. First Class or General license preferred. Send resume to Dennis Majewicz, Chief Engineer, WUTV, 951 Whitehaven Rd., Grand Island, NY 14072. EOE.

**Maintenance technician** wanted for university with new S-VHS television production facility and KU uplink. Opportunity to help develop a unique program. Experience and motivation required. Send resume to Dr. Bill Long, Louisiana Research and Development Center, Northwestern State University, Natchitoches, LA 71497. EOE.

**Television maintenance engineer:** Two year technical education and one year experience in broadcast television maintenance required. Component level troubleshooting on all studio and field equipment, including one-inch and U-Matic VTRs, TCR-100's, ENG, and SNG equipment a must. SBE certification preferred. No phone calls. Send resumes to WTVG-TV, PO Box 1150, Chattanooga, TN 37401. WTVG-TV is an equal opportunity employer.

**Chief engineer** for a medium market UHF network affiliate in the deep South. Must possess hands-on technical experience in maintenance and repair of studio equipment with a working knowledge of state-of-the-art UHF transmitters. Strong leadership capabilities desired. Would prefer 3 years management experience. Letters/resumes and references to Box H-80. EOE.

**TV maintenance engineer.** WHNT-TV is looking for a super technician who is experienced in repair of Sony BVH-2000's, BVU-850, Chyron 4200 and Scribe, Abekas A53D, Grass Valley switchers and routers. Great station. Great benefits. Send resume to Don Roden, WHNT-TV, PO Box 19, Huntsville, AL 35801. EOE.

**Chief engineer,** excellent opportunity to have it done right the first time with VHF Fox affiliate sign-on. Transmitter and video maintenance experience required. Send resumes only to WFXI-TV8, PO Box 1143, Beaufort, NC 28516. EOE.

**Dominant VHF network affiliate** seeks maintenance engineer to install and maintain equipment. Knowledge of ADO, 3/4", 1" and 2" tape helpful. Beta-cart experience a plus! Reply to: Larry W. White, Chief Engineer, KLST-TV, PO Box 1941, San Angelo, TX 76902. EOE. M/F.

**Senior videographer:** Top 30 PBS affiliate seeks a take charge individual to direct camera operation, lighting and film-style services, and operation of location and studio video photography. Responsibilities include serving as a lead worker in electronic field production and studio photography (selection of cameras, accessories, equipment, tape stock for productions) and performing non-electronic maintenance of production equipment. The successful applicant must have an Associate degree in Television, Broadcasting, Photography or related field and 5 years of occupational experience in film and video photography; two of which must have been in a lead worker capacity; or any equivalent combination of experience and training which provides the necessary skills and abilities. We offer health, hospital, long term disability, life, and dental insurance, paid vacations, 12 paid holidays, 15 sick days, a paid retirement plan, and a salary range of \$1,062 to \$1,318 biweekly. To apply for the position, call 414-225-1800 for a job description and application form. The deadline is Friday, September 1, 1989. Resumes and letters of application will not be accepted in lieu of a completed application form. Milwaukee Area Technical College, 700 West State St., Milwaukee, WI 53216. An equal opportunity employer.



**1 editor:** Industry leader company in long form TV advertising seeks editor. Position requires a creative attitude. Must have 1" and 3/4" videotape editing experience. computer editing capabilities preferred. State-of-the-art facility in Midwestern college town of 10,000. Great opportunity to grow with our company. Send tape/resume to: Dawn Bentley, Hawthorne Communications, Inc., 406 W. Depot, Fairfield, IA 52556. Calls welcome. 515-472-3800. EOE.

#### HELP WANTED NEWS

**Western Pennsylvania affiliate** needs a general assignment reporter with possible weekend anchor duties. Minimum of 2 years experience required with strong reporting, writing and editing capabilities. Minorities encouraged. An equal opportunity employer. Resume to Box H-51.

**News photographer:** Must have experience in shooting and editing news. Send resume and tape to KTVN News Dept., 1007 West 32nd St., Anchorage, AK 99503 EOE.

**Anchor/producer** for award-winning, well-equipped and very competitive group-owned NBC affiliate near Mt. Rushmore. Minimum 3-5 years experience as commercial TV reporter/anchor, strong delivery and leadership skills a must. Dan Schillinger, KEVN-TV, Box 677, Rapid City, SD 57709. EOE.

**Entry level reporter** position open. rapid advancement. Must send tape with resume. WOWL-TV, PO Box 2220, Florence, AL 35630. No phone calls EOE

**News director/early news anchor** combination. Emphasis on local news and community involvement with positive, enthusiastic, "what's good about news" approach. An exciting opportunity in beautiful Helena, Montana, the state capital NBC affiliate. Priority mail or Fed Ex resume, salary and references to John Radeck, KTVH, 2433 No. Montana Ave., Helena, MT 59601. 406-443-5050. EOE.

**Market leader** and number one CBS West Coast affiliate seeks sports director. We want more than scores and highlights, we value creativity, hard work on and off the air. We also want to see some serious sports journalism, no clowns or beginners. Send resume and tapes to: Robert Stodal, News Director, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

**Videotape editor** to cut nationally syndicated medical news and features. Minimum one year editing news (shooting experience a plus). Must have good eye for detail. If you want to be creative and work with DVE and Paintbox, send resume and salary history to: Personnel Assistant, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. EOE

**Medium Mid-South news operation** seeking reporter and producer. Send resume and salary requirements to: Box H-68. EOE.

**Reporter:** For magazine format syndicated TV health show. Minimum two years TV experience in field/on-air. Medical background helpful. RN preferred. Send resume and tape to PO Box 555, Columbus, OH 43216. EOE.

**Anchor/producer:** For top-rated Midwest affiliate. Experience a must. Send tapes and resumes to Ralph Bristol, WGEM AM-FM-TV, 513 Hampshire, Quincy, IL 62301. EOE, M/F.

**Weekend anchor/reporter:** For top-rated Midwest affiliate. Experience necessary. Send tapes and resumes to Ralph Bristol, WGEM AM-FM-TV, 513 Hampshire, Quincy, IL 62301. EOE, M/F.

**News director** needed by small Midwestern television station. Some experience required. This is a roll your sleeves up and jump in position. Send air check and resume to RR#1, Box 97, Kell, IL 62853. EOE.

**Photographer** for Seattle ABC affiliate, 1988 NPPA Station of the Year. Requires minimum of two years shooting and editing news events. Must have a thorough knowledge of news, be creative, and be able to work flexible hours. Qualified applicants only, send resume and tape to Dennis Dwan, Operations Manager, KOMO-TV, 100 4th Ave. N., Seattle, WA 98109. No phone calls, please. KOMO is an equal opportunity employer.

**Videotape editor:** KCRA-TV News seeks an experienced videotape editor. If you're quick, and thrive under the pressure of daily news, send a non-returnable sample of your work and a resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. IBEW/Union position. EOE, M/F.

**Anchor:** Position available with WRBL-TV 3, CBS. Experienced news anchor with strong leadership qualities, who can produce, write and edit. Mail tape/resume/references and salary history to General Manager, WRBL-TV 3, PO Box 270, Columbus, GA 31994. EOE.

**We are anticipating** an opening for an anchor/reporter who can cover news and sports. Shooting skills also desirable. Send non-returnable tape and resume to Pete Michenfelder, News Director, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903. Minorities encouraged to apply. EOE.

**Sportscaster with Pizazz!** Coaches' shows, play-by-play, weekly magazine, and more. Supervise 6-person staff. Box H-79. EOE.

**Reporter:** The nation's #1 prime-time news team seeks an aggressive, experienced, troubleshooter reporter who specializes in solving viewer problems. At least 5 years TV news experience is required. Must have strong personality with solid writing and reporting skills. If qualified, rush resume and non-returnable audition tape to: Personnel, Fox Television/WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. No phone calls. EOE.

**Weekend sports anchor/reporter** wanted for coastal network affiliate. If you have a dynamic delivery and lots of hustle send resume and salary history. EOE. Box H-82.

**Associate assignment editor.** WFMZ-TV seeks hard-working, behind-the-scenes person interested in learning the ropes of the desk. Possible opportunities for some producing as well. Experienced AE's will also be considered for more advanced position which would also offer producing opportunities. Send resume to ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

**N. Florida's #1 news** seeks chief photographer with great eye plus people skills. Six years shooting experience required. Previous management preferred. Send tape and resume (no calls, please) to: Bart Feder, News Director WJXT, PO Box 5270, Jacksonville, FL 32207. A Post-Newsweek station. EOE

**Weathercaster.** Midwestern network affiliate is seeking professional, articulate, credible weather anchor. AMS credentials preferred, on-air experience required. Respond to Box H-93. EOE.

**Experienced news director.** Aggressive southern California Independent where news is top priority. Opportunity knocks. Call Brent Cox at 619-241-5888. EOE.

**Growing medium market operation.** Needs primary news anchor, two meteorologists, and versatile sportscaster. Box H-91. EOE.

**KTTC-TV has an opening** for a weekend anchor/reporter. One to three years experience preferred. Conversational writing, reporting, and producing skills a must. Tape and resume to News Director, KTTC-TV, 601 1st Ave., SW, Rochester, MN 55902. Deadline for applications August 11th. No phone calls. EOE

**Producer:** Excellent writer and independent decision maker needed by aggressive CBS affiliate in 37th ADI. Two years producing experience desired. Tape & resume to: Perry Box, WWMT, 590 W. Maple, Kalamazoo, MI 49008. An equal opportunity employer.

**Producer:** 66th ADI, NBC affiliate wants good writer and take charge person for 10PM newscast. Send tape and resume to Jon Janes, News Director, WHO-TV, 1801 Grand, Des Moines, IA 50308. No calls, please. EOE.

**News producer.** WRCB-TV is looking for a producer who can make a difference. In addition to producing a newscast, we expect our producers to make contributions as journalists. No phone calls. Send videotapes and resumes to Lee Meredith, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. EOE.

**Weathercaster/on-air personality.** Must be able to deliver weather forecasts and feature elements of a daily news broadcast in a clear, informative, mature yet entertaining style. Applicant must be creative, with a flair for production. Prior on-air experience preferred. Resume, tape and letter explaining why you are right for the job to Ned Warwick, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE. No calls, please.

**News promotion producer:** WTVT, CBS in Tampa, needs the best news tease writer/producer in the country. We want a creative driven person for our #1 rated news department. You'll be responsible for writing and producing daily news promotion, newsbreaks and POPs, with marketing in mind. Experience as a writer/producer a must. Marketing and editing experience helpful. Send resume and non-returnable tapes and scripts to Artie Scheff, Promotion Manager, WTVT-TV, 3213 W. Kennedy Blvd., Tampa, FL 33609. No phone calls, please. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Executive producer-promotion.** If you have an outstanding reel, 3 years experience, a desire to make your on-air creativity shine and if you feel you're in a dead-end job, WSOC-TV wants to see your work! We need a top-flight creative on-air pro to take over responsibility for our on-air product. Send reel and resume to: Alban Batten, WSOC-TV, 1901 N. Tryon, St., Charlotte, NC 28206. EOE, M/F.

**Graphic artist** wanted for possible future position. 2-3 years experience with computer paint systems: Live Line/Artstar. AVA. Quantel Paintbox. Strong design skills desired, daily news graphics, television station experience a plus. Send resume & reel to John Jamlikowski, Art Director, WABC-TV, Inc., 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

**Program director** with 4 years or more indie program experience for the ACT III Group station in Nashville. This is an ideal opportunity to work with a growing and innovative team. Send resume to: Gary Dreispl, VP/GM, WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE, M/F. No calls, please.

**WSMV, Nashville:** Seeking enthusiastic on-air graphics designer for award-winning creative services department. We're a station where talent and effort are recognized and rewarded. Two to three years station experience preferred. New paint system incoming. Send your best work on tape to: Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. No calls, please. EOE.

**Senior producer:** Progressive station! Exciting city on the Chesapeake! We're looking for someone who is an established creative whiz who's looking for an even greater challenge. Responsibilities include the writing, producing and overseeing of the station's advertising and promotion creative in all appropriate media as well as assisting in the direction of the other members of the promotion department. If you have the skills to produce breakthrough promotion and are yearning for more responsibility, send your promo reel and resume to Andy Hunt, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. We're an NBC affiliate. WMAR-TV is an equal opportunity employer.

**Top 25 market,** NBC affiliate is looking for a very progressive graphic designer. This is an outstanding opportunity to showcase your creative skills in an exciting market. You must be experienced on the AVA 3 paint system. Opportunity also exists to learn our Cubicomp Picture Maker 3D system. Print skills are a must. This is a fun job in a great city. Send tape, resume and salary requirements to Jon Roll, Art Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE.

**Documentary producer:** Minimum requirements: Six half hour or one hour docs that you researched, wrote and field produced. Subjects: Medical, ethical or issue-oriented (not PM Magazine, sports, nature, entertainment or inane, narrow topics). We produce and syndicate high-quality television programming which airs on network affiliates in prime time. We need: A mature, motivated, ego-balanced, sensitive producer who is looking for a place to flourish. We expect you to teach us some things and also to learn from us. Send resume, tape, references to: Documentary, PO Box 865, Orlando, FL 32802. EOE.

**Chyron/audio/production assistant.** KTVN-TV is accepting applications for the position of Chyron/audio/production assistant. This person should have prior experience on either audio or Chyron operation in live television newscasts. This person must be able to work on a tight time schedule with little supervision. Send resume to Dave Briscoe, Production Manager, KTVN-TV, PO Box 7220, Reno, NV 89510. KTVN-TV is an equal opportunity employer.

**Copywriter/promotion assistant:** Fox Television/WTTG needs copywriter with creativity, energy and motivation to join fast-paced TV promotion department. Position will be responsible for writing advertising copy for station print ads, sales promotion, whatever, and assisting PR director with writing news releases, media relations and special events. Great opportunity to grow and be part of exciting world of television. Requires strong writing skills, copywriting experience and good marketing sense. Send resume with non-returnable samples of your copywriting abilities to: Personnel, Fox Television/WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

**Production manager:** Coordinate and supervise all phases of television studio, field and remote production; supervise production staff and assign personnel and facilities for productions. Must have management and production experience, working experience with computer editing and other production equipment. Salary high teens to low twenties. Bachelor's degree or equivalent. Send resume by August 21, 1989 to WNPB, Personnel, PO Box TV-24, Morgantown, WV 26507-1316. EOE.

**Newscast director,** 46th market. Full-time with weekend schedule. Top rated, fast paced news. Hands-on experience needed. Ampex AVC 33 and ADO. Some commercial work. Resume only, no phone calls, to: Personnel Director, WGAL-TV, Box 7127, Lancaster PA 17604-7127. WGAL-TV is an equal opportunity employer.

**Promotion manager** in Florence/Myrtle Beach, South Carolina. We are a group-owned ABC affiliate in one of the most dynamic, fastest growing small markets in America. You'll need to know or learn how to do it all. Strong writing skills necessary. Tapes and resumes immediately to Bill Christian, Vice President and General Manager, WPDE-TV 15, 3215 South Cashua Dr., Florence, SC 29501. No calls, please. EOE, M/F.

**Evening newscast director:** Sought by market-leading Southeastern CBS affiliate. BA preferred; newscast directing experience and ability to handle commercial edits required. Outstanding opportunity for weekend or daytime newscast director to move up. Send resume, tape and salary requirement to Operations Manager, WTOG-TV, 516 Abercorn St., Savannah, GA 31401. EOE.

# ALLIED FIELDS

## HELP WANTED INSTRUCTION

**Full time teacher** of radio broadcasting. Vocational Certification and work experience required. Submit resume to Personnel Office, Hunterdon Central HS, Route 31, Flemington, NJ 08822. EOE.

**Manager, Corporate communications.** NBC is looking for a corporate communications manager with excellent technical abilities plus a proven entrepreneurial approach to communications and issues management. Prior experience in broadcast business and/or press relations desirable. Experience in government and/or politics helpful, as is familiarity with the New York and DC media communities. Should have strong written/verbal communication skills, and be free to travel. Responsibilities will include developing programs and strategies associated with press coverage of NBC's business, legislative and regulatory objectives; writing press releases, backgrounders and other communications; developing/maintaining press relations; handling responses to inquiries. We offer an excellent salary and outstanding benefits package for this challenging, highly visible position. For immediate consideration, please send resume with salary history to: John Pryor, Employment Administrator, NBC, 30 Rockefeller Plaza, URIS 2865, New York, NY 10112. We are an equal opportunity employer.

## HELP WANTED TECHNICAL

**Systems consultants needed** for Marketron, the leader in broadcast software. Position responsible for software installation, maintenance and client training. Must have traffic experience, some PC knowledge, strong communication skills, and be available to travel nationwide. Send resume and salary history to: Personnel Dept., Marketron, Inc., 101 Lincoln Center Dr., Suite 300, Foster City, CA 94404. EOE.

## EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

**Professional Resume Services.** Complete resume preparation. Cover letters. Updates. Mailings. Specializing in the communications industry. Call 1-800-8-RESUME anytime.

## 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. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP)

## 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. 915-772-2243.

**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 Harris MW50A (1980),** like new 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-3-F (1985) RCA BTF20E1 (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 (197681) Gates BC-5P2 (1967) McMartin BA2, 5k (1981) Transcom Corp. 215-884-0888. FAX 215-884-0738.

**New UHF TV transmitters:** Klystron, MSDC Klystron Klystrode, 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.

**Broadcast equipment (used):** AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

**Betacam, 3/4" & 1" blank videotape.** Broadcast quality guaranteed and evaluated. Betacam - \$5.99, 3/4" - 20 minutes \$4.99, 3/4" - 60 minutes \$8.99, 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info., call toll free, 1-800-238-4300.

**Rank-Cintel ADS-1 film** to video transfer system, complete with one inch, 3/4" and 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.

**Recortec video tape evaluators** for 1" video tape. \$3,500. Also 3/4" available 702-386-2844

**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.

**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

**Transmission line:** Celwave rigid coax 6 1/8" 75 ohm 19-1/2' sections - 900' Less than one year in operation. Spring hangers, field flanges, pressurization. Contact Doug Holland, 800-635-5608.

**Transmitter:** Comark CTU-25 MX multiplex UHF transmitter. Less than one year in operation. Complete with klystron and exciter tuned to channel 30. Will re-tune. Contact Doug Holland, 800-635-5608.

**Antenna:** Andrew UHF antenna, sidemount channel 30 less than one year in operation. Contact Doug Holland, 800-635-5608.

**Studio:** Studio equipment: Sony VP-7000, 5850's, RM editors, monitors, Sigma switcher, 3M CG, racks, etc. Contact Doug Holland, 800-635-5608.

**50Kw AM transmitter:** Continental 317C with solid state upgrade. Clean. \$29,500. 407-689-0220.

**For sale:** Three Harris TC50 camera systems with lenses, ITE tripods and CAM heads. 5K each. Call 219-424-5555. Ask for Glenn.

**Copper!** #8 & #10 ground radials: 2.3, 4.6, 8" strap, fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

**Producer/director:** WYTV, Youngstown, Ohio is seeking a top-notch director whose primary responsibilities will be to direct the 6 & 11PM newscasts and supervising evening operations. Qualified applicants must have a minimum of 3 years experience directing newscasts. Send resume, tape and references to Frank Maraliole, Director of Operations, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. No phone calls, please. EOE.

**Now hiring:** Gruenberg Video Group seeks field producers to manage and inspire high school students in the art of video documentary production. Students in 150 high schools in 15 states will shoot and market "VideOvation" documentaries this year. The company provides training, equipment, editorial services. Production experience is a must. Sales and marketing skills will also be required for the position. Salary, plus incentive pay. Apply immediately for full- or part-time positions. Send resume to: Peter Dinnene, Gruenberg Video Group, 3819 Chestnut St., Suite 210, Philadelphia, PA 19104. EOE.

**Television producer/director:** KCCI-TV, Des Moines, Iowa, is seeking a producer/director with at least 2 years full-time directing experience in newscasts and commercial production. Shift will include directing weekend newscasts. Send resume and salary requirements to: Production Manager, KCCI-TV, PO Box 10305, Des Moines, IA 50306. EOE

## SITUATIONS WANTED TECHNICAL

**29 years experience** as TV technician, supervisor, chief engineer. Thorough knowledge Harris transmitters. Desire new challenge. Available now. K. Black, 1803 Campbell Pkwy., Joplin, MO 64801 417-781-8735.

**Television chief engineer.** 24 years total engineering experience. 13 as chief engineer. Experience with news operations in network affiliates. Please reply Box H-77

## 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.

**Husband/wife weathercasters.** Includes AMS seal, top 20 market, over 10 years television weather experience. Box H-33.

**CovertCam operations:** Combat & street trained video news gatherer. Not afraid to bring back that impossible news footage. 412-244-0815.

**Helicopter ENG-news oriented** chopper pilot/photographer/mechanic wants to help you develop and run your airborne news unit. You finally can afford it! Skywitness News. Let's get to work. Jeff Gear, 602-381-0465.

**Excellent, experienced sportscaster.** Knowledgeable in news also. Looking to work for a good station. 216-929-0131. Box H-77.

**Get a lawyer** at bargain price. Get specialized coverage from experienced reporter/producer/lawyer with background in economics. Can also do general assignment and features. Now working off-air in top market. Wants back on the street in medium or major market. Affordable, available and ready for long hours. Box H-81.

**Hardworking, dependable graduate** seeks first break. Experience in both radio and television. Looking for reporting or announcing position in small to medium size television market. Will relocate. Contact Brian at 314-839-0147.

**Sports anchor/reporter:** Experienced nightly news sports anchor/reporter in Long Island/NYC market. Developed and produced local features. Have host and play-by-play experience. Call Mike 718-934-1434. Messages 212-545-5661, (9-5).

## MISCELLANEOUS

**Primo People** is looking for weathercasters. Solid credentials and experience are paramount. Send 3/4" tape and resume to Steve Porncelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Need assistance** in locating facilities for your shoot? Rent mobile production trucks, mobile uplinks, portable microwave links thru Media Concepts. 919-977-3600.

**Immediate openings nationwide!** From major market to entry level. Management, news, sports, production, sales, promotion, engineering, public relations. Media Marketing/The Hot Sheet, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Buy-out production music** direct from the producer. Wholesale rates. Success proven Coast to Coast 414-248-3707.

**Bill Slatter's Talent Agent Directory,** invaluable for stations and talent. \$52.00 for stations. \$37.00 talent. 514 S. Union St., Natchez, MS 39120.



Used-new AM, FM, TV transmitters. LPTV. antennas. cable. connectors STL equipment Etc Save thousands Broadcasting Systems 602-582-6550

GVG 1600-7K, 3 Chroma keyer. DSK. 2H delay unit Ted Hand. WAVY-TV. 804-393-1010

Colortran-Berkley studio lighting board patch panel w/8 dimmer Only 8 yrs old. Ted Hand. WAVY-TV. 804-393-1010

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

## RADIO

### Situations Wanted Management

#### GENERAL MANAGER AVAILABLE

Individual with substantial experience as General Manager in medium to major markets seeks GM opportunity. 10 years with current company. Enjoy turnarounds and rebuilds. Group experience. Excellent background and references. Currently located Western U.S. Willing to relocate. 503-472-1221.

#### Miscellaneous

#### THE WEATHER SOLUTION

Edward St. Pe' & National Weather Networks

The 1988 National Weather Association Radio contributor of the year. AMS Seal Certified customized weathercasts....complete barter.

CALL 1-800-722-9847

## TELEVISION

### Help Wanted Sales

#### RESEARCH DIRECTOR

Responsibilities include:  
trend analysis projects;  
develop audience estimates.  
sales pieces & presentations;  
research support for all dept.'s

Requires familiarity with  
info databases  
Exp. with local consumer research  
& micro-systems preferred.

Send resume to:  
WPLG/TV 10,  
Attn: Mike Dorsey,  
3900 Biscayne Blvd.  
Miami, FL 33137.  
EOE

### Help Wanted Programing Production & Others

## TV MAGAZINE STORY PRODUCER

Responsible for story concept, researching, writing, and producing of local and national feature segments. Candidate must have extensive producing experience. Emphasis is on writing and ability to create strong visual opportunities for stories.

### Top 20 Market

Send resume only to  
Box H-72  
EOE

## Help Wanted Programing Production & Others Continued

**evening  
MAGAZINE**

### STORY PRODUCER

4-5 years producing experience required. Seeking an aggressive producer for local and national stories. Must have excellent visual story telling abilities.  
Send tapes & resumes to:  
ARTHUR GREENWALD  
Exec. Prod. Evening Magazine  
KDKA-TV  
1 Gateway Ctr. Pgh., PA 15222  
(No phone calls please)

**GROUP W TELEVISION**  
An equal opportunity employer

## SUPERVISOR

Leading nat'l programming co based on LI seeks individual with 3-5 yrs supervisory experience in On-Air Origination. Must have the ability to trouble shoot all air & non-air origination problems to their proper conclusion. Knowledge of broadcast equipment. 1", 3/4", Betacam-SP required. Flexible schedule including weekends & nights. Knowledge of video transmission a plus. Send resume & salary requirements to

Human Resources Dept.  
PO Box 999-RNC  
Woodbury, NY 11797

### Help Wanted Management

#### GENERAL MANAGER

Exciting new media company in Chicago seeks take charge prof'l w/8-10 yrs experience in network and local TV news logistics, unit mgmt, budgets, and staff motivation. Top salary & benefits for top person.

Send resume to:  
P.O. Box 6339,  
Chicago, IL 60614-6339.

EOE

#### PROMOTION DIRECTOR

Top-ten network affiliated TV station seeks **GIANT** creative talent to direct their promotion efforts. Interested parties should submit tape and resume to:

McHugh & Hoffman  
Attn: Search Committee  
4009 Chain Bridge Road  
Fairfax, VA 22030  
No phone calls, please. EOE

#### PROMOTION WRITER/PRODUCER.

Applicant must be an aggressive creative writer/producer possessing sound editorial judgement with proven technical knowledge and ability. Candidate must have a college degree in Radio/Television/Film, a related field or equivalent; and experience producing television, radio and print advertising. Salary negotiable.

Direct Inquiries to Promotion Manager, KTNV-TV 13 ABC, 3355 S. Valley View, Las Vegas, NV 89102 by COB Friday, August 4, 1989. EOE.

#### PROGRAM DIRECTOR

We are looking for an enthusiastic creative individual who has had success in the Promotion Department of an Independent. If you have already moved into Programming, great! If you have good instincts in the Program area and are ready for the challenge, that's great too! We need a person who thinks marketing . . . who can look at a show or movie list and turn it into ratings and dollars.

You will be joining a super management team at a Gaylord Indie with great Programming and resources located in one of the neatest cities in the U.S.

Send your pitch to:

Michael E. Schuch,  
Vice President & General Manager  
WVTV Ch. 18,  
P.O. Box 1818,  
Milwaukee, Wisconsin 53201-1818.

Gaylord Broadcasting is an  
Equal Opportunity Employer.

### Situations Wanted Management

#### MANAGEMENT PROFESSIONAL RESIGNS LOOKING FOR NEW OPPORTUNITY

30 years experience includes General and Sales Management in Radio/Television with particular strengths in sales, programing, promotion, budget control, motivation and leadership thru example. Experienced in small medium & major markets ALL SUCCESSFUL! Currently President of Radio/TV association in California and Advisory Council Member of a major rating service.

ALL OPPORTUNITIES AND  
LOCATIONS CONSIDERED

For resume and references contact:  
GARY CONARD  
8001 Debbs Ave.  
Bakersfield, CA 93308  
805-392-9128

### 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

When responding to a blind box ad, address your reply as

Box (the letter and number  
as shown in the ad)  
Broadcasting  
1705 DeSales St., NW  
Washington, DC 20036

Do NOT send tapes or  
oversized material.

ERICA'S MOST WANTED AMERICA'  
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ERICA'S MOST WANTED AMERICA'

### NEWS WRITER

America's Most Wanted seeks a talented and creative writer with major market news credentials. Three years minimum experience. Candidate will write and package breaking news stories and write continuity for the program's studio elements. We're looking for a pro to deliver sharp, crisp copy in the trademark style of AMW. Newscast producer credits a plus.

Please send writing samples and references (no phone calls) to:

Michael Linder  
Executive Producer  
America's Most Wanted  
5151 Wisconsin Avenue, NW  
Washington, DC 20016

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### Help Wanted Technical

### Expand Your Television Skills

Bophuthatswana Television has vacancies for suitable qualified and experienced television engineers. Two- and three-year contracts will be offered to engineers who would like to spend a part of their professional life living and working in Southern Africa. Applicants should be capable of working with the PAL Television format. Opportunities exist to learn and work in all areas of television, including satellite reception and transmission.

Qualified engineers will be offered a good salary, subsidized housing, 10 percent tax-free gratuity and use of a company car. It's an opportunity to expand your skills in the area of international television. Please send resume, certificates, and salary requirements to:

Director General  
c/o Allpoints International  
1250 Connecticut Avenue, NW  
Suite 319  
Washington, DC 20036

ATTN: James Denson  
EOE

### Help Wanted Technical Continued

### MAINTENANCE ENGINEER

Broadcast maintenance engineer: minimum 5 years experience in maintenance of VHF and microwave equipment as well as state-of-the-art videotape machines, cameras and switchers. Familiarity with Harris transmitters and terrestrial microwave a plus. Should be highly motivated and require little direction.

Send resume to:

Human Resources Department  
KTLA Television  
5800 Sunset Blvd. • P.O. Box 500  
Los Angeles, CA 90078



### SNG TRUCK OPERATOR

KHJ-TV has an exciting opportunity for an SNG Truck Operator.

The individual we seek is an experienced SNG operator with field maintenance skills, knowledge of RF Systems and producing ability.

We offer excellent benefits and a competitive salary commensurate with experience. If you are highly motivated and meet the above requirements, please send a resume to:

KHJ  
Attn: Personnel  
5515 Melrose Avenue  
Hollywood, CA 90038  
Equal Opportunity Employer

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TWO PLUS  
SYNDICATED FORMATS  
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EXCELLENT  
BUSINESS  
OPPORTUNITY  
(813) 642-6899



## CABLE

Help Wanted Programing  
Production & Others

### Are You Stuck in the Promo Rut?

#### POSITION:

Producer, Sales Promotion,  
Turner Broadcast Sales, Inc.

#### BENEFITS:

Technical & Creative Challenge!  
See YOUR ideas produced!  
State-of-the-Art Technology (really!)  
NEAT projects! National exposure!  
The variety of FOUR networks!  
Located in Atlanta!

#### REQUIRES:

3-5 years production experience  
Great demo reel  
PASSION for your work



Send Reel & Resume to:

Sales Promotion 8/South  
One CNN Center, P.O. Box 105366  
Atlanta, GA 30348-5366.  
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### Employment Services

California

### Broadcast Job Bank

For application information call  
(916) 444-2237

California Broadcasters Association

### INSIDE JOB LISTINGS

1-900-234-INFO ext. TV (88)

#### JOBPHONE

RADIO • TV • ADVERTISING • CABLE

\$2 per minute

From any touch tone phone

### NEWSCAST PRODUCERS

Great jobs are available...but do you know about them? The MediaLine daily telephone report puts you in touch with the best jobs. MediaLine has jobs for reporters, anchors, sportscasters, weathercasters, producers, assignment editors, promotion and production and programming people. For details call:

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...piling up profits  
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15-minute programs from  
the golden age of radio.

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### Wanted to Buy Stations

### AM TURN-AROUND POSSIBILITY SOUGHT

5KW + FULLTIMER  
TOP 75 MARKET  
BOX H-92

### FM Station Wanted to Buy

Investment Group seeks FM Station with \$1 million - \$5 million annual sales. Group is a fully qualified Cash Buyer desiring 100% asset sale.

If you've considered selling, let's explore the best offering price *without fees or commissions*.  
Principals Only / No Brokers

Reply in Strict Confidence to:

MARK D. OLSON

P.O. Box 12, Los Angeles, California 90053

### For Sale Stations

- \* 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

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For broadcasters  
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Atlanta, GA 30318  
404-355-6800

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Suburban to Metro Market half-million plus AM-D-A-FM - both put Class A Signal into Metro Base city 8,000 plus good area Includes land and buildings 75-100 assets Cash flow will handle debt service Absolute owner operator plus hard working wife Great potential-presently simulcasting Creative owner will do great 475M-150M down-sensible terms Full financial qualifications on first call

Packerland Consultants & Sales:  
414-235-2625.

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CLASS-A FM  
5,000 WATT AM  
3.2 MILLION

SERIOUS INQUIRIES ONLY  
BOX H-65

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FLORIDA	-----	\$350,000
IDAHO	-----	\$350,000
HAWAII	-----	\$220,000
WASHINGTON	---	\$150,000

CALL JERRY DENNON  
THE McDERMOTT GROUP  
206-622-3424 OR FAX 206-622-9986.

### For Sale Stations Continued

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GA	FM	600K..TERMS
SC	AM/FM	NEEDS URBAN F.
KY	AM/FM	GROWING MKT.
IN	AM/FM	CLASS B
NC	FM	C 3

WANTED FM CP IN S.E.

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P.O. BOX 2669  
LAGRANGE, GA 30240

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Midwest Market  
City Population 40K  
5KW AM  
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5 WILL COVER GAINESVILLE, LAKE CITY,  
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ASKING \$2.2 M - LESS FOR CASH  
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100,000 WATT FM RADIO STATION  
IN SW NEBRASKA  
TOP RATED, EXCELLENT SALES FORCE  
MAKING MONEY.  
CALL (308) 345-2466.

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Established fulltime AM with FM CP  
in good growth area with potential  
for partial major market coverage,  
\$395,000, some terms  
to qualified buyer.

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Phoenix, AZ 85011-7227

### MONTANA

Regional AM/FM Combo  
Priced at \$495,000  
Increasing Revenue

### IOWA

Established AM/FM Combo  
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Terms to Qualified Buyers

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MEDIA BROKERS

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816-259-2544 816-455-0001

## For Sale Stations Continued

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OWNER OF MAJOR HAWAIIAN STATION  
SEEKS 20/40/60/80% INVESTOR.  
\$500,000 MINIMUM CASH REQUIRED.  
PRINCIPALS ONLY.  
CONFIDENTIALITY ESSENTIAL.  
BOX H-96

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SANDIA CREST  
CLASS C FM  
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### NEW CLASS A FM START-UP

CONSTRUCTION COMPLETE  
TALLAHASSEE, FLORIDA MARKET  
\$595,000 804-239-0400  
MEDIA SALES, INC.

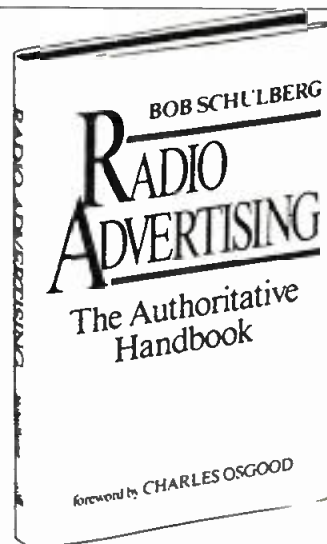
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Learn more about buying or selling radio air time, as well as formatting and producing radio commercials. This book covers:

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Author Bob Schulberg, Western Marketing Director for CBS Radio, is the consummate radio advertising professional. Since 1975 he has developed more than \$15-million in new radio business for stations owned and represented by CBS.



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Or call 1-800-638-7827 to use  
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## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy

Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: \$4.00 per issue. All other classifications: \$7.00 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: (Box letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code, zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.



# Fates & Fortunes

## Media



Van Dyke

**Dave Van Dyke**, program director, WODS(FM) Boston, named VP and general manager.

**Peter L. Coughlin**, VP and general manager, WNEW-FM New York, joins WGKT(AM)-WPHD-FM Buffalo, N.Y., as president and general manager.

**James H. Meltzer**, VP and general manager, WWKB(AM)-WKSE(FM) Buffalo, N.Y., named VP/radio of parent company, Price Communications, New York.

**Candace Wendling**, president and general manager, WAJI(FM) Fort Wayne, Ind., named VP of parent company, Sarkes Tarzian, Bloomington, Ind.

**Richard J. Yankus**, VP, operations, WIOW(AM)-WZWZ(FM) Kokomo, Ind., named president, chief operating officer and board member of parent company, Caravelle Broadcast Group, Charleston, S.C.

**Bobby Rich**, program operations manager, KFMB-FM San Diego, joins KIXI(AM)-KMGI(FM) Seattle as VP and general manager.

**Erik Sorenson**, news director, KCBS-TV Los Angeles, named VP and station manager.

**Truman W. Conley**, executive VP and general manager, WCHY-FM Savannah, Ga., joins KJRB(AM)-KEZE-FM Spokane, Wash., as VP and general manager.

**Jon Scott**, VP of operations, American Television and Communications Corp., San Diego, named president of Reading, Pa., division.

**William J. Donahue**, assistant general manager, KJRH(TV) Tulsa, Okla., named general manager.

**Tom Rosenbaum**, VP of news, NIWS Production, Los Angeles, joins WALA-TV Mobile, Ala., as station manager.

**Robert Costello**, manager, WCAP(AM) Lowell, Mass., joins WNNZ(AM) Westfield (Springfield), Mass., as general manager.

**Robert J. Peretic**, station manager, WYED(TV) Goldsboro (Raleigh/Durham), N.C., named general manager. **Chrissy Walker**, traffic operator, WYED, named business manager.

**Jim Corno**, VP and general manager, SportsChannel, Chicago, adds duties of VP, Midwest region, SportsChannel Regional Networks.

**Stewart C. Butler**, executive VP and general manager, Tom Hopkins Construction, San-

ta Cruz, Calif., joins Santa Cruz Cable there as general manager.

**H. Keith Lucas**, general manager, Insight Communications Company, Birmingham, Ala., joins MultiVision, Gulf Breeze, Fla., as regional general manager.

**Howard Fine**, technical coordinator, KCBS-TV Los Angeles, joins Nine Network Australia there as operations manager.

**Dan Adams**, controller, Palmer television division, Des Moines, Iowa, adds duties of controller, radio division. His new title is broadcast controller, Palmer Communications Inc. there.

**Kevin O'Tool**, manager of financial services, WUSA(TV) Washington, named controller.

**Michael Evans**, senior internal auditor, Gannett Co., Arlington, Va. (Washington), succeeds O'Tool.

**Patti Keagy**, director of financial planning and analysis, broadcast division, A.H. Belo Corp., Dallas, joins WFXT(TV) Boston as director of finance and administration.

**Zane Brantley**, managing officer, Magnolia Federal Bank, Vicksburg, Miss., joins KDGE(FM) Irving, Tex., as chief financial officer and business manager.

**Linda A. Scholten**, legal assistant, Silverberg, Rosen, Leon & Behr, Los Angeles, joins MCA TV, Universal City, Calif., as legal coordinator.

**Ralph Goldberg**, adjunct professor, Fordham University, New York, and senior consultant, Hill and Knowlton there, joins Orion Television Syndication, New York, as VP, administration/legal affairs, East Coast.

**Van Toffler**, counsel, MTV Networks, New York, named senior counsel, law and business affairs.

**Linda Bezila**, controller, KIIS-FM Los Angeles, joins KPDX(TV) Vancouver, Wash. (Portland, Ore.), as business manager. **Lee Haglund**, partner, Multine-Haglund & Associates, Portland, joins KPDX as cable relations director.

**Larry Rivera**, regional manager of sales operations, Ralston Purina, Houston, joins KLTR(FM) there as director, business development.

**Rick Reyer**, sales associate, Sears and Roebuck, Wausau, Wis., joins Wisconsin Public Radio, Green Bay, as corporate services representative.

## Broadcasting

The News Magazine of the Fifth Estate  
1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

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 3 years \$190     2 years \$135     1 year \$70     6 mos. \$35  
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The complete guide to radio, television, cable and satellite facts and figures--\$65 (prepaid orders only) while supplies last. Please give street address for delivery.

To order by **MASTERCARD** or **VISA**, 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

## Marketing



Scott (l) and Vincent Young

Appointments at Adam Young Inc., New York-based rep firm: **Adam Young**, chairman of board, steps down, but will remain involved in company. He is succeeded by his son, **Vincent Young**, president; **Arthur W. Scott Jr.**, executive VP, succeeds Vincent Young.

**Mary Ann Russo**, manager, international sales service, Viacom Enterprises, New York, named director.

**Martin Raab**, director of marketing, Satellite Music Network, Dallas, to VP, marketing.

Appointments at QVC, West Chester, Pa.-based home shopping channel: **Albert D. Ulozas**, account manager, to director, affiliate relations, North Central region; **Kay Main**, volunteer, Mental Health Association, Cherry Hill, N.J., to account manager; **Bruce Muhlfeld**, national sales manager, Anahii, Aspen, Colo., to account managers.

**Tom Duran**, general sales manager, KGRX(FM) Globe (Phoenix), Ariz., joins KDGE(FM) Irving, Tex., in same capacity.

**Douglas R. Wayland**, local sales manager, KOA(AM) Denver, joins KBXG(AM) there as VP and general sales manager.

**Lynn Sullivan**, local sales manager, KRQR(FM) San Francisco, joins KFTY(TV) Santa Rosa, Calif., in same capacity. **Randy Rogers**, account executive, KFTY, named national sales manager.

**S. Thomas Cochran**, general sales manager, WGRZ-TV Buffalo, N.Y., joins KOVR-TV Sacramento, Calif., as national sales manager.

**Jan Waterman**, account executive, WROR(FM) Boston, to retail sales manager.

**Edward A. Byrnes**, account manager, The Weather Channel, New York, named Eastern region sales manager.

**George Hillier**, senior affiliate marketing representative, Disney Channel, Burbank, Calif., named area marketing manager.

**Terry Taylor**, director, affiliate services, Western region, Reiss Media/Request Television, Los Angeles, joins Sports News Network there as director, affiliate sales, Western region.

Appointments at Katz & Powell Radio: **Warren Edelman**, buyer, Ogilvy & Mather, New York, to sales manager there; **Melissa Halmos**, buyer, N.W. Ayer, New York, to account executive there; **Shanon Clark**, account executive, Dallas, to sales manager.

**Sarah Kraft**, station relations manager, Westwood One, Culver City, Calif., joins

Movietime, Hollywood, as account manager, advertising sales.

Appointments in sales department WPEN(AM)-WMGK-FM, Philadelphia: **Louise Gordon**, account executive, WIOQ(FM) there, to same capacity; **Agnes Gillin**, account executive, WMGM(TV) Wildwood (Atlantic City), N.J., to same capacity; **Bill Scanlon**, account executive, WWDB(FM) there, to same capacity.

Appointments in sales department. WEUZ(AM)-WBIZ(FM) Eau Claire, Wis.: **Debra Dorn**, marketing director, to sales and marketing manager; **Don Sack**, account executive, WQOW-TV Eau Claire, to senior account manager; **Molly Bowar**, senior, University of Wisconsin, Eau Claire, to account manager.

**Richard Franke**, executive director, Junior Achievement, Muncie, Ind., joins Rutter Communications Network, Muncie-based rep firm for cable operators, as general manager. **Scott Smalstig**, marketing representative, Eli Lilly, Champaign, Ill., joins Rutter Communications Network as account executive.

Appointments in marketing department WQAD-TV Moline, Ill.: **Kristi Kinkhead**, account executive, WLLR(FM) East Moline, Ill., to marketing manager; **Meredith Albracht**, sales service director, to research analyst; **Emily Tate**, traffic assistant, succeeds Albracht.

Appointments in sales department, WAYK(TV) Melbourne, Fla.: **Lana Johnson Capito**, national sales manager, to director of sales; **Robert Fowler**, VP of sales, WESH(TV) Daytona Beach, Fla., to sales manager there; **Bill Watts**, general manager/general sales manager, KOLR(TV) Springfield, Mo., to sales manager; **Charles Planchard**, senior account executive, WAFB(TV) Baton Rouge, to regional sales manager, Daytona.

Appointments in sales department, WCSH-TV Portland, Me.: **Jo-Eilyn Sanford**, sales assistant, to sales representative; **Susan Howaniec**, co-op specialist, adds duties of sales representative; **Jeffrey S. Rosenbaum**, account executive, WPOR-FM there, to sales representative; **Pat James**, associate producer, to sales assistant.

**Donna Borotto**, media supervisor, Ketchum Advertising, New York, joins Westwood One there as account executive.

**Vallerie Spears**, consultant, KZFX(FM) Lake Jackson (Houston), Tex., joins KLTR(FM) there as senior account executive.

**Pam Dearden**, sales account executive.

**New addition.** Former Senator William Proxmire (D-Wis.), has moved from being covered by C-SPAN to commentating on CNBC. Proxmire, who retired from Congress in January, joined CNBC July 25. He will deliver his twice-weekly commentary from CNBC's Washington bureau. Remembered for the creation of the Golden Fleece Award, a monthly exposé of federal waste, he will continue to present the award at least once a month in his commentary.

KCCI-TV Des Moines, Iowa, joins KVOA-TV as account executive.

**Lou Ann Wilhelm**, account executive, WGRZ-TV Buffalo, N.Y., joins WGNA-AM-FM there in same capacity.

## Programing



Ricca

**Gregory J. Ricca**, senior VP and general counsel, Viacom Networks Group, New York, to executive VP and general counsel. **Scott Davis**, VP, networks group operations, Viacom, New York, to senior VP.

**William C. Allen**, senior VP, creative affairs, MTM Television, Studio City, Calif., to executive VP.

**Jeffrey Auerbach**, executive VP, Symphony Pictures, Culver City, Calif., named president, Blake Edwards-Television, Los Angeles.

**Steve Pearlman**, manager, network television research, Lorimar Syndication, Culver City, Calif., named director, television research, Lorimar Television.

**Jeff Kreiner**, associate director, *CBS Evening News with Dan Rather*, New York, named director of production, news advertising unit.

**Dale W. Laackman**, director of program operations, Tribune Entertainment, Chicago, joins Mediatech, Chicago-based duplicator and distributor of syndicated programs, video commercials, corporate sales and training materials, as VP of syndication.

**Alex Beaton**, producer, CBS's *Wiseguy*, Stephen J. Cannell Productions, Vancouver, Canada, named VP of Cannell Films Ltd. there. **Marianne Canepa**, associate producer, *Wiseguy*, named co-producer.

**Joan Yee**, founding editor, *L.A. Business*, Los Angeles, joins Davis Entertainment Television there as director of development.

**Stephen Thomas**, writer, craftsman and sailor, Boston, joins *This Old House*, non-commercial WGBH-TV there, as host.

**Peter Whorf**, producer of special programming and air personality, noncommercial WNYC-FM New York, named program director.

**Jay Sorensen**, air personality, WKXW(FM) Trenton, N.J., adds duties of program manager, WBUD(AM)-WKXW(FM) there.

**Billy Hayes**, air personality, KDWD-FM Richfield (Minneapolis), Minn., joins WKQX(FM) Chicago as assistant program director and air personality.

**Kurt Koepke**, sales representative, Zephyr Film Group, Los Angeles, joins KPDX(TV) Vancouver, Wash. (Portland, Ore.), as programming assistant.

**Leonard Bloch**, freelance editor, NBC Radio, New York, and studio engineer, WYNY(FM) Lake Success, N.Y., named pro-



ducer. *The Dara Welles Show*, Talknet, NBC there.

**Robin Green**, director of current programs, Columbia Pictures Television, Burbank, Calif., joins Castle Rock Entertainment, Beverly Hills, Calif., as director of creative affairs.

**Marleen Ong**, associate producer, KPNX-TV Mesa (Phoenix), Ariz., joins noncommercial WPSX-TV Clearfield (University Park), Pa., as producer.

**Charles Papaceno**, producer representative, VCA, New York-based electronics and quality assurance coordinator for Lifetime, joins Arts & Entertainment there as associate producer. **Lisa Marriott**, post-production coordinator, Arts & Entertainment, to associate producer, special projects.

**Terry Edwards**, junior account executive, Western region advertiser sales division, Westwood One, Los Angeles, named regional manager, affiliate relations department there.

**Nancy Willauer**, client service representative/office manager, Arbitron, Los Angeles, joins Republic Pictures domestic television distribution there as research analyst.

**Maura Schwartz**, director of sports marketing, CBS Broadcast International, New York, joins Russell Watkins International, Los Angeles-based international program distributor and purchaser, as VP.

**Rena Ronson**, director of Spanish and Latin American sales, Fox/Lorber Associates Inc., New York, named director of international sales and marketing. **David Linde**, international sales manager, Fox/Lorber, named director of international sales.

**Gary Crutcher**, story analyst, Columbia Pictures Television, Burbank, Calif., joins Nelson Television, Beverly Hills, Calif., as story editor.

**Franco Harris**, former player, Pittsburgh Steelers, and current president, Franco's All Natural, Pittsburgh, adds duties of host, *NFL Playbook*, Sheridan Broadcasting Network there.

**Reuben Sherman**, VP of international affairs, Bradmark Corp., Houston, joins KRIV(TV) there as host, *The Black Voice*.

**Jon Allen**, program director and air personality, KUAD-FM Windsor (Fort Collins), Colo., joins WGNA-AM-FM Buffalo, N.Y., as air personality.

**Ken Hamblin**, talk show host, noncommercial KUVU(FM) Denver, joins KBXG(AM) there as afternoon air personality.

**Jack Ellery**, talk show host, Sun Network, Tampa, Fla., adds duties of air personality, WCTC(AM) New Brunswick, N.J.

**Anthony Lambert** (air name, Ron Saint John), assistant program director and air personality, WBXB(FM) Edenton, N.C., joins WBGA(FM) Waycross (Brunswick), Ga., as air personality.

**Allan Horowitz**, production manager, video production department, BB&T, Wilson, N.C., joins WYED(TV) Goldsboro (Raleigh/Durham), N.C., in same capacity.

**Ed Fisher**, account executive, WTSL-FM Hanover, N.H., joins WXXX-FM Newport,

N.H., as production director and air personality.

## News and Public Affairs



Towne

**Charlie Towne**, operations manager, Newsfeed, Group W, Washington, named bureau chief.

**Larry Carroll**, reporter, KABC-TV, joins KHJ-TV as anchor/reporter.

**Joe Watson**, producer, WILX-TV Onondaga (Lansing), Mich., joins WJRT-TV Flint,

Mich., in same capacity.

**Steve Furman**, part-time announcer, WRVI(FM) Virden, Ill., named news director.

**Kathy Putnam**, news director, Florida Radio Network, Orlando, resigns to pursue other interests in Tallahassee, Fla.

**Dale Cerbin**, managing editor, KWVL(TV) Waterloo, Iowa, joins WTVM(TV) Columbus, Ga., as news director. **Cynthia Cerbin**, producer, KWVL, joins WTVM as executive producer.

Appointments in news department, WAVY-TV Portsmouth, Va. (Norfolk): **LeAnne Rains**, weekend co-anchor, WAND(TV) Decatur, Ill., to same capacity; **Monique Brax-**

ton, reporter, WRVA(AM) Richmond, Va., to same capacity; **Glenn Austin**, reporter, WITN-TV Washington, N.C., to 6 p.m. producer; **Gary Stokes**, 6 p.m. producer, WHIO-TV Dayton, Ohio, to executive producer.

Appointments at WHEC-TV Rochester, N.Y.: **Patrick Farrell**, producer, WSTM-TV Syracuse, N.Y., to same capacity; **Daniel Gilliam**, photographer, WROC-TV Rochester, N.Y., to part-time photographer/editor; **Keith Eichner**, weatherman, WABC(AM) New York, to weekend meteorologist.

Appointments in news department, KIMT(TV) Mason City, Iowa: **Laura Hedlund**, host, *Newsmaker*, to assignment editor; **Karen Adams**, co-anchor/co-producer, weekend newscasts, and general assignment reporter, to noon anchor; **Bob McNaney**, reporter, succeeds Adams as co-anchor.

**Ben Piscitelli**, co-anchor, WCMH-TV Columbus, Ohio, joins WSYX(TV) there as weekend anchor.

**Kim Khazei**, reporter and back-up anchor, KCRA-TV Sacramento, Calif., joins KOVR-TV Stockton, Calif., as anchor.

**Kim Hunter**, education reporter, WBRZ(TV) Baton Rouge, joins KPLC-TV Lake Charles, La., as co-anchor.

**Jorge Quiroga**, general assignment reporter, WCVB-TV Boston, to reporter, investigative news unit.

**Kathy Walsh**, reporter, KWT(TV) Oklahoma City, and **Tranette Ledford**, anchor and reporter, KOAT-TV Albuquerque, join WJBK-

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**Pushing ads.** Larry Divney, who last week was named senior vice president of advertising sales for HBO's Comedy Channel, expects to have charter advertiser packages "on Madison Avenue within the next 4-6 weeks."

The new channel, which bows Nov. 1, has no confirmed advertisers yet, said Divney, but he will be approaching those promoting an "active lifestyle," including soft drink advertisers, clothing manufacturers, the travel industry, sports and adventure advertisers. Divney expects the Comedy Channel's core audience to be between the ages of 18-49, as opposed to what he called the "normal ad breaks of 18-34 and 25-49."

One of Divney's "major thrusts" will be supporting affiliate groups in local ad sales efforts. HBO has 10 offices and 200 affiliate sales employees in place around the country to lend support, he said.

The upfront market is "slipping by as we speak," but the Comedy Channel would "probably not" be a part of it in any case, Divney said. "We will try to tap into some of those monies left in the scatter market, and I'm sure we'll be able to get some," he said.

The country will be broken up into regions, said Divney, which will be handled by advertising sales offices in New York, Chicago, Detroit and Los Angeles.



TV Southfield, Mich. (Detroit), as general assignment reporters.

**Alexis Fernandez**, anchor and reporter, KSL-TV Salt Lake City, joins KUTV(TV) there in same capacity.

**John Baer**, sports reporter, KIFI-TV Idaho Falls, Ind., joins KGAN(TV) Cedar Rapids, Iowa, as sports director.

**Jayne Miller**, general assignment reporter, WBAL-TV Baltimore, named consumer reporter.

**Kathy Polanko**, news anchor/producer, WWTV(TV) Cadillac, Mich., joins WIVB-TV Buffalo, N.Y., as consumer reporter.

**Tome Kurtzman**, consumer reporter, WVEC-TV Hampton (Norfolk), Va., joins WLWT(TV) Cincinnati in same capacity.

Appointments at WVEC-TV Hampton (Norfolk), Va.: **Lee Sausley**, anchor, KIII(TV) Corpus Christi, Tex., to weekend anchor; **Eileen Foster**, producer, KPRC-TV Houston, to same capacity; **Karen Flynn**, consumer reporter, WTVQ-TV Lexington, Ky., succeeds Kurtzman (see item above).

## Technology

**Jim Bernier**, engineering manager, WBAL-TV Baltimore, joins WTVH(TV) Syracuse, N.Y., as director of engineering.

**Joe Sweeny**, senior engineer, Nationwide Telecommunications Systems Corp., Newton, Mass., joins WSBK-TV Boston as assistant chief engineer.

**Leon "Lee" F. Blachowicz**, VP of business communications systems division, Harris Corporation, Port Charlotte, Fla., joins Varian Associates, Santa Clara, Calif., as general manager, microwave equipment division.

**Gary C. Ezard**, editor, Medstar, Allentown, Pa.-based television producer of medical news and health information programming, named director, editing services.

**Rich Dwyer**, senior director, Atlantic Teleproductions, Pittsburgh, joins Production Masters Inc., Pittsburgh-based production

company, as director/cameraman. **Renee Latham**, freelance graphics designer, Production Masters Inc., as computer graphics designer and animator.

## Promotion and PR

**Joanne Sutro**, current affairs publicist, non-commercial KQED(TV) San Francisco, named promotion manager.

**Ken Kashan**, promotion director, KGGI(FM) Riverside, Calif., joins KYHL(FM) Auburn (Sacramento), Calif., as promotion director.

**Ruth Tietz**, assistant to general manager and promotion director, WFLY(FM) Troy (Albany), N.Y., joins WGNA-AM-FM Albany as promotion director.

**Christine Piper**, commercial producer, KFTY(TV) Santa Rosa, Calif., named creative services supervisor.

## Allied Fields

**Carrie Bloom**, media representative and assistant account executive, Lubicom, New York, joins Arbitron there as press relations specialist.

**Allen Moore**, former Under Secretary of Commerce for international trade and former chief of staff for Senate Commerce Committee under then-Chairman John Danforth (R-Mo.), joins National Solid Waste Management Association, Washington, as president.

**T. Arthur Bone**, former VP, production and engineering, Knight-Ridder Broadcasting, Providence, R.I., forms Bone & Associates Inc., East Providence, R.I.-based broadcast

engineering management and operations consulting firm.

**Wallace S. Snyder**, senior VP, government relations, American Advertising Federation, Washington, adds duties of general counsel.

**Cyndy Clark**, coordinator of volunteer operations, Connecticut Radio Information Service, Wethersfield, Conn.-based radio reading service for blind and print-handicapped, named program director.

**Richard L. Dobson Jr.**, director of exhibits, National Association of Broadcasters, Washington, named VP, exhibits and associate membership. **Douglas Williams**, president and general manager, KWOX(FM) Woodward, Okla., appointed to Radio Board, NAB.

**Joe Lewin**, general manager, WXWX-TV Petersburg (Richmond), Va., elected president, Virginia Association of Broadcasters, Charlottesville, Va.

**John W. McCarter Jr.**, VP, Booz, Allen & Hamilton, Chicago, elected chairman of board, Chicago Educational Television Association, parent company of noncommercial WFMT(FM), WFMT Fine Arts Radio Network, and WTTW(TV) production center there.

**Dan J. Alpert**, senior associate, Baker & Hostetler, Washington, joins Ginsburg, Feldman and Bress, Washington, in same capacity for communications group.

**Gary I. Klein**, VP, Boyden International, New York, joins Johnson Smith & Knisely Inc., New York-based executive search firm with national communications and media group, as partner.

## Deaths



Kinney

**Gordon Crawford Kinney**, 70, former senior vice president, The Advertising Council, New York, died of heart attack July 15 at his home in White Plains, N.Y. Kinney began his career in broadcasting while studying at Marshall University, Huntington, W.Va.

He spent summers of 1939 and 1940 working as announcer at WSAZ(AM) Huntington and then WJLS(AM) Beckley, W.Va. He joined Office of War Information, Washington, in 1942 in domestic radio bureau. In 1946 he joined council as head of radio department. He was elected vice president in 1965. He retired in September 1988 after 42 years with Ad Council. He is survived by his wife, Mary, and five daughters, Sheila, Nancy, Lynn, Lesley and Sarah.

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## King World's man behind the deals

King World Executive Vice President Stephen W. Palley has quietly used his legal powers of persuasion to help build that company's reputation as a power in the syndicated television business. Experienced in the complicated litigation handled at Wall Street's top entertainment law firms, Palley took his negotiating talents to New York-based King World Productions Inc. in 1985. He hasn't looked back since.

Until assuming his present position in October 1987, the 44-year-old Palley worked as the company's general counsel and pivot man in the key deals that landed such syndicated powers as *The Oprah Winfrey Show* and *Jeopardy!*.

In fact, it was Palley's quiet negotiating that helped King World secure the original distribution rights and later contract extension with Winfrey (and her fledgling production company, Harpo Inc.), enabling the company to develop a reputation as silent and supporting partners in new production ventures.

"In terms of creating a situation where Harpo could produce its own show, I think we were critical in those discussions," Palley said. "We wanted to create an environment in which Oprah would continue on the show indefinitely. We were able to convince Capital Cities (original producers of the program) that it would be in everyone's best interest to let Harpo produce the show."

"As an equity partner in Harpo's new studios [in Chicago], we were more than happy to do more of an equity contribution as a measure of confidence in the show," says Palley, adding that King World has first-run distribution rights for the *Winfrey Show* through the 1992-93 season. The early fringe talk show clears in over 200 markets, representing 99.3% of the country.

In overseeing the operational, financial and legal aspects of the company, Palley has been riding King World's earlier successes in the access time periods with *Wheel Of Fortune* and *Jeopardy!*. Combined with the rebound of *Inside Edition* in early fringe and access periods, King World's sales revenues climbed to \$303 million for the first nine months of 1989 (ending May 31), a 41% jump over the same period last year (\$214 million). Also, net income rose 24%, giving the company an after-tax profit of just over \$59 million for the first three fiscal quarters of 1989. Profits rose 24% over 1988's \$47 million net income.

"*Inside Edition* is one of the best examples we have of a show that has done a complete turnaround," Palley says. "We got it cleared from October [1988] to January [1989] in 75% of the U.S., but there were some critics who wrote it off as dead from the start. As you know, David Frost [the half-hour newsmagazine's original



STEPHEN WILLIAM PALLEY—chief operating officer and executive vice president, King World Productions Inc., New York; b. March 25, 1945, New York; BA, American University, Washington, 1966; JD, Columbia Law School, New York, 1969; associate, Rosenman & Colin, New York, attorney, Kayepetschek, Freud & Emil, New York, 1969-74; partner, Fulop and Hardee, New York, 1974-82; partner at Berger and Steingut, New York, 1983-85; general counsel, King World Productions, 1985-87; present position since October 1987; m. Nancy Jagust, Aug. 29, 1985; children: Jeremy (from previous marriage), 13, and Samantha, 2.

host) didn't work out, but Bill O'Reilly [the current host] did an outstanding job in rebuilding the ratings. With *Wheel Of Fortune* we were regarded as a one-trick pony. When *Jeopardy!* came along we were a two-trick pony, and with *Oprah*, a three-trick pony. *Inside Edition* convinced some of the remaining doubters that we were more than lucky."

Born in Brooklyn to Russian immigrants and raised in Queens, Palley was one of four children reared as first-generation Americans. He was the first in the family to enter college, later graduating cum laude from Columbia School of Law in 1969. Serving as a partner at Fulop and Hardee (formerly Hardee, Barovick), Palley practiced corporate and entertainment law, mainly with music and television clients, for nine years. Moving to Berger and Steingut in 1983, he furthered his business contacts with King World as the company's top legal counsel to brothers Chairman Roger King and CEO Michael King.

"One of King World's great strengths is that it is still a reasonably small company," Palley says. "As a result, we're not as stratified as some larger companies. I don't think we're as pigeonholed just by looking at the strength of our organizational chart." He says the company currently employs

112 people.

Sizing up "the obvious" turning points for the syndicator, Palley pointed to *Wheel Of Fortune's* top ranking in audience ratings since 1984, and the 1984-85 rollout of the revamped *Jeopardy!*. *Wheel* is cleared with 206 stations, covering 98.8% of the U.S. market. *Jeopardy!* is seen in 98.2% of domestic households, clearing 193 Nielsen markets.

"King World's basic philosophy about first-run syndication is to find the right time period that is vulnerable, and then find the show to fit the period," Palley says. "We basically got [*Wheel Of Fortune*] for nothing from Merv Griffin [in 1983]. Merv's other show, *Jeopardy!*, was not an easy sell for us at first. The show had not aired in nine years, and some stations were worried if the show could carry good initial ratings. Five weeks after it went on the air KCBS-TV [Los Angeles] took it off. When the number two market takes you off the air, that's not a good sign. We managed to convince Bill Frank [president and general manager] at KCOPTV to carry it, and just after that the show's rating took off."

Palley was also actively involved in the move to expand Camelot Entertainment Sales (the company's barter division) by completing agreements to handle the barter sales for Buena Vista first-run programming and selected programs for MGM-UA Television.

Despite the wealth of available syndicated product and emerging smaller distributors, Palley remains optimistic about the market for the 1990's. "The business has matured since 1980," he says. "It's a tougher marketplace, but it is still very lucrative. There will be a shaking out of the smaller distributors that will result in less programming overall. It will make it easier for the remaining competitors, as will the increasing availability of other places to sell programming, principally and most immediately to the cable TV industry."

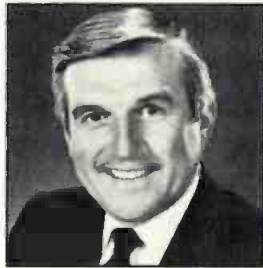
"We are enormously healthy," Palley says. "We have guaranteed streams of revenue into the year 1993. This year, we started an international division. I think there is a burgeoning market overseas. We look at Europe as a fertile area to grow revenue streams in the near future."

Palley, who assumed the COO post after the resignation of Stuart Hersch in October 1987, is looking forward to a long stay with King World, and reiterated that he has no desire to return to a full-time legal practice.

"While I was practicing law I was enjoying what I was doing," Palley says. "It [King World's offer] was the opportunity to be with a bunch of guys I knew and liked. It has been wonderful and I have no regrets about not going back to law. The time accounting involved with lawyering seemed very burdensome at times. It's not like I have to worry now about who I am going to bill my time to."

**General Mills led all advertisers in 1988 in basic cable spending** on six networks—CNN, ESPN, MTV, TBS, USA and Family Channel—with \$19.56 million, 7.5% of company's total broadcast spending, Arbitron reported. Based on Broadcast Advertisers Reports, Arbitron said Philip Morris was second with \$15.1 million and RJR Nabisco third with \$13.6 million. Of top 10 advertisers, American Dairy Association spent largest portion of budget—7.76%—on cable (\$6.3 million) and Coca-Cola least—2.31% (\$4.6 million).

CBS/Broadcast Group Chairman **Gene Jankowski said last week he is leaving company to form own station-acquisition venture.** New company, Jankowski Communications System Inc., has already lined up venture capital backing and will concentrate on purchasing affiliates in markets 25-75, he said, adding that "discussions are currently underway with a number of stations nationwide." JCS would also endeavor, he said, to use acquired stations to produce programming for domestic and international marketplace. In printed statement announcing venture, CBS Chairman William S. Paley said: "Gene spent 28 great years here, 11 as president of the Broadcast Group—longer than anyone else. I cannot think of anyone more qualified to do what he's planning to do, or more worthy and capable of achieving success."



## Latest on LIN

*Some observers were expecting LIN Broadcasting to spin off its TV stations today (July 31) if last week's stand-off between LIN and its on again, off again suitor, McCaw Cellular Communications, was still unresolved. The latter recently stopped negotiating a preliminary merger agreement to purchase LIN for \$127.50 per share, and has instead decided to proceed with a hostile tender offer at \$110. LIN Chairman Donald Pels wrote McCaw last Thursday, saying that if negotiations were not resumed and completed by 9 a.m., Monday, July 31, "we will act accordingly in the best interests of LIN's stockholders."*

*McCaw responded to Pels letter that it was willing to "entertain" a price of higher than \$110, but that the "inflexibility of your [LIN's] requirements on several substantive elements of the proposed transaction has made it impossible to reach a definitive agreement at this time." Those "elements" are said to include LIN's placing limitations on McCaw's business activities until the merger is complete, and LIN's reluctance to immediately provide information on its cellular partnership interests.*

*Another requirement is said to be LIN's insistence that McCaw guarantee it would obtain regulatory approval and financing as soon as possible. One person familiar with the transaction said this was necessary because the negotiated agreement would leave LIN on the hook for 14 months before a "drop dead" date if the deal were still not complete.*

*McCaw has set Aug. 11 as the expiration date for its tender offer, with the most recent count indicating that 3.1 million LIN shares, out of more than 50 million, had been tendered. Even absent a LIN counter-move, McCaw still has to receive FCC approval for a trust to hold the television stations' licenses, pending long-form approval, and would almost certainly have to win a court victory invalidating the poison pills that LIN has in place. A spinoff of LIN's TV stations might also be challenged in court, since it could possibly place an added tax burden on any acquirer of the company.*

**CBS, which finished last in ratings race last season, nonetheless came in first among critics** (see page 20) by winning four Television Critics Association awards. *Lonesome Dove* took two awards, one for program of year and other for best dramatic program. First-year comedy *Murphy Brown* won for best comedy and *What's Alan Watching?* won best special. Long-time CBS star Lucille Ball was posthumously awarded lifetime achievement award. NBC won two awards—best sports program (1988 Olympics) and *The Jim Henson Hour* (best children's program). CNN, lone cable winner, captured best news award.

**Wdsu-TV New Orleans** has been sold by Cosmos Broadcasting Corp. to St. Louis-based Pulitzer Publishing Co. for **\$46.6 million** in cash for assets and payment, which includes noncompete agreement. Pulitzer will assume future obligations, totaling about \$6 million for programming and operating agreements. Pulitzer will also purchase station's accounts receivable for about \$2.5 million. Cosmos is headed by James Sefert and also owns eight TV stations. Pulitzer is headed by Joseph Pulitzer Jr. and owns one AM, one FM and seven TV's. It also publishes four newspapers. WDSU-TV is NBC affiliate on ch. 6 with 100 kw visual and 20 kw aural, with antenna 930 feet above average terrain. Broker: Wood & Co.

**The Other Side of Victory, weekly sports magazine distributed by Orbis Communications, has been renewed for 52-week cycle** starting first week of November. Hosted by Arthur Ashe, show profiling famous athletes and examining current issues in sports has been airing since April on 106 stations.

**Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has called meeting with proponents of various advanced television transmission systems** for Sept. 28, 9:30 a.m. at FCC headquarters in Washington. Wiley had announced earlier that he would organize meeting to set exact schedule for testing of proposed systems by Advanced Television Test Center (ATTC), beginning in April 1990 (BROADCASTING, July 17). Letters were sent last week inviting eight organizations that are still believed to be active proponents: David Sarnoff Research Center; Faroudja Laboratories; Massachusetts Institute of Technology; New York Institute of Technology; NHK; North American Philips; Production Services Inc., and Zenith Electronics Corp. Also last week, ATTC and Cable Television Laboratories Inc., Boulder, Colo., announced cooperation agreement for systems testing.

**WNOE-AM-FM New Orleans was sold by WNOE Inc. to NewMarket Media Corp. for \$7.25 million cash.** Seller is headed by James A. Noe. Noe family has owned stations since they went on air in 1936. Noe is son of James A. Noe Sr., former governor of Louisiana. Buyer, headed by Stephen Robertson and Peter M. Schulte, owns three AM's and three FM's. WNOE(AM) is fulltimer on 1060 khz with 50 kw; WNOE-FM is on 101.1 mhz with 100 kw and antenna 1,004 feet above average terrain. Broker: Americom.

**Congressional Budget Office (CBO) will release report this week on implications HDTV will have on U.S. competitiveness in electronics market** during hearing tomorrow (Aug. 1) of Senate Committee on Governmental Affairs, chaired by John Glenn (D-Ohio). Report is expected to claim that earlier reports by American Electronics Association (AEA) and other organizations exaggerate consumer acceptance HDTV will receive and effect loss of HDTV industry could have on domestic electronics industry. Witness list for hearing includes: Robert Reischauer, director of CBO; Craig Fields,



director of Defense Advanced Research Projects Agency; Tom Long, VP, Tektronix (representing AEA), and Peter McCloskey, president, Electronics Industries Association. Hearing will be held at 9:30 a.m. in room 342, Dirksen Building.

□  
**Two new names have surfaced in speculation over who is to replace FCC Commissioner Patricia Diaz Dennis** in nonRepublican seat, to which she is not expected to be reappointed. They are **Mary Jo Manning**, communications attorney now Washington VP with Hill & Knowlton and executive director of TV Operators Caucus, and **Brian Fontes**, senior legal adviser to FCC Commissioner James Quello. Meanwhile, Salvador Lew, former president-GM of WRHC(AM) Coral Gables, Fla., whose name entered "mentioned" column earlier this month, says he is not—as reported at time—being sponsored by Jorge Mas, prominent Cuban-American who helped promote Radio Marti and is now pushing for TV Marti.

□  
Describing **controversy over ABC's coverage of spy story** last week (see story, pg. 41) as "tragedy of errors," **ABC News President Roone Arledge provided explanation** at Friday news conference in New York. Arledge said that at time exclusive story on Felix Bloch was being prepared for broadcast on *World News Tonight*, no graphic artists were available, so Polaroid was taken with intention of turning photo into drawing-like shot using "paintbox" equipment. Due to error, latter transformation was not made, but directors, who were not expecting shot to look like actual photo, had not put in on-air tag reading: "simulation." Tag was put in after staff caught mistake, said Arledge, who compared it to erroneous headline or cutline in newspaper.

□  
**After Hours**, syndicated strip magazine series distributed by Worldvision Enterprises Inc., **has cleared more than 100 stations** representing 80% of country, including 48 of top 50 markets. Show is set to premiere Sept. 18.

□  
**Crystal Radio Awards** luncheon on Sept. 14 at NAB's Radio 89 convention in New Orleans **will be hosted by John A. Gambling** of WOR(AM) New York and **Wendell Goler**, AP Broadcast's White House correspondent.

□  
**FCC is expected to consider two HDTV-related items during open meeting on Wednesday (Aug. 2).** Mass Media Bureau will propose second further notice of inquiry to provide opportunity to receive comments on second interim report from FCC's advisory committee on advanced TV service. There also may be policy statements approved by commission concerning tentative decisions made in September 1988. Among those decisions were that it is in interest of broadcasters to approve advanced TV transmission system; that such system should be compatible with NTSC receivers, and that any additional spectrum required by broadcasters would come from VHF or UHF bands.

□  
**Television violence bill is scheduled for House vote this week.** Measure would remove antitrust restrictions, enabling broadcasters, cable and program production community to devise voluntary guidelines to curb violent programming on television. It is slated to come up under suspension of rules, which prohibits amendments. Debate is expected with opponents led by Representative Don Edwards (D-Calif.) on Judiciary Committee and Tom Tauke (R-Iowa) on Energy

**North Carolina State Department received 209 complaints in June**, five times usual for "big month," including calls from "a substantial number" of North Carolina residents investing in FM radio partnerships formed by Columbus, Ga.-based **Sonrise Management Services**. North Carolina Secretary of State Rufus Edmisten met July 24 with securities staff to assess options, including civil or criminal prosecution of Sonrise or its attorney, **Thomas Root**, but was told that preliminary work was as yet unfinished. Following "a flurry of complaints by investors wanting to know how to get their money back," investigation was initiated even before July 13 crash of plane flown by Root drew national attention to him and his major client. Georgia state officials have shared information with North Carolina, which has sought the help of Securities and Exchange Commission, and one FCC official said he "knows" that federal securities investigation into Root or Sonrise has begun.

□  
**House is scheduled to vote on fiscal 1992 appropriations bill containing \$242.06 million for CPB and ancillary \$72 million for public broadcasting satellite replacement program.** CPB figure is frozen at 1991 level, more than \$20 million short of amount authorized for 1992. Also slated for consideration is appropriations package that normally includes funds for FCC, U.S. Information Agency and Board for International Broadcasting. But agencies were left unfunded for second year in row because bills authorizing money have not been enacted. House is expected to accept Senate appropriations figure when bills are in conference. In President's budget, FCC would receive \$109.8 million, USIA, \$949.3 million, and BIB, \$425.2 million.

### Fritts blasts FCC

*"The FCC has become so obsessed with regulation by marketplace economic theory that it seemingly is interested in providing every man, woman and child with their own radio station," charges NAB President Eddie Fritts in a speech prepared for delivery today (July 31) to the Idaho State Association of Broadcasters. Fritts blasts the FCC for what he describes as its "Alice-in-Wonderland" spectrum allocations policies.*



*The commission's policies have "undermined the financial health of many stations to the detriment of local service." They have "hampered" the development of AM stereo, permitted the "misuse" of FM translators, and the FCC's proposal to allow widespread use of directional antennas on FM will further congest the spectrum," says Fritts.*

*Moreover, there is a growing backlog of applications for new facilities and minor station modifications, he complains. "The FCC continues to adopt new policies that place additional burdens upon its already overworked processing staff." Making matters even worse, Fritts continues, broadcasters must pay cost-of-regulation fees. "If we're being charged the cost of regulation, we have a right to expect timely action, and a businesslike approach by the FCC on processing our applications."*

*Fortunately, he says, a new FCC is on the horizon. "I can assure you that the NAB will work with the new commissioners," to improve the situation. "How can the commission say with a straight face that it can choose broadcast applicants who will best serve the public interest by reading ping pong balls or conducting lotteries?"*

# Editorials

## Ignorance isn't bliss

The misnamed CLear-TV (Christian Leaders for Responsible Television), the latest alias for Donald Wildmon-led censors, has called for a year-long boycott of two advertisers it has deemed to be leading sponsors of "anti-Christian" television programs: ones they believe contain excessive amounts of sex or violence. As John Sisk, senior vice president of J. Walter Thompson, points out (BROADCASTING, July 24), the Wildmon organization is "within its rights" to employ a boycott, but as Sisk also notes, "no past effort [to damage advertisers] has been successful." We would wish that record to remain intact.

Among the shows targeted by CLear-TV for its excessive violence is the CBS drama *Tour of Duty*. The program is about the war in Vietnam, a subject worthy of treatment in the mass media, and to which treatment the depiction of violence would seem to be not only legitimate, but crucial. When there are nonviolent wars, we fully expect to see television programs that reflect that. But to censor a violent program about war, which is defined by violence, would be to perpetuate ignorance out of a misguided sense of civility. To deemphasize the violence of war is to make it less terrible, and potentially more tolerable. One of television's greatest services may have been to show the world the true face of war. To deglorify, demythologize battle, as the bloodstained nightly newscasts on Vietnam did, helped expose the unromantic misery of combat. Television did that with a pervasiveness that had not been possible before, and has been required since.

So, while the Fifth Estate must respect the rights of censors to speak their closed minds, it should also remember that the strength of the medium is in its freedom to program as its judgment dictates, the ugly and unpleasant as well as the sweet and proper.

□

Not content with trying to bully advertisers and mislead viewers, Wildmon and his disciples were preparing last week to assail the nominations of FCC commissioners at a Senate Commerce Committee confirmation hearing this week (see story, page 48). At the same time, they were threatening to pull support from President Bush because his administration had failed to embrace their standard of censorship. We trust the Hill will see the sound and fury of Wildmon and company for what it is.

## Buy low, sell high, broadcast in between

Sonrise Management Services has been a name much in the news lately due to the mysterious flight of embattled attorney Tom Root (BROADCASTING, July 24, et seq.). That curious side trip aside, Sonrise's newfound notoriety provides an opportunity to speak to what is perhaps most disturbing about that company's charter.

(Sonrise is currently being investigated by North Carolina, and reportedly by the Securities and Exchange Commission for the means it used to remain within the letter of the laws regulating the sale of limited partnerships and stock. But whether or not the means prove to have been on the up and up, the ends are no less troubling.)

The speculative trading in broadcast properties is not unique to this example, but it has hardly been more transparently illustrated. The new FM stations created by the FCC's docket 80-90 decision in 1984 were apparently viewed by Sonrise and

its investors as commodities to be bought low and sold high, a chance, as the Sonrise sales pitch went, to get a 14-to-1 return on investment or, if the license could not be obtained, a consolation prize in the form of a settlement agreement from a competing party.

Broadcast stations have proved, in many instances, remarkably good investments. Their Wall Street reputation is well-earned (Sonrise's targeting of broadcasting is, we suppose, a form of flattery). The down side to that profitability, however, is that it has attracted some speculators whose unabashed interest is more in taking the money and running than in making money by running a broadcast property. Their presence in some guise may be the price paid by the Fifth Estate for fiscal popularity, but we would wish them always to be the exception, never the rule.

## One down

Broadcasters won one last week. The Senate Commerce Committee, charged with raising \$450 million in the battle against the federal deficit, had contemplated spectrum fees as one possible revenue raising mechanism. Thanks in part to strong lobbying from broadcasters, the committee did not include them in the budget reconciliation package it adopted. Also absent is the offending fairness doctrine recodification provision contained in the House version.

Broadcasters should work equally hard to insure that that provision, too, is absent from the final bill.

## And the winners are...

In the past, only stations affiliated with the National Academy of Television Arts and Sciences or in geographical proximity to one of its 17 local chapters were eligible for the Emmy awards that recognize achievement in local programming. That left stations in a whopping 65% of the country without opportunity to be thus saluted for their best work. Under the new regional system (BROADCASTING, July 24), broadcasters in over 90% of the country will now be within reach of a statuette. The move is in part an official recognition—some would say overdue—of the increasing comparability of programming in markets of varying sizes.

We commend the academy on its decision to cast its net wider in search of excellence at the local level.



Drawn for BROADCASTING by Jack Schmidt

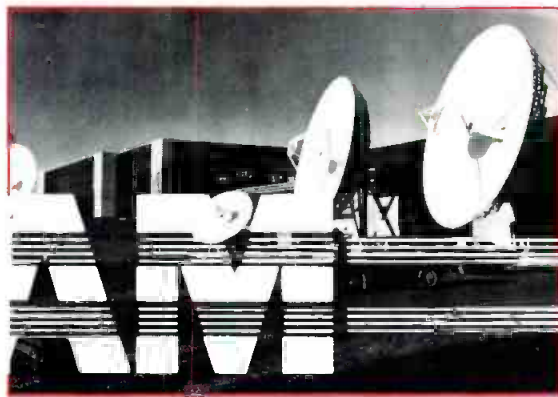
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