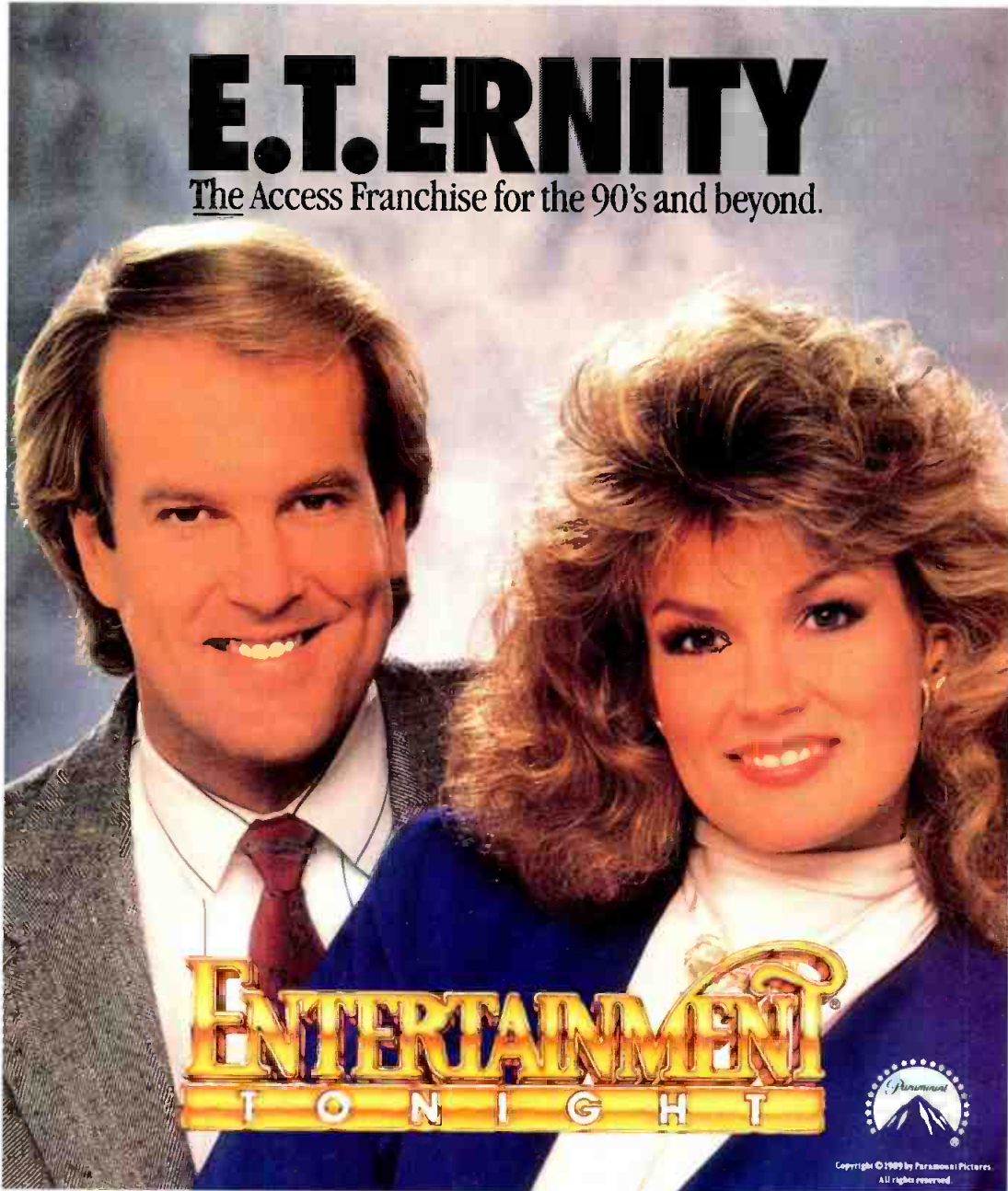


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 27



Copyright © 1989 by Paramount Pictures. All rights reserved.

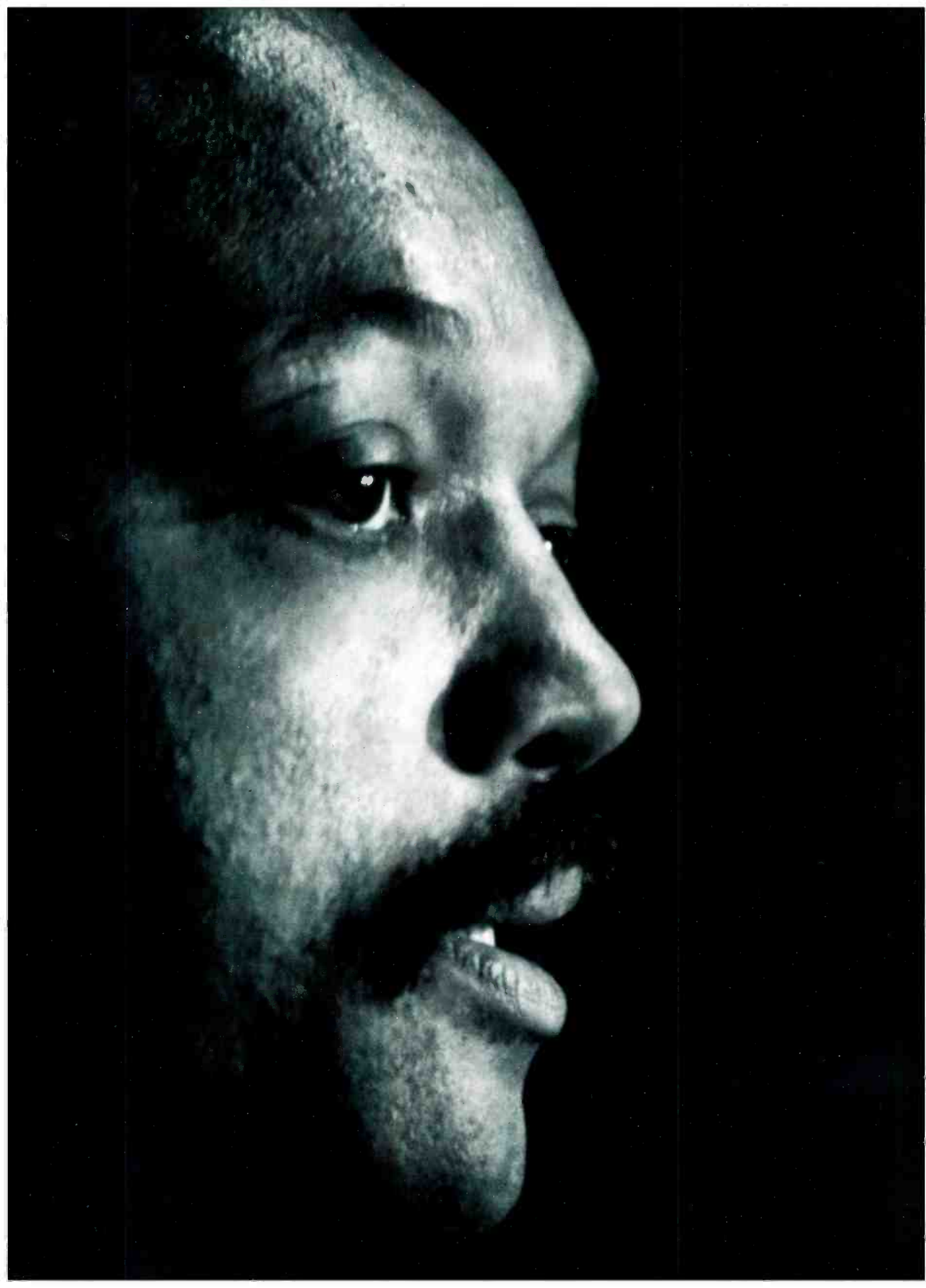
AL 36112

MAXWELL
8L06 1405
ROOM 122
AUL-SAS

36112
*****3-DIGIT 361
12364 12K NOV/90

50th Year 1989

HOUSE TELCOMSUBCOM
THE POWERS THAT BE
Bush's new man
for the FCC



Next fall, Voices of America will be seen on these stations.

KRON . . . San Francisco	KFMB San Diego	KOLD Tucson
WSBK Boston	KATU . . . Portland, OR.	KVVU Las Vegas
WJBK Detroit	WITI Milwaukee	KSFY . . Sioux Falls, S.D.
WJW Cleveland	WNOL . . . New Orleans	WSAV Savannah
WAGA Atlanta	WTKR Norfolk	KSBW Monterey
WTVT Tampa	WTLV Jacksonville	KSBY . . San Luis Obispo
KPNX Phoenix	WOKR Rochester	WECT . Wilmington, N.C.
WMAR Baltimore	WJTV . . . Jackson, MS.	WHLT . Hattiesburg, MS.

And many more are signing up each week.

Jesse Jackson Voices of America

One Hour. Once A Week. One Of A Kind.

Produced by
Quincy Jones Productions
in association with
Jesse L. Jackson Sr. Productions Inc.
and distributed by

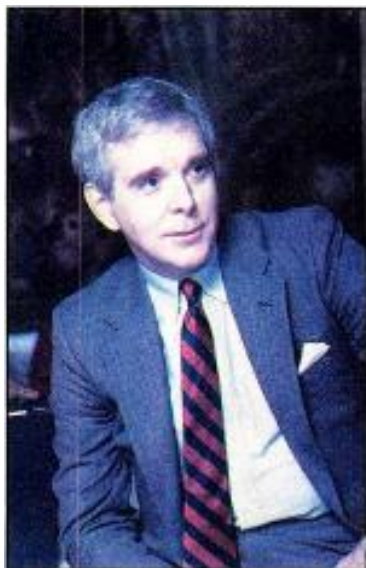


WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

A Warner Communications Company

'Bush Democrat'

... White House announces President Bush's intention to nominate communications consultant and former journalist Ervin Duggan to fill Democratic vacancy on FCC. **PAGE 35.**



CBS scores... CBS pays \$1 billion for seven-year rights to National Collegiate Athletic Association's basketball tournament in 1991-97. **PAGE 36.**

The power brokers... In this Special Report, BROADCASTING profiles House Telecommunications and Finance Subcommittee members, recording where they stand on issues and what their agendas are for next congressional session. **PAGE 43.**

37/ NETWORK PREEMPTIONS

Prime time preemptions in 1989 drop at ABC and CBS, but troublesome time periods remain—late night and daytime.

38/ SIGNING OFF

GTG's struggling *USA Today on TV* is canceled, effective Jan. 7, 1990.

39/ MOVING TO MALTA

Radio and television journalists prepare to cover first summit between President Bush and Soviet President Mikhail Gorbachev.

40/ COMPROMISING POSITION

Cable industry takes

conciliatory posture to insure its input in any reregulation proposed by Senate.

60/ BOTH SIDES NOW

Cable TV and telco representatives face off at American Bar Association forum.

64/ BEYOND TOMORROW

Increasingly, stations rely more on their own resources to come up with innovative programming.

64/ HE'S BACK

Live action/animated show, *The Completely Mental Misadventures of Ed Grimley*, canceled by NBC after 13 episodes, is slated to



Martin Short with animated alter ego, Ed Grimley

appear on MTV.

68/ PBS'S NEW SEASON

Public Broadcasting Service unveils new winter and spring schedule, including new



Smithsonian World's "Moveable Feast"

specials and documentary, news and public affairs shows.

69/ FINANCIAL PICTURE

New media funds increase in number despite predicted demise of "financial buyer."

73/ THE REAL THING

NBC News says it will discontinue use of recreations in news programming and abandon show on which they were used—*Yesterday, Today and Tomorrow*. Show's concept, however, will be picked up by NBC Entertainment.

74/ AM IMPROVEMENT

In aftermath of FCC's en banc hearing on AM band and

what is needed to cure its interference problems, FCC does not yet have timetable for policy action.

75/ ON THE MONEY

Third quarter radio revenue results are in, with telling numbers for ABC, CBS, Westwood One and Clear Channel, among others.

95/ THE FAMOUS HUGH W

Hugh Wilson, creator of *WKRP in Cincinnati*, *Frank's Place* and this season's *The Famous Teddy Z*, finds satisfaction in creative process.

DEPARTMENTS

Advertisers Index	94
Business	69
By the Numbers	14
Changing Hands	71
Closed Circuit	8
Datebook	22
Editorials	98
Fates & Fortunes	92
Fifth Estater	95
For the Record	76
In Brief	96
Journalism	73
Law & Regulation	60
Masthead	30
Monday Memo	32
On Radio	74
Programming	64
Satellite Footprints	62
Special Report	43
Stock Index	16

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115, *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.



Hughes' New Ku-Band Fleet Has Businesses Everywhere Looking Up

Hughes Communications is expanding into Ku-band satellite services, and that's good news for your business.

Hughes' acquisition* of IBM's Satellite Transponder Leasing Corporation gives us a powerful and immediate Ku-band presence to complement our existing C-band services. With two Ku-band satellites operational, and one more to be launched next June, we can now meet any satellite communication requirement you have.

Our new Ku-band service has applications for network-quality broadcasting and business video, VSAT networks and SCPC services, and newsgathering and backhaul transmissions. This entry into Ku-band services shows once again that Hughes responds to our customers' business and technical requirements with unmatched imagination. And Hughes will launch more Ku-band birds in the future, insuring unparalleled flexibility, as well as back-up and in-orbit protection.

With our growing capabilities in both C-band and Ku-band, Hughes is the company of choice for satellite services. So if you're searching for that special combination of reliable technology and innovative solutions to your communications needs, call us at 1-800-232-8728. Your business will start looking up.

* Pending FCC approval. © 1989 Hughes Communications

WE MAKE IDEAS HAPPEN.®

HUGHES
COMMUNICATIONS

HUGHES

Subsidiary of GM Hughes Electronics

HARD FACTS.

NEW YORK

WCBS/C 7:00 PM

HH RTG | A 25-54

+3% | +14%

REPLACED
WIN, LOSE OR DRAW

LOS ANGELES

KNBC/N 7:30 PM

HH RTG | A 25-54

+71% | +150%

REPLACED
FAMILY FEUD

SAN FRANCISCO

KTVU/I 7:30 PM

HH RTG | A 25-54

+38% | +67%

REPLACED
FAMILY FEUD

BOSTON

WNEV/C 4:30 PM

HH RTG | A 25-54

+13% | +113%

REPLACED
CAGNEY & LACEY

WASHINGTON, D.C.*

WRC/N 4:30 PM

HH RTG | A 25-54

+29% | +50%

REPLACED
PEOPLE'S COURT

DALLAS

KDFW/C 6:30 PM

HH RTG | A 25-54

+46% | +63%

REPLACED
USA TODAY

CLEVELAND

WKYC/N 7:00 PM

HH RTG | A 25-54

+10% | +33%

REPLACED
WIN, LOSE OR DRAW

HARTFORD*

WVIT/N 7:30 PM

HH RTG | A 25-54

+21% | +57%

REPLACED
WIN, LOSE OR DRAW

INDIANAPOLIS*

WXIN/I 7:30 PM

HH RTG | A 25-54

+68% | +50%

REPLACED
NEWHART

MILWAUKEE*

WISN/A 11:00 PM

HH RTG | A 25-54

+177% | +188%

REPLACED
LOVE CONNECTION

MEMPHIS

WHBQ/A 5:00 PM

HH RTG | A 25-54

+38% | +117%

REPLACED
USA TODAY

PROVIDENCE

WLNE/C 7:30 PM

HH RTG | A 25-54

+44% | +117%

REPLACED
WIN, LOSE OR DRAW

HARD COPY

More and more people are discovering Paramount's newest hit, **HARD COPY**. In its first October survey, the show delivered share increases for adults 25-54 of up to 188% compared to the programs it replaced. The fact is, in these markets, **HARD COPY** did better than shows like "USA Today," "A Current Affair" and "Family Feud." As the competition is learning, sometimes the hard facts are hard to take.



A Paramount Communications Company

WASHINGTON

Back in the spotlight

With cable TV's legislative/regulatory fortunes in new jeopardy, there's increasing attention in Washington to telephone industry, which would be happy to take over some of anti-cable competitive role that Congress and FCC appear to want someone to play. Prospects for so-called telco entry are believed by some to be closer than ever, although there may be price to pay. One could be limitation on vertical integration, which some in industry are believed ready to accept.

Gathering storm

Representative Jim Cooper's (D-Tenn.) introduction of cable reregulation bill (H.R.3826) prior to congressional adjournment was greeted with interest by House Energy and Commerce Committee Chairman John Dingell (D-Mich.). Bill is identical to measure offered two weeks ago by Senator John Danforth (R-Mo.) that would, among other things, restore city authority to regulate rates, limit cable system ownership and force cable programmers to sell to noncable distributors. Dingell spokesman said chairman is "pleased Cooper introduced a cable reregulation bill and thinks it will help focus the debate." House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) told BROADCASTING that his members "feel something needs to be done." He says subcommittee will hold more cable hearings as it seeks to find consensus on matter (see page 43).

Moving beyond must carry

National Association of Broadcasters Television Board Chairman Tom Goodgame of Westinghouse Broadcasting is working on formal "must carry/ must pay" proposal to present to board when it meets in January in Palm Springs, Calif. Goodgame chairs special NAB committee assigned to examine idea of

charging cable operators for retransmitting broadcaster signals, which NAB feels is not incompatible with must-carry obligation. Last week during special conference call with TV directors, Goodgame indicated he would have plan ready for board's consideration. Also on expanding agenda for January meeting: sports siphoning, syndex, channel positioning, local control (how to determine which stations are carried by cable systems). "All are ripe for discussion" in view of NAB officials. TV directors also endorsed Senator John Danforth's (R-Mo.) cable reregulation bill.

How better it is

While broadcasters and others continue to seek ways to reform comparative renewal process to discourage frivolous and abusive competing applications at renewal time (BROADCASTING, Nov. 20), hundreds of stations continue unchallenged. Competing applications against some 600 stations in Illinois and Wisconsin were due Nov. 1 and, as far as anyone at FCC could determine last week, none was filed. Lack of competing applications in Illinois and Wisconsin continues trend that began last spring when FCC adopted first batch of reforms that,

Communications, Tom Dougherty, senior vice president of Metromedia, and Howard Raycroft, of counsel to Hogan & Hartson, Washington-based communications law firm. Kent Replogle, formerly with Metromedia and Hearst, will be president and general manager of station. Seller also owns WTMA(AM) Charleston and CP for WJY(FM) Aiken, both South Carolina.

NEW YORK

Holy Batweb!

CBS apparently has paid big money to obtain broadcast network rights to movie, "Batman." In remarks before Mabon, Nugent & Co.-sponsored conference last week Time Warner senior vice president, Geoff Holmes, said that network paid "price not seen since the mid-1970's."

Keeping 'em together

Viacom Enterprises Domestic Syndication President Joe Zaleski had no comment on how company responded to counter-offers from stations for *Cosby II* renewal package and first-cycle sale of *A Different World* (BROADCASTING, Nov. 13, 20). Although Zaleski said it is company policy "never" to divulge client station's "responses" (counter-offers or contract acceptances), he did affirm that stations that did sign contract for *Cosby* will begin receiving bonus feeds of program Jan. 1, 1990.

Zaleski did not say whether any reformulating of Viacom's marketing strategy for either sitcom is imminent, saying: "We believe for the benefit of both projects, they're best suited together. We are absolutely committed to the belief that we have a compatible fit."

Westward ha

Word is Tribune has all but signed off on making first-season *Joan Rivers Show* "bi-coastal," where it would tape for three winter months in Los Angeles, to have greater access to stars and celebrities. Show has been based in New York, and got

Testing the waters on reality

King World Productions has been quietly soliciting feedback from key station managers on its proposed new half-hour reality strip, Only Yesterday, previously known as 30 Minutes. It's first new KWP program developed by Av Westin, who joined company last spring as senior vice president, reality programming. Recently, KWP Chairman Roger King and Westin visited stations in eight markets, showing managers 12-minute demonstration tape of proposed new program. KWP officials declined to discuss specifics of show last week, but sources with knowledge of project say basic premise is to look back at stories that happened on particular day, and retell them through people that were involved. One example in presentation tape is June 1968 assassination of Robert F. Kennedy, as recalled by hotel employee who cradled Kennedy in his lap, trying to comfort him as he lay dying. One point Westin did confirm: show will not make use of recreations to tell stories. Westin and King told stations project was "work in progress," and that they were open to suggestions for refinement. Show will be pitched for access, as either companion piece to Inside Edition, which has shown ratings growth this fall, or as standalone.

Rate return

Those looking for sources of cable rate regulation provision in cable legislation Senator John Danforth (R-Mo.) is drafting should look to National League of Cities and U.S. Conference of Mayors. Norm Sinel, Washington attorney representing municipal associations as well as city of New York, acknowledges that he has been talking to Danforth's staff and has had some input on various provisions. Although NLC and USCM supported Cable Communications Policy Act of 1984 that ended rate regulation, they now see return of rate regulation as key to restoring authority over cable and to keeping cable rates down. To that end they have adopted resolutions calling for reregulation.

among other things, limited settlement payment challengers could receive from incumbents (BROADCASTING, Sept. 11). Since adoption of reforms, some 2,400 stations filed for renewal without attracting competing applications.

HILTON HEAD

On their own

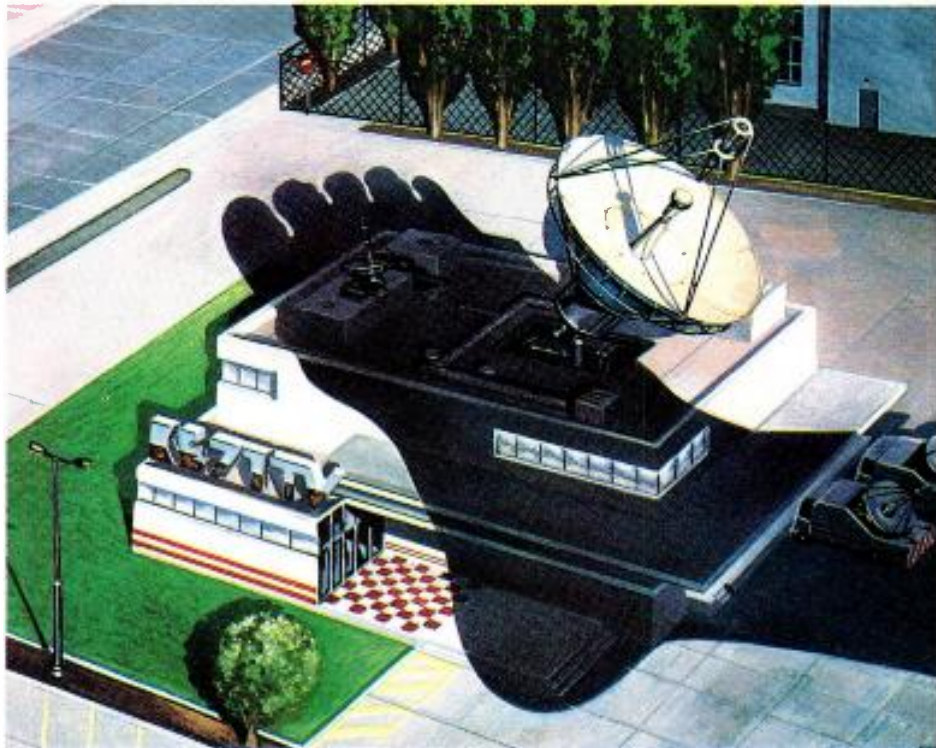
Five prominent Fifth Estaters have joined together to buy WJY(FM) Hilton Head Island, S.C. from William G. Hudley for \$2.1 million. Group is headed by Thomas Cookerly, former president of Allbritton Communications Corp.'s broadcast group and now head of his own consulting firm, and includes David Henderson, president and CEO of Outlet

RIGHT NOW, ACROSS AMERICA, PEOPLE ARE FIGURING OUT NEW AND CREATIVE WAYS TO REDUCE YOUR PROFITS.

Today, TV stations find themselves competing for advertising budgets against technologies which haven't been invented yet. You need a rep with a sales organization that can create new ways to compete.

When Blair identified vendor allowances as a potential national revenue source, we retained Jefferson Pilot Retail Services to help us attract those dollars to our client stations.

To tap the burgeoning health care market, Blair brought in Shuloff Lind to produce vignettes called "Your



Health Today." They're a new way for drug chains, hospitals and pharmaceutical companies to use Spot TV.

JPRS. Shuloff Lind. Just two of the innovative ways Blair salespeople demonstrate Spot TV's versatility for advertisers - - today and tomorrow.

WHAT HAS YOUR REP DONE FOR YOU LATELY?

BLAIR TELEVISION 
A subsidiary of John Blair Communications, Inc.

off to slow start in ratings. However, show went on location to Los Angeles during second week of November and ratings shot up 25%, prompting decision to spend more time there. Out on coast, Rivers's guests included Peewee Herman, Larry Hagman and cast of *thirtysomething*. Rivers herself has homes on both coasts, and continues her night club act in Las Vegas.

CHICAGO

Down to nitty-gritty on syndex

United Video and WGN-TV are scheduled to meet on Tuesday to iron out details on what programing UV will substitute on superstation it distributes to cable systems. UV has had discussions about obtaining programing, but had held off making final deal until appeals court ruled on syndex. (It denied cable's appeal Nov. 17.) Main problem is *Cheers*, which runs Monday through Saturday from 6 to 6:30 Central time. WGN-TV also carries *RollerGames* in early fringe on Saturday, which has drawn 12 to 15 syndex requests, said UV. Several movie packages on WGN-TV's schedule, including Paramount's Portfolio 10, also will cause syndex problems. UV said it's received about 40 syndex requests, but volume has increased over past few days because of court's ruling. Programing options as well as how that programing is integrated into national feed of WGN-TV is on meeting's agenda. At moment, UV uplinks station at Chicago teleport.

HOLLYWOOD

Multimedia keeps 'em talking, and vice versa

It looks as if Multimedia Entertainment will have new half-hour daytime talk show strip, *Private Affairs*, ready to join existing talk franchises *Donahue* and *Sally Jessy Raphael* for 1990-91 syndication season. Test run will be produced out of Kelly Broadcasting-owned KCRA-TV

Sacramento for three weeks starting Dec. 4.

Hosting *Private Affairs* will be Cindy Rinehart, five-year veteran co-host of KOMO-TV Seattle's *Northwest Afternoon*. "It's a win-win situation for the station and Multimedia," said Rinehart, who has signed contract for test run only. "*Private Affairs* will be a show primarily about relationships. It's not necessarily going to be confrontational, but it will be controversial."

NEW JERSEY

Fiber progress

Within next few days Bell Communications Research (Bellcore) expects to turn over control of its eight-city fiber optic network to ABC Network, which stretches from Boston to Los Angeles, was built to test state-of-art digital equipment in coast-to-coast distribution of network television to its affiliates (BROADCASTING, July 17). At deadline last week, equipment had been installed in all eight cities and only Los Angeles was not on line. Some early video tests over network have been done over system for past month. Following month of trial distribution to ABC affiliates in eight cities, month-long trials

will be done on CBS, NBC, Fox and PBS affiliates. Bellcore has been able to hold close to its installation schedule for trials, in spite of strike by NYNEX workers in New York and New England which concluded recently.

LONDON

Auction on their minds

With British television industry awaiting Parliamentary bill this week or next that will propose sweeping broadcasting reforms, top commercial TV executives are opening new dialogue with just-appointed broadcasting minister David Mellor. Thames, Granada and Scottish TV directors will meet Mellor this Wednesday, Nov. 29, to gauge government flexibility on plan to auction regional TV franchises to highest bidder. Independent TV sector, which has lobbied hard against proposal, was encouraged in recent weeks by conservative members' motion suggesting program quality issues were as important as financial considerations in awarding franchises. Previous broadcast minister, Timothy Renton, replaced following recent shift in Thatcher cabinet, will still have impact on bill, since he is now Parliament's chief whip,

responsible for sheparding bill through all-important committee deliberations.

New found friends

Potential partnerships between U.S. and European media giants Paramount and Carlton Communications were hinted at last week in wake of Paramount's buy-in to Carlton-owned UK production company Zenith (see "In Brief," Nov. 20). Paramount TV Group President Mel Harris did not rule out possibility, for instance, that Paramount could join Carlton in future bid for British broadcasting franchise when auctioning process is begun there in 1991. Carlton, Europe's leading TV services company and owner of Technicolor in U.S., has expressed great interest in entering broadcasting. It already owns 20% of UK commercial service Central Television and last summer approached London's Thames TV about purchase. Paramount's global interests already extend beyond production to include program consulting role in new Hong Kong cable system, stake in pay cable TV venture in Japan and passive investment in non-English-language satellite channel Filmnet in Europe.

Old boy network

As Britain's BBC pursues talks of various coventures and coproductions with America's big three commercial networks, CBS may have unusual advantage. Welsh-born CBS/Broadcast Group President Howard Stringer was fellow underclassman at Cambridge University with BBC's top coproduction executive, Roger Laughton. CBS and BBC executives, including Stringer, met in early October in London and reportedly among program coventures projects under review are coproduced sitcom, possibly for CBS summer schedule. BBC also has long relationship with NBC, through joint ownership of video news agency Visnews, and more recently with ABC, where it coproduced prime-time documentary with ABC nonfiction unit.

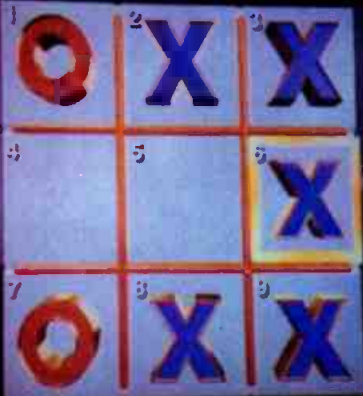
Two decades and counting

It's been 20 years since SFM Entertainment burst upon the New York media scene. Thus this celebration at New York's Tavern on the Green to mark entry into the third decade. Among those attending the event: George Cain (l), vice president, ABC network sales, and Stan Moger, SFM president.



TIC TAC IS BACK!

\$4250



- Proven performance in access and fringe.
- Appeals to inquisitive news viewers.
- Strongest creative team ever assembled.
- Advertiser friendly.
- Innovative retail merchandising campaign.

B
BARRY &
ENRIGHT
PRODUCTIONS

ITC
Domestic Television

t i c
t a c
dough

AFTER 9 YEARS HEADED IN THE R

NEW YORK/WABC-A/7:30PM



LOS ANGELES*/KNBC-N/7:00PM



CHICAGO/WBBM-C/6:30PM



SAN FRANCISCO*/KGO-A/7:30PM



WASHINGTON, DC/WJLA-A/7:30PM



DETROIT*/WXYZ-A/7:30PM



DALLAS/WFAA-A/10:30PM



CLEVELAND/WEWS-A/11:30PM



HOUSTON*/KPRC-N/6:30PM



ATLANTA/WSB-A/7:30PM



WE'RE STILL GHT DIRECTION.

MIAMI/WTVJ-N/7:30PM



ST. LOUIS*/KTVI-A/6:30PM



HARTFORD/WFSB-C/7:30PM



MILWAUKEE/WITI-C/3:30PM



NASHVILLE*/WTVF-C/10:30PM



COLUMBUS*/WSYX-A/7:30PM



The original is still the best. In fact, after almost a decade, ENTERTAINMENT TONIGHT's ratings are higher than ever, up in both household rating and young adult share for October '89 in these markets.

And while others keep trying to copy our format, nobody can duplicate our success. ENTERTAINMENT TONIGHT. The access franchise for the 90's...and beyond.



A Paramount Communications Company

ENTERTAINMENT TONIGHT

Produced and distributed by Paramount Domestic Television.

Source: NSI (*ARB), Oct. '89 vs. '88, HH Rating, Adults 18-49 Share. Copyright © 1989 by Paramount Pictures. All rights reserved.

BY THE NUMBERS 1

CBS's *Rescue: 911*, starring William Shatner, pictured, has survived the network's Tuesday night schedule changes. In its 8-9 p.m. slot, the show has outperformed most of CBS's offerings that were scheduled during that period last season, including *Tour of Duty*, which was aired from 8-9 p.m. in Weeks 16-30. The short-lived *TV 101* was perhaps the worst performer in the time slot last season. Out of four exposures, the show had its highest rating, a 7.2, with its premiere episode in Week 11.



(On ABC, that network's *Roseanne* aired at 8:30 p.m. from Week Five to Week 23, with *Who's the Boss?* as its lead-in program. ABC's *Wonder Years* took over the 8:30 p.m. slot beginning in Week 24. NBC ran the hour-long *Matlock* at 8 p.m. last season beginning in Week 11.)

Rescue: 911 posted its second best ratings number during Week Nine, with a 13.0/20 for the first 30 minutes and a 13.7/21 during the second half hour. During Week Three, *911* scored a 13.6/23 at 8 p.m.

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	26.3/41	N	<i>Cosby Show</i>
2	25.2/39	A	<i>ABC Tuesday Movie</i>
3	24.1/37	N	<i>Different World</i>
4	▼ 24.0/37	N	<i>Cheers</i>
5	22.1/38	N	<i>Golden Girls</i>
6	▲ 21.5/35	C	<i>60 Minutes</i>
7	21.0/37	N	<i>Empty Nest</i>
8	▲ 20.7/31	C	<i>Murder, She Wrote</i>
9	▼ 20.6/32	N	<i>Dear John</i>
10	19.5/29	A	<i>Wonder Years</i>
11	▼ 19.3/32	N	<i>L.A. Law</i>
12	18.3/29	A	<i>Who's the Boss?</i>
13	▲ 17.9/28	N	<i>NBC Monday Movie</i>
13	▼ 17.9/31	A	<i>Monday Night Football</i>
13	▼ 17.9/29	N	<i>Unsolved Mysteries</i>
16	▲ 17.0/25	N	<i>In the Heat of the Night</i>
17	▲ 16.5/26	N	<i>NBC Sunday Movie</i>
18	▲ 16.0/28	N	<i>Amen</i>
19	▲ 15.8/30	N	<i>Hunter</i>
20	▼ 15.6/24	N	<i>Matlock</i>
21	▲ 15.5/24	A	<i>Head of the Class</i>
22	▼ 15.2/25	A	<i>Growing Pains</i>
23	▲ 15.0/26	A	<i>Full House</i>
24	▲ 14.8/23	C	<i>CBS Sunday Movie</i>
24	▲ 14.8/22	N	<i>Hogan Family</i>
24	14.8/26	N	<i>NBC Friday Movie</i>
27	14.7/23	N	<i>ALF</i>
28	▲ 14.5/22	N	<i>Night Court</i>
29	▲ 14.1/22	C	<i>Jake and the Fatman</i>

Rank/rating □ Network □ Show

30	▼ 13.8/21	A	<i>Doogie Howser, M.D.</i>
31	▲ 13.6/23	C	<i>Knots Landing</i>
32	▲ 13.5/20	C	<i>Murphy Brown</i>
33	13.4/20	C	<i>Designing Women</i>
34	▲ 13.3/20	C	<i>Rescue: 911</i>
35	▲ 13.0/22	A	<i>Family Matters</i>
36	12.9/20	C	<i>Major Dad</i>
37	▼ 12.8/20	A	<i>ABC Sunday Movie</i>
37	12.8/20	C	<i>Newhart</i>
39	▲ 12.7/20	N	<i>My Two Dads, Wed.</i>
40	▲ 12.6/20	A	<i>MacGyver</i>
41	▼ 12.5/21	C	<i>Dallas</i>
41	▲ 12.5/18	F	<i>Married...With Children</i>
41	▼ 12.5/22	A	<i>20/20</i>
41	▲ 12.5/22	N	<i>227</i>
45	▲ 12.1/22	C	<i>Wiseguy</i>
46	▲ 12.0/22	A	<i>China Beach</i>
46	▼ 12.0/20	A	<i>Perfect Strangers</i>
48	▲ 11.9/18	F	<i>America's Most Wanted</i>
49	11.8/17	N	<i>My Two Dads</i>
50	▼ 11.6/19	N	<i>Midnight Caller</i>
51	▲ 11.0/20	C	<i>Paradise</i>
52	▼ 10.9/17	A	<i>Anything But Love</i>
53	▼ 10.8/18	A	<i>Just the Ten of Us</i>
54	▼ 10.7/17	C	<i>48 Hours</i>
55	10.3/15	C	<i>Famous Teddy Z</i>
55	▼ 10.3/16	N	<i>Magical World of Disney</i>
57	■ 10.2/18	C	<i>Doctor, Doctor</i>

Week 9 □ Nov. 13–Nov. 19

Rank/rating □ Network □ Show

58	▲ 10.1/16	A	<i>Young Riders</i>
59	▼ 10.0/18	C	<i>Falcon Crest</i>
60	▼ 9.8/18	N	<i>Quantum Leap</i>
61	▲ 9.2/17	A	<i>ABC Mystery Movie</i>
62	▲ 8.8/14	A	<i>Mission: Impossible</i>
62	8.8/13	N	<i>Sister Kate</i>
62	▼ 8.8/14	C	<i>Top of the Hill</i>
65	8.5/15	C	<i>Snoops</i>
65	▲ 8.5/15	C	<i>Tour of Duty</i>
67	▲ 8.0/13	A	<i>PrimeTime Live</i>
68	7.9/12	A	<i>Free Spirit</i>
69	▼ 7.5/12	A	<i>Life Goes On</i>
70	▼ 7.3/13	A	<i>Mr. Belvedere</i>
70	▼ 7.3/11	F	<i>Open House</i>
72	▲ 7.1/11	F	<i>21 Jump Street</i>
73	▲ 7.0/13	F	<i>Cops</i>
73	▼ 7.0/11	C	<i>Peaceable Kingdom</i>
73	▲ 7.0/13	C	<i>Sat. Night With Connie Chung</i>
76	▼ 6.8/11	C	<i>Island Son</i>
77	6.7/11	F	<i>Fox Wednesday Movie</i>
78	6.6/10	A	<i>Homeroom</i>
78	▼ 6.6/11	F	<i>Totally Hidden Video</i>
80	▼ 6.5/11	A	<i>Living Dolls</i>
81	▼ 6.2/9	F	<i>Alien Nation</i>
82	▼ 6.0/9	C	<i>Wolf</i>
83	▼ 4.7/7	F	<i>Tracey Ullman Show</i>
84	▼ 3.6/6	F	<i>Reporters</i>
85	▼ 3.4/6	F	<i>Garry Shandling's Show</i>
86	▼ 2.9/5	F	<i>Beyond Tomorrow</i>

Guide to symbols

▼ ---Down from last week

▲ ---Up from last week

Source: Nielsen Media Research

■ ---Premiere broadcast

FREEZE FRAMES: Current network standings as of Week 9, Nov. 13–Nov. 19

Network averages		Demographic ratings			Season to date		
Prime time	Evening news	ABC	CBS	NBC	1989–90	1988–89	
NBC: 16.0/25.9	ABC: 11.2/21	Viewers 2+	8.3	7.0	10.3	NBC: 15.1/25	NBC: 16.5/27
ABC: 13.2/21.4	CBS: 10.7/20	Women 18-49	9.3	6.7	10.9	ABC: 13.2/23	ABC: 13.4/22
CBS: 11.7/19.1	NBC: 10.1/19	Men 18-49	7.6	4.7	8.1	CBS: 12.4/21	CBS: 12.0/20

THIS FALL IT'S ALL

HALL!

RANK AMONG LATE NIGHT TALK SHOWS (RTG)

MARKET	STATION/ AFFL.	WOMEN 18-34	WOMEN 18-49
New York	WWOR/I	#1	#1
Los Angeles	KCOP/I	#1	#1
Philadelphia	WTXF/I	#2	#1
San Francisco	KBHK/I	#1	#1
Washington	WDCA/I	#1	#1
Detroit	WJBK/C	#1	#1
Dallas	KTXA/I	#1	#1
Houston	KTXH/I	#1	#1
Atlanta	WAGA/C	#1	#1
Minneapolis	KMSP/I	#1	#1
Seattle	KCPQ/I	#1	#1
Miami	WSVN/I	#1	#1
Pittsburgh	WPTT/I	#1	#1
Baltimore	WBFF/I	#1	#1
Hartford	WTIC/I	#1	#1
Indianapolis	WXIN/I	#1	#1
Kansas City	KSHB/I	#1	#1
New Orleans	WNOL/I	#1	#1

Source: NSI, Oct. '89



**THE
ARSENIO
HALL SHOW™**

He's the coolest thing in late night. And cover stories in "Time," "Rolling Stone" and "Us" prove it! In the October survey, **THE ARSENIO HALL SHOW** finished #1 among women 18-34 and 18-49 in these markets. In fact, nationally, he came out ahead of all other nighttime talk shows among persons 12-34.* So, no matter what the season, Arsenio is leaving his "Hallmark" on nighttime television.



A Paramount Communications Company

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†

Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 14

and climbed to a 15.9/25, its best 30-minute rating to date, at 8:30 p.m. That was the week NBC aired a Toronto-Oakland playoff game, pulling in a 12.1/20 from 8:30 p.m. to 9 p.m.

NBC won Week Nine overall with a 16/25.9, ahead of ABC's 13.2/21.4 and CBS's 11.7/19.1. (See "Freeze Frames," page 14.) In the season-to-date race, NBC has held onto households, viewers aged 2-plus and women 18-49. ABC leads in the men 18-49 category with an 8.2 rating over NBC's 7.8. CBS has a 5.3 rating for the demographic.

In the book of days, NBC took Friday away from ABC for the first time this season with a three-hour broadcast of the theatrical film "Back to the Future," posting a 14.8/26 for the night. Last season, the network aired the movie as a Sunday presentation during Week Eight and picked up an 18/26.

For the other nights, ABC won Monday and Tuesday. NBC picked up Wednesday (for the fourth time this season), Thursday, Friday and Saturday. CBS kept Sunday night.

For Week 10, CBS's comedy lineup moved up to a 13.1/21 from its previous 12.2/19. The network still came in third for the night, behind NBC's 13.9/22 and ABC's 16.3/26. Fox pulled in a 6.2/9.

MarketScope

The S&P Industrials dropped slightly, 0.51 points, to close last Tuesday (Nov. 21) at 387.65. The 126 stocks tracked on the Stock Index, meanwhile, did worse in their overall performance compared to a week ago. This week the 126 stocks registered only 34 advances, 70 declines and 22 unchanged. For the prior period, ended Nov. 15, the advance-decline ratio was 68-to-45 with 13 unchanged. This time around, the Broadcasting with Other Major Interests group had 19 stocks decline, six advance and three sit on the sidelines unchanged, compared to the group's previous 19 gains and nine declines. The Programming group was the only one to register more advances than declines this time, with 11 advances, 10 declines and five unchanged.

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



STOCK INDEX 1

Market Capitalization					Market Capitalization				
Closing	Closing	Net	Percent	P/E	Closing	Closing	Net	Percent	P/E
Wed	Wed	Change	Change	Ratio(000,000)	Wed	Wed	Change	Change	Ratio(000,000)
Nov 8	Nov 1				Nov 8	Nov 1			

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

Capital Cities ABC	540	546	- 6	-01.09	22	9,719	N (BLC) A.H. Belo	37	3/4	38	1/4	-	1/2	-01.30	50	748
N (CBS) CBS	200	1/8 200	1/2	- 3/8	-00.18	18	4,728	N (AFI) American Family	18	19	1/8	- 1	7/8	-05.88	16	1,460
(CCU) Clear Channel	12	1/4 12	1/4		00.00	122	47	O (ACCMA) Assoc. Commun.	35	36		- 1		-02.77	85	851
A (HTG) Heritage Media	3	3	1/4	- 1/4	-07.69	-2	108	N (CCN) Chris-Craft	35	1/2 35	7/8	-	3/8	-01.04	52	845
O (LOR) Lorain Commun.	5	3/8 5	3/4	- 3/8	-06.52	-4	53	O (DUCO) Durham Corp.	32	1/2 33	1/4	-	3/4	-02.25	28	274
O (LINB) LIN	119	116	1/4	2 3/4	02.36	66	6,108	N (GC) Gannett Co.	40	7/8 41	3/8	-	1/2	-01.20	17	8,595
O (OBCC) Olympia Broadcast		3/4	3/4		00.00		1	O (GACC) Great Amer. Comm.	10	1/2 10	1/2			00.00	3	329
O (OSBN) Osborn Commun.	13	12	3/4	1/4	01.96	8	87	N (JP) Jefferson-Pilot	41	41				00.00	13	1,541
O (OCOMA) Outlet Commun.	25	1/4 25	1/4		00.00	31	165	N (KRI) Knight-Ridder	51	3/8 52	1/4	-	7/8	-01.67	12	2,643
A (PC) Price Commun.	4	7/8 5		- 1/8	-02.50	-10	44	N (LEE) Lee Enterprises	30	7/8 31	1/8	-	1/4	-00.80	16	753
O (SAGB) Sage Broadcasting	2	3/4 2	3/4		00.00	-2	10	N (LC) Liberty	36	1/8 36			1/8	00.34	20	305
O (SCRIP) Scripps Howard	67	67			00.00	34	91	N (MNP) McGraw-Hill	61	1/4 63	5/8	- 2	3/8	-03.73	15	2,978
O (SUNNC) SunGroup Inc.	1	3/4 1	3/4		00.00	-2	4	A (MEGA) Media General	31	1/2 33		- 1	1/2	-04.54	787	811
O (TLMD) Telemundo	6	6			00.00	-2	137	N (MDP) Meredith Corp.	32	3/8 33	5/8	- 1	1/4	-03.71	18	604
O (TVXG) TVX Broadcast	4	3/4 4	5/8	1/8	02.70		34	O (MMEDC) Multimedia	91	94	1/4	- 3	1/4	03.44	34	1,028
O (UTVI) United Television	34	1/4 35	1/2	- 1 1/4	-03.52	48	374	A (NYTA) New York Times	26	5/8 24	7/8		1 3/4	07.03	13	2,090

Quick!

What's the
undisputed
#1 talk show?



You win!

11.0 Oprah

6.7 Donahue

5.6 Geraldo

4.5 Sally
Jessy
Raphaël

There's only one #1!

OPRAH THE
OPRAH
WINFREY
SHOW

Source:
Nielsen Meter Market Weighted Rating from 11/2/89-11/15/89

PRODUCED BY
HARPO
PRODUCTIONS, INC.

NATIONAL ADVERTISING BY
CAMELOT
ENTERTAINMENT SALES
A KING WORLD COMPANY

DISTRIBUTED BY
KINGWORLD

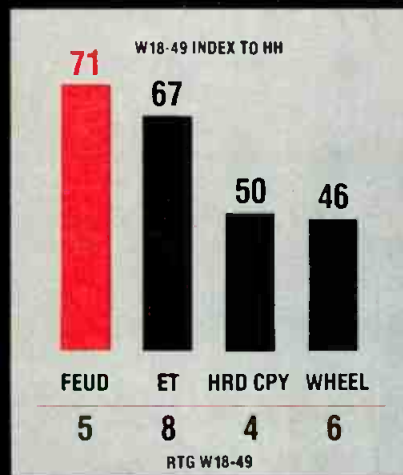
New York • Los Angeles • Chicago • Dallas
West Palm Beach • Short Hills, N.J.

©1989 King World. All Rights Reserved.

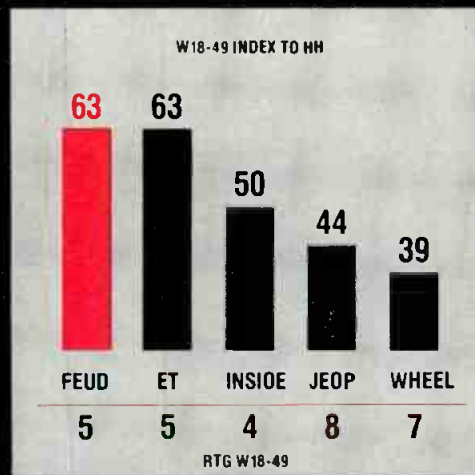
FAMILY FEUD DELIVERS

- Efficient young women demos in an advertiser-friendly environment—just what your advertisers want.
- W18-49 with superior efficiency—even greater than programs with a larger household audience.

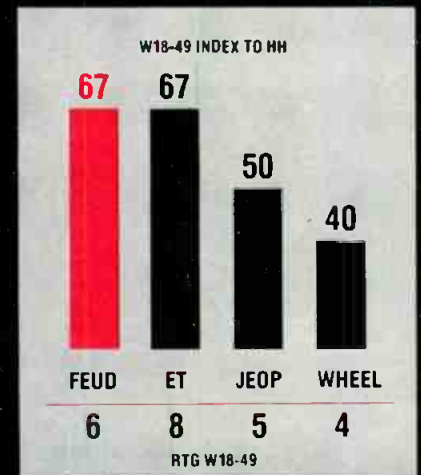
NEW YORK



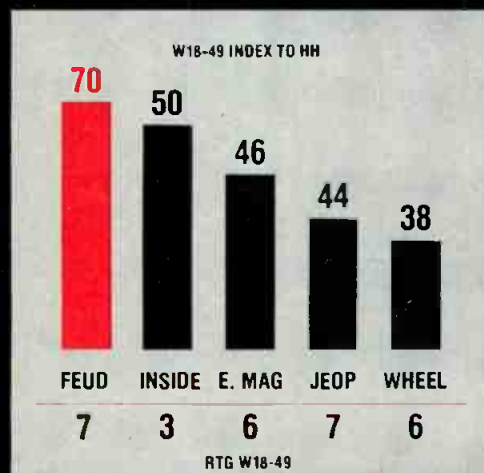
PHILADELPHIA



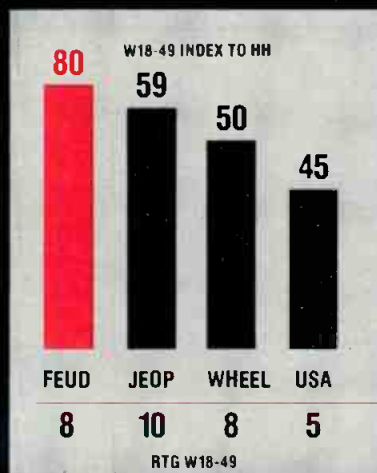
WASHINGTON



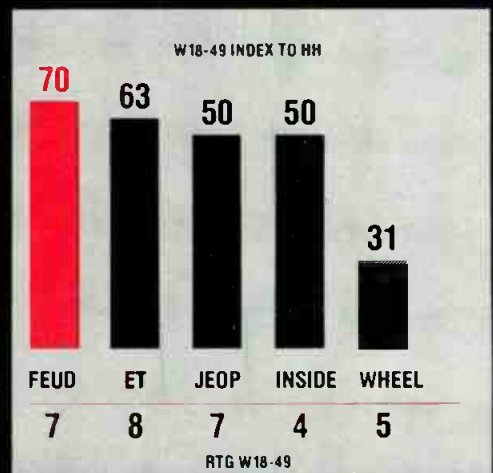
BALTIMORE



CLEVELAND



CINCINNATI



**FIRM GO
90/91!**

FAMILY FEUD

+ 16%

6.6
w/o 10/30

6.2
w/o 9/25

5.7
w/o 9/18

**CONTINUED
NATIONAL
GROWTH!**

**GREATER
INCREASE THAN
THE NEW
REALITY
SHOWS**

**A MARK GOODSON
PRODUCTION**

SOURCE: NTCAR
© 1989 LBS COMMUNICATIONS INC.

NEW ADDITIONS:

- **\$100,000
WINNER
TAKE ALL
TOURNAMENTS**
- **NEW RIVALRY WEEKS**

PLUS:

- **CROSS PROMOTION
OPPORTUNITIES
VIA INTERACTIVE
TELEPHONE LINE!**

**FAMILY FEUD—
STILL A PROVEN WINNER**

National Advertiser Sales

TV HORIZONS

a division of LBS Communications Inc.



LBS COMMUNICATIONS INC.
New York (212) 418-3000
Los Angeles (213) 859-1055
Chicago (312) 943-0707

■ indicates new listing or changed item.

This week

■ **Nov. 28**—*Media Institute* luncheon featuring speaker David Bartlett, new president of Radio-Television News Directors Association. Mayflower hotel, Washington. Information: (202) 298-7512.

■ **Nov. 28**—"Negotiating Agency Compensation: Agency Needs, Client Sensitivities," professional development seminar sponsored by *American Association of Advertising Agencies*. Four Seasons hotel, Washington. Information: (212) 682-2500.

■ **Nov. 28-29**—*Cabletelevision Advertising Bureau* sales orientation seminar for new ad sales people. Omni hotel, Atlanta. Information: (212) 751-7770.

■ **Nov. 29**—"Drama, independent producers and public television," speech by David M. Davis, president-CEO, American Playhouse & American Documentaries Inc., to *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York.

■ **Nov. 29**—"Political Advertising: A Conversation with Tony Schwartz," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

■ **Nov. 29**—*American Women in Radio and Television Stations* luncheon. Speaker: FCC Chairman Al Sikes. National Press Club. Noon. Reservations: (202) 578-0811.

■ **Nov. 29**—"CBS Sports and the Super Bowl," seminar with John Madden, Pat Summerall and their production team, sponsored by *Museum of Broadcasting*. McGraw-Hill auditorium, New York. Information: (212) 752-4690.

■ **Nov. 29-Dec. 1**—Seventh annual Private Cable Show. Keynote speaker: Robert Wussler, president-CEO, Comsat Video Enterprises. Caesars Tahoe. Lake Tahoe, Nev. Information: (713) 342-9655.

■ **Nov. 30**—"The New Genetics and the Right to Privacy" conference for journalists sponsored by *Foundation for American Communications*. Gannett Tower, Arlington, Va. Information: (213) 851-7372.

■ **Nov. 30**—*Women in Cable, New York chapter*, 10th anniversary celebration. Water Club, New York. Information: Meg Aloy, (212) 997-1710.

■ **Nov. 30**—"High Performance Account Management: Running, Holding and Growing Accounts in Tough Times," professional development seminar sponsored by *American Association of Advertising Agencies*. Stouffer hotel, Dallas. Information: (212) 682-2500.

■ **Dec. 1**—"Talking About the Weather: TV Weathermen," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

■ **Dec. 1**—"On Location with the Weatherman: WNBC, WABC, Fox 5, WCBS," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

■ **Dec. 1**—*Broadcast Pioneers, Washington chapter*, 10th annual banquet, featuring presentation of Distinguished Service Awards to WXEX-TV Richmond, Va., and WFMD(AM)-WFRE(FM) Frederick, Md., and to former FCC Chairman Robert E. Lee; Howard Head, formerly of A. D. Ring & Associates; former NAB President Vincent Wasilewski; Peggy Whedon, former ABC News producer, and the late Betty Endicott, WTTG(TV) Washington.

Kenwood Country Club, Bethesda, Md.

■ **Dec. 1**—"What Will Kill Television First: LBO's, Cable or the Telcos?" regional mini-conference sponsored by *Broadcast Education Association, Management and Sales Committee*. Financial News Network, New York. Information: (314) 882-6883.

■ **Dec. 2**—*AP Television-Radio Association of California-Nevada*. Speaker: Jim Gabbert, California chairman, Emergency Broadcasting System, on Bay Area earthquake and "putting the emergency back in the EBS." Holiday Inn, Chico, Calif. Information: (213) 746-1200.

Also in December

■ **Dec. 5**—Deadline for entries in fifth annual Sunny Creative Radio Awards, sponsored by *Southern California Broadcasters Association*. Information: (213) 466-4481.

■ **Dec. 6**—"Interactive Television: Impact and Opportunities," sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Andre Orgel, president-CEO, Video Jukebox Network. Copacabana, New York.

■ **Dec. 6**—*Ohio Association of Broadcasters* sales workshop. Ramada Inn North, Columbus, Ohio.

■ **Dec. 7**—"The Television Marketplace," luncheon sponsored by *Academy of Television Arts and Sciences*, featuring David Gerber, chairman, MGM/UA Television Production Group; Jerry Leider, chairman, ITC Entertainment Group, and Sandy Wernick, president, Brillstein Productions. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Major Meetings

■ **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. Information: (615) 327-4487.

■ **March 14-18, 1990**—*American Association of*

Advertising Agencies annual meeting. Marriott Desert Springs, Palm Springs, Calif.

■ **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 19-22, 1990**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **May 20-23, 1990**—*National Cable Television Association* annual convention. Convention Center, Atlanta.

■ **June 6-9, 1990**—*NBC-TV* annual affiliates meeting. Washington.

■ **June 10-14, 1990**—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

■ **June 11-14, 1990**—*ABC-TV* annual affiliates

meeting. Los Angeles.

■ **June 19-22, 1990**—*National Association of Broadcasters* summer board meeting. NAB, Washington.

■ **July 15-18**—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego.

■ **Sept. 12-15, 1990**—Radio '90 convention, sponsored by *National Association of Broadcasters*. Boston. Future meeting: Sept. 11-14 (tentative), 1991, San Francisco.

■ **Sept. 16-18, 1990**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington.

■ **Sept. 21-25, 1990**—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (1) 240-1871.

■ **Sept. 24-27, 1990**—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif.

■ **Oct. 4-7, 1990**—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-225-8183.

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

■ **Oct. 21-24, 1990**—*Association of National Advertisers* annual convention. Ritz-Carlton, Naples, Fla.

**Clear the first
late-breaking
game show.
Before it's
too late.**

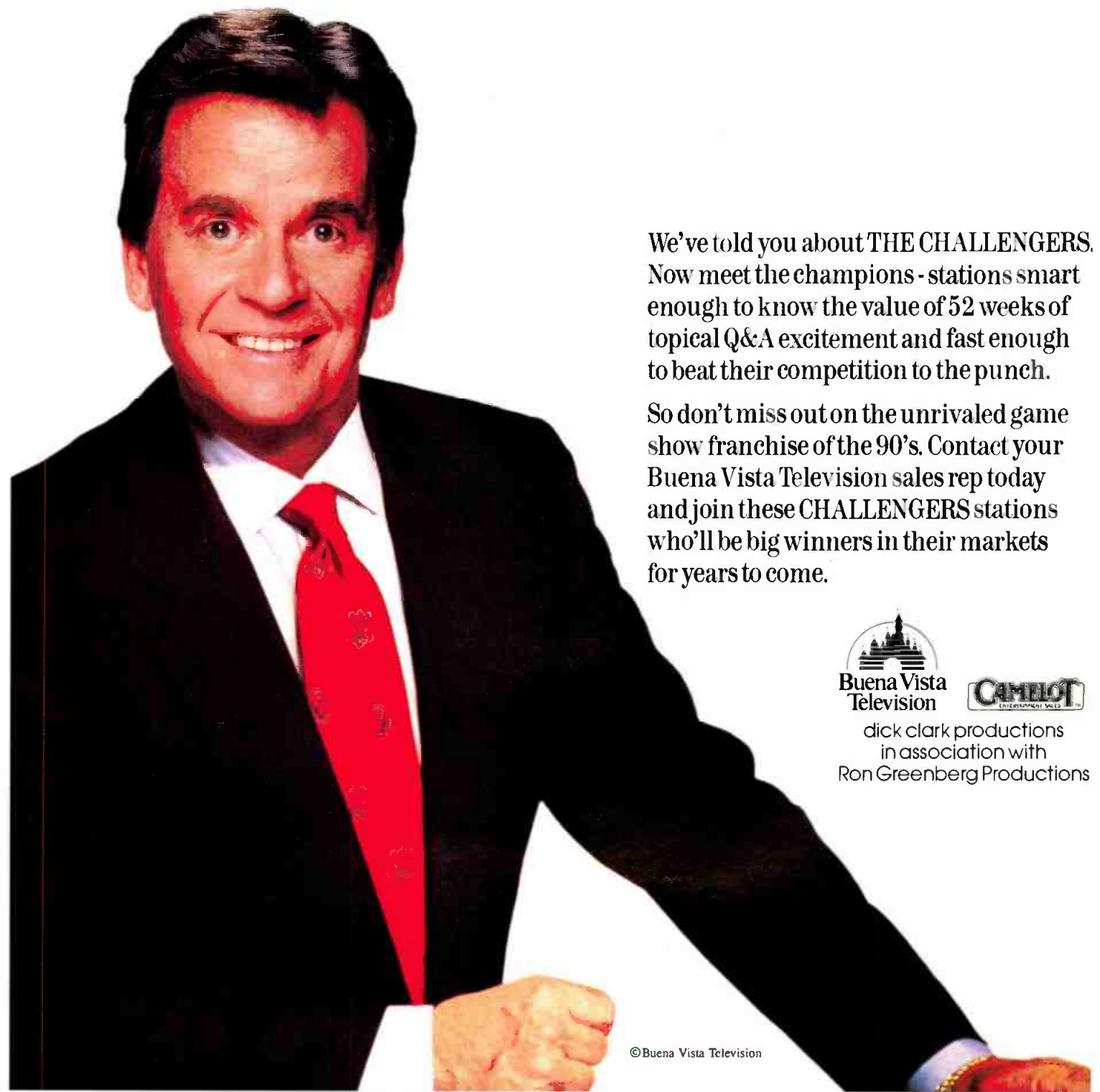
The Cha

20 markets in 20 days!

Including these leading stations...

NEW YORK W/CBS
PHILADELPHIA W/CAU
MINNEAPOLIS KARE
MIAMI W/CIX
ST. LOUIS KTVI
KANSAS CITY KCTV
MILWAUKEE W/TMJ
DAYTON W/KEF
ROCHESTER W/ROC
DES MOINES KCCI
SPRINGFIELD W/ICS
CEDAR RAPIDS KGAN

Challengers.



We've told you about THE CHALLENGERS. Now meet the champions - stations smart enough to know the value of 52 weeks of topical Q&A excitement and fast enough to beat their competition to the punch.

So don't miss out on the unrivaled game show franchise of the 90's. Contact your Buena Vista Television sales rep today and join these CHALLENGERS stations who'll be big winners in their markets for years to come.



dick clark productions
in association with
Ron Greenberg Productions

■ **Dec. 8**—"Accelerating Growth and Profits in Small-to-Mid-sized Agencies," agency management seminar sponsored by *American Association of Advertising Agencies*. Hyatt Regency Westshore, Tampa, Fla. Information: (212) 682-2500.

Dec. 9—*Texas AP Broadcasters* regional news seminar. Holiday Inn, Northwest Loop, San Antonio, Tex. Information: (214) 991-2100.

Dec. 9—*Society of Cable Television Engineers, Rocky Mountain chapter*, technical seminar on "Cable Powering." Jones Intercable, Englewood, Colo. Information: Rikki Lee, (303) 355-2101.

Dec. 11-12—Technology studies seminar for media professionals, sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

Dec. 12—"Europe 1992: What Will a Stronger Common Market Mean for the U.S.—and the World?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 12—Pay-per-view seminar sponsored by *Cable Television Administration and Marketing Society*. Anaheim Hilton, Anaheim, Calif. Information: (703) 549-4200.

Dec. 12—"Radio News Now," seminar sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-4690.

Dec. 13—*American Sportscasters Association* fifth annual hall of fame dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 13—*National Academy of Television Arts and Sciences* special recognition awards to Milton Krents for "lifetime achievement in broadcasting." Jewish Theological Seminary, New York. Information: (212) 678-8974.

Dec. 13-15—Western Cable Show. Anaheim, Calif. Information: (415) 428-2225.

Dec. 14—*International Radio and Television Society* Christmas benefit, featuring Flash Cadillac, sponsored by *Unistar Communications Group*. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 20—*Society of Broadcast Engineers, chapter 15*, meeting, "Designing a Radio Facility." Speaker: Herb Squire, WQXR-FM New York. WQXR facility, New York. Information: David Bialik, (212) 752-3322.

Dec. 31—Deadline for entries in National Commendation Awards, sponsored by *American Women in Radio and Television*, for positive portrayal of women in radio, television and cable. Information: (202) 429-5102.

January, 1990

Jan. 4—"Salute to 20 Years of [ABC's] *All My Children*, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speakers: Agnes Nixon, who created the program; Felicia Behr, producer, *AMC*, and Jozie Emmerich, senior VP-daytime programs, ABC-TV. Copacabana, New York.

Jan. 8—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 10-12—TV programming festival of International Film & TV Festival of New York. Sheraton Center, New York. Information: (914) 238-4481.

Jan. 11—*Federal Communications Bar Association* luncheon. Speaker: Janice Obuchowski, assistant secretary of Commerce for Communications and Information. Washington Marriott, Washington.

Jan. 11—Deadline for entries in 22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Jan. 15—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association* for "outstanding radio and television broadcasting relating to reading education, literacy and the promotion of the lifetime reading habit." Information: (302) 731-1600.

Jan. 15-19—*NATPE International* 27th annual convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

Jan. 16—"Texas Hispanic Media: Impact and Influence," seminar sponsored by *Media Institute*. Hyatt Regency, San Antonio, Tex. Information: (202) 298-7512.

■ **Jan. 16**—"High-Definition Television: Is America's Future on the Line?" symposium and live satellite broadcast sponsored by *National Technological University*. University of Maryland, College Park, Md. Information: (303) 484-6050.

Jan. 18-21—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 19-20—Colorado Broadcasters Association winter meeting and awards banquet. The Clarion hotel, Colorado Springs.

Jan. 21—Showtime Dealer College, workshop sponsored by *Showtime Satellite Networks*, during SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Bolgia, (212) 807-1400.

Jan. 22-24—*Satellite Broadcasting and Communications Association* satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 23-25—*Georgia Association of Broadcasters* 45th Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

Jan. 26-27—*Minnesota Association of Cable Tele-*

vision Administrators seventh annual conference, "Entering a New Decade of Cable Challenges." Scanlon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 788-9221.

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

Jan. 30-Feb. 1—*South Carolina Broadcasters Association* 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

February, 1990

Feb. 1—HDTV conference, examining political and technological questions surrounding introduction of HDTV to U.S. market, sponsored by *International Communications Industries Association*. Information: (703) 273-7200.

Feb. 1—Deadline for entries for *Action for Children's Television's* 1989-90 Achievement in Children's Television Awards. Information: Sue Edelman, (617) 876-6620.

■ **Feb. 1**—Deadline for entries in National Media Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and TV programs for and about aging or aged people and to encourage excellence in media productions on issues related to aging." Information: (312) 427-5446.

Feb. 6-7—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix.

Feb. 8-10—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

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

Feb. 12-13—*National Academy of Television Arts and Sciences* trustees meeting. Marriott-Marquis hotel, New York.

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS News. New York Hilton, New York. Information: (202) 785-1525.

Feb. 13-14—*Broadcast Credit Association* 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Malitz, (312) 827-9330.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 28-March 2—*Cable Television Public Affairs Association* Forum '90, "annual skills and strategies seminar that provides cable system operators and cable network programmers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

Feb. 28-March 3—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March, 1990

March 1—*International Radio & Television Society* Gold Medal banquet. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 2—*Southern California Broadcasters Association* Sunny Creative Radio Awards luncheon.



BIAS

"An overwhelming majority of the public sees political bias in the way the press covers the news....

"The public's assessment is far more critical than in 1985. The percentage of the public feeling that news organizations tend to favor one side in dealing with a political or social issue has increased from 53% in 1985 to 68% currently."

—*Times Mirror Survey*

November 1989

Fight Bias! Support AIM.

Name _____

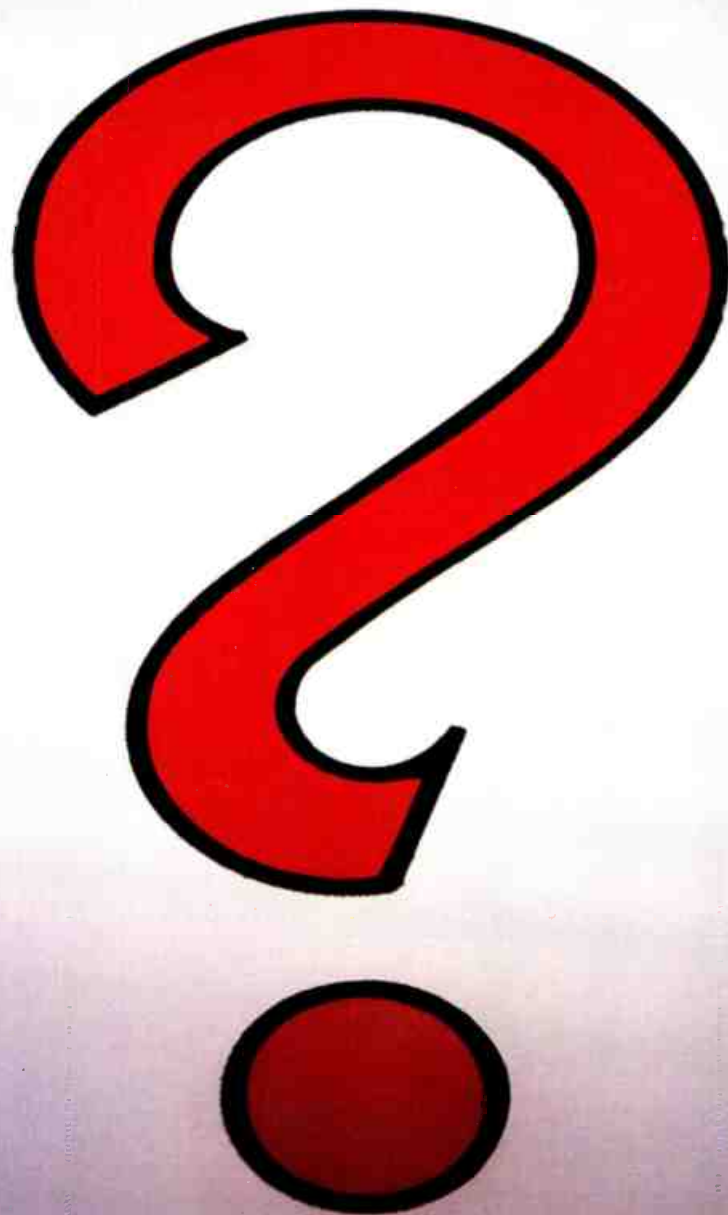
Street _____

City, State, Zip _____

Mail **ACCURACY IN MEDIA**
to: 1275 K St., N.W. #1150
Washington, D.C. 20005

**WHY LEAVE
ANYTHING TO**

CHANCE



GO WITH MONOPOLY NEW GAME SHOW SING

Call for availability in your area



The MONOPOLYSM game show is based upon Parker Brothers' MONOPOLYSM real estate trading game and is used under license from Parker Brothers. MONOPOLY[®] is a registered trademark of © 1935, 1989 Parker Brothers.

THE MOST IMPORTANT WHEEL AND JEOPARDY!

bet...before it's too late!



NATIONAL ADVERTISING BY
CANNON
ENTERTAINMENT SALES
A KING WORLD COMPANY

PRODUCED BY
MERV GRIFFIN
ENTERPRISES
A unit of Columbia Pictures Entertainment, Inc.

DISTRIBUTED BY
KINGWORLD
®

Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 9-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

Answers. Contacts. Background.

Have a question about Phillips Petroleum? Or the energy industry? These public relations specialists can get answers for you:

Dan Harrison (918) 661-5204
George Minter (918) 661-4987
Jere Smith (918) 661-4982

Call or write: Public Relations
Department, 16A-2 Phillips Building,
Bartlesville, Oklahoma 74004.

The Performance Company



April, 1990

April 1-3—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopocollo, (803) 777-3324.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

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

May, 1990

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 17—*Center for Communication* award luncheon. Plaza hotel, New York. Information: (212) 836-3050.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the 90's." Capital Hilton, Washington.

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Atlanta Convention Center, Atlanta.

June, 1990

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

June 6-9—*NBC-TV* annual affiliates meeting. Washington.

June 10-14—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

June 11-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 19-22—*National Association of Broadcasters* summer board meeting. NAB, Washington.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

July, 1990

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2043.

The Fifth Estate Broadcasting TELEVISION

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

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor
Mark K. Miller, Harry A. Jessell,
assistant managing editors
Leonard Zeidenberg, chief correspondent
Kira Greene, senior news editor
Matt Stump, Kim McAvoy, John S. Eggerton,
associate editors
Susan Dillon, A. Adam Glenn (international),
assistant editors
Randall M. Sukow (technology), Peter D. Lambert,
Joe Flint, Kristina I. Hoyt, staff writers
Janet Sullivan, editorial assistant
Anthony T. Sanders, systems manager
Todd F. Bowie, Ed Kaitz, production

Broadcasting & Cable Yearbook

David Seyler, manager
Joseph A. Esser, associate editor
Deborah Segal, assistant manager
Francesca Tedesco, Michael Greco, Janza L. Woods,
editorial assistants

Advertising

Washington
202-659-2340
Kenneth W. Taishoff, vice president, sales and marketing
Robert (Skip) Tash, Midwest and Southern regional sales
manager
Doris Kelly, sales service manager
Debra DeZarn, classified advertising manager
New York
212-599-2830
Joseph E. Ondrick, East Coast regional sales manager
Randi B. Teitelbaum, sales manager
Yedira Crawford, advertising assistant
Lewis Edge & Associates, (East Coast equipment and
engineering) 609-683-7900, fax 609-497-0412
Dave Beryln & Associates: 914-631-6468
Mattilyn Calloway, receptionist

Hollywood
213-463-3148
John R. Russel, West Coast regional sales manager
Sandra Klausner, editorial-advertising assistant
Schiff & Associates (Western equipment
and engineering) 213-393-9285, fax 213-393-2381

Circulation

Kwentin K. Keenan, circulation manager
Patricia Waldron, data entry manager

Production

Harry Stevens, production manager
Julie Gunderson, production assistant

Administration

David N. Whitcombe, vice president operations
Philippe E. Boucher, controller
Tracy Henry, assistant controller
Albert Anderson, office manager
Nancy Miller, personnel administrator
Marsha L. Bell, receptionist

Corporate Relations

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

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Folsie, chief correspondent
Stephen McClellan, chief correspondent (programming)
Rod Granger, Lucia Cobo, staff writers
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, Mike Freeman, staff writers

Advertising Representatives

Pattis3M: Chicago 312-679-1100, fax 312-679-5926
New York 212-953-2121, fax 212-953-2128
Los Angeles 213-462-2700, fax 213-463-0544
Hawaii 808-545-2700, fax 808-599-5802
Toronto 416-462-6288, fax 416-462-9207
London (01) 427-9000, fax (01) 427-5544

Japan (06) 925-4452, fax (06) 925-5005

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president
Kenneth W. Taishoff, vice president
Donald V. West, vice president
David N. Whitcombe, vice president

Founded 1931. *Broadcasting-Teletesting** introduced
in 1946 *Television** acquired in 1961 *Cablecasting**
introduced in 1972 □ Reg. U.S. Patent Office □
Copyright 1989 by Broadcasting Publications Inc

Why should a mid-size, independent broadcaster go with D-2?



Look at the big picture.

Like many mid-size markets around the country, the Orlando community is in constant change.

As individuals and business gravitate toward new lifestyles, this market is clearly in a growth phase. So to maintain their position as "Florida's favorite", WOFL-TV is focused on the future.

"We see digital as an investment in the next decade. Mid-size does not mean that our needs are appreciably different from those of a network affiliate or larger independent broadcaster. There's a growing list of highly visible corporate clients expressing interest in a broad range of commercial services. Not to mention the need for a variety

of public service announcements. But whether it's in-house commercial production, sales training tapes or PSA's, what we do needs to reflect our own high standards.

The Sony DVR-10 digital VTR helps us satisfy all those needs and more. On-air graphics, digital to analog post, four digital audio channels, those are all things that make a difference.

And we've been a Sony customer for some time. VTR's, editors, consoles—all from Sony. When the DVR-10 was ready for delivery, we were ready. No questions. The only thing we had to do was plug it in"...Jim Doyas.



Jim Doyas,
Chief Engineer,
WOFL-TV,
Orlando, Fla.

To find out how a Sony Digital VTR measures up to your market, call 1-800-635-SONY.

SONY
BROADCAST PRODUCTS

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

A public television commentary by Christopher Zimmerman, president/general manager, WQLN-TV Erie, Pa.

This is not another "let's bash public TV" piece. And the concept outlined below is not the overlying message, only a means to an end. I've spent over 16 years in public broadcasting and, like many of my colleagues, I'm tired of seeing my industry beat up by self-styled critics, well-meaning or otherwise, knowledgeable or not.

Public television is no longer the new kid on the block. In the Before Cable (or "BC") days, viewers didn't have to go far to find "educational" programming. Today, public television is stretching its educational origins dramatically and what was once its exclusive milieu is now surrounded by cracked corn and in danger of being pecked to death by a flock of ducks.

The After Diversity (or "AD") days are upon us and it behooves public television to take note. As the cliché goes, "You're either part of the solution or part of the problem." Public television must learn to evolve in a rapidly changing world or we will find we *are* a problem that others will be more than happy to solve.

Americans were raised with their televised fare interrupted every six or seven minutes. This immutable fact has shaped the entire broadcast landscape since the first "lights and wires" illuminated Murrow's box.

Why, then, should we, like omniscient knights herding the errant masses, expect our audience to change, simply because it's convenient or expedient? Are we really in a position of setting ourselves up as the last bastion of culture, knowledge and the ultimate "right stuff?" I would respectfully suggest, considering the present competitive environment, that we most surely are not.

We are becoming, to our cable competitors, what network television once was for us. Years ago, public television was created as a quality-based alternative to commercial TV. Today, cable is positioning itself as a self-supported alternative to public television. And the irony is not being lost on those of us who make it our business to provide an alternative service.

This is not to suggest that we succumb to commercialism or follow the lead of our cable brethren. To do so would be antithetical to our mission and, for that matter, ruinous. Admittedly, I've seen some good programming on cable. But the ads that interrupt the program flow defeat the original concept. As public broadcasters, let's learn from our past and "borrow" the best from our competitors. We can't continue to buck trends and mindsets.

I am convinced there are a great number of potential viewers who would watch public television, but they don't because they know they'll never get through a program without interruptions. If an audience knew



“ Public television must learn to evolve...or we will find we are a problem that others will be more than happy to solve. ”

there would be built-in breaks, they might be more inclined to turn us on. And once they hit, we can set the hook.

Predictable and planned breaks can serve many purposes. For those stations seeking more time for forward promotion, increased underwriting opportunities or a more localized look, these "time-outs" are natural targets of opportunity. And, for those that don't have the resources (or the inclination), PBS should provide generic forward promotion.

That we must begin placing breaks in our programming does not mean we're going commercial; it's merely an indication public television is facing reality. One cannot live one's life based solely upon lofty convictions. We must also embrace the totality of our experience. Fortunately, the two concepts are not mutually exclusive.

At the bottom line, public television is not the only source of programming the populace wants or even needs. The fact is, there are a number of programming sources for discriminating viewers. Either we learn this simple lesson or we join our friends the dinosaurs.

Traditional commercial broadcasters toss unprofitable programs like hot potatoes. And even though there are now a number of nontraditional services that emulate public television's fare, unless those channels

quickly show a profit, their programming identities are changed or canceled. When your bottom line is the profit line, your programming decisions take on a distinctly different hue.

And so, we need to make our programming more accessible. There's no question we have the means to accomplish this. We just have to start using all the tools in our kit.

Public broadcasters base their programming decisions on a system of thinking that is deliberate and thoughtful. We must learn, however, to include in our decisionmaking process an audience more comfortable with information retrieval in small doses. We should learn from our friends in the Postal Service: when faced with the problem of stamps that weren't sticking, instead of attempting to get people to lick less, more glue was applied!


If we are not reaching an audience, what, then, is our reason for being? Given the economics of public broadcasting, it is almost indecent to expect the many who currently aren't watching to pay for edification and entertainment of the few who do. We must give greater thought of how we can serve that larger constituency and still live up to the spirit of our original mandate.

There is a way to serve a larger and more diverse viewership through innovative programming choices and scheduling alternatives. We *must* not become slaves to pragmatism, but we must understand the precepts of reality and adapt our game plan accordingly.

As a former boss was fond of saying, "Television can bring a great number of people a very short distance." Public television's mission can encompass that truism. If we think we can change life styles, if we think we can provide more than a modicum of knowledge and understanding, then we are fooling ourselves and we will fail. Unless we prepare ourselves for the second millennium, this "grand experiment" will come to a crashing and ignominious halt.

Our only product is satisfaction. Although there are many ways to achieve satisfaction, public broadcasting's method is through the intellect—today's intellect, not that of a fantasized yesterday where we did what we did "the way it ought to be."

As public broadcasters, we are not modern-day Moses' bringing the commandments down from the mountain. We are one of many programming sources competing for attention in a distracting world. Our only hope is that our efforts will make a difference. And if it takes a few planned breaks in programming to achieve that difference, so be it.

Changing something should never be done for the sake of change alone. But changing something for a good reason and with a cogent plan could be exciting and an opportunity for growth. 

CRITICS LOVE IT!

"The acting and production values are first-rate."
—Ray Richmond, *LA Herald Examiner*

"A good viewing bet."
—Kay Gardella, *The NY Daily News* (on "The Saint")

"...The kind of original programming that cable channels have used to cut the network audience share to current All-Time low..." —Paul Lomartire, *Palm Beach Post*

"Quite well written and engagingly acted."
—Henry Sheehan, *Hollywood Reporter*

"Quality stuff."
—John Vorhees, *Seattle Times*

"Ian McShane gives a consistently good performance. He's a fine catch for the Dick Francis stories."
—Kay Gardella, *NY Daily News*

"Dick Francis crafts solid, inviting mysteries written in a clean, engaging style. The Blood Sport movie is in the same vein."
—Daniel Ruth, *Chicago Sun Times*

STATIONS & ADVERTISERS SUPPORT IT!

"Mystery Wheel is syndication as it should be, with quality produced, captivating, first run programs."
Michael A. Browner, General Director, Media Operations
General Motors Corporation

"We think that the Mystery Wheel Of Adventure represents the highest quality, first run programming that you can see on television today."
Michael Alexander
Executive Vice President & General Manager, WWOR-TV

"There is major appeal to adult viewers with these quality mystery dramas—and I think they are GREAT!"
Vicky Gregorian, Program Manager, WSVN-TV, Miami, FL

"These movies are an excellent alternative to network programming. It enables us to present first-run quality movies to our viewers."
Doug Johnson, General Manager, WXON-TV, Detroit, MI

"Having first run, quality primetime programming falls right in with our programming philosophy."
Penny Haft, Vice President/General Manager
WTTQ-TV, Birmingham, AL

THE NUMBERS PROVE IT!

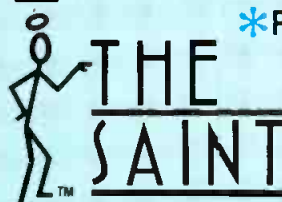
*MYSTERY WHEEL TOPPED THE OCTOBER '89 PRIME MOVIE AVERAGES IN...

New York/WWOR + 11%
Detroit/WXON + 32%
Miami/WSVN + 1%
San Francisco/KBHK + 8%
Houston/KTXH + 9%
...and others!

PROGRAMMING TO BUILD YOUR PROFITS
DLT ENTERTAINMENT LTD.
(212) 245-4680 DONALD L. TAFFNER, PRESIDENT

© DLT ENTERTAINMENT, LTD. All Rights Reserved

10 MYSTERY WHEEL OF ADVENTURE™



*Mystery Wheel was one of the top 10 prime movies of Oct. '89 on all of those stations, plus
Los Angeles/KCOP
Philadelphia/WTXF
Boston/WSBK
Washington/WTTG
Denver/KTVD
Phoenix/KUTP
...And Many More!

*Plus, Mystery Wheel ratings are growing nationally...
Up +16% OVER ITS DEBUT WEEK!!!

Source: Nielsen overnight 9/28-10/25; N55, 10/9-22

LOOK FOR EXCITING NEW ELEMENTS FOR THE '90-'91 SEASON!

The Livingston Awards

For Young Journalists

Three \$5,000 Prizes

will be given by the Mollie Parnis Livingston Foundation for the best 1989 print or broadcast coverage of local, national and international news by journalists aged 34 and younger in any U.S. medium.

Purpose:

To recognize and further develop the abilities of young journalists.

Procedure:

All entries will be judged on the basis of a single report or, in the case of series, up to seven reports. Organizations may apply for individuals, or individuals may apply on their own. The deadline for 1989 entries is February 12, 1990. Application forms may be obtained from Charles R. Eisendrath, Executive Director, The Livingston Awards, 2080 Frieze Bldg./105 S. State St., The University of Michigan, Ann Arbor, Michigan 48109. Telephone: (313) 764-2424.



Judging Panel

Final selection of the 1989 AWARDS will be made by:

Mollie Parnis Livingston,
chairman, The Mollie Parnis Livingston Foundation

Ken Auletta,
writer, *New Yorker* and columnist, *New York Daily News*

John Chancellor, commentator, NBC News

Richard M. Clurman,
former chief of correspondents, Time-Life Publications

Osborn Elliott,
professor of journalism, Columbia University

Ellen Goodman, columnist, *Boston Globe*

Charlayne Hunter-Gault,
national correspondent, MacNeil/Lehrer NewsHour

Mike Wallace, correspondent, CBS News

Broadcasting Nov 27

Vol. 117 No. 22

TOP OF THE WEEK

'Family values' candidate named to FCC

Bush to nominate Ervin Duggan, Washington consultant and Democrat

The White House last week delivered the equivalent of a lightning strike in announcing President George Bush's intention to nominate Ervin S. Duggan to fill the Democratic vacancy on the FCC. Duggan, a communications consultant who, although an old Washington hand (he served in the Johnson White House and held posts in the Carter administration), is virtually unknown to members of the communications industry. And until the White House last Monday (Nov. 20) disclosed its intention to candidates who had been considered but passed over, the choice of Duggan had been a well-kept secret.

In settling on Duggan, the White House overlooked the usual suspects, including Mary Jo Manning, the former aide to Senator Ernest F. Hollings (D-S.C.), the chairman of the Senate Commerce Committee, who had sponsored her. But it found a person it appears to feel has the unique qualifications it was seeking: He was seen as a candidate with "traditional family values," he was known to share what White House aides say is the President's concern about indecency on television, and his appointment, therefore, would send the desired signal to fundamentalist religious groups that have been putting pressure on the White House and the FCC. But, because of his background as a journalist, he was also viewed as a candidate who would try to square opposition to indecency with First Amendment values.

Indeed, Chase Untermeyer, head of the White House personnel office who led the search for a replacement for Patricia Diaz Dennis, whose term expired on June 30, was clearly pleased at the outcome of that search. "Filling a nonRepublican seat is always the most difficult [for a Republican administration]," he said. "Whoever you choose is not entirely on your side." And he noted that Duggan's appointment would run for five years, a long time during which the White House would have no control over his policies. But Untermeyer was com-

fortable with the 50-year-old Duggan. "From the point of view of philosophy," he said, Duggan "is a Bush Democrat." (One of those close to Duggan selects another description: a "Jackson Democrat" [Scoop, the late senator from Washington, who was a conservative Democrat, not Jesse] and continues to say "He has terrific Democratic credentials.")

It was not clear who submitted Duggan's name to the White House. But Untermeyer confirmed reports that the National Associ-

ings, the chairman of the committee that would hold confirmation hearings on the nomination, was backing another prospect, Duggan was not seen as a likely prospect.

Duggan is not without friends on Capitol Hill. He was born in Atlanta, but grew up in Manning, S.C., and is known to be at least acquainted with Hollings. And Hollings has not indicated any opposition to a Duggan nomination. What's more, Duggan is friendly with two members of the Commerce Committee, Senators Lloyd Bentsen (D-Tex.) and Charles Robb (D-Va.). Robb, reached through his office for a comment on the prospective nomination, said that he has known Duggan "for many, many years," and that he regards the appointment as "an outstanding" one.

One of the elements in Duggan's background that appealed to the White House, according to Untermeyer, is his "practical Washington experience." He had arrived in Washington after service in the Army to take a job as a reporter with the *Washington Post* in 1964. But within a year, the 24-year-old reporter had been recruited by Douglass Cater, an aide to President John-

son, to work as a speech writer. At the time, Cater was shaping White House policy on establishing noncommercial broadcasting in the U.S. Later, Duggan was a special assistant to Senator Adlai E. Stevenson before serving in the Carter administration as special assistant to the Secretary of Health, Education and Welfare, Joseph Califano Jr., and then as a member of the State Department's Policy Planning Staff. With the advent of the Reagan years, Duggan returned to journalism as national editor of *The Washingtonian* magazine, a post he held until 1986.

Since 1980 Duggan has also been what he calls a communications consultant as head of Ervin S. Duggan Associates, in Washington

Duggan bristles, however, at the suggestion he is in public relations. A published biography describes him as "a consultant and writer whose chief enterprise is helping clients, most of them corporate leaders, communicate—through speeches, articles,



Duggan in BROADCASTING's newsroom with editors Len Zeidenberg and Harry Jessell

ation of Evangelicals supported the suggestion. Duggan is not an evangelical; he is active as a member and elder of the Chevy Chase Presbyterian Church in Washington, and serves as national chairman of Presbyterians for Democracy and Religious Freedom. But as a member of the Institute on Religion and Democracy, a think tank concerned with such matters as religious freedom in the Soviet Union, he became acquainted with evangelicals—and they with his views on matters such as family values.

Duggan was also supported by Senator Wyche Fowler Jr. (D-Ga.), a personal friend since both attended Davidson College, in North Carolina. However, Duggan apparently did not campaign for the nomination—which would be a reason why the White House was able to keep his name from entering the speculation normally associated with a search for a nominee—and Fowler did not express his support until late in the game, when the White House had begun to focus on his friend. Since Hol-

reports and congressional testimony." Among the clients he has served, according to the biography, are American Express, Kaiser Steel and Kaiser Resources, and CIGNA Corp.

Duggan may not be known to many in the communications area, but he is an old friend of Jack Valenti, the president of the Motion Picture Association of America, who over the years has been allied with or in opposition to many in broadcasting. Their friendship goes back to the Johnson White House, when Valenti was a special assistant to the President. And Valenti was enthusiastic in his appraisal of Duggan—whose selection to serve on the FCC, he said, came as a surprise to him. "He's

intelligent, literate, knows how government works. Anyone who worked for President Johnson and was not 99.9% perfect didn't last. He did." Valenti offered one other observation. "He's no ideologue. He does not go after an issue with his mind made up."

Another friend from the Johnson White House days is Ben J. Wattenberg, author and journalist, who had also been a speech writer and who, like Duggan, could be considered a "Scoop Jackson Democrat." In the mid-1970's, they co-authored a book, "Against All Enemies," which Wattenberg describes as "a good White House novel." He said he could make that claim since Duggan did most of the work. "He's an

extremely intelligent guy, hardworking, all those good things. He's the cream of America," said Wattenberg.

Wattenberg, for one, sees no cause for concern in contemplating Duggan, as a commissioner, confronted with a case in which "traditional family values" seemed to be at war with First Amendment values. First, he said, "he's a man of the press. He's extremely sensitive to First Amendment values." But Wattenberg also said he did not think there should be "a conflict" between the two sets of values. "He's a cultured guy; he'd bring a journalist's and humanist's approach to the job, rather than that of someone steeped in communications law." —LZ

Billion-dollar basketball for CBS

Network wins whole NCAA tournament and other events, 1991-97; removes ESPN, cable from post-season picture

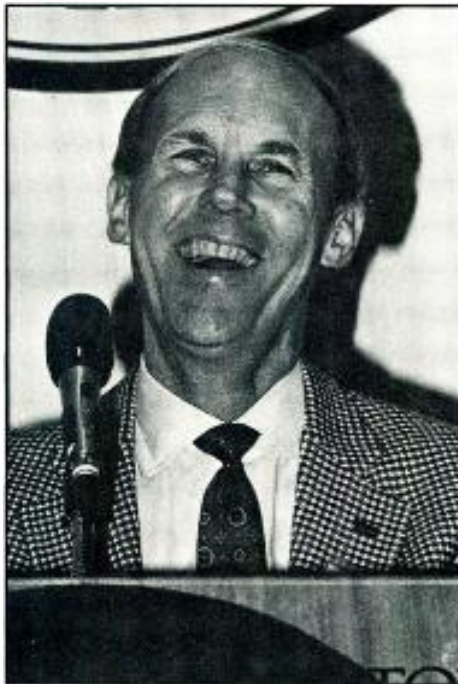
CBS won the latest round of television sports musical chairs last week, beating out not only NBC and ABC, but also ESPN, with a \$1 billion, seven-year bid for rights to the entire National Collegiate Athletic Association's college basketball tournament from 1991 to 1997.

Signed the day before Thanksgiving by CBS Sports President Neal Pilson and NCAA negotiating committee chairman Dick Shultz, the deal averages \$142,857,142 in rights payments per year, although the graduated plan will start at \$115 million.

In addition to winning rights to the 64-team tournament, CBS won the rights to air additional NCAA championship sports, including women's basketball semifinals (CBS already carried the final) and expanded coverage of the College (baseball) World Series, Division II men's basketball and Division I-AA football and basketball championships.

Notable for its unprecedented seven-year length and for raising the tournament's average annual fees to more than two and a half times CBS's current \$55 million-per-year fee, CBS's commitment puts in place another piece of a nearly all-new network sports picture, following as it does the shifts during the past 11 months of Major League Baseball from NBC and ABC to CBS (BROADCASTING, Dec. 19, 1988) and of the National Basketball Association from CBS to NBC (BROADCASTING, Nov. 13).

The price was "well within the anticipated levels we thought we would have to spend to get the tournament," said Pilson, pointing to solid tournament ratings and the advantages of entire-package exclusivity. Average tournament ratings over the past three seasons on CBS have risen steadily—9.2, 9.4, 10.0—and championship games ratings—19.6, 18.8, 21.3—have remained strong over the same period. "In this particular situation, we felt the tournament had grown in stature and importance where it could be supported on network television."



Why is this man smiling? NCAA's chief negotiator Dick Shultz has signed off on a seven year, billion dollar deal with CBS for rights to basketball-plus that works out to more than two-and-a-half times the current per-year price.

According to spokesman Tony Fox, CBS Sports sees little or no risk that the tournament's popularity could drop during such a long commitment. The tournament delivers "more total aggregate viewers than any other sport including the NFL. Virtually the entire country is interested in this tournament, and we don't see that changing any time soon."

The new contract also ends ESPN's 11-consecutive-year streak of carrying essentially the first half of the tournament on cable TV, a fact that Fox acknowledged appears to "reverse a trend" of cable gaining exclusive rights to increasing numbers of major sports events.

"The NCAA tournament is a great event, and we will miss it," said Steve Bornstein, ESPN executive vice president of programming and production. "We wish CBS well."

Next March 15 and 16, ESPN will cover the first 32 games by telecasting nationally 10 live games (between noon and 11:30 p.m. each day) and nine taped games (split between the very early and late a.m. hours). That 19-game, approximately 40-hour schedule matches the average over the most recent three-year schedule, said ESPN.

The NCAA, however, appeared content with the idea of leaving cable behind. "We feel that this agreement takes the NCAA championships program to a new level," said Shultz. "We are especially pleased that one of the nation's premiere sporting events will be on free television in its entirety for the life of the contract."

By treating the tournament "as a single sports event with a beginning and a middle and an end," Pilson said, CBS believes it has maximized advertising exclusivity and promotional advantages. Under the new deal, CBS will increase its schedule from 19 games to 26 games—mainly by regionalizing its telecasts of early round games, adding up to a new 60-70 hour schedule, 10 hours of which will air in prime time.

That schedule will begin on a mid-March Thursday at noon and will include prime time doubleheaders Thursday and Friday and afternoon doubleheaders as the second round begins that weekend. CBS will then come back on prime time the next Thursday and Friday with regional finals, The Final Four that next weekend and the championship in prime time Monday night.

The "substantial increase" in exposures will provide additional advertising inventories, said Pilson. CBS will not, however, have an entirely free hand in selling all that inventory. The NCAA called in the contract for a return to 60 seconds an hour of beer commercials, as was the case in the early 1980's, "an acceptable provision," said Pilson, confirming that CBS had gone to 90 seconds under its current contract. There is, he said, "sufficient advertiser demand for the tournament. We don't expect an adverse financial result. We are told," he said, "that the NCAA has reached an understanding with Anheuser-Busch" in terms of balancing "moderation ads" and the "usu-

Networks making progress on preemptions

al ads they present." CBS does not anticipate that beer companies will use the restrictions to justify getting lower ad prices, he added.

CBS said it had bid on six-year, four-year and split-network packages, but had put all its energy into its six-year proposal. At the end of the bidding, said Pilson, the NCAA offered a seventh year.

"We understand that other networks



Pilson

were very competitive." with ABC presenting "a very strong bid" for a single network package, and NBC bidding hard for a split-network deal, Pilson said. But scheduling may have been a hangup for NBC, which, according to Pilson, was looking for a Friday and Sunday NCAA schedule. "because they have strong regular series programming on Thursday and Saturday," he said. "We had envisioned principal competition coming from ABC. It really did turn out kind of the way we thought it would."

Contrasting the networks' latest sports deals, Pilson claimed that, over the first four years, CBS's fees will be "substantially below" the \$150 million a year average to be paid by NBC for the NBA. "We double on rights," he said, "whereas they [NBC] tripled. We do anticipate making money on this plan," he said. The NBA went from \$173 million over three years to between \$600 million and \$650 million over four years, up roughly 170%. The NCAA rose approximately 158% from its current three-year, \$166 million level.

Pilson stopped short of saying the CBS move was part of a grand strategy to get back at cable. "A tremendous increase in distribution channels is the world that we have to deal with," he said, adding, however, that extensive exposure of college basketball on all those outlets can pay off for the tournament. "Even though average ratings have not been changing, total ratings have increased. This helps provide increased attention and media focus when we get to post-season." And, come 1991, the only place to see that post-season—"a really secure and attractive event"—will be on CBS.

-PDL,GF

One-time-only prime time preemptions decline more than 30% at ABC, 19% at CBS on year-to-date basis; networks' motivational psychology reaps results

Prime time preemptions in 1989 have dropped at two of the three television networks. The development seems to validate both the continued jawboning and use of material incentives by the affiliate relations divisions of ABC, CBS and NBC. Although clearances have also improved in certain other dayparts, such as weekend sports, there remains work to be done, particularly in late night and daytime.

At ABC, one-time-only prime time clearances in the second quarter improved by 43%, while those in the third quarter improved by 36% compared to the year-ago periods. At CBS, such preemptions fell by 19% for the first 10 months of the year to just over 4,400 hours, from just over 5,400 during the first 10 months of 1988. At NBC, John Damiano, vice president, operations and affiliate relations, said prime time clearances were good before and had held up this year: "With the increased financial pressures on stations, if we can hold them to the same level, we can claim victory."

A decline in preemptions has also been seen in weekend sports, particularly in some of the lower-rated anthology programming. ABC's senior vice president, affiliate relations, George Newi, said that weekend sports clearances were also up "significantly," although exact comparisons with the prior year were not possible due to changes in the schedule. Damiano said that overall sports clearances, particularly for *SportsWorld*, were "not significantly better, but better" than a year ago.

Looking at total hours can be misleading,

since a single preemption by a major-market affiliate can undo, in terms of audience coverage, improved clearances by dozens of smaller-market stations. Yet the networks say that they are happier with the coverage, which helps them meet advertising guarantees and insures that their own promotion will be seen by a wider audience.

Most of those commenting said the improvement was due to a more aggressive network effort, which added recent rewards and punishments to the traditional plea for affiliate understanding. ABC, for instance, decided to cancel an across-the-board compensation cut and instead awarded \$5 million in performance bonuses (BROADCASTING, Sept. 11). As part of the promise for the about-face, ABC affiliates promised to improve clearances, which were, in turn, used by the network as one of the criteria for singling out stations for the bonuses.

Tony Malara, president, CBS affiliate relations division, said that in addition to raising the preemption issue at regional affiliate meetings, the network more recently sent letters to each affiliate "giving them an accounting of their preemptions to date. We were down into the trenches on this." Last year NBC adopted a more performance-based method of compensation, making clearances more explicitly a factor in the amount of money the network paid an affiliate.

Some station operators said clearing network programming is now in their own self-interest, in more ways than simply insuring a strong network. Carl Wagner, president of the Great American Broadcast Group, said that in certain cabled markets, when stations preempt network programming they run the risk of viewers switching to watch the preempted programming on an imported affiliate's signal.

Phil Jones, head of Meredith Broadcast-



Malara



Newi

ing, said another reason stations may be less inclined to preempt is that the economics of doing so are less favorable: "Programming costs are high, and meanwhile there is enough other inventory to satisfy customers from barter syndication and cable."

CBS's Malara said that while some preemptions were undertaken by stations for news, public affairs and other programming "that makes them a good affiliate," roughly 95% of preemptions were to give stations more advertising inventory, either to generate extra revenue—"spot carriers"—or to help them out of an oversold position—"make-good theater."

If most preemptions are done for advertising purposes—both public image and monetary gain can be at work at the same time—then the state of the spot advertising marketplace would presumably affect the level of affiliate preemptions. However, those commenting disagreed on what that effect was. "I think it is personally greater during weak spot markets," said Ben Tucker, chairman of the CBS affiliate advisory board and executive vice president of Retlaw Broadcasting. Tucker and others said it is then that stations most need help, from extra inventory, to meet budget projections. But some observers said that a tight spot market provided a better reward for preemptions.

No one is expecting the Billy Graham, Geraldo Rivera or other specials to go away entirely. Dick Kurlander, vice president, programming, Petry Television, said that there are at least a handful of affiliates who have local sports franchises and "who have no intention of giving them up. They are lucrative, and are local programming, just as local as news or public affairs, and there is no better way for a station to protect its future." —GF

Lackluster ratings dampen new season for CBS

As the television season unfolds, last year's third place network guards its optimism; low ratings beget cancellations, schedule changes

At the start of the 1989-90 season, CBS affiliates had reason for optimism, despite their third place finish last year. Monday night would be loaded with comedies, the network had high praise for the hour dramas making up much of the remaining schedule, and Connie Chung was coming to the rescue on Saturday night. However, two months into the season, the list is dwindling—along with the optimism. (Currently, CBS remains third in the season to date network standings, with NBC at 15.1/25, ABC 13.2/23 and CBS at 12.4/21). There have been several cancellations and schedule changes, including the down-trending of Monday night; *Saturday Night with Connie Chung* is scoring single digit ratings, and there's no *Lonesome Dove* on the horizon to boost the schedule.

The feelings of high hopes continued into the first few weeks of the season when the promotional efforts yielded high sampling numbers for many of the new shows. For instance, *Major Dad* on Monday at 8 p.m., which beat NBC's *ALF* for the first four weeks of the season, has been in second place since. The rest of CBS's new shows, those sampled at the season's start, have trended the same way, or have been cancelled, or put on hiatus.

Ben Tucker, chairman, CBS affiliates, acknowledges the pre-season hype may have been infectious. "Now it seems that

maybe expectations were a little too high."

To date, of the nine new series (three comedies, six dramas) CBS brought onto the schedule, *People Next Door*, *Peaceable Kingdom* and *Top of the Hill* have been cancelled, and *Wolf* has been pulled from the schedule and if brought back, won't reappear until February at the earliest. Additionally, *Snoops* is pulling in single digit ratings at 8 p.m. on Friday and hasn't been given a second-season commitment from the network. Of the nine new shows, only *Major Dad* and *Rescue: 911* remain on the schedule in their original time slots.

"They certainly haven't done much to improve their schedule," said Richard Kostyra, executive vice president, director of media services, J. Walter Thompson. "CBS is basically in a programming dilemma in that the new shows have not improved the size of their audience, let alone the makeup of their demographics. Their new shows are disappointing and some of the older shows are slipping," he said.

Kostyra used the week of Nov. 6-12 as an example of CBS's rating and demographic weakness. During that week, the network finished third in household ratings, 11.7 to ABC's 12.7 and NBC's 15.4. However, among adults 18-34, CBS had a 5.1 rating to ABC's 8.1 and NBC's 8.3. Even Fox, which had a 6.3 household rating, scored a 5.6 among the same demographic group.

Peter Tortorici, vice president, planning and scheduling, CBS Entertainment, agreed

USA Today off TV

Some *USA Today On TV* staffers expressed a sense of relief when word came last Wednesday (Nov. 22) that the program was being canceled, effective Jan. 7, 1990. "It was like seeing your sick grandmother pass away," said one source, who asked not to be identified.

The program had been plagued from the beginning with troubles, including lower than expected ratings, and complaints from stations that the show they bought was never really the one delivered.

Company officials refused to comment on the cancellation last week, beyond a short press release issued after the staff was informed of the decision. In a joint statement, GTG president Grant Tinker and John J. Curly, Gannett chairman and chief executive officer, said they were "disappointed" the

show didn't catch on with a wider audience. They also said they were "proud of the program's quality and high journalistic standards."



The show never really found the audience it had anticipated in its sales pitches, which were based on the solid reputations of the television executives behind it, Grant Tinker and former *To-*

day executive producer Steve Friedman. Friedman had expressed the confidence that *USA Today* would "bury" *Entertainment Tonight*. Yet *ET* experienced something of a rebirth last season, posting some of its strongest numbers ever, a strength that carried over to this season.

Meanwhile, Friedman lasted less than two months as executive producer of *USA Today* after it debuted Sept. 12, 1988. He was replaced by Jim Bellows, who was replaced four months later by Gannett station veteran Tom Kirby. Kirby, in turn, was replaced by Jack Hurley of the Gannett News Service.

The week of Nov. 12, the strip averaged a 2.9 rating, with a 1.4 rating for the weekend show, about half the combined rating it had when it launched in September 1988.

The Maltese phalanx

TV and radio journalists prepare to cover Bush-Gorbachev summit

that the network's prime time performance to date is disappointing, but said there have been some successes on the schedule. "Coming into the season, our biggest and most obvious problems were at 8 p.m., across the board. Looking at things now, our most significant signs of improvement are at 8 p.m.," he said.

Tortorici cites the performance of *Major Dad* on Monday at 8 p.m., *Rescue: 911* on Tuesday at 8 p.m., and *Paradise* also at 8 p.m. on Saturday. "Major Dad is one of the few 8 p.m. comedies recently launched that is getting decent numbers. Although it isn't a hit, it's been doing respectable numbers. Where we used to be in third, now we're competitively in second, at least most weeks. *Rescue: 911* has taken us up competitively on Tuesday night. And on Saturday night, where we've not had much luck, *Paradise* has grown and did an 11/20 in its last performance. We've gone from third in the time period to a competitive second," he said.

"With those three shows, we've now done significant improvement on three nights at 8 p.m.," he said, while acknowledging remaining problems. "Yes, we still have problems at 8 p.m., like Wednesday and Friday nights. Our disappointments are there. Nobody likes to see single digit numbers."

Tom Jicha, television critic for the *Fort Lauderdale News/Sun/Sentinel*, said the network's slump is one that has extended throughout the decade. "The only CBS Entertainment show that was launched in the 1980's that is in the top 10 is *Murder, She Wrote* and that's in its last year," he said.

"There's no question that their development is extraordinarily weak," said one studio source. There's a concern about going to CBS. What you'd like to see is more savvy in their scheduling. You could feel better about it if you thought they knew what they were doing," the source said.

Indeed, the problems with development this year have some affiliates concerned about next year. "I worry a great deal as most other affiliates do, about the soaps next season," said Sy Yanoff, president, WNEV-TV Boston. "That's a frightening potential to think they'll have an additional three hours to fill."

Inevitably, this season, like last year, with the rash of cancellations and schedule changes, has brought about the talk of a restructuring of the CBS Entertainment division. One CBS senior executive said the management has not lost patience and still understands the process to be a long one. "There's been some progress along with some disappointments," he said. "Maybe we overreached this year and maybe we did too much. But that's what you do when you try to launch new shows," he said.

Tortorici, who thinks rumors of a shake-up are grossly exaggerated, but cautions "anything can happen," said: "In a sense, we work in a perception business and right now we're laboring under the perception of a difficult situation. The thing about living and working in Los Angeles, is that the land and the job are located on a fault line." —SC

Journalists from the U.S., the Soviet Union and much of the rest of the world—estimates range from 500 to 2,000, depending on what else is going on in the world at the time—are already beginning to descend on the island of Malta, an island nation of 350,000, to cover the first summit between President Bush and Soviet President Mikhail Gorbachev. And it will not be a posh hotel or conference center where the two leaders are to meet, on Dec. 2 and 3, but on two warships, the U.S.S. Belknap and the Soviet Slava, moored in Marsaxlokk Bay. Still, modern communications technology being what it is, the broadcasters seem reasonably relaxed about the prospect of transmitting stories, live or on tape, back to the U.S. by satellite.

"The ships are within microwave distance of the shore," said Lane Venardos, head of CBS News's special events unit, as though that were the fundamental problem. He had toured the area for a week and a half earlier this month and, with producer Jack Kelly and Frank Governali, engineer in charge, "nailed down" the facilities CBS would need.

CBS was not alone in scouting the terrain early and getting facilities in place. ABC, CBS, CNN and NBC have uplinks (CBS has two), have selected sites for anchors to talk against scenic backdrops, secured hotel rooms, and, presumably, handed out seasickness pills to those who will serve on the expanded pools of unilateral correspondents, directors, producers, cameramen and microwave technicians, and will travel by launch to the ships, the Slava on Saturday and the Belknap on Sunday.

Telephones were the biggest problem, according to Wendy Walker, CNN's executive producer, who will serve in that capacity on Malta. There are only 30 telephone circuits connecting the Maltese Archipelago with the rest of the world, hardly enough to meet the needs of those expected in Malta for the summit—up to 3,000 representing the U.S. and Soviet governments, as well as the world press. So TeleMalta Corp., the government PTT, asked for help, and AT&T responded. Ellis Kitchen, district manager for White House programs, who supervised the work, said a "medium-sized switching system" was installed to connect phones the company was providing on the island with an earth station for relay to the U.S. and such farflung spots as Japan, Australia and Europe.

(Telephones aside, providing live coverage from either of the ships to television sets in American homes will be no small thing. An ABC spokesperson described a route involving three microwave hops and three satellites.)

Actually, the networks will not wait until the gathering on Malta to begin their special coverage. The world press will be on hand in Rome on Thursday (Nov. 30) for Gorbachev's visit that will culminate in the first-

ever meeting of a Soviet leader with the Pope. The networks' anchors—ABC's Peter Jennings, CBS's Dan Rather, CNN's Bernard Shaw and NBC's Tom Brokaw—will operate out of Rome during the visit.

The timing of the events provides an opportunity—that CBS will seize—for a special edition of *48 Hours*. The special, *At Freedom's Gate*, will focus on what the CBS press release says is "the apparent demise of Communism" and report on the Vatican's preparations for the Gorbachev meeting with the Pope on Friday. That program, in turn, will climax a series of reports that CBS will air through the week on the dramatic changes under way in Eastern Europe. Rather will anchor the *Evening News* from Prague, Czechoslovakia, on Monday, Nov. 27, before moving to Rome to anchor the newscast from Vatican City through Thursday.

But on Friday, Rome is history. The movable media feast will be in Valletta, Malta, and the Mediterranean Conference Center on Grand Harbor that will serve as the filing center for most of the press (CBS and CNN will be operating out of their hotels, the Excelsior and Fortuna) and where American and Soviet briefers will hold forth. And the networks plan heavy coverage. Along with the rest of the press making the trip, they have scoured the summit schedule and are planning their attack. Given free rein, there would be little that Bush and Gorbachev could do that would escape their coverage. But limits are being imposed. And as of last week, negotiations were going on between U.S. and Soviet representatives in Malta to complete the job of determining what activities will be off limits to cameras—which meals, for instance—and, at least as important, on whether the Soviets would permit the use of a microwave link on the Slava for live coverage.

Still, the networks expect to fill the microwave links between Malta and New York with a stream of pictures of the leaders. And that coverage will provide a feast for the networks' weekend news shows as well as the regular evening newscasts. NBC, for instance, plans a live broadcast on Sunday morning, Dec. 3, that will begin at 8 a.m. ET and run until 12:30 p.m. and consist of special editions of *Sunday Today* and *Meet the Press*, with Brokaw and Gerrick Utley serving as anchors. On CBS, the summit coverage will figure prominently in expanded editions of Friday's *CBS This Morning* and *Sunday Morning*. It will also provide pieces for *Saturday Night with Connie Chung* and *60 Minutes* on Sunday. CNN, with a contingent of some 50 correspondents, camerapeople and producers, plans its customary round-the-clock coverage. ABC was playing its cards close to the vest. "We'll do the specials as warranted," said a spokesperson.

So a week before the unprecedented ship-board summit between U.S. and Soviet leaders, everything is under control. CNN's Walker last week said: "Phones are the

Fairness excised as Congress exits

With legislators in a hurry to get home for the holidays, there was a last-minute flurry of activity on Capitol Hill as the first session of the 101st Congress wrapped up its unfinished business—most of it budgetary—and adjourned early last Wednesday morning until January. Before leaving, they passed a \$12.9 billion deficit-reduction package that increases the FCC's cost-of-regulation fees by approximately 12.6%. Noticeably absent from the budget reconciliation package, however, was a provision to reenact the fairness doctrine.

The doctrine's proponents are not giving up. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) are committed to reviving fairness next year.

The decision to strip the doctrine from the reconciliation measure was made by House leaders who were under pressure to drop any extraneous provisions from their version of the budget bill. House and Senate conferees were working to reconcile differences between the two packages. President Bush was threatening to veto a loaded-down bill. The Senate kept its version free of fairness and other controversial issues.

The situation became dicey late last Monday when Senate Republicans added language concerning unemployment compensation. It triggered a reaction from House members, who reinserted fairness. By Tuesday night, House Speaker Thomas Foley (D-Wash.) had decided to pull fairness from the package, and the two chambers eventually resolved their differences. According to reports, Representative Tom Tauke

(R-Iowa) and Bill Frenzel (R-Minn.) were instrumental in the fight to keep fairness out of the budget bill.

Fairness opponents were heartened to hear that the doctrine was dropped. "We are proud of the members of Congress who resisted the temptation to attach the irrelevant and unconstitutional fairness doctrine provision to this year's budget reconciliation bill," said David Bartlett, president of the Radio-Television News Directors Association.

House and Senate Commerce Committee conferees ironed out their differences on the FCC fees. The conferees accepted the Senate schedule, which increased minimum fees from \$20 to \$35 (the House suggested \$30) and does not apply any of the charges to public broadcasters.

With the passage of the budget reconciliation measure, the FCC's budget will be restored to \$107 million. It was cut to \$103.5 million when Congress failed to meet its October deadline on the reconciliation bill. The commission originally sought \$109 million. Bush signed the FCC appropriations bill last week.

Before it went home, the Congress also approved a fiscal 1990 appropriations bill that includes FY 1992 funds for the Corporation for Public Broadcasting of \$251 million for general operating expenses and \$76.3 million for satellite replacement.

In addition to a 12.6% increase in filing fees (the FCC was already prepared to adopt a new schedule) the commission will implement some new charges. The new fees will not take effect for five months.

biggest problem. And that is being taken care of." Otherwise, she said, "it's no different from going anywhere else."

□

The radio networks will be covering the Bush-Gorbachev Summit in Malta as well as Gorbachev's meeting in Rome with Pope John Paul II. Although the schedule of events was still tentative at press time, all the networks were committed to carrying all the news and press conferences, and were prepared to broadcast special reports as events warranted.

ABC Radio Networks will send their staff correspondents from Rome, as well as Joe Templeton, morning anchor, ABC/Information network. Templeton will originate broadcasts from the site of the summit. ABC will provide customized coverage for affiliates requesting service.

CBS Radio will send CBS News correspondent Bill Lynch, who will lead the network's top-of-the-hour news broadcasts.

Westwood One's Mutual Radio News will send Connie Watson, London-based correspondent, to cover the Rome meeting. Watson will go on to Malta, where she will be joined by Steven Porter, White House correspondent.

United Press International will be sending Ken Robinson, senior editor for radio, who will serve as producer; Bill Small, White House correspondent, and Tom Rivers, London-based European correspondent.

Associated Press will send Mark Smith, national correspondent, and Steve Katz, AP correspondent for TV Direct. —LZ, LC

Wanted: A law cable can live with

As Senate moves toward cable reregulation, industry begins process of shaping legislation; cable willing to accept anti-trafficking, subscriber cap and federal rate regulation

Say what you will about cable operators, they are a pragmatic lot.

Having recognized that the Senate is bent on passing legislation to reregulate cable next year, the operators, through the National Cable Television Association, are trying to shape the legislation into something they can live with rather than using up all their political chits and goodwill trying in a possibly futile effort to scuttle it.

The cable operators' willingness to deal was apparent at the Senate Communications Subcommittee hearings two weeks ago. There, two top cable executives, John Malone of Tele-Communications Inc. and James Robbins of Cox Cable, discussed some of what they were willing to accept as part of a cable legislative package (BROADCASTING, Nov. 20).

Malone and Robbins, both members of the NCTA's policymaking executive committee, said they would go along with legislation limiting the number of subscribers a single cable operator may serve—something akin to the FCC's multiple ownership rule limiting the number of stations a single broadcaster can own—and requiring the purchaser of a cable system to hold onto it for several years before reselling.

They also implicitly endorsed a return to some form of regulation of cable subscriber fees so long as it was federal, as opposed to municipal regulation. Malone told the subcommittee members he thought rate regulation was inevitable as consumers come to "regard cable more and more as a necessity." But, he warned, restoring municipal authority to regulate rates would "shoot this industry in the head."

Cable lobbyists, attorneys and executives contacted by BROADCASTING seconded the testimony of Malone and Robbins, saying they could live with an anti-trafficking clause, restrictions of subscribership (horizontal concentration) and federal rate regulation.

And cable operators are also not adverse to a limited must-carry law requiring cable systems to carry local broadcast signals. To accommodate the broadcasting industry, the NCTA has said repeatedly it is not only willing to accept a must-carry law, but also to work for its passage on Capitol Hill. However, NCTA has drawn the line on provisions that would entitle stations' signals to low cable channel carriage.

By accepting legislation containing, as Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) put it, a "modicum of reregulation," the cable industry hopes to alleviate much of the anti-cable pressure that has been building up in Congress and head off far more onerous legislation such as that proposed two weeks ago by the Communications Subcommittee's

ranking Republican, John Danforth of Missouri.

The cable operators have another compelling reason to deal: the threat of competition from the telephone industry. The telcos, led by the United States Telephone Association, are pushing for elimination of the statutory ban against their entering the cable business in their telephone service areas. Many lawmakers have concluded that cable is in need of either regulation or competition. Confronted with a choice of the two, any given cable operator will opt for regulation.

The Danforth bill would, in essence, deliver the cable industry back into the hands of municipalities. It would give them the right to regulate the rates of any system that does not face competition from another "multichannel" program provider, allow them to entertain second bidders for cable franchises at franchise renewal time and empower them to set technical standards.

Among other provisions cable finds intolerable is one that would prohibit cable programmers owned in whole or in part by cable operators to discriminate in "price, terms, conditions or availability" against potential cable competitors.

Cable operators and programmers are giving no ground on third-party distribution. Most operators are also set against any legislation that interferes with their ability to hold interests in cable programming, which some operators see as a strategic hedge against the advent of the second video wire into the home. The operators insist that the vertical integration that has taken place to date in the industry has been beneficial to cable and to its customers, strengthening failing ones like The Discovery Channel and fostering new ones like Turner Network Television.

Like George Bush's thousand points of light, cable's current troubles in Washington emanate from individuals in a thousand communities who have voiced, over the past five years, countless complaints about rising rates and declining service. The complaints have been heard by the federal lawmakers and the FCC.

By themselves, the complaints may not have been enough to move Congress. But they have been driven home by the relentless anti-cable rhetoric of cable's competitors and would-be competitors—broadcasters, wireless cable operators, distributors of programming and hardware to the home satellite industry and the telephone industry.

Finally, cable just does not look good on paper. Regardless of what it has done or not done, it is, as Malone pointed out, a service that is moving from luxury to necessity. Moreover, it is unregulated and, as far as the provision of cable programming services is concerned, it is a monopoly.

As the legislative process gears up, so will the cable industry's effort to ameliorate some of the concerns about cable through stepped up customer-service and public relations efforts. "It can be done, but not in a short period of time," said David Andersen, vice president, public affairs, Cox Cable. "Actions speak louder than words, and changing perceptions through actions takes

time."

The cable operators are not conceding much in conceding to anti-trafficking and horizontal concentration provisions. Many operators in for the long haul welcome an anti-trafficking measure as a means of discouraging what they call "franchise flippers"—cable speculators who buy cable systems and then jack up prices and slash operating expenses to maximize cash flow and sale prices. The "asset players" blame the "franchise flippers" for the troubles with rake hikes and customer service that have brought the Senate to the brink of cable reregulation.

The only operators likely to be affected by a cap on horizontal concentration are Tele-Communications Inc., which has 21% of the cable universe, and Time Warner, which has about 11%. To the rest of the industry, horizontal concentration is a non-issue. "I don't think it really affects us, so we have no objection to it," said Jerry Lindauer, senior vice president, Prime Cable, and vice chairman of the NCTA.

Everyone cares about rate regulation, however. And, according to the cable operators and their representatives, acceptable rate regulation could take the form of a price cap—that is, a formula that would set a ceiling on the maximum allowable annual price hike. Several executives suggested a cap based on the consumer price index plus programming costs.

The Danforth bill would bring back near-universal municipal rate regulation by tweaking the Cable Act. Under the Act, cable systems that are not subject to "effec-

tive competition" can be subject to municipal rate regulation. The current definition—three broadcast signals—leaves most cable systems without regulation. The Danforth bill would redefine "effective competition" to mean at least one other multichannel video provider.

Although vehemently opposed to Danforth's definition, cable operators would probably accede to a definition that would slightly expand the scope of municipal rate regulation—say four or five broadcast signals. And given their druthers, the operators would prefer that the definition be set by the FCC rather than by Congress. They feel the FCC would consider a new definition in a far less politicized environment.

Richard Gessner, president of an independent 32,000-subscriber system serving Massillon, Ohio, and environs, had another idea: turn rate regulation over to the state public utility commissions. The telephone companies have gotten rich convincing the PUC's to approve one rate hike after another, he said. "I'd much rather deal with the PUC than with 20 or 30 communities if we are going to be reregulated."

It may be months before a bill emerges that has the backing of the Democratic leadership. When it does, the cable industry will have a far better idea of what the rules of the game will be in the future. But it will not know for sure until the final votes are taken in the Senate and the House. "This is a long process," said Robert Sachs, Continental Cablevision. "What's on the table now will probably not be what's on the table when it's over." —HAJ

Cable's syndex solutions are many

Operators and broadcasters are approaching upcoming change with number of different options

With the syndicated exclusivity appeal denied by the U.S. Court of Appeals, and implementation now only five weeks away, cable operators are moving toward a variety of solutions that include dropping stations, substituting programming, switching to another broadcast network or cable network and blacking out affected programming.

At the same time, syndex has brought cable operators and broadcasters together, for better or worse, to work through the administrative problems syndex has created. Arguably the furthest along in working through those problems have been the members of the Bay Area Syndex Task Force, a group of San Francisco broadcasters and cable operators that has developed several forms that simplify the paperwork involving syndex and could serve as a model for use in other markets.

Richard Fisher, director of cable operations, KRON-TV San Francisco, said the task force tackled two issues: improving cable-broadcaster communication and informing subscribers and viewers about syndex. "We realized we were constantly going to be moving information back and forth," said Fisher, creating a need for a standard-

ized form to cut down on the paperwork.

That task force has created a form that both sides have, for the most part, signed off on. One part requests information on the program rightsholder, date of syndex request, program or movie package name, distributor, number of episodes or movies and their titles, start and stop dates of exclusivity, contract date and dates and times of possible carriage. Independent broadcaster KBHK(TV) came up with the idea to add a one-page addendum to the form, which would include all the "magic language," said Fisher, whereby program providers granted syndex to broadcasters. The addendum gives cable operators what they need (a program distributors statement that exclusivity is part of the contract), said Fisher, without broadcasters having to provide a copy of the lengthy contract that also contains proprietary information that would have to be deleted. Fisher said KBHK has found that syndicators, to date, have no problems signing the addendum.

The significance of the form, said Fisher, is that it allows those working day in and day out administering syndex can do so without needing to be legal experts on the complex rules.

The task force is also working on a position paper explaining syndex to viewers, without that paper taking sides on the issue,

and once that is completed, the task force plans to meet with the local press to explain what effect the rules will have in their local areas. The task force is also developing a list of recommendations for cable operators on how to explain syndex to their customer service reps, how to write bill stuffers and the type of wording to be used on blacked-out screens.

George Francisovich, senior attorney with Viacom Cable, a large area operator, said the cable company was faced with a great many separate but identical syndex requests from many broadcasters and needed to simplify the process. "Working with broadcasters on a cooperative basis on procedure matters," he said, "will cut out a lot of that back and forth." The lines of communication and procedure need to be established, he said, because syndex implementation will be a constant process, as new program schedules come out every month. "As you develop a dialogue, you tend to get away from the paper war," he said, "and just call people up instead" to resolve problems and clarify information.

Viacom has several problems in the northern California area. In Redding, local stations have requested network nonduplication coverage from imported San Francisco stations, and some switching to the local affiliate may occur. For other distant signals, Viacom plans to black out the affected programming, and carry a message explaining the deletion. In Viacom's East Bay systems, which carry Sacramento stations, larger portions of the programming will have to be blacked out, Viacom said, because those stations do not reach significantly viewed status under FCC rules.

Lynn Yaeger, senior vice president of corporate affairs, Warner Cable, said 70%

of Warner systems will be affected by syndex in one form or another. In a number of markets, she said, the company will purchase programming to substitute for blacked-out portions of signals. What programming and whether it will come from the Warner Bros. library has not been determined, she said.

"We have probably done more to educate people on syndex than any other issue," she said. Going beyond bill stuffer information, Warner has created a series of newspapers ads as well as produced PSA's that systems will run immediately preceding substitute programming, at least for the first several weeks after a programming change, Yaeger said. Warner has also distributed a three-ring binder to systems, providing information on how to discuss syndex changes with the press, community leaders, subscribers and employees. The company has also produced an internal video to help employees explain syndex changes to subscribers.

At Times Mirror, the company has come up with a rough guideline that it would retain distant signals, even if up to 20% of the programming was blacked out. A TM spokesman said on network nonduplication, the company will drop stations in some instances and switch to the network programming of the same local affiliated station in other markets. The company has not purchased any substitute programming. For distant signals, it plans to carry a blank screen, with a message on why the programming has been deleted. TM decided against program substitution because there was no way to effectively communicate "what programming is going to be blacked out and what new programming is coming in," a spokesman said.

The 20% maximum toleration level has some caveats, if, for instance, a station carries several professional sports teams, it said. If a station is dropped, TM aims to replace it with as valuable a service as possible (a comedy channel is one possibility), but TM hasn't ruled out substituting another superstation. In total, 12 TM systems (roughly 23% of the company) will be blacking out portions of broadcast stations. Sixteen stations will be dropped, TM said.

At Jones, the company plans on switching to the same affiliated broadcast network, in cases on network nonduplication requests, it said. On distant signals it plans to switch to an undetermined cable network. The company has ordered 12 switchers, it said.

At United Artists, the majority of its 86 systems that are affected are carrying national superstations, which are taking steps to indemnify cable operators from syndex requests. In other markets, where regional distant signals and network nonduplication exists, the company said it will likely drop signals if blackouts become too great. A spokesman said it will vary market to market, but even one hour of blacked out programming may cause it to drop stations. In network nonduplication cases, UA said it would likely drop the imported station. UA also reported that in several instances, it has signed agreements with broadcasters giving them channel carriage in exchange for giving up syndex and nonduplication protection.

There was mixed reaction from nascent cable programmers on whether the final bell on syndex will give them a carriage boost. Through a spokesman, Dick Behrs, president of HBO's Comedy Channel, said "our successful launch of the Comedy Channel presents cable operators with a tremendous opportunity for syndex relief. A high impact vertical service, with a tremendous amount of consumer appeal, is precisely the type of new network cable operators need to look for to assuage subscriber concerns about the loss of other programming." The Comedy Channel said talks have accelerated with several MSO's since the appeals court decision.

NBC Cable President Tom Rogers said syndex's return "has to have a beneficial impact on channel capacity." NBC-Cablevision Systems' SportsChannel America "ought to be helped in that sense," he said, because SCA provides operators with sports programming that may have been deleted when an independent station has been dropped. It is also cheaper for an operator to carry SCA than pay copyright on a distant signal, Rogers said. As for CNBC, he said the Jan. 1 date isn't as important as the April anniversary date of its launch, when second-year carriage commitments kick in.

But at Mizlou, where it is launching the Sports News Network, John Steinlauf, senior vice president, said the syndex decision has had no impact on its efforts to gain carriage. He said some operators may wait until July 1, the beginning of the next copyright payment period, to make changes, accumulating six months of subscriber reaction to blackouts and dropped signals before contemplating adding new channels. —MS

TCI aiming for optional tiering

With an eye toward possible reregulation, Tele-Communications Inc. is working toward creating a separate tier for several programming services—ESPN, AMC, TNT and USA—because of the unpredictable nature of the wholesale rates those services would charge TCI.

The plan could vary market to market, but what TCI essentially plans to do is allow subscribers to opt out of those four services and correspondingly reduce their bill between 40 cents and \$1.40. TCI expects only a negligible number of subscribers to drop those services. The move is designed to place services whose program costs are predictable on the lowest basic tier. The rates those services charge TCI (and the rate TCI charges subscribers) would increase at the rate of inflation.

Those services with less than predictable cost structures, in TCI's view, will go on the second tier, and others could join them, depending on their cost structures. Both ESPN and TNT are bidders for high-profile sports product, and USA has spent millions of dollars on the original movies it has produced.

ESPN had no comment on the move. USA, saying it only had sketchy details, said, through a spokesman, that "we are, in principle, proponents of full distribution on basic cable" and added there has been widespread support for its original movies by MSO's.

One unanswered question is where TCI envisions its regional sports service would be placed. In Chicago, it is allowing subscribers to opt out of SportsChannel Chicago for \$1 off the basic price. That is not a TCI-owned regional sports service, but the others in existence or planned are on basic. But depending on their costs, they too could be removed from basic and may become their own stand-alone option, not linked to the ESPN-TNT-USA-AMC tier, one cable source said. It was also pointed out that communicating this option to subscribers could very well be a marketing headache.

HOUSE TELCOMSUBCOM CLASS PORTRAIT



Profiling the powers that be

In the U.S. House of Representatives, the political fortunes of the Fifth Estate, for the most part, rest with the Telecommunications and Finance Subcommittee. It is an eclectic mix of old-style politicians, media-savvy powerbrokers, regulatory-minded Democrats, conservative Republicans, rural populists and a handful of centrists looking for middle ground.

In this special report, BROADCASTING went behind the scenes to sketch the members, where they stand on issues and what their agendas are for the next session of the 101st Congress which returns in January.

What emerges is a portrait of a subcommittee and its chairman, Edward Markey (D-Mass.), eager to resolve some of the outstanding policy questions that have occupied its attention for several years. As Representative Bill Richardson (D-N.M.) put it: "Next year is the time to determine: Are we a legislative subcommittee or just an oversight subcommittee?"

There is no question the majority supports limits on advertising during children's television programs and reenactment of the fairness doctrine. But a consensus is lacking on how best to deal with cable, on whether radio and television should be deregulated, and whether the Bell operating companies should be permitted to offer video services.

Most members say it is time for Congress to reassert its dominion over telecommunications policymaking by preempting Judge Harold Greene's regulation of the BOC's. The modified final judgment (MFJ) issued by Greene in his supervision of the breakup of AT&T prohibits the BOC's from offering information services

and from manufacturing equipment.

They consider passage of an MFJ bill a must, but are not in sync on how much freedom the telcos should be given. Representatives Al Swift (D-Wash.) and Tom Tauke (R-Iowa) have spurred the debate by introducing legislation permitting the BOC's to become information service providers and manufacturers. They have deliberately kept the question of telco entry into cable separate from the MFJ debate.

But another measure keeps the spotlight on cable. The committee's cable oversight hearings in the last Congress and this year signal some rough times ahead for cable. Based on interviews with key subcommittee members, some of the heat on cable has lessened. "I don't think they are as vulnerable now as they were six months ago," Swift told BROADCASTING (see page 48).

Nevertheless, members will be keeping a watchful eye on the industry, and Markey promises more oversight hearings (page 44). Members "feel something needs to be done," says Markey.

Congressman Rick Boucher (D-Va.) thinks the telcos should compete with cable (page 52); and he has a small but loyal following. Others prefer reregulation, and some think either step is too drastic. Louisiana Democrat Billy Tauzin prefers competition from the home satellite industry and would support telco entry as a last resort (page 50).

On the broadcasting front, the plight of AM radio and radio-only license renewal reform legislation has captured the subcommittee's attention. Next year, Markey says he and Matthew Rinaldo of New Jersey, the ranking Republican, will work together on an AM

technical improvements bill (page 74). The chairman is "confident" it will pass. Rinaldo's license reform bill has substantial backing but has not won Markey's support.

On the television side, Markey says a must-carry bill will move next year. But comments from the subcommittee members show a split on how to handle the channel positioning issue. High-definition television is important to the chairman and his subcommittee. And the ability of U.S. media companies to compete abroad is fast becoming a political hot potato.

If the television networks are going to be viable in the next century, "something has to give on one front or another," Thomas Manton (D-N.Y.) told BROADCASTING (page 54). Manton is not alone. Many of the congressmen were sympathetic to the networks' argument that some modification of the FCC's financial interest and syndication rules is needed. Markey says there are no fin-syn hearings planned next year but did not dismiss that possibility.

It is going to be a busy year. But that is OK with the members who see the subcommittee as one of the most attractive congressional assignments. It is "where the action is," says Michael Oxley (R-Ohio). It is the committee of the future, says Mike Synar (D-Okla.), who "came here to be part of the future, not part of the past."

At the subcommittee's helm is Ed Markey. A Democrat with liberal credentials, his first major move as chairman in 1987 was to convene three days of hearings on the business of network news. It was a shaky start and created the impression that he was a "wild-eyed radical." Broadcasters feared the worst, and Markey came under heavy fire for meddling where he shouldn't. But Hill sources say he has "settled down" and "grown enormously."

It is not his ideals that have changed, says one communications lobbyist, but his style. He works with industry groups rather than attacking them. He has become a consensus builder.

Such was the case last year when he struck a compromise with broadcasters on a children's advertising bill. At times it may be a painstakingly slow process. But as Markey told BROADCASTING, "I'll pass no legislation before its time, before members are able to work toward a consensus."

Markey, 43, is aware that some members are restless. He also challenges any assertion that the subcommittee's achievements have not been noteworthy. Says Markey: "We have passed fairness, the children's bill, scrambling legislation, National Telecommunications and Information Administration and FCC authorization bills, all this in less than three years. And set the stage for the building of a consensus that is necessary if we are to move in the cable, MFJ and HDTV area."

He says the subcommittee has been at the forefront of the HDTV and MFJ discussions. "The fact that we started so early is now a reason that people believe it is time to move forward. That has been part of a deliberate plan which I put together in order to insure that the members would have the proper background so that next year we could address the issues legislatively."

What is ahead for the telecommunications subcommittee? The MFJ is a very high priority, says Markey. And he says they will look "very closely" at the cable industry. "Many members are interested in looking at whether new competition should be introduced into the cable field or whether it should be reregulated."

Markey says he is retaining an "agnostic position" on cable pending the oversight hearings he plans to convene next year. Among the topics to be covered: The trafficking of cable systems and cable and sports programming. "There is a growing consensus that something needs to be done," says Markey. According to

the chairman, the subcommittee is split into three camps, those who want reregulation, those who want competition and those who say everything is "copacetic. We will try to frame a consensus."

He believes cable is making an effort to respond to its critics on the Hill. The question now, he says, "is whether or not it has been enough." There are some Hill observers who fault Markey for being too close to cable and say he has been unwilling to deal with the cable problems. But others say he "shares the same belief as a lot of people that cable has great promise" and that he is listening to what people say and is moving toward a consensus on the issue.

Markey notes that Boucher has agreed to keep his telco-cable bill separate from the MFJ debate. "But we'll see as we go down the line. There is no absolute boundary that exists on these issues. I don't think that although we have been proceeding on separate tracks that it necessarily means that they will wind up on separate tracks."

HDTV is another concern and Markey plans to have a comprehensive bill ready early next year. He would not divulge any details, but said it would address the issue of competitiveness and the globalization of the media.

The Malden, Mass., native receives high marks for his accessibility and for his open manner. He is immensely popular among his House colleagues. And he goes out of his way to work closely with Rinaldo. "I am also going to be working with Matt Rinaldo to produce an AM technical bill," which he is "confident" he will be able to move next year. However, the chairman sees no need to repeal the comparative license renewal process for radio. Especially since the FCC has already resolved the problem of some license challengers using the comparative process to extract large settlement payments from broadcasters.

What about the fairness doctrine? Markey remains committed to its enactment and thinks there is a "good probability" it will pass next year. (A fairness provision was stripped from a budget deficit measure last week before Congress adjourned [see "Top of the Week"].) But will fairness be an impediment to the passage of an AM bill? Markey does not think so. Passage of the kidvid bill is still a priority.

"Next year may well be the year that we move on must carry," says Markey, who adds they will try to include channel positioning. "We'll give both sides a chance to make their case."

As for the issue of competitiveness, the chairman thinks the fin-syn debate "is one of those areas uniquely suited to private negotiations." There could be hearings, but none are planned, he says.

The Sony purchase of Columbia Pictures has caught Markey's attention. "My belief is that there should be a very strong separation that exists between conduit and content." He thinks the issue will come into focus next year, especially in the context of the Europe 1992 lifting of tariff barriers by the European Community.

Markey also believes that criticism comes with the territory. "It is part of the process. Some people were accusing me of moving too fast in the last two months on the finance side on program trading. Others say: 'You're moving too slow on [telecommunications].'" That is all part of being the chairman.

"Of course there are going to be a few people who are unhappy. A few people who actually might not fully appreciate or understand how important these Wall Street issues are. That is understandable. But as chairman, I have to move. And because we have the SEC [Securities and Exchange Commission] in our jurisdiction, I thought it was important to move these issues. People tend to forget we also have finance issues to deal with."



Subcommittee Chairman Ed Markey

THE TONIGHT SHOW SEATS 500 GUESTS.

LATE NIGHT WITH DAVID LETTERMAN, 240.

THE ARSENIO HALL SHOW HAS ROOM FOR 290.



MY TALK SHOW WITH ANN MARIE SNELLING
CAN SEAT 10, BUT B.Y.O.C.*
AND TAKE OFF YOUR SHOES.

*Bring Your Own Chair



IMAGINE ENTERTAINMENT HAS CREATED
MOTION PICTURES THAT THRILL AUDIENCES.

SECOND CITY HAS BEEN THE SOURCE OF
GREAT COMEDY FOR 30 YEARS.

MCA TV HAS CREATED AND DISTRIBUTED THE
MOST INNOVATIVE FIRST-RUN TELEVISION.

AND NOW, THEY MAY HAVE
JUST CREATED LATE NIGHT MAYHEM.



Ann Marie Snelling, Host

* * *
My
* * *
Talk Show * * *

It's nothing you've ever seen before.
The one-of-a-kind late night strip that defies description.

MCA TV

First in first run.

Advertising Sales By **PREMIER** (212) 685-0590
ADVERTISER SALES
A Paramount/MCA Company

My Talk Show is a Second City Entertainment production, in association with Imagine Television. Distributed exclusively by MCA TV.

Membership list

Profiled below are the subcommittee members ranked by seniority, with Democrats listed first. There is still one vacancy, created by the death of Mickey Leland (D-Tex.) this summer. It will be filled next year. Although not profiled, Democrat John Dingell of Michigan, chairman of the parent Commerce Committee, and Norman Lent of New York, the ranking Republican, are *ex officio* members of the subcommittee and their importance should not be discounted.

Al Swift (D-Wash.)—news and public affairs director, KVO5-TV Bellingham, Wash.; elected 1978; BA, Central Washington State College, 1957; married Paula Jackson.

While Ed Markey has the stripe, Al Swift shares much of the clout. He is the ranking Democrat behind the chairman and arguably the subcom-

mittee's most active and informed member on communications matters.

His 10-year record on the subcommittee is impressive, and industry groups consider his endorsement key to any legislative initiative. Swift "really knows the issues," says one broadcast lobbyist. Moreover, he has Dingell's ear. "Dingell has enormous respect for Swift," says a Dingell staffer.

This year Swift teamed up with Tauke on MFJ legislation. The bill "is certainly a priority of mine," says Swift. It specifically excludes cable from the information services category. Swift is not anxious to "rush into" a policy that would let the telcos offer television services. He fears such a move will endanger local broadcasters and threaten the principle of localism in the Communications Act. If the telephone industry can offer video services, it could replace broadcasters as the local conduit, says Swift.

"Every broadcaster should be pounding away on localism to the public and Congress. I think people literally have no idea what they would



lose if they lost those local broadcasters," says the lawmaker.

Telcomsubcom: PAC Heaven

There is no questioning the popularity of the House Telecommunications and Finance Subcommittee. It is a coveted assignment for members who want to be on the "cutting edge of technology" and keep an eye on the nation's financial markets. But, according to Washington observers, what makes it especially attractive is the political action committee (PAC) money from Wall Street, the media and the telephone industry. It is no wonder Hill insiders call it "PAC Heaven."

According to filings with the Federal Election Commission, total PAC contributions to subcommittee members during the first six months of 1989 were \$1.9 million, with \$72,026 com-

ing from the Fifth Estate and \$166,284 from telephone interests. Among frequent contributors are the Bell operating companies, AT&T and other long distance carriers; the United States Telephone Association (USTA); Hollywood studios; broadcast and cable industry PAC's, and law firms whose clients have dealings with the subcommittee (including Verner, Liipfert, Bernhard, McPherson & Hand [representing Bell Atlantic and NYNEX and other phone interests], Akin, Gump, Strauss, Hauer & Feld [the Motion Picture Association of America], and Wexler, Reynolds, Harrison & Schule [the MPAA also]).

Tallying up the PAC jack

PAC contributions through June 1989 totaled for each member with contributions from the Fifth Estate (FE) and telephone interests broken out

Democrats

Ed Markey (Mass.)

Does not accept PAC contributions.

Al Swift (Wash.)

Total: \$75,150; FE: \$4,875; Telcos: \$10,875

AT&T, \$625; INTV, \$700; Bell Atlantic, \$700; BellSouth, \$1,000; Comsat, \$350; Communications Workers of America, \$1,200; GTE, \$900; MCI, \$350; NAB, \$700; NCTA, \$350; Telephone Cooperative Association, \$350; NYNEX, \$700; Pactel, \$1,050; Southwestern Bell, \$700; TCI, \$2,075; Turner Broadcasting, \$350; US West, \$2,100; USTA, \$500; Verner Liipfert, \$700; Wexler Reynolds, \$350.

Cardiss Collins (Ill.)

Total: \$54,052; FE: \$2,000; Telcos: \$10,500

AT&T, \$5,000; Bell Atlantic, \$500; Bell South, \$1,500; Illinois Bell, \$2,000; Motorola, \$500; NAB, \$500; Pactel, \$500; TCI, \$500; US Sprint, \$500; Verner Liipfert, \$500; Wexler Reynolds, \$500.

Mike Synar (Okla.)

Does not accept PAC contributions.

Billy Tauzin (La.)

Total: \$113,800; FE: \$5,500; Telcos: \$5,000

Akin Gump, \$500; ALLTEL, \$500; Bell Atlantic, \$500; Centel, \$1,000; Comsat, \$500; Contel, \$500; MCI, \$500; MPAA, \$500; Motorola, \$500; NAB, \$1,500; South Central Bell, \$500;

Southwestern Bell, \$500; US West, \$500; USTA, \$500; Walt Disney, \$2,000.

Ralph Hall (Tex.)

Total: \$40,600; FE: \$1,500; Telcos: \$2,500

Akin Gump, \$500; AT&T, \$1,000; GTE, \$500; NAB, \$1,000; Pactel, \$500; Southwestern Bell, \$500.

Dennis Eckart (Ohio)

Total: \$78,910; FE: \$4,800; Telcos: \$10,900

Akin Gump, \$800; ALLTEL, \$850; AT&T, \$2,000; Bell Atlantic, \$400; BellSouth, \$400; Centel, \$500; Comsat, \$400; Contel, \$500; GTE, \$500; Motorola, \$400; NAB, \$800; National Telephone Cooperative, \$250; NYNEX, \$500; Ohio Bell, \$2,000; Pactel, \$1,000; RIAA, \$400; US West, \$500; USTA, \$500; Verner Liipfert, \$1,000; Walt Disney, \$2,000.

Bill Richardson (N.M.)

Total: \$93,700; FE: \$2,250; Telcos: \$8,800

Akin Gump, \$1,200; ALLTEL, \$500; AT&T, \$1,000; Bell Atlantic, \$250; BellSouth, \$700; Comsat, \$350; GI, \$250; GTE, \$500; MCI, \$350; NAB, \$700; National Telephone Cooperative, \$250; NYNEX, \$500; Pactel, \$2,000; Southwestern Bell, \$500; US West, \$1,750; USTA, \$500.

Jim Slattery (Kan.)

Total: \$83,000; FE: \$3,000; Telcos: \$7,000

Akin Gump, \$500; AT&T, \$1,500; Bell Atlantic, \$500; BellSouth,

At some point, broadcasting may become an obsolete method of delivery, he says. "That raises some problems for me as a policymaker. Where does localism go?" Congress should be looking at what to do, and so should the industry, says Swift. "I think you can make such a strong case that the nation should not lose localism. If nobody is aware of what broadcasters are providing in the way of localism, it is going to be hard to motivate the Congress to preserve it."

He is sympathetic to the networks' campaign to modify the FCC's financial interest and syndication rules. "The fortunes of the networks have changed considerably," says Swift, who believes their "economic need" justifies a change in the rules.

The 54-year-old Swift, a former news and public affairs director at KVOZ-TV Bellingham, Wash., takes a special interest in broadcast issues, although he does not always see eye to eye with the industry. They have not been in sync on broadcast license renewal reform legis-

lation. And at times he has lashed out at broadcasters for refusing to accept the fairness doctrine or equal employment opportunity requirements. Right now, he thinks broadcasters are "picking nits" over the Senate's children's TV bill.

He also has been critical of cable but feels the industry has been hard at work. Cable "lost a lot" but has regained much of its standing, says Swift. "They went through a period where they were extraordinarily careless in customer service and in some places with rate hikes. They made as fast a recovery as I have seen. They haven't completely recovered. But I don't think they are as vulnerable now as they were six months ago."

He credits the industry for its "adroit" lobbying and public relations strategies. When it comes to Washington representation Swift thinks cable comes out on top. "Jim Mooney [National Cable Television Association president] makes a powerful amount of money and I think he's worth every dime of it," says Swift.

Cardiss Collins (D-Ill.)—auditor, Illinois Department of Revenue; elected 1973; seventh district; home, Chicago; Northwestern University; widow of U.S. Rep. George Collins (D-Ill.).

One of the more senior members of the subcommittee, Collins, along with the late Mickey Leland (D-Tex.), has championed minority causes.

Collins promises to keep the pressure on to ensure that equal employment opportunity language is added to any broadcast license renewal legislation that Congress passes.

There has been some progress since Collins joined the subcommittee in 1981. There are more minority actors and more minority-oriented programming, she says. "I think the networks and cable are doing something about that. But we don't see enough minorities in a decision-making capacity." Nor are there enough minorities in ownership, she says.

Something has to be done and "legislation is the solution," Collins says.

A former chairwoman of the House Black

\$1,500; Comsat, \$500; Fox PAC, \$500; GTE, \$500; Motorola, \$500; NAB, \$1,000; National Telephone Cooperative, \$500; NYNEX, \$500; Pactel, \$1,000; US West, \$500; Verner Liipfert, \$500.

John Bryant (Tex.)

Total: \$113,382; FE: \$4,050; Telcos: \$3,250

Akin Gump, \$700; ALLTEL, \$500; American Family Corp., \$500; AT&T, \$1,000; Comsat, \$350; Fox PAC, \$350; MCI, \$250; Motorola, \$350; NAB, \$700; NYNEX, \$500; Pactel, \$500; Paramount, \$250; RIAA, \$500; USTA, \$500; Wexler Reynolds, \$350.

Rick Boucher (Va.)

Total: \$112,599; FE: \$5,000; Telcos: \$8,680

Akin Gump, \$700; ALLTEL, \$350; AT&T, \$1,900; INTV, \$350; Bell Atlantic, \$380; BellSouth, \$500; Centel, \$500; Comsat, \$350; Contel, \$350; GTE, \$1,350; MCI, \$350; MPAA, \$350; Motorola, \$350; NAB, \$2,400; National Telephone Cooperative, \$350; NYNEX, \$500; Pactel, \$1,050; Paramount, \$500; Southwestern Bell, \$500; US West, \$500; USTA, \$100.

Jim Cooper (Tenn.)

Total: \$8,500; FE: \$1,000; Telcos: \$1,000

MCA, \$500; Pactel, \$1,000; Wexler Reynolds, \$500.

Thomas Manton (N.Y.)

Total: \$137,597; FE: \$3,000; Telcos: \$6,500

ALLTEL, \$500; AT&T, \$2,500; Bell Atlantic, \$500; BellSouth, \$500; Centel, \$500; Comsat, \$500; GTE, \$500; NAB, \$1,000; NCTA, \$500; Pactel, \$500; Paramount, \$1,000; Southwestern Bell, \$500; US Sprint, \$500.

Ron Wyden (Ore.)

Total: \$192,933; FE: \$8,365; Telcos: \$6,759

Akin Gump, \$1,000; ALLTEL, \$500; AT&T, \$300; Bell Atlantic, \$550; BellSouth, \$500; Columbia Pictures, \$1,000; Comsat, \$500; MCA, \$500; MCI, \$500; NAB, \$1,600; National Telephone Cooperative, \$350; NYNEX, \$500; Pactel, \$1,000; RIAA, \$1,000; Southwestern Bell, \$500; TCI, \$150; US West, \$800; USTA, \$709; US Sprint, \$550; Viacom, \$300; Warner Communications, \$1,500; Wexler Reynolds, \$815.

Republicans

Matthew Rinaldo (N.J.)

Total: \$44,900; FE: \$2,400; Telcos: \$5,500

Akin Gump, \$600; AT&T, \$2,900; GTE, \$300; Motorola, \$600; NAB, \$1,200; Pactel, \$900; Southwestern Bell, \$300; USTA, \$500; Verner Liipfert, \$600.

Edward Madigan (Ill.)

Total: \$112,867; FE: \$1,000; Telcos: \$13,000

Akin Gump, \$500; AT&T \$4,000; Bell Atlantic, \$500; BellSouth, \$1,500; Centel, \$500; GTE, \$1,000; Illinois Bell, \$2,500; MCI, \$500; NAB, \$500; NYNEX, \$500; Pactel, \$1,000; Southwestern Bell, \$500; US West, \$500.

Carlos Moorhead (Calif.)

Total: \$56,800; FE: \$5,100; Telcos: \$2,400

ASCAP, \$500; Centel, \$500; Fox PAC, \$500; GTE, \$1,000; MCA, \$750; MPAA, \$500; NAB, \$1,100; Pactel, \$900; Paramount Communications, \$750; Walt Disney, \$1,000.

Tom Tauke (Iowa)

Total: \$203,861; FE: \$7,353; Telcos: \$36,270

Bell Atlantic, \$2,000; BellSouth, \$10,000; Centel, \$270; Comsat, \$2,000; Contel, \$2,000; GTE, \$1,000; NAB, \$353; NYNEX, \$2,000; Pactel, \$3,000; Southwestern Bell, \$7,000; TCI, \$5,000; US West, \$5,000; USTA, \$2,000; United Telecommunications, \$1,000; Verner Liipfert, \$1,000.

Don Ritter (Pa.)

Total: \$50,310; FE: \$600; Telcos: \$5,700

AT&T, \$2,500; Bell Atlantic, \$600; Bell of Pa., \$300; BellSouth, \$900; NAB, \$300; NYNEX, \$300; Pactel, \$600; RIAA, \$300; USTA, \$500.

Thomas Bliley (Va.)

Total: \$94,007; FE: \$3,200; Telcos: \$7,400

Akin Gump, \$900; AT&T, \$5,000; Bell Atlantic, \$300; BellSouth, \$300; Centel, \$300; Comsat, \$500; Contel, \$300; MPAA, \$300; Motorola, \$300; NAB, \$1,200; NYNEX, \$300; Pactel, \$300; US Sprint, \$300; Verner Liipfert, \$300.

Jack Fields (Tex.)

Total: \$101,625; FE: \$2,000; Telcos: \$8,800

Akin Gump, \$1,000; ALLTEL, \$500; Bell Atlantic, \$500; BellSouth, \$500; Centel, \$500; Contel, \$500; GTE, \$500; MCI, \$500; Motorola, \$500; NAB, \$500; NYNEX, \$300; Pactel, \$3,000; US West, \$500; USTA, \$500; US Sprint, \$500; Verner Liipfert, \$500.

Michael Oxley (Ohio)

Total: \$38,300; FE: \$2,100; Telcos: \$1,850

GTE, \$350; Motorola, \$350; NAB, \$1,400; Pactel, \$1,000; USTA, \$500; Wexler Reynolds, \$350.

Dan Schaefer (Colo.)

Total: \$56,058; FE: \$2,933; Telcos: \$3,600

AT&T, \$1,500; BellSouth, \$700; Centel, \$350; Comsat, \$350; Daniels PAC, \$143; Motorola, \$350; NAB, \$1,350; Pactel, \$700; TCI, \$700; US West, \$350; United Artists, \$40.

Caucus, the 58-year-old Chicago Democrat won a special election in 1973 to fill her late husband George's seat. She has had some tough election contests but is now considered secure.

Collins is reserving her opinion on whether the phone companies should compete with cable. "I don't know if it is necessary or not." Her



district is quiet. "I haven't heard a lot about rates. I hear more concerns expressed about programing, especially from people who want more kids' programing."

She is concerned about violent programing, but feels that to some extent it is declining. "We don't see people shooting at people directly as much as we use to. We don't see people beating up on other people as we use to."

Collins is leery about deregulating radio, especially in an era where stations are being cited by the FCC for so-called "indecent material."

As for the FCC's financial interest and syndication rules, Collins believes in a "balanced playing field for everybody. If we are a competitive nation, and we are, then everybody has a right to get into the ballgame."

The marketplace has changed, says Collins, "Cable has certainly made broadcasters look at new ways to do things." But she does not feel "free TV" is doomed. "I think that they [broadcasters] have to get their act together. I think their quality of programing is such that people want to turn on cable."

Michael L. Synar (D-Okla.)—*rancher/attorney/real estate broker; elected 1978; second district; home, Muskogee; University of Oklahoma, BA, 1972. and JD, 1976; MA, Northwestern University, 1974; University of Edinburgh, Rotary International scholar, 1972-73; single.*

No one wants to tangle with Mike Synar. An extremely articulate, "tenacious and aggressive" legislator, he carries "a lot of weight" on both the telecommunications and copyright subcommittees.

With the 1990's around the corner, Synar is calling for a broad inquiry. "We need to assess the balance of power between cable and broadcasting, assess cable's compulsory license, assess must carry, assess the whole reregulation of the cable industry, assess competition within the cable industry, assess the whole question of television programing and radio deregulation."

And, says Synar: "We need to make sure there is universal access to the same type of information, both quantity and quality, regardless of where you live in this country."

For the most part he sees cable and broadcasting as political equals. "I think the strength of the broadcasters is that every congressman

has a lot of broadcasters in his district." But these issues are not going to be determined on a political basis, says Synar.

He believes channel positioning is not as "cut and dried as the independents would have us believe." Nor does he "intellectually" link must carry and cable's compulsory license.

When it comes to the telcos and cable, the telcos have other "fish to fry." But, adds Synar, "let there be no doubt what the telephone companies want is one wire going into your house that provides everything you need and they control it. I am not for that at this time."

As a "strong advocate" of the First Amendment, Synar is "reluctant to endorse governmental efforts to regulate television content.... Regrettably, for too many American children, the TV has become their babysitter. But I still believe that TV viewers are going to be the ultimate censors, not the government."

Synar, 39, has held a subcommittee seat since 1985. He is a staunch supporter of fairness. "The broadcasters have been wrong on that for a decade and they have wasted a very valuable decade."

Less regulatory than some of his Democratic counterparts, Synar hopes Hollywood and the networks will reach a consensus on fin-syn, rather than have Congress legislate a solution. "The networks have incredible clout and leverage when it comes to programing. The most successful programs come from the networks' prime time schedule," says Synar. "At the same time we need to recognize that the world is changing. The networks are not in the same position today as they were when the rules were adopted."

He was a key force behind the Satellite Home



Viewer Copyright Act of 1988, which insured backyard dish owners access to network signals. Synar says he hears fewer and fewer complaints from dish owners.

He considers his district a "mecca" of telecommunications interests. "There are four media markets—Tulsa, Pittsburg, Kan.; Joplin, Mo., and Fort Smith, Ark. That gives me 16 TV stations. I have 27 radio stations. I have probably one of the largest concentrations of cable. I know I rank in the top five in satellite dishes." Satellite carriers Tempo and United Video are located in Tulsa. And Williams Telecommunications Group, a national fiber optic network operator; Southwestern Bell, and an AT&T manufacturing plant operate there.

"I've got a mess. So when I move, I have tried to balance all the competing interests in order to do one thing—to serve Ma and Pa Kettle of Pryor Creek, Oklahoma."

Wilbert J. (Billy) Tazuin (D-La.)—*attorney; elected 1971; third district; home, Thibodaux; BA, Nicholls State University, 1964; JD, Louisiana State University Law School, 1967; married Gayle Clement.*

This fun-loving Louisiana Cajun is well versed in communications issues. As a senior member, who is respected and well liked, Tazuin's opinion carries much weight.

Tazuin and Republican Tom Tauke have been out front in the fight to deregulate radio



and television. He is also a central figure in the home satellite debate. Tazuin authored a bill in the last Congress that would force cable programers to make their product available to backyard dish distributors at prices comparable to those paid by cable operators. Cable has been accused of stifling the growth of the home-satellite industry.

Tazuin was ready to move his bill but dropped the legislation after cable programers struck a deal with the National Rural Telecommunications Cooperative, a packager of home satellite programing. That was more than a year ago, and while Tazuin did not reintroduce another satellite bill, he is still not satisfied. "I'd really love to see a flowering of third-party distribution and of real competition in wholesale pricing. If that doesn't develop, as it seems not to want to develop, than you know quite a few of us will look at alternatives," says Tazuin.

He believes the "level of discomfort" with cable is growing, particularly on the Senate side. "There is a continuing sense that deregulation has to be reexamined in light of the lack of real competition," says the 46-year-old lawmaker.

He hopes to avoid reregulating cable. "My view is that we were correct in our deregulation [of cable]. I continue to support it. I would not like to turn back the clock." But he is going to insist that Congress "increase the opportunities for competition as well." Does that mean competition from the telcos? "If it comes to that. I prefer to avoid that too. I would still prefer real competition in satellites."

Tazuin would support telco entry as a last resort. "That is where I am going to end up if we don't find real and substantial third-party competition in satellite distribution," he warns.

He understands why broadcasters feel threatened by cable. They are increasingly concerned that cable, with its subscription base and commercial base, will be able to outbid them for sports events and other programing, says Tazuin. "The bigger players in broadcasting are beginning to feel the big heat of the bigger players in cable. So it could come to all-out war if we don't find a real balance to what many feel is the unregulated monopolistic ca-

capacity of cable to outbid everybody."

He says it could be time to modify the FCC's financial interest and syndication rules, but he does not yet know how.

"My feeling is that the more players, the better off consumers are going to be. I don't like too much consolidation," says Tauszin.

Ralph Moody Hall (D-Tex.)—attorney and businessman; elected 1980; fourth district; home, Rockwall; LLB, Southern Methodist University, 1951; married Mary Ellen Murphy.

A relative newcomer who joined the subcommittee in 1987, Hall's views on some issues are still being formulated. He was on cable's case in the last Congress as a proponent of Tauszin's backyard dish bill. But he now feels there has been improvement and that dish owners have



greater access to programming at a fair and equitable price. Cable has a firm presence in his district too. Some of the state's oldest systems operate there.

His "laid back" style keeps him out of the subcommittee's limelight. Much of his time is occupied with his duties as chairman of the International Scientific Cooperation Subcommittee, where he has taken an interest in the high-definition television standards debate.

A seasoned east Texas politician, Hall is considered an effective behind-the-scenes legislator, rather than one who seeks the limelight. Currently, he has no position on Boucher's telco-cable bill, but he is sympathetic to the idea of letting the phone companies offer cable services in rural areas. Nor has he reached any conclusions concerning the networks' campaign to repeal the FCC's financial interest and syndication rules.

Hall agrees with broadcasters on the fairness doctrine. He is one of a handful of subcommittee members who oppose reenactment of the doctrine. His staff say he thinks the law is unnecessary when there is a "multiplicity of information." The 66-year-old congressman also co-sponsored the Rinaldo radio renewal bill.

Dennis Eckart (D-Ohio)—assistant prosecutor, Lake County, Ohio; elected 1980; 11th district; home, Mentor; BA, Xavier University, 1971; JD, Cleveland State University, 1974; married Sandra Pestonik.

"Clearly cable has become an 800-pound gorilla, but they're a young 800-pound gorilla," according to the Ohio Democrat, who thinks the 1984 Cable Act would not pass today. "Cable needs to focus on their changed status in the marketplace. I welcome continued vigorous oversight in this area," says Eckart.



Eckart is an influential and important player. He is smart and well liked by his colleagues. Moreover, he and Dingell are especially close; they hunt together. He is a key Dingell lieutenant in the clean air debate. Eckart, 39, is co-chairman of the Democratic Congressional Campaign Committee.

Eckart is less combative these days. A bit of a firebrand when he joined the subcommittee in 1987, one of his first moves was to call for hearings on network news operations. He and John Bryant convened a press conference outside CBS's Washington bureau with a Writers Guild of America picket line as a backdrop (BROADCASTING, March 16, 1987) to state their concerns about cutbacks in news operations. They felt the public's interest was damaged by the network mergers and takeovers that had occurred in 1985 and '86. Eckart let the network executives know his opinions during the subcommittee hearings. He even suggested legislation to restrict corporate entities from owning networks.

There are two key issues Eckart is anxious to deal with next year. The comparative license renewal process needs congressional attention, he says, "particularly in the area of radio." Radio station owners are being "held hostage by the process. I would place that high on our agenda as something we can do."

The MFJ is yet another matter ripe for action. "From my perspective, I think the subcommittee should focus on the whole question of transferring jurisdiction from the federal judge back over to the FCC, with Congress defining the terms."

Eckart is especially pleased with Al Sikes's FCC. He says the new regime seems more "conciliatory," and appears to have a more "pragmatic cast of characters."

Bill Richardson (D-N.M.)—international business consultant; elected 1982; third district; home, Tesuque; BA, Tufts University, 1970; MA, Fletcher School of Law and Diplomacy, 1971; married Barbara Flavin.

"The time has now come for our subcommittee to take stands," says Richardson. "It is really put up or shut up time."

Richardson would like the next decade to be productive. He feels the subcommittee has the potential to make a major impact. "So far, I think we haven't made it. Next year is the time to determine: Are we a legislative subcommittee or just an oversight subcommittee?"

For starters, he suggests "burying the fairness doctrine." He wants to move on to the MFJ legislation, look at the state of cable, and even take up the financial interest and syndication debate.

He thinks the negotiations between the net-

works and Hollywood are moving "too slow and that they are inviting congressional intervention."

"One of the excuses we always use for not acting in the Congress is to let the industries negotiate and then nothing happens," says Richardson.

He also thinks the subcommittee should hold comprehensive hearings on cable next year. "I think enough questions are being raised. I don't think we should act until the evidence is there and I don't see the evidence yet. I want to keep my powder dry." He says he is keeping an open mind on the telco-cable issue.

Richardson, 42, has a reputation for being a "bit of a wild card." He is "unpredictable," say those who have followed his career on the subcommittee since 1987.

He is still contemplating whether he will ask for hearings on his syndex legislation. The measure, H.R. 2836, would delay implementation of the FCC's syndex rule for a year. (The rules



take effect Jan. 1, 1990.) He also plans to offer a radio deregulation bill with a strong EEO component. A former chairman of the Hispanic Caucus, Richardson has put minority issues on his agenda.

And he is thinking about offering legislation that would call for a consortium of Japanese and American industry and government entities to work on HDTV. "I think that is the best way to go rather than going it alone."

Jim Slattery (D-Kan.)—Realtor; elected 1982; second district; home, Topeka; Netherlands School of International Business and Economics, 1969-70; BS, Washburn University, 1970; JD, 1974; married Linda Smith.

"I think the next decade is going to be a time of enormous change and challenge for the entire telecommunications industry," predicts the Kansas Democrat. Says Slattery: "The changes will be dramatic, the challenges are going to be great and there will be tremendous uncertainty."

His chief priority is to "make sure that as we move into the information age that rural America is not left in the Dark Ages. I want to make sure those people in small towns and in rural America have access to all the information that is available in the major cities of this country at the same time and at the same quality."

Slattery keeps a low profile but is no stranger to the cable, broadcast, telephone and newspaper interests that have a stake in future telecommunications policy debates. The 41-year-old lawmaker has been on the subcommittee since 1985 and is considered a serious legislator. He was eyeing the governor's mansion in



Topeka, but decided this summer not to run.

"I am not prepared to recommend reregulation of cable at this point," he told BROADCASTING. "I think the jury is still out.... I am going to be keeping a good close eye to see what happens to the basic service costs around the country. I think the cable industry needs to be aware that members of Congress will be keeping an eye on the industry."

Nor is Slattery ready to see the telcos compete with cable. He does not have a problem with the rural telcos providing television services where it is economically unfeasible for cable.

Back home, Slattery does not have any "blazing problems" between his broadcasters and cable operators. There is a "good truce. I hope the peace lasts."

What does he think about TV? "I think the overall quality of network programming, especially for children, is improving." Earlier this year, he blasted network programming, saying that "90% of it is unmitigated crap."

As for other broadcast issues, the congressman supports Rinaldo's radio deregulation bill. He thinks the FCC's financial interest and syndication rules need a careful review. Says Slattery: "I am keeping an open mind on that whole issue. I recognize that some time in the future there will be a need to make some changes in the law."

And he wants to preserve localism. "I think we have to do what we can to keep radio and TV localized as much as possible. I want to make sure that we don't pursue policies that jeopardize those local broadcasting affiliates."

John Bryant (D-Tex.)—attorney; elected 1982; fifth district; home, Dallas; BA, Southern Methodist University, 1969; JD, 1972; married Janet Watts.

Bryant is an upfront, aggressive legislator, and a tireless critic of the cable industry. He opposed passage of the 1984 Cable Act because, like some city officials, he felt it went too far and did not hold cable accountable. He believed consumers would be the losers.

Since then Bryant has made it clear that competition to cable is essential, although he hesitates to unleash the telcos. Bryant considers reregulation an option too.

Serious and hardworking, he has been on the subcommittee six years. A strong ally of the independent television community, he has offered several must-carry bills. His latest version ties must carry to cable's compulsory copyright license—by failing to carry local broadcast signals, cable operators would forfeit their license. Moreover, the measure gives broadcasters the

final say as to what channel their signal should be carried on.

Bryant does not always see eye to eye with the rest of the broadcast community. He opposes radio and television deregulation. Without the comparative renewal process, there would be no enforcement mechanism to insure that broadcasters are serving the public interest, fears Bryant. He is a staunch advocate of the fairness doctrine and a lead sponsor of the children's television bill.

He is a critical player on the Copyright Subcommittee. And Bryant is close to Dingell. His prosecutorial style has made some subcommittee witnesses uncomfortable, but no doubt proved effective in his role as the lead prosecutor for the House in the impeachment case of Judge Alece Hastings.

But the 42-year-old Democrat is headed for a new political assignment. Next year he is running for state attorney general, a position considered a stepping stone to the governor's mansion.

Rick Boucher (D-Va.)—attorney; elected 1982; ninth district; home, Abingdon; BA, Roanoke College, 1968; JD, University of Virginia, 1971; single.

Boucher is a "coalition builder" and knows how to "seize an issue," says a Washington observer. He brought disparate interests together to pass the Satellite Home Viewer Copyright Act of 1988. "Without Boucher there would have been no satellite bill," says one network lobbyist. The act guarantees dish owners access to network TV signals at a modest fee.

Now he hopes to unite broadcasters, telcos, consumer groups and city organizations behind his telco-cable bill, H.R. 2437, a measure permitting telephone companies to offer cable services in their franchise areas. A loosely formed coalition of telco interests, city officials and others has emerged, but broadcasters have yet to endorse his initiative.

Boucher is sweetening the bill for broadcasters. He promises to include must-carry provisions, language allowing broadcasters to choose which channel their station is carried on and a provision amending cable's copyright license to permit broadcasters to charge cable for retransmitting their signals.

Boucher, 43, was aligned with television interests in the 99th Congress. He introduced legislation to reform TV music licensing laws, and although hearings were held, the issue was not resolved. Like Synar and Bryant, his service on the Copyright Subcommittee makes him a valuable player.

The Democrat from rural southwestern Virginia was pitted against cable in the 100th Congress as a new member of the subcommittee and a proponent of the Tauzin home satellite bill. He believes telco competition has numerous public policy benefits. "By giving the phone companies the right to carry video signals, we give them the financial incentive to string fiber optic cable over what is known as the last mile between homes and businesses all across the country." Boucher believes deliberations on his bill will commence next year.

As a "First Amendment purist" Boucher thinks broadcasters should air whatever material "they deem appropriate." "I don't watch violent shows because I don't find them entertaining. I find them upsetting. I can talk about the shortcomings of television. But as a member of Congress, I don't think I should dictate what should air and what shouldn't."

He also backs the fairness doctrine. "I do not see it as an infringement. All it says is that the broadcast community needs to be evenhanded in the way it treats public issues, that's all."

Among his other interests: a bill waiving anti-trust restrictions to permit joint ventures in the development of HDTV and other technologies, and radio license renewal legislation.

"The networks have a strong case to make that some changes ought to occur," says Boucher concerning the FCC's financial interest and syndication rules. "The networks do not have as large a viewing share as they once had. The risk is less great today that they will dominate the market inappropriately."

Jim Cooper (Tenn.)—attorney; elected 1982; fourth district; home, Shelbyville; BA, University of North Carolina, 1975; Rhodes Scholar, Oxford University, 1977; JD, Harvard, 1980; married Martha Hays.

This 35-year-old Tennessean is definitely a comer. Since his arrival in 1987, Cooper has exhibited a keen interest in communications issues. Industry lobbyists say Cooper is "tough and capable" and praise him for his intellectual prowess.

Described as a populist, Cooper is also the son of former Tennessee governor Prentice Cooper. Although quiet and soft-spoken, he speaks his mind: Such was the case last year at a high-definition television hearing when he took on three network chiefs: CBS's Laurence Tisch, NBC's Robert Wright and ABC's Thomas Murphy. He criticized the trio for promoting enhanced-definition television over HDTV and said the networks were "three dinosaurs protecting their feeding ground."

Cooper has emerged as a chief proponent of

CRITICS LOVE IT!

"The acting and production values are first-rate."
—Ray Richmond, LA Herald Examiner

"A good viewing bet."
—Kay Gardella, The NY Daily News (on "The Saint")

"...The kind of original programming that cable channels have used to cut the network audience share to current All-Time low..." —Paul Lomartire, Palm Beach Post

"Quite well written and engagingly acted."
—Henry Sheehan, Hollywood Reporter

"Quality stuff."
—John Vorhees, Seattle Times

"Ian McShane gives a superb performance. He's a first-class actor in the Dick Francis stories."
—Karl Mauch, Los Angeles Times

"Dick Francis' solid, inviting mysteries written in a clear, engaging style. The Blood Sport movies are in the same vein."
—Daniel Ruth, Chicago Sun Times

STATIONS & ADVERTISERS SUPPORT IT!

"Mystery Wheel is syndication as it should be, with quality produced, captivating, first-run programs."
Michael A. Browner, General Manager, WWSN-TV, WWSN-TV, Inc.

"We think that Mystery Wheel Adventure represents the best in television programming that you can find today."
Michael Alexander, General Manager, WWOR-TV

"Mystery Wheel has a major appeal to adult viewers with these mystery dramas—and I think they are the best."
Vicky Gregorian, Program Manager, WSVN-TV, Miami, FL

"These movies are an excellent alternative to network programming. It enables us to present first-run quality movies to our viewers."
Doug Johnson, General Manager, WXON-TV, Detroit, MI

"Having first run, quality primetime programming falls right in with our programming philosophy."
Penny Haft, Vice President/General Manager, WTTO-TV, Birmingham, AL

YOU'VE SEEN THIS AD EARLIER IN THIS ISSUE, BUT THE NEWS IS SO GOOD, WE WANT YOU TO SEE IT AGAIN!

THE NUMBERS PROVE IT!

*MYSTERY WHEEL TOPPED THE OCTOBER '89 PRIME MOVIE AVERAGES IN...

New York/WWOR + 11%
Detroit/WXON + 32%
Miami/WSVN + 1%
San Francisco/KBHK + 8%
Houston/KTXH + 9%
...and others!

10 MYSTERY WHEEL
OF
ADVENTURE™



*Mystery Wheel was one of the top 10 prime movies of Oct. '89 on all of those stations, plus
Los Angeles/KCOP
Philadelphia/WTXF
Boston/WSBK
Washington/WTTG
Denver/KTVD
Phoenix/KUTP
...And Many More!

*Plus, Mystery Wheel ratings are growing nationally...
Up +16% OVER ITS DEBUT WEEK!!!

PROGRAMMING TO BUILD YOUR PROFITS
DLT ENTERTAINMENT LTD.
(212) 245-4680 DONALD L. TAFFNER, PRESIDENT

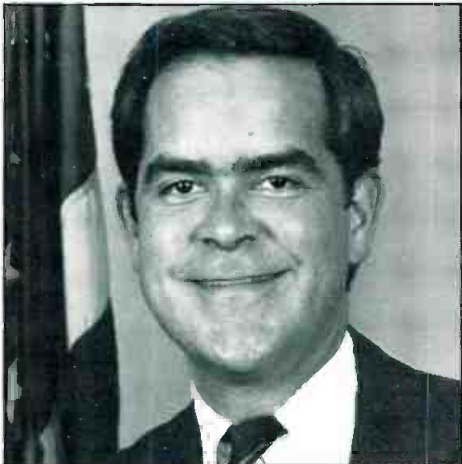
© DLT ENTERTAINMENT, LTD. All Rights Reserved

Source: Nielsen overnights 9/28-10/25; NSS, 10/9-'22

LOOK FOR EXCITING NEW ELEMENTS FOR THE '90-'91 SEASON!

telephone company competition to cable. It is not surprising; his rural district covers 11,000 square miles, much of it dotted with satellite dishes. Home satellite interests say cable is stifling the infant dish industry through anticompetitive practices.

His constituents want decent TV reception, he says, and satellite is about the only way to



get it. He does not blame cable for not covering some rural area. "It would never be economical for cable to cover it." Nor does the congressman think business interests will find it "worthwhile" to string fiber in rural areas.

So why does Cooper support telco entry if satellite television is the only viable choice for rural communities? "The big markets in America need competition," says Cooper.

Moreover, he thinks the subcommittee's review of the MFJ ought to include TV. "If you are going to talk about information services, you should start with the biggest information service, which is television."

Cooper is not a TV fan. His wife is pregnant and he hopes his child will watch as "little TV as possible, unless it's *MacNeil/Lehrer*, *Ted Koppel* or *Sesame Street*. I watch as little as possible."

The "per-person seven-hour [per day] figure is very embarrassing for our country," says Cooper.

Thomas J. Manton (D-N.Y.)—attorney; elected 1984; ninth district; home, Sunnyside; BA and LLB, St. John's University, 1958, 1962; married Diane Schley.

If the television networks are going to be viable in the next century, "something has to give on one front or another," says Manton. The congressman from Queens feels the FCC should either modify its financial interest and syndica-

tion rules or let the television networks into the cable TV business.

However, he is undecided about which one of those regulations should go. To Manton, the Sony purchase of Columbia and the Time-Warner merger underscored the need to let the networks compete.

He is a 15-year veteran of the New York City council and an experienced politician. His appointment to the House Administration Committee this year is a reflection of the respect he has earned during his five-year tenure in the House. Sources say he has the leadership's trust and works well with Dingell.

A former New York city police officer and one-time IBM salesman, Manton joined the subcommittee in February. He chose Telecommunications and Finance because of his activity on the House Banking Committee. But telecommunications matters are important too. NYNEX, AT&T, Time Warner, Paramount and the three TV networks are just some of the many Fifth Estate firms based in New York.

Manton wants to proceed cautiously in the telco-cable area. Since deregulation he feels there have been problems with cable TV rates and services, but he is not prepared to let the phone companies into the cable business.

There are no guarantees that some of the problems that have occurred with cable will not reemerge with the telcos, he says. Manton is backing a bill that would grant must-carry status to local stations and local professional sports teams. It is viewed as a legislative solution to the Yankees-MSG controversy.

On the broadcasting front, the 57-year-old lawmaker supports the kidvid bill but is not a "crusader," according to a staffer. Nor has he signed off on the radio license renewal bill. Manton voted for reenacting the fairness doctrine. He believes the issue ought to be "put to rest."

A member of the House task force on trade competitiveness, Manton is concerned about the nation's loss of its electronic manufacturing base. He is troubled by the European Community's directive that would impose quotas on American programming.

Ron Wyden (D-Ore.)—instructor, Portland State University; elected 1980; third district; home, Portland; BA, Stanford University, 1971; JD, University of Oregon, 1974; married Laurie Oseran.

A "tough and energetic" legislator, Wyden joined the subcommittee this year. He is not associated with any one issue at this time, but should not be discounted. He has a "solid reputation...if he gets on an issue he'll follow

through," says one Hill source.

"I am concerned about where free TV is headed," says the Portland congressman. His broadcasters work hard to be "good corporate citizens," and he is sympathetic to their concerns. Wyden believes the subcommittee will eventually take up the must-carry and channel positioning debate.

But those matters rank behind the MFJ: the subcommittee's chief priority. He plans to be an active participant in that debate. Wyden is willing to unleash the BOC's but only with consumer protections and fair competition.

He is a consumer activist who has tackled the phone industry before. Wyden co-founded the Oregon Gray Panthers in the 1970's. And the 40-year-old congressman is believed to have senatorial ambitions.

Wyden sees cable in the "hot seat" although he admits that much of the fervor behind backyard dish legislation has died down. Cable rates are a big issue, he says. Personally, Wyden is concerned about the "churn," the turnover, in cable system ownership. Right now, the votes are not there to reregulate cable, according to the lawmaker. But the industry is going to have to "work hard to ward off" reregulation.

Wyden calls the fin-syn debate the battle of the "overdogs." There are no "underdogs," he says.

Matthew J. Rinaldo (R-N.J.)—faculty member, Rutgers University; elected, 1972; seventh district; home, Union; BS, Rutgers University, 1953; MBA, Seton Hall University, 1959; DPA, New York University, 1979; single.

As the ranking Republican, Rinaldo exerts a continuing influence on the subcommittee. "He pays attention and does his homework," says one Hill observer.

Rinaldo and Markey see eye to eye on many issues, including reenactment of the fairness doctrine and regulation of advertising in children's television. With those common goals between them, the subcommittee's deliberations are seldom contentious.

Rinaldo thinks it is time to free radio. He wants to replace the comparative renewal process for radio with a two-step licensing procedure. Traditionally, broadcast deregulation has covered both radio and TV, but the radio industry thought it had a better chance at getting a bill passed without including television.

Rinaldo also is championing the causes of AM radio. His AM improvement bill would require that all new radio sets receive all broadcast bands, including the expanded AM band that opens up next year, and require that all new FM stereo radios also receive AM stereo.



Michigan Journalism Fellows



General Fellowships

Awarded for either specific professional training or eclectic, personal intellectual development.

The Michigan Critics' Fellowship In The Arts And Letters

Offered in cooperation with the Institute for the Humanities

The Knight Business/Economics Fellowship

Offered in cooperation with the School of Business Administration.

The Mike Wallace Fellowship In Investigative Reporting

Offered to extend individual interests.

The Knight Medicine/Health Sciences Fellowship

Offered in cooperation with the Michigan Medical Center.

The Michigan Technology Fellowship

Offered in cooperation with the College of Engineering.

Purpose: To enable professionals who have demonstrated superior ability and commitment to attain peak performance, so as to improve American journalism in service to the public interest.

Stipend Payments are \$2750 monthly,

September-April, plus all tuition and fees. Application deadline: Feb. 1, 1990.

Eligibility extends to any full-time word or image journalist with five years' experience whose work either as an employee or free-lance appears regularly in US-controlled print or broad-

cast media. Individuals may nominate themselves, or be proposed by employers.

Special Seminars bring both generalists and specialists into contact with leading academics and journalists. Spouses are invited to participate actively.

Among the bill's other components are permitting AM daytimers to migrate to the expanded AM band; requiring the FCC to conduct a study on nonbroadcast interference, and generally prohibiting the FCC from adopting any rule or policy that increases AM interference.

Markey is not sold on the merits of the license reform measure (BROADCASTING, Nov. 13), but Rinaldo thinks the "chances are good" for the AM bill. "There's great interest in Congress and in the industry, and I am hopeful we can work out any problems that might surface."

Says Rinaldo: "We've been discussing what ails radio, especially AM radio, for far too long. Now is the time to act."

As for other issues, he says there is a lot of concern about cable in the Congress, but no consensus about what ought to be done. The most obvious problem is rising cable rates, says Rinaldo. However, until the second half of the General Accounting Office's survey on rates is completed, the subcommittee will not be able to tell if the rate hikes have been "unreasonable."

Generally, members favor competition in any industry, says the 58-year-old New Jersey Republican. "But we also should remember that nothing in the Cable Act now stops local competition to cable; the Cable Act only prohibits telephone companies from getting involved. Also, the telephone industry hasn't come up with a vision of how the restrictions should be lifted or what they would do if they could get into cable. Until that happens, the telephone industry won't be successful in convincing Congress that great changes to existing law need to be made."

What does he think of television programming? "We're seeing more programming variety than ever available to our citizens. However, most of our citizens still watch broadcast TV, and I remain concerned about its quality, especially children's television." He plans to "work hard" to see the kiddid bill become law. Moreover, Rinaldo feels the production community could do more to rid the airwaves of violence, sex and the glamorous portrayal of illegal drugs.

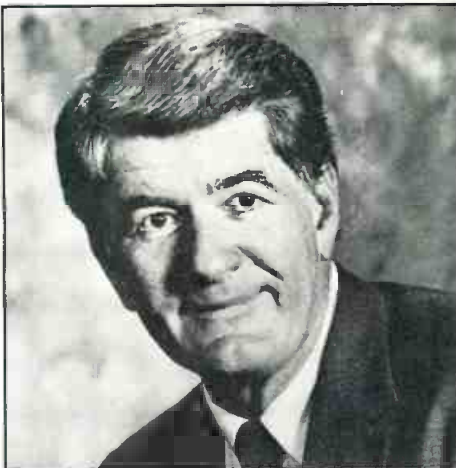
On the subcommittee since 1981, Rinaldo, like others, has urged Hollywood and the networks to settle the fin-syn dispute privately. He does not want to see the FCC do anything to impede the current negotiations. But as the expiration date of the antitrust consent decree grows near, he thinks there could be congressional pressure on the parties to reach an agreement.

Edward Madigan (R-Ill.)—owner, *Yellow-Lincoln Cab Co.*; elected 1972; 15th district; home, Lincoln; BA, Lincoln College, 1956; married Evelyn George.

An inside player, Madigan wields enormous influence on the parent Commerce Committee and with House Republicans. He has been relatively quiet since he took a subcommittee seat in February. But Washington lobbyists agree that Madigan is not to be "underestimated" and will be working "behind the scenes."

As the ranking Republican on the Health subcommittee he has been wrapped up in the clean air debate. Madigan, 63, is a political heavyweight; he was two votes shy of becoming the House Republican Whip this year. This will be his second stint (he was the old Communications and Power Subcommittee from 1973-74).

Madigan is a lead sponsor of Boucher's telco-cable bill. "What I am interested in is programming in rural areas." Madigan feels that rural regions and poor urban areas do not have access to programming. He sees the Boucher bill as



a vehicle for establishing a universal access policy.

His constituents with satellite dishes pay more for cable programming than the people with cable in town, says Madigan. "I don't think that is fair because they have to maintain the equipment themselves. And there are some people who cannot afford the satellite dish, the descrambler and the fees."

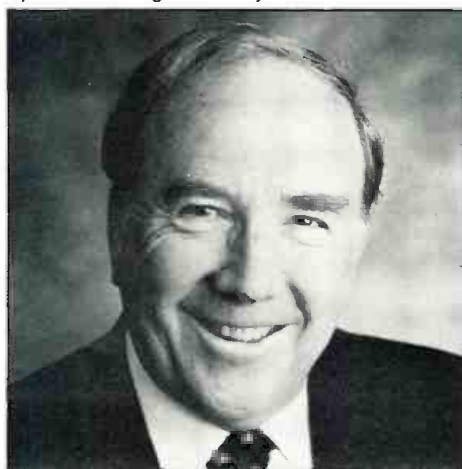
Furthermore, he is a "fan of competition." Says Madigan: "I think that anybody who wants to go into a community and put a cable system in ought to be able to do that." Moreover, he thinks the networks should be free to compete with Hollywood. They should be able to own programming and syndicate it, argues the Illinois lawmaker.

Today's television programming is "beneath the level of intelligence of most Americans," says Madigan. But he is no fan of government censorship. "If the networks were able to create and own programming it might improve programming," says Madigan. He finds local broadcasters "very sensitive" to the issue, but says Hollywood seems "very indifferent." For the most part, he watches public television. "There are network programs I like—*Murder She Wrote*—but not very many."

Carlos Moorhead (R-Calif.)—attorney; elected 1972; 22nd district; home, Glendale; BA, UCLA, 1943; JD, USC School of Law, 1949; married Valery Joan Tyler.

This California congressman not only sits on telecommunications, but is the ranking minority member on Judiciary's Copyright Subcommittee. Those assignments make him a key player in many of the policy debates affecting the Fifth Estate.

Copyright and communications issues have a special bearing for many of his constituents;



NBC West Coast, Warner Bros., Disney and Burbank Studios are some of the companies in his district. Still, Moorhead is credited for "moving beyond Hollywood."

Washington insiders say Moorhead is "a quiet guy who gets things done." He has been on telecommunications 12 years and with copy-right since 1979.

He sees broadcasting and cable as equals. They both have "a lot of strong friends," says Moorhead. But he adds, "cable has gotten most of what it wanted. The broadcasters are short a few things they want."

Moorhead does not expect any "big movement" to repeal cable's compulsory copyright license. "The present system seems to work fairly well. Congress doesn't seem very anxious to make a move."

Furthermore, these issues take a long time in the "gestation period," says the 67-year-old Moorhead. "You can't tell what direction technology is going to take and who is going to be on top."

Competition from telcos "certainly would put pressure on cable to give better service." In most places, Moorhead believes cable offers "pretty good service," although his hometown of Glendale has experienced problems...local officials are not the "least bit happy." The Glendale city council is dissatisfied with the Sammons Communications system there and has called for cable reregulation.

Tom Tauke (R-Iowa)—attorney; elected 1978; second district; home, Dubuque; BA, Loras College, 1972; JD, University of Iowa, 1974; married Beverly Hubble.

On the Republican side of the subcommittee's aisle, Tauke is considered the most communications-savvy. His "statesman-like" demeanor and hard work has earned the Iowa congressman the respect of his colleagues and industry groups. Tauke is someone "you want on your side," says one industry observer.

He works well with Democrats, including Commerce Committee Chairman John Dingell (D-Mich.). His long-term partnership with Democrat Billy Tauzin as a champion of broadcast deregulation solidified his role as a key subcommittee player. He has been on telecommunications eight years.

Now he and Al Swift are moving an MFJ bill. The MFJ is the subcommittee's chief priority. Tauke and Swift have another bill; it would remove antitrust restrictions enabling broadcasters to devise an industry code of good conduct. Tauke feels it is a "common sense way" to permit the industry to set some standards. "It would take the hot potato away from Congress and government for awhile and put it back with the industry."

But by 1991, Tauke hopes to be on the other side of the Capitol as a member of the U.S. Senate. He is likely to challenge Iowa's Democratic senator, Tom Harkin, in 1990.

Tauke does not put broadcast issues high on next year's subcommittee agenda. There is "no great pressure" to move broadcast issues as long as there is a "stalemate" over fairness. Rather he sees the subcommittee concentrating on securities issues and the MFJ.

Nor does he see a "rush" to "embrace cable-telco crossownership" or a "rush" to reregulate cable. The MFJ bill was specifically drafted to exclude television services. Tauke and Swift want to keep the issues separate.

Cable "is running into rough times as a result of complaints from the home front," Tauke says. He has warned the industry that "if you

Columbia Pictures Entertainment, Inc.

has been acquired by

Sony Columbia Acquisition Corp.,

a Wholly Owned Subsidiary

of

Sony USA Inc.

*The undersigned assisted in the negotiations and acted as financial advisor to
Columbia Pictures Entertainment, Inc.*

ALLEN & COMPANY
INCORPORATED

November 1989



don't do something about your bad actors; if you don't address some of the concerns that people have, it could result in some reregulation of the industry."

In rural areas there are still a number of homes that don't have access to cable, he says. Tauke has suggested the FCC explore relaxing its telco-cable crossownership rules as they apply to rural areas. "I am not at this juncture prepared to embrace the notion of cable-telco crossownership generally. But I am of the view that if nobody else is providing the service, and the telephone company would be able to provide the service, we ought to think first of how do we get service to those people."

Sports programming is a "volatile issue," says the 39-year-old lawmaker. "Next year we are looking at the Iowa-Iowa State game. I know if Iowa-Iowa State is only available on ESPN, there is going to be some unhappiness expressed to members of Congress."

It would be helpful if Congress could deal with the problems of must carry and channel positioning, Tauke says. But "I am not certain we want to be in the position of trying to write a federal law that deals with that question [channel positioning]."

He does not think broadcasters should "necessarily" have the final word on where their signal is located. Nor does he think cable should "simply jerk around broadcasters," moving them from one channel to another. He would rather see the industries settle the problem.

The Iowa Republican feels the networks are not the "big boys on the block that they were a few years back." They have a better case to make than they did before, says Tauke. "However, the last time they got handed their head on a platter. I don't know if there is enough change of sentiment for them to win."

Don Ritter (R-Pa.)—scientist; elected 1978; 15th district; home, Coopersburg; BS, Lehigh University, 1961; MS, 1963, and ScD, 1966, Massachusetts Institute of Technology; married Edith Duerksen.

He is the subcommittee's resident scientist and has awarded HDTV priority status. Ritter is convinced that government must help foster the growth of an American HDTV industry.

Ritter is co-chairman of the House HDTV Caucus and is sponsoring legislation that would provide tax incentives to encourage HDTV development and revise antitrust laws to stimulate joint ventures and industry-wide consortia. The federal government would provide matching grants to help fund the groups. He is backing various other HDTV initiatives.

"The stakes are higher than just a better boob tube, although people love better boob tubes," he says. What is at issue is whether the U.S. can compete globally. "We have got to see to it that we are in a leadership position in telecommunications going into the 21st century."

Despite the administration's reluctance to give the technology special status, he thinks HDTV "did grab" their attention but that results will "take time."

The 49-year-old congressman is eager to see the advancement of fiber optic cable. He supports the Boucher telco-cable bill because he believes it will spur the deployment of fiber. Says Ritter: "If we are going to have broadband fiber into peoples homes, we don't want to constrict that market which could expedite and hasten the onset of a broadband fiber optic network."

Moreover, these high-tech issues are appeal-



ing: AT&T and Bell Labs ~~itk~~ in his district.

Service Electric, one of the oldest cable operations in the country, was started in the Lehigh Valley in 1948.

On another competitive note, Ritter says he thinks Sony's acquisition of Columbia Pictures is going to "gin up" the fin-syn debate. "It seems somewhat strange that foreign company ownership would be preferred over network ownership. The day of the dominant big three is long gone. Yes, I think it is obsolete to consider networks monopolies."

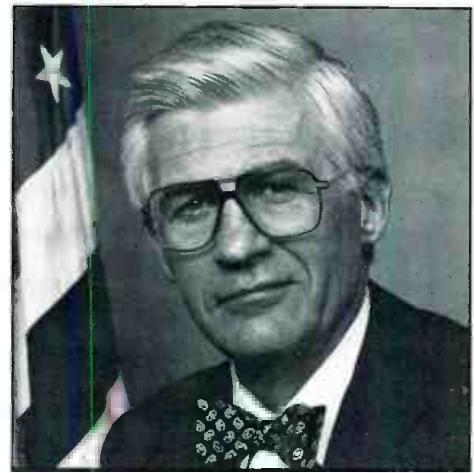
Ritter joined telecommunications in 1982 and has a long record of supporting broadcast and cable deregulation. He sees cable and broadcasters as "natural allies." He thinks there is often more friction among the Washington trade groups than out in the marketplace.

Thomas J. Bilely Jr. (R-Va.)—funeral home owner; elected 1980; third district; home, Richmond; BA, Georgetown University, 1952; married Mary Virginia Kelley.

"In the stock market the old saying is that bulls make money and bears make money but hogs get slaughtered." That is how Bilely views broadcaster efforts to repeal cable's compulsory copyright license and impose a retransmission fee.

Nor does he side with broadcasters on channel positioning. "I think that if they [stations] are not paying to be on cable, the cable operator should have some discretion as to where he's going to put them."

Industry lobbyists describe Bilely as "smart and hard working." Some broadcast sources feel he is "a little too close to cable." Media General, which operates the Fairfax County,



Va., cable system, is headquartered in his district. Bilely, 57, was Richmond's mayor for seven years and has been on the telcomsubcom six years.

Both broadcasting and cable are strong industries, according to Bilely. "They need to work together and hopefully they will. Broadcasters started out as dominant, and cable has come on fast, so I would say they are on par."

He has not taken a stand in the telco-cable debate. Congress may consider letting the telcos in as a way of keeping cable rates down, he says. But he has not arrived at any "conclusions."

A conservative, he is not a fan of regulation. Bilely supports radio deregulation and hopes the FCC will address the problems of AM radio.

Bilely is pleased with the FCC's attention to indecency. He was the driving force behind legislation banning dial-a-porn phone calls. "I know there is some programming I wouldn't want my grandchildren to see. For the most part they [the networks] do a very good job."

He is a staunch advocate of the fairness doctrine. "I think there is a need for it. They [broadcasters] like to say you don't do that to newspapers. But anybody can pass out handbills; not everybody can buy a radio or television station. There are only so many frequencies available whereas there are unlimited printing presses."

If the FCC touches its financial interest and syndication rules, "no matter which way they come down, there will be a furor. One side or the other is going to feel they were done in. There will be a furor and we will be in the middle of it."

Jack M. Fields Jr. (R-Tex.)—attorney; elected 1980; eighth district; home, Humble; BA and JD, Baylor University, 1974 and 1977; married Lynn Hughes.

Fields is a telco-entry advocate. He believes competition will create a level playing field and solve such problems as must carry and channel positioning.

He is disappointed in the medium. Cable has not lived up to its promise, he says. When the Cable Act was passed, says Fields, "I thought the local cable companies would go further than just providing public access. That they would go out and film Rotary Clubs, chamber of commerce banquets, church services, football games, city council meetings...in essence be involved in their local community."

But little has occurred in the Houston area. His local cable operator (Prime Cable) in Humble "does nothing" for the community, says Fields.

Fields thinks the subcommittee's time has been "consumed" by the fairness debate and



that, "we need to move on to other issues." (The 37-year-old congressman supports the doctrine: "It puts into statute what now is standard.")

There are other matters in need of congressional scrutiny. "We have got to consider what role the federal government plays in the development of HDTV," says Fields. And he is worried about the European Community's directive on programing. It could "freeze out American creativity."

Fields joined the subcommittee in 1985, his attentiveness to communications issues "comes and goes" says one Washington insider. But broadcasters can count on his vote for legislation that reforms the radio and TV license renewal process.

What does Fields think about TV programing? He likes old movies. "I am a John Wayne/Randolph Scott person." Generally, he thinks the government should stay out of content regulation. "What we did on children's television makes sense. But it's difficult for me to see action beyond that." Moreover, he prefers industry self-regulation and endorses the idea of creating an antitrust exemption so broadcasters may devise an industry code.

Michael Oxley (R-Ohio)—attorney/former FBI special agent; elected 1981; fourth district; home, Findlay; BA, Miami University (Ohio), 1966; JD, Ohio State University, 1969; married Patricia Pliguez.

Oxley, like Tauke, is well liked. A six-year veteran of the subcommittee, sources say he is "bright" and "effective when he takes an interest."

Some Washington insiders feel the 45-year-



old Oxley will play a greater part on telecommunications with Tauke's departure. He teamed up with Tauke to strip the fairness doctrine from a deficit reduction bill (BROADCASTING, Oct. 9). Their amendment went to the floor for a vote, but failed, 261-162.

Oxley thinks cable is working hard to correct its public relations and customer service problems. Cable reregulation would be a "major disaster," he says. He prefers to "listen to a competition argument."

"I think cable has three years, max, to get their stuff together," the Ohio Republican told BROADCASTING. "If that doesn't happen, I see some real movement toward the cable-telco legislation."

On the channel positioning debate he sides with cable. "I haven't been overwhelmed with the independents' arguments that they should be able to select their own position on the dial. I just don't think that washes."

To public broadcasting, Oxley is an anathema. He has continually sought to cut government funds for noncommercial radio and television stations.

He supports radio deregulation, but until fairness is reenacted, he says the agenda for broadcasters "is dead. They're really in a box on this thing. When I offered my amendment on the floor I got no help from broadcasters. They wish this would go away. Dingell's committed on this issue. He's wrong as hell, but he's committed."

Congress would like the parties to reach an agreement on fin-syn, says Oxley. "Frankly, I've never committed on the issue, I probably won't."

Oxley is ready to pass some form of the Swift-Tauke MFJ bill and change the antitrust laws to permit consortiums to work on HDTV. "You can't go around and decry the trade deficit and at the same time not be in a position to free our manufacturers of telecommunications equipment to compete in the world market."

Dan Schaefer (R-Colo.)—Public affairs consultant; elected 1982; sixth district; home, Lakewood; BA, Niagara University (New York), 1961; Potsdam State University (New York); married Mary Lenney.

The cable industry has a staunch ally in Schaefer, whose district is home to cable giant Tele-Communications Inc., Jones Intercable and United Artists Entertainment (majority owned by TCI). American Television and Communications keeps an office in the Denver suburbs despite its move to Stamford, Conn.

The Colorado broadcasters also count on Schaefer to champion their causes; he is a sponsor of the Rinaldo radio renewal bill.

"It is hard to tell where he would come out in a broadcaster-cable fight," says one broadcaster source, although he backs Richardson's bill, which would postpone the effective date of the FCC's syndex rule.

He sees cable and broadcasting as "sister" industries. "I think qualified stations should be carried on a basic cable service," says Schaefer. He thinks the two entities will eventually reach an accommodation on must carry and channel positioning. "Most of us in Congress would rather have these deals worked out by the industries."

The 53-year-old Republican, who served in the Colorado state legislature before capturing his House seat, does not foresee any serious movement on telco-cable legislation next year. "Personally, I think things should be competi-



tive. And basically they are. If something comes down the line, I'll have to look at it closely." The same holds true for the MFJ legislation, Schaefer says.

"I support fairness," he told BROADCASTING. "I think that probably the stations have done a good job. However, it is one of those things we ought to at least continue with."

Predicting where Congress will head over the next 10 years is an impossible task, says Schaefer. "I always say we should move cautiously. The electronics industry is moving so fast with HDTV and all these things, it is difficult [to legislate]."

By Kim McAvooy

Writing BROADCAST NEWS

This lively book is becoming the 'bible' for radio and TV newswriters. Author Mervin Block speaks to newswriters in the same way they're supposed to write—clearly, simply, directly.

His practical tips and rules are backed up with hundreds of examples from network and local newscasts. **WRITING BROADCAST NEWS** gives very specific guidelines (both do's and don'ts) for writing news that captures the audience's attention and holds it.

Says Charles Kuralt, "Mervin Block is an old pro at television newswriting from whom anyone could learn a lot. I know. I have. His clinic, criticism and instruction offer the writer of news a wonderful opportunity for improvement."

To order **WRITING BROADCAST NEWS**, (230 pp. hardcover) send just \$22.95 to:

Broadcasting Book Division
1705 DeSales St., N.W.
Washington, D.C. 20036

Cable, telcos square off in ABA forum

Industry representatives make their cases for, respectively, protection from unfair competition and removal of shackles

There have been an increasing number of forums over the years for debates over telephone company entry into the cable television business and the related issues of competition, or its lack, in cable. The latest was sponsored by the American Bar Association's section of Public Utility Law, which held a forum in Washington. Representatives of the telephone industry pleaded for a removal of the shackles they say are holding it back from assuring America a place on the leading edge of telecommunications technology, while cable industry spokesmen repeated equally well worn arguments about the impossibility of competing with what they seemed to equate with an 8,000-pound gorilla.

But at the "Forum on Information Services and Cable Television," it was a member of Congress who delivered the heaviest blows at cable television, and a congressman not enchanted with the idea of opening the door of the cable television business to telephone company-supplied competition. Representative Jim Cooper (D-Tenn.), a member of the House Telecommunications subcommittee, said cable television presents "the classic symptoms of excessive horizontal concentration and excessive vertical integration," and an example, as well, of "the classic extraction of monopoly profits, not from a natural monopoly but from a state-created monopoly"—profits which he said he did not think justified. Not that Cooper thinks telephone companies are interested in providing competition: "They want to replace one monopoly with another."

Indeed, he said the two industries are trying "to divide the telecommunications world between themselves in a way so that King Kong never has to face Godzilla."

The forum was held as Representative John Danforth (R-Mo.), the ranking minority member of the Senate Commerce Committee, was introducing his measure (S. 1880) to reregulate cable television, and the committee's Subcommittee on Communications was beginning two days of oversight hearings on the cable industry (BROADCASTING, Nov. 20). And with those developments in mind, Cooper described cable as a "broken" system that Congress will "fix" unless the industry "uses its final few moments to regulate itself properly." He did not hold out much hope for self-regulation. "Most interest groups are unable to control their own members," he said. "They sink to the lowest common denominator of their members."

Then, there is the regulatory approach.

Cooper said that approach "found a new champion" in Danforth. He said he does not regard the measure as "primarily" regulatory, although, he noted, it is widely viewed as such. But whatever it is, he said he is "delighted" to see it introduced, and believes that many of its provisions are needed. He also noted that senators one would not expect to support government regulation—such as Orrin Hatch (R-Utah) and Trent Lott (R-Miss.)—are co-sponsors of the Danforth bill. Cooper introduced a companion measure in the House last week.

Running through the day-and-a-half forum was debate over the ban on the provision of information services imposed on the RBOCs (Regional Bell operating companies) by the modified final judgment of the AT&T consent decree that is being administered by U.S. District Judge Harold Greene, as well as by the restrictions that the Congress and the FCC have imposed on all telephone companies prohibiting them from offering cable service in their service areas.

William M. Newport, vice president of strategic planning for Bell Atlantic, put the RBOCs' argument in the context of foreign competition. "We can't afford to let other countries benefit from [telecommunications] technology while [American] telephone companies cannot use their resources to advantage." And those resources, he said, are their "skills in the construction and management of complex services." He said Congress should lift the restrictions now imposed on telephone companies and assign responsibility for regulating them to the commission. Newport rejected the suggestion of the National Telecommunications and Information Administration that telephone companies be permitted to offer a

"video dial tone" for cable television systems but not program service. A dial tone service, he said, "doesn't make money."

To Ronald F. Stowe, vice president, Washington operations, of Pacific Telesis, there seems to be an inevitability to telephone companies' entry into the cable television business. "It will come," he said, "driven by the need for competition. Cable won't have the incentive to meet customers' demand without the competitive spur." He said national policy—to the extent there is one; Philip R. O'Connor, chairman and president of Palmer Bellevue Corp., said the U.S. suffers from the lack of a "real articulated telecommunications policy"—is based on "market segmentation," with movie studios in one box, cable systems in another, and other elements in yet others. "That's going to change," Stowe said, as a result of consumer demand and technological development.

But John F. Gault, executive vice president of American Television & Communications Inc., warned that the telephone business is, in his view, a dangerous animal if unchained. He said that in the past century the Bell telephone system "has been before the federal courts four times" as a defendant in antitrust cases. "The nature of the business leads it into antitrust activity," he said, "independent of personality or technology." Allowing the telephone companies into cable television, he said, would offer not only "the opportunity but the incentive to disadvantage competition."

And he made it clear that at least ATC, the second-largest cable MSO in the country, is not interested in attempting to compete in the telephone business. "We have no desire to get into telephony," he said. "It's a difficult business." Indeed, he not-

Giving the unregulated marketplace a chance

FCC Chairman Alfred Sikes loathes being tagged with labels, but in a speech before the National Association of Regulatory Utilities Commissioners, he sounded every bit the deregulator.

Federal and state regulators of the telecommunications industry have to reexamine their prevailing regulatory regimes, Sikes told the group of state regulators.

"Even assuming that we opt for a market-driven solution, which would be my personal preference in many instances, there may be many facets of our complementary regulatory systems that work contrary to that approach," he said. "We need always to remind ourselves that we should be more interested in competition than in individual competitors. And, where the facts bear it out, we have to be prepared to permit the unregulated marketplace to work."

Sikes also called for a "regulatory summit" of federal and state regulators so they can work more closely together on common goals. "Too often in the past, institutional tensions and bureaucratic rivalries have intruded into the regulatory debate," he said.

"If we expect the industry to prepare itself for the competitive battle and to deliver the array of services which we, as proxies for the public interest, want, we have to start generating clearer, more coherent signals," he said. "The costs associated with our past intramural jockeying and disagreements should not be visited upon the industry—much less the public."

THANK YOU RADIO INDUSTRY

for investing in radio's future through your contributions to
The John Bayliss Broadcast Foundation. We particularly thank
all the radio and financial community executives who attended the
FOURTH ANNUAL BAYLISS MEDIA ROAST in New York City on October 25, 1989.

We doubly appreciate the appearance of our honored roasteer, talk show
host, **Larry King.** His willingness to take the barbs of an exceptionally
quick-witted quartet of celebrity roasters made this black-tie
affair the most memorable Bayliss Roast!

Your investment ensures that the Bayliss Scholarship Program will
continue to support the development of new talent for the radio industry.

We look forward to seeing you in black tie next year
at the Fifth Bayliss Media Roast October 24, 1990
at the Plaza Hotel, New York City.

Sincerely,

The Directors of The John Bayliss Broadcast Foundation

Alice R. Bayliss
Bayliss Broadcasting

Joseph Bayliss
KWCD-FM

Barry Dickstein
Hartstone & Dickstein

James Bayliss
Santa Barbara, CA

Ed Christian
Saga Communications

Harvey Grace
Grace Broadcasting

John Bayliss, Jr.
Bayliss Fishing Industries

Jim DeCaro
WEAZ/FM Radio, Inc.

Katherine Marien
Communications Equity Assoc.

Thomas Schattenfield
Arent, Fox et al.

Jason Shrinsky
Kaye, Scholer et al.

We also wish to thank the following distinguished roasters:

Master of Ceremonies
Paul Kagan
The Kagan Group

Herb Cohen
Power Negotiations Institute

Malcolm Forbes
Forbes Magazine

Bob Costas
NBC Sports

Norm Pattiz
Westwood One Companies

**THE
JOHN
BAYLISS
BROADCAST
FOUNDATION**

We are a non-profit corporation that provides scholarships to college
students embarking on a career in radio broadcasting. For further
information please write to Kit Hunter Franke, Executive Director,
J.B.B.F., P.O. Box 221070, Carmel, California 93922

ed that several years ago ATC's Manhattan Cable sought to compete with the local telephone company in the provision of private line service—and found it an unpleasant experience. The telephone company, he said, fights to hold on to every customer.

But if conservative Republicans are supporting the Danforth bill some see as "reregulating" the cable industry, a liberal Democrat, Representative Al Swift (D-Wash.), expressed his support for removal of the restriction on information services the MFJ imposes on telephone companies. But the bill (H.R. 2140) he and Representative Tom Tauke (R-Iowa) have introduced effecting that liberalization would not disturb the restriction on telephone company entry into cable contained in the 1984 Cable Act. Speaking at lunch on Wednesday (Nov. 15), Swift said that a fiber optic infrastructure would enable the broadcast networks to bypass television stations. That, he said, "would drive a truck through one of the fundamental purposes of the Communications Act—localism." He acknowledged that government "cannot prop up obsolete technology forever—but," he said, "that time is not nigh."

On the other hand, those not anxious to see the restrictions removed were given a degree of reassurance by Janice Obu-

For the record. "A Legislative History of the Communications Act of 1934," a work in progress since 1984, the 50th anniversary of the Communications Act, has been published by the Oxford University Press. The work contains complete texts of the legislative materials—including texts of congressional hearings and debates and the Senate and House Committee reports—which culminated in the Communications Act of 1934. The book was edited by Max D. Paglin, a former general counsel and, later, executive director of the FCC. The work was produced through the cooperation of the Golden Jubilee Commission on Telecommunications and the Federal Communications Bar Association, along with the support of a number of corporate sponsors. "History" contains 1,024 pages and costs \$76 (with a 20% discount).

chowski, the head of the Commerce Department's National Telecommunications and Information Administration. The Reagan administration's Department of Justice had urged Judge Greene to lift the restrictions. But Obuchowski, while noting that the new Bush administration had not yet formulated its policy on the issue, said the ban on information services "had not been a bad thing—it created circumstances for equal access...so conditions in the market are healthy." But she said the question remains as to whether the ban, "seven or eight years" hence, "is something we should retain, or if there is something less than a complete ban" that would be appro-

priate.

Obuchowski suggested that the RBOCs' fate, to a degree, is in their own hands. She noted that Greene, in a March 7, 1988, order on his triennial review of the MFJ, allowed the RBOCs some liberties in offering information services—they were permitted to offer gateway services and some forms of electronic mail and voice messaging. The RBOCs' response, Obuchowski said, "should be a resounding affirmation of their willingness and commitment to offer information services. It could well be viewed as a test of their credibility as providers of information services in general." —LZ

Satellite Footprints

Good news, bad news. GTE Spacenet and GE Astrospace were pleased to be able to announce earlier this month that GTE's GStar III satellite—once feared a total loss following post-launch maneuver failures last year—had been recovered to its assigned orbital slot and retained half of its 10 design-life years (BROADCASTING, Nov. 20). The 11,908-mile recovery of GStar III from transitional orbit to geostationary orbit required 166 maneuvers, 182 hours and 27 minutes of thruster firings, and coordination via 26 spacecraft and 13 nations.

However, although all 16 Ku-band transponders are working fine, GTE said it will now accelerate development of special antennas to track GStar III's North-South drift, a result of limited fuel. Ground technicians will be able to maintain the bird's longitude within the 0.1 degrees of its 93 degrees west longitude home required by the FCC. But a North-South drift means that broadcasters using standard fixed antennas could not expect to "take maximum advantage of the satellite's capabilities." GTE hopes to contract with a vendor to manufacture and distribute a "low-cost VSAT/TVRO tracking antenna system" on market by the end of the first quarter, 1990. GTE Spacenet said it is providing a video slate on the satellite to assist customers in locating and identifying the bird.

Good buy. Several bankers are demonstrating their faith in developing satellite services ancillary to program backhaul and distribution to television stations. New York-based venture capital firm American Research & Development, a founding investor in Video Broadcasting Corp. (VBC), affirmed its faith earlier this month with a further "substantial investment" in VBC's Programlink and Medialink services. Joining AR&D was another unnamed venture capital fund advised by New York-based Rothschild Inc. The new capital, said VBC, will be used to expand Medialink's delivery of video news releases, graphics and public service announcements to TV stations, as well as to VBC's program syndication traffic data service, Programlink.

Spend some to make some. Houston-based Satellite Transmission and Reception Specialists (STARS) expected to put its expanded Houston International Teleport facilities on line by

Saturday, Nov. 25, its third "major expansion" since spring 1988, said the company. Describing the transmission business as "very competitive and capital-intensive," STARS President David Olson said: "In less than two years we have invested over \$6 million expanding and building new facilities to meet customer needs. As a customer-driven service provider, these efforts reflect the continued strong growth of both our company and the satellite communications industry." The latest expansion involved more than \$1 million in the upgrade of master control equipment, construction of additional offices, and the addition of microwave and video circuits "to meet broadcaster needs," said STARS.

First come. In an interesting postscript to coverage of the Berlin Wall story by U.S. television, anchor Tom Brokaw was not the only NBC employe to get the jump on the rest of the industry. One key benefit of NBC's good timing was its ability to secure limited video transmission capacity out of Berlin. International satellite carrier BrightStar Communications was able as early as Thursday, Nov. 9, to begin servicing video news customers, including U.S. clients *Inside Edition*, *A Current Affair* and WNYW-TV New York, and British customers Visnews, ITN, BBC and Sky TV. But NBC operations had obtained block leases for one of only two landlines available out of West Berlin to uplinks in Frankfurt. BrightStar found a solution to the limited capacity—gaining the use of a transportable earth station from Holland—but not until Sunday, Nov. 12. Over the next week, BrightStar carried an average 10 hours of transmissions a day from Berlin.

On with the (trade) show. Just as the decade in which it became a bona fide presence in Washington draws to a close, the Satellite Broadcasting and Communications Association last week further solidified its power in the home dish industry, giving final approval to purchase the biannual home dish trade show from its long-time partner, National Satellite Shows of America. The SBCA and STTI will hold one more joint show in Las Vegas in January, after which the purchase will be finalized. The SBCA is contracting Houston Sports Associates Inc., owner of the Houston Astrodome and Houston Astros, to supply a letter of credit and to act as trade show operations consultant.

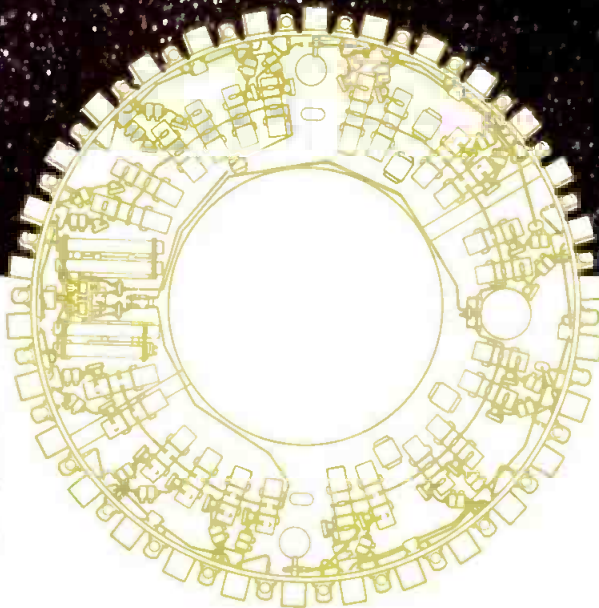
SPACE MAY BE INFINITE, BUT OUR NEW GALAXY IS FILLING FAST

© 1989 Hughes Communications

Photograph courtesy of National Optical Astronomy Observatories

HEADLINE NEWS • ESPN
THE DISNEY CHANNEL
TBN • CINEMAX • FNN
MIND EXTENSION UNIV.

BET • HBO • TBS • TN
CNN • USA NETWORK
THE COMEDY CHANNEL
A&E NETWORK • WG



The space available on Hughes Communications' next generation of Galaxy satellites is filling fast. Galaxy I-R, Galaxy V, Galaxy VII and the fleet backup, Galaxy VI, will serve the most prestigious names in cable. The cable programming community is deciding that the future in cable delivery lies with these Hughes satellites.

Companies like these realize Hughes' C-band plans for the future are the most ambitious in the business. Our satellite replacement program and state-of-the-art technology offer our clients the opportunity to be ideally positioned well into the 21st century.

So if you plan to use satellite services in the years to come, call Hughes Communications today. Sign on now for your space in our Galaxy. For further information contact Hughes Communications Video Services at 213-607-4000.

WE MAKE IDEAS HAPPEN.®

HUGHES
COMMUNICATIONS



Subsidiary of GM Hughes Electronics

Stations look in-house for innovation in syndication

Citing increased competition from cable, home video, stations are trying their hands at experimenting beyond traditional first-run genres

With the start of the 1990 TV program buying season, station managers and programmers are more concerned than ever about growing competition, primarily from cable and home video. Station executives say they have to be more aggressive, both in programming and marketing their stations. But increasingly, stations will be relying more on their own resources to come up with innovative programming because they don't expect syndicators to supply much more than the traditional staples of game and talk shows.

A look at the overnight ratings tells the story of cable's rapid encroachment on the turf of the local broadcaster. According to Petry Television's Dick Kurlander, "it's not unusual" for 25% or more of viewing in metered markets in any given time period to come from sources other than local broadcast outlets. That includes basic and pay cable, imported (by cable) distant signals and home video.

In the top 20 markets, at 7 p.m., an average of almost 20% of the viewing audience is tuning in to programming from sources other than local broadcasters, according to Petry.

With some encouraging signs being recorded in the Nielsen books, basic cable networks are also competing for programming that independent broadcasters have lived on for years—movie packages. In the last six weeks, Buena Vista Television sold USA Network a 26-film package for close to \$60 million and Orion sold Lifetime a film package valued at between \$40 million and \$50 million. Similar deals are sure to follow, programmers say.

"I'm concerned about the Disney sale," said Thomas Kenny, general manager, WROC-TV Rochester. "Other syndicators are selling hours to cable. What's next? If this was two years from now, would Disney be selling *Golden Girls* to cable? Will *Empty Nest* go to cable? If those types of things happen, where do we get our programming in the future?"

According to Phil Corvo, president, NATPE International, a lot of the station feedback he's been getting lately is about the sameness in first-run program development. "People are beginning to ask, what's happened in the first-run area?" he said. They see more of the same and they're asking where they'll have room for another game show. There is going to be some discussion of that."

But some station programmers contend that serving up the tried and true is what broadcasting is all about. "It's tough to be daring and difficult to be innovative when you are

a mass appeal medium," said Victoria Gregorian, operations and programming director, WSVN(TV) Miami. "Can the broadcaster afford to be in the narrowcasting business? I don't think so. By its nature, broadcasting has to give a little bit of something to everybody."

WSVN, the former NBC affiliate turned independent, has been innovative, locally, producing seven hours of news programming a day, including a news magazine strip that has been syndicated to a handful of other stations by MCA TV.

Station groups are producing more and more of their own programs. "We look to syndication to fill some voids," said Steve Leblang, vice president, programming, Fox Stations Inc. "We've done a lot of programs ourselves, and a lot of other station groups seem to be headed in that direction," he said.

A *Current Affair* was launched locally on Fox-owned WNYW(TV) New York before becoming a hit in national syndication and founding the tabloid genre. In January, the station group will launch its latest home-grown effort, a teenage-targeted soap opera (BROADCASTING, Nov. 20).

For Fox, the motive to produce its own programs is several-fold—programs can be developed that aren't being offered by syndicators; resources already in place become more productive; it is often less expensive to produce in-house than to pay a market license fee, and the payoff if a show, like *Affair*, catches on with other stations.

According to Kurlander, local stations have to increase the amount of original programming on their schedules, be it network, syndication or locally produced. "There's no better invitation [for the viewer] to shop elsewhere" than repeat programming, he said.

Typically, a network prime time program has 22 original episodes a season. "In almost every network promo spot in the

sweeps you see the words 'new episode.' Four or five years ago it would have been assumed. Now we promote it as something different, which it often is."

In syndication, an off-network show offers 24 weeks of fresh episodes, down from about 39 weeks 10 years ago. First-run shows tend to offer 39 weeks or more of original programming. "Every year it's less and less," said Kurlander.

But as NATPE's Corvo notes, some syndicators are trying to meet demand for something different in the syndication marketplace. He cited MCA's effort to produce, test and distribute *Dragnet* and *Adam 12*. "At least there is an attempt being made there that is different," he said. "I think the stations are saying, let's take a look at some [new product] and see if you can produce it at a price we can afford."—SM

'Ed Grimley' makes comeback on MTV

Live action animated show featuring character created by comedian Martin Short, canceled in May by NBC, returns to cable network

A plan is in the works to bring back to life, on MTV, *The Completely Mental Misadventures of Ed Grimley*, canceled last May by NBC after 13 episodes. The combination live action animated program, featuring the character created by comedian Martin Short, is slated to appear in previously aired as well as newly produced episodes on the cable network sometime next year, according to Buddy Morra of Rollins Morra Brezner Inc.

"It's not signed, sealed and delivered," Morra told BROADCASTING, "but close. There are pieces that have to fit together,

Rounding edges

First-run reality strips with less of an edge seem to be the trend in the 1990 program development season. In large part, the trend is a response to advertiser backlash to controversial, confrontational reality programming that was at its height last season with crime specials, as well as series such as *The Morton Downey Jr. Show* and the hard-hitting (sometimes literally) *Geraldo*. In the magazine area, examples are Fox's new *Personalities*, a much softer companion to *A Current Affair*. There's also *Preview* from TPE, a sort of "what's new" look at trends in culture and entertainment. In the talk show genre, MCA's proposed new *Studio 22*, the working title for the Cristina Ferrare-Ron Reagan program, is also perceived as a warmer, friendlier kind of talk show. The trend began this season with the rollout of *Regis and Kathie Lee*, *Everyday with Joan Lunden*, and *The Joan Rivers Show*. So far, the ratings are mixed. *Regis and Kathie Lee* has performed the best of the three, with an average 4/18 in the Nielsen overnights for October, showing growth for time periods over last year. Both *Rivers* and *Lunden* are underperforming the programs in their slots a year ago, according to the same Nielsen measure.

BON APPETIT...

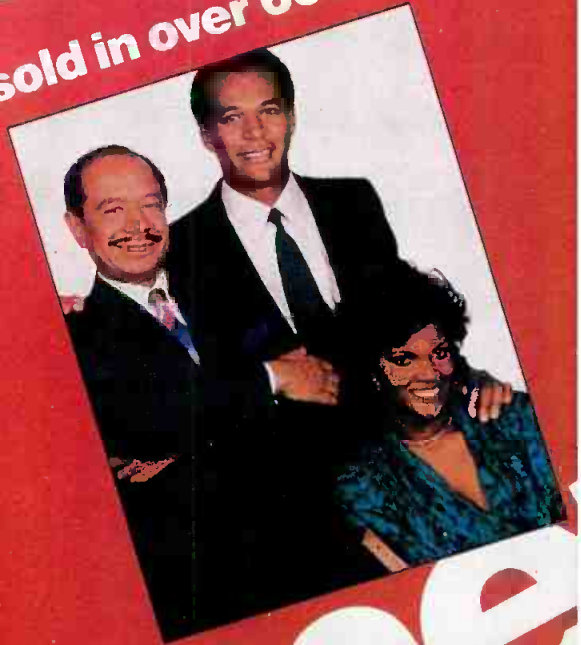
ALLY

The Fifth Estate

RADIO TELEVISION CABLE SATELLIT

Broadcasting Jun 1

Already sold in over 60 markets.

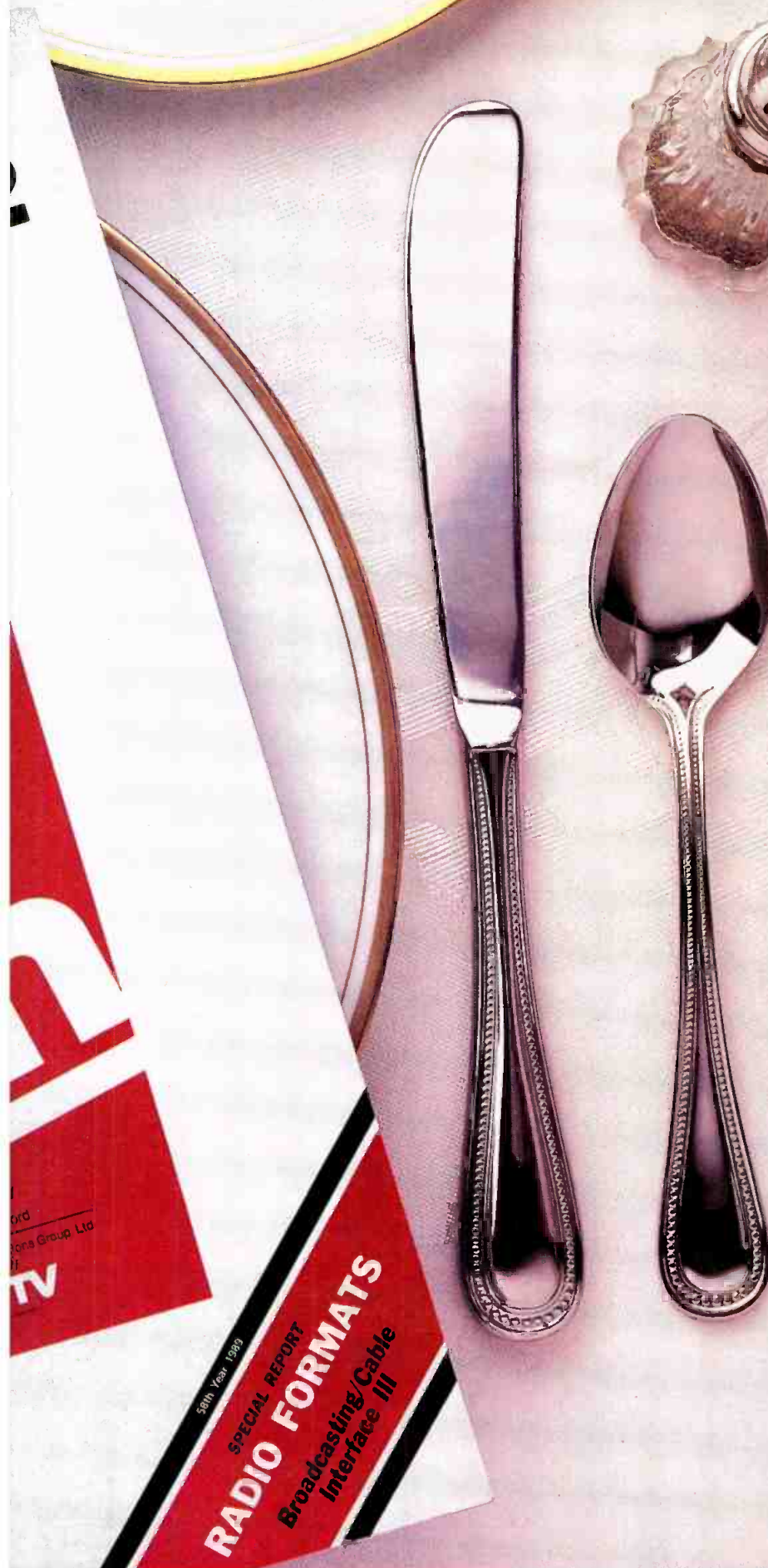


ame

COMING ON STRONG.

She
Ant
Produced by

YOU CAN EAT.



No one ever finished an issue of Broadcasting still hungry for news. It's all there. Every week. Complete. More news than you'll ever need.

A huge menu that covers the entire broadcasting universe: television, radio, cable and satellites. All the emerging technologies in the U.S. and around the world.

Broadcasting contains more news, features, special reports and commentaries about programming, technology, radio, the law, business and finance, journalism and marketing than any other source.

That's why more management prefer Broadcasting to any other trade journal. And they spend a lot of time reading it. An average of 58 minutes. A majority take it home to savor its all-inclusive coverage.

That's why advertisers—eager to reach these decision-makers—place more ads with us than with any of our competitors.

Bon appetit!

Broadcasting

New York

(212) 599-2830

Los Angeles

(213) 463-3148

Washington, DC

(202) 659-2340

Schiff & Assoc.

(Western Equipment)

(213) 393-9285

Berlyn & Assoc.

(914) 631-6468

Lewis Edge & Assoc.

(Eastern Equipment)

(609) 683-7900

Pattis/3M

Chicago (312) 679-1100

Los Angeles (213) 462-2700

Toronto (416) 482-6288

New York (212) 953-2121

Hawaii (808) 545-2700

London (01) 427-9000

58th Year 1989
SPECIAL REPORT
RADIO FORMATS
Broadcasting/Cable
Interface III

ord
ona Group, Ltd
TV

but I do not anticipate that the deal will not be made."

Morra said that the 13 episodes that appeared on NBC will be cablecast first, followed by 13 new episodes. Short will return as the voice of Grimley, serving in other creative capacities as well. Stars repeating their animated character duties include Catherine O'Hara, Andrea Martin, Joe Flaherty and Jonathan Winters. Other characters reportedly scheduled to return on the show include Miss Malone, the Gustav Brothers, Emil and Roger, Sheldon and

Moby, the Freebusses, and Count Floyd.

According to a report in *Newsday* Nov. 20, the show will be financed by an international group from Great Britain, Japan and MTV. A spokesperson for MTV told BROADCASTING that although there have been discussions about reviving the show, the network was not ready to confirm any of the *Newsday* details. "It is one of the most premature stories I've seen," the spokesperson said.

The *Newsday* story also reports that *Grimley* is scheduled to return to televi-

sion in January, but Morra said that January "seems a bit quick," due to the necessity of a preproduction period following the signing of the contracts. It was also reported that Hanna-Barbera will produce the series, but Morra said that this is not necessarily the case. Hanna-Barbera had not responded to phone calls by press time.

Short, who co-writes the show's scripts, popularized the pointy-haired Ed Grimley character on *Saturday Night Live*, beginning in 1984. □

PBS's 'second season': more news, documentaries

New lineup of mini-series, specials, to begin in January; among mix: 'Eyes on Prize II' and 'The Miracle Planet'

The Public Broadcasting Service will lead with its strong suit next winter and spring, as documentary, news and public affairs programs highlight noncommercial television's lineup of mini-series, specials and new editions of continuing series in early 1990.

As PBS's so-called second season opens in late January with new editions of established science, music and drama series, such as *Mystery!*—nine new Agatha Christie and six new P.D. James stories—*American Playhouse*, *Nova* and *Great Performances*, PBS and its affiliates are likely to devote much of their limited promotion dollars to special programs such as *Eyes on the Prize II*, appearing regularly in Monday, Tuesday and Wednesday late prime time, January through May.

Independent producer Henry Hampton's original video history of black Americans' civil rights movement, which first aired in January 1987, let news footage do most of the talking. Picking up where the first series left off—the mid 1960's—and following the movement into the Reagan administration years, *Eyes on the Prize II*, scheduled to air at 9 p.m. ET, Mondays, Jan. 15 through March 5, will include "never before broadcast material," contemporary interviews and narration with host Julian Bond. In February, PBS will celebrate Black History Month with six other specials, including profiles of black American musicians, writers and astronauts.

Preceding *Eyes II* at 8-9 p.m. on Mondays in January and February will be *The Miracle Planet*, a six-part history of an even larger subject: the entire planet Earth, its origins, evolution and endurance under the pressures of humankind. The series, hosted by Bill Kurtis, former co-anchor of *CBS Morning News*, now with WBBM-TV Chicago, also examines, said PBS, "what the future might hold for our fragile world."

On the political front, just as the 40-year-old Cold War appears to be undergoing an accelerated thaw, PBS will present two new series on the Soviet Union. A four-part *Inside Gorbachev's U.S.S.R. with Hedrick Smith* explores, said PBS, "the social, economic cultural and demographic forces that are shaping the Soviet Union today." As of

last week, PBS had yet to set national feed dates for Smith's series or for another, three-part series profiling "the man who used and abused his power as head of the Soviet state for 25 years," *Stalin: Between the Revolutions*.

Other nonfiction entries in the mini-series category are *Skyscraper*, a five-part history of tall buildings, as well as a look at the merging "of architecture, construction and high finance" in *Worldwide Plaza* in New York, and *Routes of Rhythm*, a look at the historical family tree of African-Cuban music, hosted by Harry Belafonte and featuring contemporary Latin music stars.

New, single-edition news and public affairs specials will also abound. On Jan. 8, at 9 p.m. ET, PBS will feed *Moyers: A Gathering of Men*, which uses a conference of more than 100 men to explore "men's thoughts on roles, relationships and rites of passage." The lineup also includes the self-described *Richard Nixon: Personal Reflections*, a fourth edition of *The AIDS Quarterly* with Peter Jennings, four new *National Geographic Specials* (entering its 15th year on PBS) and two Frederick Wiseman documentaries: a six-hour film on treating the critically ill and a video visit to New York's Central Park. —PDL

Worldvision brings 'Scruples,' animated features and mini-series to NATPE

Worldvision Enterprises Inc., a unit of Spelling Entertainment Inc., will arrive at the NATPE International convention in New Orleans with a wide array of programming, including five new first-run shows, several series that premiered this fall, and their stalwart collection of animated characters from Hanna-Barbera.

Among the new product is *A Question of Scruples*, a half-hour program co-hosted by Rita Moreno and Mike Jerrick. According to Randy Hanson, senior vice president, domestic sales, the show is based on *Scruples*, the board game, but is itself not being positioned as a game show.

The program will focus on two individuals on opposite sides of actual case histories dealing with ethical or moral issues, and will involve a "confrontation between the two guests," said Hanson. The studio audience will also become involved in the discussion, and the program will include 45- to 60-second man-on-the-street interviews.

Stations buying the show will also be encouraged to incorporate a *Scruples*-type question into a "soft newscast," Hanson said, soliciting responses from their communities. Hanson hopes this will serve as a vehicle to promote Worldvision's show as well as the particular local program. *Scruples* will be available for fall 1990 and be offered on a cash-plus-barter basis, with Worldvision retaining a minute of time.

Worldvision's NATPE package also includes domestic distribution rights to two original mini-series. The four-hour *Voice of*

the Heart is based on Barbara Taylor Bradford's novel of the same name. It stars Lindsay Wagner, James Brolin and Victoria Tennant, and is being offered as a straight barter program. *Heart's* scheduled window is the last two weeks of April, 1990.

Sword of Honor is a six-hour Australian production focusing on that country's participation in the Vietnam War. "The underlying reason for this is to show Americans that what we went through was not unique to this country," explained Hanson. *Honor* is also a straight barter deal, scheduled for the last two weeks of June, 1990.

In the area of children's programming, Worldvision is offering *Wake, Rattle and Roll* (BROADCASTING, Nov. 13). Hanson expects to have gotten "major clearances" for the show by INTV.

Returning Hanna-Barbera product includes *The Fantastic World of Hanna-Barbera*, four half-hours seen on Sundays. An adjustment to be made to the fourth half-hour, in an attempt to better address the 6-11 demographic, will be the addition of *Don Coyote*, a new animated character taken from the literary Don Quixote. Don, along with his sidekick Sancho Panda, will debut in six weeks, at the beginning of the February ratings book.

Hanna-Barbera's Greatest Adventure Stories will also be a NATPE offering from Worldvision. Individual half-hour stories from the Bible, ending with the Nativity, have been put together as a 15-week weekly series for the fourth quarter of 1990. □

Spielberg on 'Time'

Steven Spielberg's Amblin Entertainment has joined with Anglia Television of Britain and Gordon Freedman Productions to produce *A Brief History of Time*, a 90-minute telefilm based on physicist Stephen Hawking's life and his best-selling book about the origins of the universe. Spielberg has brought in director Errol Morris (*The Thin Blue Line*) to head up the production team. A spokeswoman for *A Brief History of Time* says the feature is being shopped currently to broadcast networks, but motion picture studios have also shown interest in it as a theatrical release. Scheduled for completion in fall 1990, England's Channel 4 will clear it, and other foreign deals are said to be close. Freedman Productions acquired TV, film and video rights to Hawking's book.

Worldvision is also bringing to NATPE its current *Better Your Home With Better Homes and Gardens*, a straight barter show Hanson describes as an "advertiser intensive series intended to give stations an opportunity

to garner money that primarily went to print—that is, home improvement dollars." The late-night, half-hour *After Hours*, whose performance has, according to Hanson, been slow but steady, will also be available.—RG



Business

L.P.'s play on

New media funds multiply despite predicted demise of 'financial buyer'; past rates of return lure new money

Someone forgot to tell the "financial buyers" they were leaving the media business. That is what, after all, many industry observers have been predicting recently: that declining rates of returns, greater business uncertainty and a less liquid resale market had all combined to remove those acquirers with private backers and finite plans.

Yet, despite the current wisdom, a number of media funds have been announced recently, and between them they may add several billion dollars of buying power to the marketplace. And with current problems in publicly traded media debt, there may be a need by some entrepreneurs for the equity such "financial buyers" help provide.

Among the new funds are The Silver Screen Entertainment Fund, which seeks to raise \$250 million; Providence Media Partners, \$200 million to \$300 million; Sandler Media Partners, \$100 million, and Intermedia Partners II, just over \$100 million. Other possible funds include one that PaineWebber is in the process of raising for station group owner Robert Sillerman, and one that Furman Selz has under consideration. Most of these funds will additionally add three to four times as much purchasing power through borrowing.

"Media fund" and "financial buyer" are inexact terms, but generally refer to blind pools raised from investor groups structured as limited partnerships. Minimum investment unit size can cover a wide range, from the \$5,000 of Silver Screen Entertainment to \$5 million for Intermedia Partners. Such funds generally have a definable life and expect to hold acquired media properties for a period typically of five to seven years. But properties have

been sold much sooner and later—Intermedia Partners has stated its general intent is to keep acquired properties for at least a decade.

Some of the funds that are just beginning to be syndicated:

■ Gregory Barber and Jonathan Nelson, two managing directors of Narragansett Capital, have teamed up with the New York-based investment bank Lazard Freres & Co. to form Providence Media Partners L.P. The fund expects to raise from private and institutional investors between \$200 million and \$300 million of capital, at least 80% of which is intended to be invested in media. In the past, Barber and Nelson have invested heavily in radio and cable and broadcast television.

■ The Silver Screen Entertainment Fund L.P., currently being marketed by Prudential-Bache Securities, is unlike most of the other funds mentioned here because of its "retail" clients (small investors) and because it intends to borrow little, if at all. It has given itself a wide range of possible businesses in which to invest, and has chosen different business partners depending on which investments are targeted. For media and entertainment, Silver Screen has made an agreement with Viacom. Possible investments, said the prospectus, are "underperforming or underrated" TV network affiliates in the top 25 markets and FM or AM/FM radio stations that "have close to break-even operating margins or better."

Cable system ownership is not a "principal focus" of the fund, but pay and basic programing services are under consideration. Other possible investments include investments in undercapitalized television program syndicators, theatrical film distributors in financial difficulty, or underperforming video "superstores." Briefly, one document makes reference to a possible "exploitation of Viacom trademarks, like MTV and Nickelodeon." Other Silver

SOLD!

KZKS-FM, Lincoln, Nebraska, has been sold by Musicradio of Nebraska, Don Cavaleri, President to Sherman Broadcasting, Bob Sherman, President.

Elliot B. Evers
and
Charles E. Giddens
Brokers

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval.

Screen partners include Sotheby's (art) and Texas Rangers baseball team ownership (sports).

■ Sandler Media Partners L.P. is headed by Michael Marocco, formerly a vice president at Morgan Stanley. The fund seeks to raise \$100 million from institutions and other wealthy investors to invest in media and entertainment companies.

■ Intermedia Partners II, even before closing, has already identified one acquisition, that of a cable television system in Gainesville, Ga. The first fund, which had a \$5 million minimum investment and included a 20% equity investment by Tele-Communications Inc., was used quickly to purchase some of the Cooke Cable systems and some Hearst cable properties near San Francisco, where the partnership is based.

Other existing funds include ML Media Partners and ML Media Opportunity Partners L.P., both started by I. Martin Pompadur and Elton Rule and affiliated with Merrill Lynch; Saratoga Partners, affiliated with Dillon Read; VS&A Communications Partners L.P., affiliated with Veronis, Suhler & Associates; venture firms such as Boston-based T.A. Associates, Burr Egan Deleage & Co. and Boston Ventures; Los Angeles-based Entertainment Media Venture Partners Corp., headed by former Fox executive Raymond Doig; Apollo Partners, headed by former Viacom executive Ken Elkes; New York-based funds such as Commonwealth Capitol Partners and those run by Alan Patricof and by Warburg Pincus; Houston-based Rust Capital, and Phoenix-

based Sunven Partners.

It is not difficult to see why such funds can attract investors, since the returns on past funds have, at least in some cases, been very impressive. According to an offering memorandum obtained by BROADCASTING, one group's record of media investments has recorded annual compounded pre-tax returns of 53%. Steven Rattner of Lazard Freres said of Providence Media's managing partners: "They have achieved compound rates of return well in excess of 50%, and while we are not promising the

Two in Tulsa

The FCC has waived its one-to-a-market rule in granting the sale of KOKI-TV Tulsa, Okla., from Tulsa 23 to Clear Channel Television Inc. for \$6,075,000 ("Changing Hands," March 13). Clear Channel Television Inc. is a subsidiary of Clear Channel Communications Inc. (CCCI), headed by L. Lowry Mays, and is the licensee of KAKC(AM)-KMOD-FM Tulsa. The commission has said that it looks favorably on waiver requests involving "failed" broadcast stations and that waiver applications outside of the top 25 TV markets would be considered on a case-by-case basis.

In support of its request, CCCI said that KOKI-TV has never operated at a profit and that combined ownership will provide the station with the financial support it needs to keep operating and allow it to improve and expand its public affairs programming. CCCI added that Tulsa has gone through hard economic times because of the general decline in the oil industry and that the station has been for sale for some time, with CCCI the only interested party.

In granting the request, the FCC stated that the proposed common ownership would not create any undue concentration of media control. Following the grant, according to the FCC, the Tulsa market will have 32 broadcast stations with 24 separate owners. Tulsa, according to Arbitron, is the 54th largest TV market, with eight stations, 24 AM and FM stations, 13 daily and 26 weekly newspapers and 47 cable systems serving the area.

same results, we believe we can achieve a rate of return that is still attractive by any other measure."

If one uses a very narrow definition of the term "financial buyers," there may be some truth to their predicted exit from the media business, said Pompadur. "I guess what I refer to by that term are the KKR's and the Wesray's of the world, who came into the business basically [as] leveraged buyout artists.... They leverage cash flow and sell off parts of companies. But now they don't think media has the same kinds of opportunities, and there aren't that many available companies."

But the term is usually more widely applied, or misapplied, according to the recipients. Providence Media Partner's Nelson said: "We evaluate acquisition opportunities with our operating partners—in some cases we have made four or five investments with the same team—in the same way an operating company would.

"I would argue that our time horizon is at least as long as operating companies with whom we compete. We have no quarterly earnings considerations and there probably isn't a public company that could tell you with a straight face that their time horizon is greater than 10 years.... The odds are, there will be a change in ownership. In fact, I think people have it backwards."

Others noted that some "financial buyers," such as Carl Lindner, have held media properties for significant lengths of time, while operating companies, such as Jones Intercable, have tapped the limited partnership to raise funds.

Not all of those attempting to raise money will do so successfully. Even with trillions of dollars in institutional investment funds potentially available, those seeking money are competing against many other venture firms, buyout funds and similar entities. Those without existing ties to pension funds, insurance companies and other institutional investors are likely to have a much harder time. Said Intermedia Partner's Alan Mutter: "The people who are the equity investors are for the most part lenders to this industry...and they have seen the work that we have done so far." Some funds are helped by making alli-

BLACKBURN IS

#1

STATION VALUE EXPERTISE

Blackburn & Company brokers have been in the market every day across the country for over 40 years. No other brokerage firm can make that claim . . . and nobody knows station values like Blackburn & Company.

Station Value Expertise. Just one of the reasons why Blackburn does more deals than anybody else. Blackburn brokers make the deal happen.

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

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

ances with investment banks, who in turn are helped partly by the "deal flow" they may receive from the fund.

Also hampering fund efforts is the continued regulatory uncertainty, which along with current problems in the high-yield debt securities market potentially affects the resale value of investments made today. A recent issue of *The Stanger Report* said that roughly 70% of the payoff in currently offered public cable limited partnerships comes from "the back end, when systems are sold."

All of this makes fundraising efforts difficult, said PaineWebber's Ed Dugan. "Sometimes I have had four to five separate meetings with the same institution on the same subject.... They are being very, very careful." More than one observer noted that News Corp. itself had difficulty raising a buyout fund. —GF

Trading cable for cellular.

Palmer Communications Inc. has announced it will sell its 175,000-subscriber cable division. In a release, Palmer said it plans to use much of the proceeds for cellular acquisitions. Palmer CableVision has systems in southwest Florida (Naples) and southern California (Palm Desert). William Ryan, president and CEO of Palmer Communications Inc., said Palmer will be forming "more regional cellular networks, and the sale of our cable division will allow us to aggressively pursue additional acquisitions around the country in 1990." Waller Capital Corp. of New York will broker the sale for Palmer. No value of the systems has been given. Industry sources, using an estimate of \$2,000 to \$3,000 per subscriber, put the value of Palmer's properties between \$400 million and \$500 million. One source said systems could pull in over \$500 million. Palmer Cablevision in Florida serves about 105,000 subscribers in Collier and Lee counties. The systems in California serve about 70,000 subscribers.

Palmer is licensee of WNOG(AM)-WCVU(FM) Naples and WYYN(AM)-WTNT(FM) Tallahassee, both Florida; KWQC-TV Davenport and WHO-AM-TV-KLYF(FM) Des Moines, both Iowa, and KTVY(TV) Oklahoma City. It also has cellular telephone and personal communications operations in Georgia, Alabama, Florida and New Mexico.

Changing Hands

KSTU(TV) Salt Lake City □ Sold by MWT Ltd. to Fox Television Stations Inc. for \$41 million ("In Brief," Oct. 16). **Seller's** principle owner is Faragut Communications Inc. and Mountain West Television Corp. limited partnership. **Buyer** is headed by Robert Kreek and is licensee of KTTV(TV) Los Angeles; WTTG(TV) Washington; WFLD(TV) Chicago; WFXT(TV) Boston; WNYW(TV) New York; KDAF(TV) Dallas, and KRIV(TV) Houston. KSTU(TV) is Fox affiliate on ch. 13 with 112 kw visual, 11.2 kw aural and antenna 3,069 feet above average terrain.

WBBB(AM)-WPCM(FM) Burlington, N.C. □ Sold by Research Triangle Broadcasting to Donald W. Curtis for \$3.45 million. **Seller** is headed by James C. Fort, general partner, and has no other broadcast interests. **Buyer** is president of Great American Media Co., Raleigh, N.C.-based group which operates WGRB(AM)-WKTC(FM) Goldsboro-Rocky Mount; WMBL(AM)-WFXC(FM) Morehead City; WTAB(AM)-WYNA(FM) Tabor City, and WCPS(AM) Tarboro, all North Carolina. WBBB is on 920 khz with 5 kw day and 57 w nighttime authority. WPCM is on 101.1 mhz with 100 kw and antenna 1,189 feet above average terrain. *Broker: R.A. Marshall & Co.*

WMDN(AM) Meridian and WQIC(FM) Marion, both Mississippi □ Sold by Torgerson Broadcasting Co. to Major Broadcasting Inc. for \$1,175,000. **Seller** is headed by Larry Torgerson, who has no other broadcast interests. **Buyer** is headed by David S. Majure and has no other broadcast interests. WMDN(AM) is fulltimer on 1450 khz with 1 kw. WQIC(FM) is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

WAME(AM) Charlotte, N.C. □ Sold by Jimmy Swaggart Ministries Inc. to Broadcast Equities Inc. for \$725,000. **Seller** is headed by Jimmy Swaggart and is licensee of WHYM(AM) Pensacola, Fla.; WLUX(AM) Baton Rouge, La., and WJYM(AM) Bowling Green, Ohio. **Buyer** is headed by M.G. Robertson and is wholly owned subsidiary of Christian Broadcasting Network Inc. Broadcast Equities Inc. has no broadcast interests other than WNTN(AM) Silver Spring, Md. CBN Continental Broadcasting Network Inc. and Continental Satellite Corp. also are each wholly owned subsidiaries of Christian Broadcasting

Network Inc. CBN Continental Broadcasting Network Inc. is licensee of KXTX-TV Dallas. WAME is fulltimer on 1480 khz with 5 kw.

KWTD(FM) Lonoke, Ark. □ Sold by Dunn Broadcasting Corp. to Willis Broadcasting Corp. for \$445,000. **Seller** is headed by Thessia Dunn and has no other broadcast interests. **Buyer** is

headed by L.E. Willis, who has interest in following: WIMG(AM) Ewing, N.J.; WBOK(AM) New Orleans; KFTH(FM) Marion, Ark.; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg, WSRC(AM) Durham, unbuilt FM (WVRS) Warrenton, and WKJA(FM) Belhaven, all North Carolina; WAYE(AM) Birmingham and WSFU-FM Union

OVER 20 YEARS OF LOW-KEY SUCCESSFUL BROKERAGE

NOW... more than ever, there is a need for confidential one on one negotiations using proven entrepreneurial mechanisms to close the gap between Seller needs and Buyer objectives.

It is clear that public auctions:

1. Often result in great loss of staff morale and productivity
2. No longer guarantee a final deal, and
3. Are now being avoided by many disillusioned buyers.

If you are contemplating selling during 1990, let us meet with you in complete confidence and outline our experience, our knowledge, our record in *quietly* bringing *qualified* buyers and sellers together!

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS TV CATV RADIO NEWSPAPERS

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

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(708) 441-7200

P.O. BOX 892
HOT SPRINGS, VA 24445
(703) 839-3196

Distant Signals

Poland has applied for membership in the European satellite organization Eutelsat. Approval of the application, which is the first for an Eastern Bloc nation in the 26-member organization, is expected to be approved next February. A Eutelsat representative said the Eastern Bloc country of Hungary has also discussed possible membership in the organization.

In other news, Polish Radio and TV (**Poltel**), five years after it declined to air a British-produced TV movie about Solidarity and Lech Walesa, has purchased broadcast rights to the film *Squaring the Circle*. Produced by Britain's TVS Television and Metromedia Producers Corp. in 1984 from an original screenplay by playwright Tom Stoppard, the film will air in Poland Dec. 13, the anniversary of the imposition of martial law in 1981.

Springs, both Alabama; WPZZ(FM) Franklin, Ind.; KSNE(FM) Marshall, Ark; WURD(AM) Philadelphia. Willis also has interest in WTNC(AM) Thomasville, N.C. Willis Broadcasting Corp. holds 100% voting stock in WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia. Willis & Sons Inc. is licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida. He also has interest in WWCA(AM) Gary, Ind.; WESL(AM) East St. Louis, Ill.; WTJH(AM) East Point, Ga., and WGTM(AM) Wilson, N.C. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, N.C. KWTD is on 106.3 mhz with 3 kw and antenna 290 feet above average terrain.

KZZY-FM Devils Lake, N.D. □ Sold by Pearson Broadcasting Co. to Double Z Broadcasting Inc. for \$381,201. **Seller** is headed by Gary Pearson, who also has interest in KPPO-AM-FM Grafton, N.D. **Buyer** is headed by Lawrence H. Larson, general manager of KZZY-FM, and has no other broadcast interests. KZZY-FM is on 103.5 mhz with 100 kw and antenna 433 feet above average terrain.

WLNC(AM) Laurinburg, N.C. □ Sold by Contempo Communications Inc. to Fox Broadcasting Inc. for \$335,000. **Seller** is headed by James C. Clark and John Pittman and is licens-

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Ackerly Communications	Third	\$38,200	7	(\$2,100)	NM	(\$0.14)
Heritage Media	Third	\$40,106	248	(\$10,684)	NM	(\$0.29)
News Corp.	First	\$1,513,501	19	\$28,665	-78	\$0.23
Outlet Communications	Third	\$22,531	-12	(\$2,216)	NM	(\$0.34)

Ackerly Communications said that absent recently acquired radio station, cash flow—operating profit plus other income before amortization, depreciation and interest expense—was up 13%. ■ **Heritage Media** revenue gains came from inclusion of Actmedia and POP Radio, both acquired earlier this year. Company's television operations had 3% revenue decline attributed to decline in results of independent TV station and absence of political and Olympic advertising dollars, offset partly by "gains in local advertising." Company said unchanged expenses resulted in 7% TV cash flow decline for quarter. Radio revenue, excluding recently acquired stations, were up 19%, with cash flow up 27%. Company said radio group's results "reflect improvements from the St. Louis, Milwaukee and Rochester stations, partially offset by lower results from the Los Angeles station." ■ Increased revenue and operating profit at **News Corp.**, reflect inclusion of recently acquired Triangle Publications (including TV Guide) and "excellent gains" at Fox Broadcasting television network and stations. Revenue from U.S. operations was 1.1 billion Australian dollars, up 71%, and operating profit before interest was 162 million Australian dollars, up 143%. But increased borrowing and higher interest rates caused interest expense to gain 54%, to 236 million Australian dollars. Also leading to overall net income decline were "Sky Television's development losses," and pilots' strike affecting operations at affiliated Ansett airlines. ■ Third-quarter results of **Outlet Communications** was affected by absence of political advertising and by gain of \$3 million—which company said came from "reduced estimates of taxes payable on earlier sales" of radio stations. Sale proceeds had been used to reduce outstanding debt, thereby lowering third-quarter interest and amortization expense. Net loss in prior-year's third quarter was \$7.3 million.

Footage print

Billed as the "first published guide to stock film and videotape," *Footage 89* provides details on 1,635 sources of footage, including production companies, distributors, archives, private collections, corporate archives and sports organizations, public domain footage, and other television networks and stations. The catalogue, whose coverage encompasses the United States, Canada, Mexico and the Caribbean, also contains essays on videotape restoration, copyright and licensing, and other topics. *Footage 89* has a subject index with more than 36,000 individual entries, a name index and a television series index. The catalogue is available in both book and floppy disk form from New York-based Prelinger Associates.

ee of WFMO(AM)-WCY(FM) Fairmont, N.C., and has CP for new FM (WQTI) Marion, S.C. **Buyer** is headed by Fred Fox, who is currently manager of WLNC(AM) and has no other broadcast interests. WLNC is daytimer on 1300 khz with 500 watts.

WRKG(AM) Lorain, Ohio □ Sold by Veard Broadcasting Co. to Victory Radio Inc. for \$300,000. **Seller** is headed by Jon Veard and has no other broadcast interests. **Buyer** is headed by Vernon R. Baldwin and wife, Marcella. They have following broadcast interests: WCNW(AM) Fairfield, Ohio, and WWXL-AM-FM Manchester, Ky. Victory Radio Inc. is licensee of WZLE-FM Lorain, Ohio. Vernon Baldwin also has interest in permittee of New FM at Harrison, Ohio. WRKG is daytimer on 1380 khz with 500 watts.

PROPOSED

System serving Sun City in Riverside County, Calif. □ Sold by Chambers Cable of Southern California Inc. to Times Mirror Cable Television Inc. Price was not disclosed, but using industry figure of \$2,000 to \$3,000 per subscriber, system's estimated worth may be \$17 million to \$18 million. **Seller** is headed by Carolyn Chambers and has systems in three states serving about 48,500 subscribers. **Buyer** is headed by Larry Wangberg and has systems in 14 states serving about 1,071,000 subscribers. Times Mirror is also licensee of WVTM-TV Birmingham, Ala.; KTVI(TV) St. Louis, and KTBC-TV Austin and KDFW-TV Dallas, both Texas. System serves 7,100 basic subscribers.

For other proposed and approved sales see "For the Record," page 76.

CONFIDENTIAL BROKERAGE AND INVESTMENT SERVICES TO THE COMMUNICATIONS INDUSTRY.

Cincinnati, OH: (513) 381-7775 Richard C. Crisler, Clyde G. Haehnle, John D. Chapman,
Gloria Bushelman. Ithaca, NY: (607) 257-6283 John B. Babcock. New York, NY (718) 544-2519 Donald E. Clancy.
Lincoln, NE: (402) 475-5285 Richard W. Chapin. Tampa, FL: (813) 264-2346 Mark W. Jorgenson.
Special Consultant: Ward L. Quaal Company, Chicago, IL: (312) 644-6066 and Los Angeles, CA (714) 644-5500.

CRISLER
R.C. CRISLER & CO. INC.

NBC abandons use of recreations in news division

'Yesterday, Today and Tomorrow,' in which reenactments were used, is dropped, but show's concept will be picked up by NBC Entertainment

Recreations—which have been subjected to considerable criticism when used to advance a news story or documentary—no longer figure in NBC News's plans. NBC News President Michael Gartner announced last week not only that the division will discontinue the use of actors portraying real-life characters for the purpose of conveying information, it will abandon the program on which it was used—*Yesterday, Today and Tomorrow*. The concept of using recreations is being taken over by NBC's Entertainment division, without the news staff who have worked on the three segments that have been aired.

NBC broadcast three "pilot" episodes of *YTT* during the summer and had announced plans to air three more later this year. But the pieces that were aired—featuring Maria Shriver, Mary Alice Williams and Chuck Scarborough, as co-anchors, with Sid Feders serving as executive producer—made little impact on the audience, and succeeded in generating renewed criticism of broadcast news organizations' use of recreations. Only one of the three additional hour-long *YTT*'s will be aired, on Nov. 28, at 10 p.m. The others are being canceled.

"After experimenting with recreations in our three pilot episodes of *YTT* this summer, and after observing their use in the industry, we have determined that the practice can result in confusion to the viewer. Our primary responsibility at NBC News is to convey information clearly. If viewers are confused, the solution is simple—abandon recreations in news programming," Gartner said. He said NBC News had experimented with recreations as a means for storytelling where there was no video footage but where there was "a detailed written record." "We did these recreations responsibly and accurately and I am proud of the programs we aired," he said. "But after a thorough evaluation, we have decided to discontinue them as a format for news."

How does NBC News know recreations confuse viewers? Gartner said NBC News had used focus groups after telecasts of *YTT* and research to find out. "So we had anecdotal and statistical evidence to reach our conclusion," he said. He also cited the articles that have appeared criticizing the use of recreations in news programs.

Gartner said the three *YTT*'s were not a total loss. He said "a number of good ideas" came out of them that may be incorporated into the new prime time program NBC News is planning. The division announced on Oct. 27 it would begin a new

prime time series in 1990 with Jane Pauley as co-host. He said none of the details of that program, including the other personnel who will be involved, have yet been decided.

NBC News's disenchantment with the concept of recreations is not shared by the only other network news division with a show relying on the practice—CBS News and its *Saturday Night with Connie Chung*. The show, which began Sept. 23 as a replacement for *West 57th Street*, has not had a major impact in ratings or critical acclaim. And there have been published reports CBS News would cut back on its use of recreations, which are produced with the use of actors hired through casting directors. But a spokesman last week said the network will stay on the course it has mapped out. "We'll continue to develop along the lines we have been, doing features, interviews and a variety of segments, including recreations," said Tom Goodman. "There is growth opportunity in the time period [10 p.m.-11 p.m.], and we're pleased with the segments we've done."

YTT's future is in doubt. NBC News said the "concept" will become the property of NBC Entertainment. Indeed, the NBC News announcement said the "original idea" for the program emerged from the NBC Program Development Group led by NBC Entertainment President Brandon Tartikoff. And Tartikoff made it clear recreations pose no problem for the entertainment division. "While there has been some controversy over the use of recreations in news programming," he said, "dramatic reenactments have been done successfully for years in entertainment programs; including one of our most popular series, *Unsolved Mysteries*. There is an appetite for this type of reality-based programming, and the Entertainment division plans to take the original concept for *YTT* and develop a series of

specials."

But it will be done without the help of NBC News personnel. The NBC media relations department announcement said Gartner and Tartikoff made clear that, whatever new format the program takes, "all talent and production staff will be drawn from or report to the Entertainment division. No news staff will be involved."

The use of recreations and simulations became controversial last summer, when ABC News, in breaking the story about government suspicions that a high-level career diplomat, Felix Bloch, had passed secret information to Soviet agents, used simulations to help tell the story. A picture of ABC employees posed to represent Bloch handing a briefcase to an apparent Soviet agent was aired as a piece from a videotape American authorities said they had of the exchange. Compounding the problem for ABC News was what officials said was the inadvertent failure to label the picture, when shown on *World News Tonight*, a "simulation." ABC News anchor Peter Jennings later apologized on air for the failure to make it clear the picture was a simulation.

However, as the criticism continued, ABC News President Rooney Arledge called the incident an aberration and a violation of policy that had resulted in an official reprimand for the ABC employees involved in the report. He also announced a change in policy—in addition to an executive producer clearing the use of a simulation, it would have to be approved as well by the president of the division. And he indicated simulations would only be approved in certain situations—when needed, for instance, to illustrate a spacecraft flying past Mars.

Last week, Arledge told reporters he was pleased NBC News was dropping the use of recreations, saying they are not proper for network news programs. —LZ

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST

500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST

9454 Wilshire Boulevard
Suite 600
Beverly Hills CA 90212
(213) 275-9266

SOUTH

11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

*A. B. La Rue,
Media Brokers*

TV • RADIO • CABLE • APPRAISALS

AM improvement not on fast track at FCC

Comments from AM en banc hearing due in mid-December; proposals to change AM transmission rules to cut down on interference may move faster

In the aftermath of the FCC's in-depth examination of the AM band and what is needed to cure its interference ailments, the commission does not yet have a timetable for policy action. Word from the FCC last week was that it will take time to analyze the facts and opinions given at the day-long en banc hearing on AM technical improvement held Nov. 16 (BROADCASTING, Nov. 20), and use it to form an AM technical improvement policy. "This is not a simple linear problem. It is a multi-faceted problem," said William Hassinger, assistant bureau chief, engineering, Mass Media Bureau.

The FCC staff will take some time to digest what was said at the hearing and to read comments from hearing participants, which are to be submitted in mid-December. Following that, the commission may consider further action on several issues discussed, including AM stereo, standards

for man-made interference, AM receiver designs, increased power for daytime-only stations and others.

There are some actions, however, that might move quicker, Hassinger said. There are five pending proposals to change the FCC's AM transmission rules designed to cut down on interference. Those proceedings involve techniques to cut down on skywave and groundwave interference, a new technique for measuring RSS (root square sum) skywave power, the creation of special Class 2S and 3S stations and allowing for some contour overlap among stations.

Except for the RSS calculation proceeding, each of these proposed rules changes is very straightforward and could be acted upon soon. There is still some argument as to whether the new RSS algorithm might not result in more interference, Hassinger said.

"Those proceedings, I think, are a key to helping AM as far as the technical aspects," Wallace Johnson, president of the consulting engineering firm of Moffet, Larson and Johnson, Falls Church, Va., said

last week. During the en banc hearing, Johnson and several other witnesses urged the FCC to immediately approve all five.

Hassinger also noticed that there were many at the hearing calling for quicker action on an expanded band proceeding. By international agreement, the AM band in the Western Hemisphere will expand by 100 khz to 1705 khz starting July 1. Although it began an inquiry on the band expansion over a year ago, the FCC has yet to propose a rule change to prepare for it. In addition, the State Department has not yet sent the band-expansion treaty signed last year to the Senate for ratification. "In short, our international AM situation is in urgent need of international government attention," Johnson said during the hearing.

The hearing served to define the several groups that will be contending for preference in the new band. So far, most broadcasters seem to favor the National Association of Broadcasters' proposed plan to homestead current daytime-only stations as full-time stations in the new band. After a few years of simulcasting on both the conventional and expanded bands, the broadcaster would then hand in its license for the lower-band station, reducing the amount of signal congestion.

Two other groups, minorities and non-commercial broadcasters, made strong appeals for preference to establish new stations on the expanded band. Another group that has actively been seeking space on the band, but was not represented at the hearing, is the Travelers Information Service.

"I don't want to give the idea that I'm enamored at all" with the daytimer homesteading proposal, Hassinger said last week. The additional 100 khz will not provide enough space for all daytimers to move over and get nighttime power. Some daytimers will have to be left in the conventional band, and difficult criteria will have to be established to decide which will be eligible to homestead.

"What I think the FCC staff may not be realizing, and what they should realize, is that it's going to be tough for a brand new applicant that has no other revenue stream to make a go of it on the expanded band," said Michael Rau, NAB vice president, science and technology. "AM stations on the existing band have a revenue stream that can subsidize operations on the expanded band until enough receivers get out there to make a new business economically viable."

Hassinger did express some interest in a variation of the daytimer homesteading plan that was proposed at the en banc hearing by Bayard Walters, president of The Cromwell Group, a Nashville-based group of four AM and three FM stations. Walters suggested that the commission examine each market

FLORIDA'S CITRUS BOWL

**MONDAY
NEW YEAR'S DAY
JAN. 1, 1990**

ALREADY CLEARED!

WFAN . . .	New York City
XTRA . . .	San Diego
WSIX . . .	Nashville
WHK . . .	Cleveland
WBT . . .	Charlotte
WTIX . . .	New Orleans
KOA . . .	Denver
WQDR . .	Raleigh Durham





For exclusive Broadcast Rights
Call Person To Person Collect
GREG ROBERSON
(904) 254-6760

and decide which station deletions would result in the greatest drop in adjacent channel interference. All of the stations in the entire market could then be reshuffled using the expanded band.

Daytimer homesteading was the only area of agreement between daytimers and clear channel broadcasters at the hearing. The FCC should "homestead certain daytime stations into the expanded band, particularly those within the nighttime protection contour of the clears that do not have an existing companion FM station," said Wayne Vriesman, vice president, radio, Tribune Broadcasting, and president, Clear Channel Broadcasting Service. But daytimers and several others had few good words to say about the clear channel stations.

"The clear channel stations are the media dinosaurs—anachronisms that must be challenged if we are to provide quality local radio service," said Alan Okun, president and general manager of daytime station WGFP(AM) Webster, Mass. "Today there are over 10,000 [radio stations] and growing. The rules that apply to daytimers are archaic," Wayne Eddy, president and general manager, KYMN(AM) Northfield, Minn., said.

Clear channel stations use nighttime skywave propagation (a phenomenon unique to AM in which signals reflect off the ionosphere) to reach markets up to thousands of miles away from the transmitter. In the early days of broadcasting, these stations were often the only source of radio service in many parts of the country. But today, clear channel critics say, there is ample radio service in all parts of the country, and protection of the clear channels prohibits what they consider deserving daytime broadcasters from obtaining nighttime authorization.

"Even today, persons living in and traveling across about half the land area of the United States depend on clear channels as their only service at night. For some of the United States, clear channels still provide the only source for nighttime radio, and for others the clears are a source of program diversity," Vriesman responded. "Because of their distinctive programming and technical ability to serve, the clear channel stations are and will continue to be the anchor of the AM band." Daytimers should be aided instead through homesteading of the expanded band and other actions designed to decrease interference on the band, he said.

In the final analysis, Hassinger said that in his opinion, if the goal is to clean up all the technical problems with the AM band and allow all of the daytime-only stations to have nighttime power, there will have to be a thinning out of stations. As a rough estimate, he guessed that about 4,000 stations would be ideal for the band, about 1,000 less than are operating there now. At the same time, the remaining AM broadcasters would have to take steps to improve the technical quality of their signals, and receiver manufacturers would have to build wider-band, high-fidelity sets. "It's a package deal," he said.

—RMS

Radio earnings roundup

Reports for third quarter radio revenue show net income affected by interest expenses, depreciation and amortization, according to numbers in unaudited submissions provided to BROADCASTING by ABC, CBS, Westwood One, Clear Channel, Olympia, JACOR, and Sage Broadcasting. Although the companies did not provide individual breakdowns by station, also affecting net income were station acquisitions and related expenses and station sales.

Culver City, Calif.-based Westwood One Inc. reported increased revenue for the three-month period ended Aug. 31—a 33%

increase to \$36,043,000 from \$27,141,000 in 1988. Operating income decreased 96% from a third quarter 1988 figure of \$2,864,000 to a 1989 third quarter figure of \$120,000.

Westwood's earnings for the third quarter were adversely affected by charges associated with the settlement of the outstanding class action suit and by additional interest expense, as well as by the amortization of assets.

New York-based Capital Cities/ABC Inc. reported that net revenue for the third quarter of 1989 was \$1,101,238,000, an

"Since July, our billings have in- creased by 300%."

--Rod Williams
General
Manager
WCVG-AM
Cincinnati

WCVG joined BRN in August, and their billings skyrocketed.

Now, two luxury car dealers spend radio dollars exclusively on WCVG. They love the upscale prospects. Many other Cincinnati advertisers are discovering what Rod Williams already knows: Business Radio Network attracts decision makers with money to spend. He calls them "ducks with feathers."

From Washington D.C. to Honolulu, BRN affiliates are getting similar results. Call us today, and we'll put you in touch with other successful general managers like Rod Williams.

1(719)528-7046 (Listen Line)

1(800)321-2349 (Inquiry)

Radio's Business Solution™

BRN

Business Radio Network

increase of 9% from 1988, with the broadcasting operations increasing 11%. Operating income for the company for the third quarter of 1989 increased 14% to \$157,277,000, with the broadcasting and publishing operations reporting gains of 18% and 1%, respectively.

Net revenue for the broadcasting business segment of the company for the third quarter was \$838,031,000, up 11% from the comparable period in 1988. Operating income for the broadcast division was up 18% as well to \$134,885,000, from \$114,314,000 in the comparable 1989 period.

According to Brown Brothers Harriman & Co., the 21 ABC stations declined from their six-month double-digit growth to a 6% growth in revenue for the third quarter, and operating profit was down as well.

New York-based CBS Inc. reported operating profits of \$50 million for the third quarter in 1989, a 2% increase over the \$49 million reported for the comparable period in 1988. Radio profits are estimated to be \$40 million this year, according to Brown Brothers Harriman & Co., versus \$37 million in 1988. In the third quarter of 1989, AM station profits declined and FM profits were flat—in spite of revenue growth—due to reformatting costs at certain facilities.

For the third quarter, ended Sept. 30, 1989, Cincinnati-based JACOR Communications reported company net revenue of \$20,008,000 compared to \$19,954,000 in the comparable period in 1988. The company had a net loss for the third quarter of \$1,846,332, or \$0.29 per common share, compared to a net loss of \$0.05 per common share for the same period in 1988. An increase in broadcast depreciation and amortization, corporate general and administrative expense (all associated with the continued growth of the company) contributed to this loss.

San Antonio-based Clear Channel Communications reported that the company's gross broadcasting revenue for the three months ended Sept. 30, 1989, increased 24% to \$12,518,000, compared to \$10,057,000 for the comparable quarter of 1988. The company reported net revenue of \$10,908,275, a 24% increase from \$8,739,194 for 1988. Approximately 10% of this growth was in the company's 16 radio stations, with the balance coming from the three new television stations.

Station operating income decreased \$593,000 or 23% to \$2,028,000, compared to the third quarter of 1988. Net income before extraordinary gain posted a loss of \$174,000, compared to net income in the same quarter in 1988 of \$733,000. The majority of this decrease is due to increases in depreciation and amortization of \$574,000, expenses relating to the establishment of KHYS(FM) Port Arthur, Tex., the start-up of the television stations, and increases in interest expense caused by higher interest rates and an increased debt load relating to the new television acquisitions and the payment of a special dividend.

Stamford, Conn.-based Sage Broadcasting reported that company's broadcast revenue for the three months ended Sept. 30, 1989, was \$2,143,000, as compared with \$2,057,000 for the comparable period in

1988. During the 1989 period, the company operated 18 stations, as compared to the 1988 period when the company operated 13 stations. However, five of the radio stations operated during the 1989 period included start-up operations, including WCDL(AM)-WSGD-FM Carbondale, Pa.; WGNE(FM) Titusville, Fla., and WBSM(AM) New Bedford and WBSM(FM) Fairhaven, both Massachusetts.

Net revenue increased 4.7% in the 1989 period to \$2,021,133, as compared to \$1,929,795 in 1988.

Operating income in the 1989 third quarter was down to \$385,000 from \$1,054,000 in the 1988 period.

The net loss for the 1989 period was \$1,157,000, as compared with a net loss of \$148,000 in 1988. Net loss per share was \$0.29 in the third quarter of 1989 versus a net loss of \$0.4 in 1988.



As compiled by BROADCASTING from Nov. 16 through Nov. 21 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presurprise 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

- WZMX(FM) Russellville, AL (BTCH891026GJ; 97.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Dwight Kevin Self to David E. Morrow for \$36,400. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 26.
- KMOG(AM) Payson, AZ (BAL891103EA; 1420 khz; 2.5 kw-D, 500 w-N)—Seeks assignment of license from Rim-Co Inc. to Farrell Enterprises, joint venture, for \$7,500. Seller is headed by Neil Monaco, debtor-in-possession, and has no other broadcast interests. Buyer is headed by Michael Farrell and Brent Berge and has no other broadcast interests. Filed Nov. 3.
- KWTD(FM) Lonoke, AR (BALH891031GP; 106.3 mhz; 3 kw; ant. 290 ft.)—Seeks assignment of license from Dunn Broadcasting Corp. to Willis Broadcasting Corp. for \$445,000. Seller is headed by Thessia Dunn and has no other broadcast interests. Buyer is headed by L.E. Willis, who has interest in 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) Birming-

ham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee of KSNE(FM) Marshall, AR; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuil FM, WVRS, Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWCA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA, and Good Faith Broadcasting Inc., licensee of WGTM(AM) Wilson, NC. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC.

Seattle-based Olympia Broadcasting Corp. did not make a semi-annual interest payment due Nov. 1 of about \$1.64 million on the company's outstanding issue of \$23.4 million of senior subordinated debentures due Nov. 1, 1996.

For the quarter ended Sept. 30, Olympia reported revenue of \$5.2 million, a decrease of 8% from the 1988 quarter's revenue of \$5.7 million. Broadcast cash flow was \$500,000 this year versus \$900,000 last year. The company experienced a net loss of \$1.8 million (\$0.76 per share) in 1989, compared to a gain of \$5 million (\$2.07 per share) in 1988.

The net income for the third quarter of last year includes gains of \$7 million relating to sales of certain radio properties of the company during 1988. Due to such sales, the 1988 and 1989 operating results are not directly comparable. —LC

■ KQXK(AM)-KCIZ(FM) Springdale, AR (AM: BAL891101EB; 1590 khz; 2.5 kw-D; FM: BALH891101EC; 104.9 mhz; 3 kw; ant. 496 ft.)—Seeks assignment of license from Moran Broadcasting Co. to Kelly Communications Inc. for \$850,000. Seller is headed by R.J. Moran and is licensee of KWON(AM) Bartlesville, OK, and KJNE(FM) Hillsboro and KGTM(AM)-KNIN(FM) Wichita Falls, all Texas. Buyer is headed by James McCrudden and is licensee of WXCL(AM) Peoria and WKQA(FM) Pekin, both Illinois. Filed Nov. 1.

■ KDIF(AM) Riverside, CA (BAL891024EG; 1440 khz; 1 kw-U)—Seeks assignment of license from Lincoln Dellar to Hispanic Radio Broadcasters. Buyer will assume loans payable to Channel Island National Bank and Smith Barney Harris Upham on behalf of Dellar Broadcast Trust Fund. Buyer will also pay seller principal amount equal to current assets vs. current liabilities of station at closing date. Seller is licensee of KPRL(AM)-KDDB(FM) Paso Robles, CA. Buyer is headed by Gilberto Esquivel and has no other broadcast interests. Filed Oct. 24.

■ WGTX(AM)-WQUH(FM) DeFuniak Springs, FL (BAL891027GH; 1280 khz; 5 kw-D; FM: BALH891027GJ; 103.1 mhz; 3 kw; ant. 350 ft.)—Seeks assignment of license from DeFuniak Communications Inc. to Kudzu Broadcasting Partnership for \$650,000. Seller is headed by Arthur Dees and Robert Schumann and is also licensee of WJFC(AM)-WNOX(FM) Jefferson City, TN. Buyer is headed by Stephen G. McGowan, William A. Gunter and Paul H. Reynolds and has no other broadcast interests. Filed Oct. 27.

■ WQIK-AM-FM Jacksonville, FL (AM: BAL891030GK; 1320 khz; 5 kw-U; FM: BALH891030GL; 99.1 mhz; 100 kw; ant. 620 ft.) and WMYU(FM) Sevierville, TN (BTCH891030HB; 102.1 mhz; 100 kw; ant. 1,979 ft.)—Seeks assignment of license from Jacor Broadcasting of Florida Inc. to Media Properties Inc. for \$28 million

("Changing Hands," Nov. 6). Seller is headed by Terry Jacobs and also owns WMJI-FM Cleveland, OH; WGST(AM)-WPCF-FM Atlanta, GA; WLW(AM), WEBN(FM) Cincinnati, OH; WYHY(FM) Nashville, TN; KOA(AM)-KRFX-FM Denver and WFLA(AM)-WFLZ-FM Tampa, FL. Buyer is headed by David DuBose and also owns WDBB-TV Birmingham, AL. Filed Oct. 30.

■ WAOS(AM) Austell, GA (BAL891031EA; 1600 khz; 5 kw-D)—Seeks assignment of license from C.P. Communications Inc. to La Favorita Inc. for no financial consideration. Seller is headed by Aubrey Smith, who has interest in WNNQ(AM) and new FM in Ashburn and is licensee of LPTV station W02BZ Tifton, all Georgia. Buyer is headed by Samuel Zamarron and Smith. Filed Oct. 31.

■ WBBK-AM-FM Blakely, GA (BTC891027EC; 1260 khz; 1 kw-D; FM: BTCH891027ED; 93.5 mhz; 3 kw; ant. 353 ft.)—Seeks assignment of license from Nathan Hirsch to Thomas J. Palmer for \$120,000. Seller is headed by Nathan Hirsch, who is also owner of WWNS(AM)-WWRD(FM) Statesboro and has interest in WSGC(AM)-WWRK(FM) Elberton, both Georgia. Buyer has no other broadcast interests. Filed Oct. 27.

■ KDCR(FM) Sioux City, IA (BTCED891108GN; 88.5 mhz; 100 kw; ant. 320 ft.)—Seeks assignment of license from Cornie Broek to Arnold Boeve, for no financial consideration. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 8.

■ WYZQ(AM) Hazard, KY (BTC891026EG; 1560 khz; 1 kw-D)—Seeks assignment of license from Donald J. Toler to John Earl Edwards for \$97,500. Seller has no other broadcast interests. Buyer is headed by John Earl Edwards, Colin Kelly Cox and Kenneth R. Finnisson and has no other broadcast interests. Filed Oct. 26.

■ WTUR(FM) Truro, MA (BAPH891027HY; 102.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Gregorio Rivera and Eric Reid, to Truro Wireless Inc. for no financial consideration. Seller has no other broadcast interests. Buyer is headed by Karl Nurse, Rivera and Jacqueline A. Gibbs and has no other broadcast interests. Filed Oct. 27.

■ WCLS(FM) Gladstone, MI (BAPH891024HA; 105.5 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from David C. Schaberg to Zephyr Broadcasting Inc. for \$5,000. Seller is permittee for new FM in Oscoda, MI. Buyer is headed by Timothy D. Martz and has no other broadcast interests. Filed Oct. 24.

■ WMDN(AM) Meridian and WQIC(FM) Marion, both Mississippi (AM: BAL891027EB; 1450 khz; 1 kw-U; FM: BALH891027GG; 103.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Torgerson Broadcasting Co. to Major Broadcasting Inc. for \$1,175,000. Seller is headed by Larry Torgerson, who has no other broadcast interests. Buyer is headed by David S. Majure and has no other broadcast interests. Filed Oct. 27.

■ WAME(AM) Charlotte, NC (BAL891026EH; 1480 khz; 5 kw-U)—Seeks assignment of license from Jimmy Swaggart Ministries Inc. to Broadcast Equities Inc. for \$725,000. Seller is headed by Jimmy Swaggart and is licensee of WHYM(AM) Pensacola, FL; WLUX(AM) Baton Rouge, LA; and WJYM(AM) Bowling Green, OH. Buyer is headed by M.G. Robertson and is wholly owned subsidiary of Christian Broadcasting Network Inc. Broadcast Equities Inc. has interest in WNTR(AM) Silver Spring, MD. CBN Continental Broadcasting Network Inc. and Continental Satellite Corp. also are each wholly owned subsidiaries of Christian Broadcasting Network Inc. CBN Continental Broadcasting Network Inc. is licensee of KXTX-TV Dallas, TX. Filed Oct. 27.

■ WAJA(AM) Franklin, NC (BAL891027EE; 1480 khz; 5 kw-D)—Seeks assignment of license from Joe M. Henry to Macon Broadcasting Co. for \$133,000. Seller has no other broadcast interests. Buyer is headed by James C. Jacobs, W.L. Savage and John A. Weichel. Savage, officer and stockholder in assignee corporation, owns 50% of stock and is officer and director of Valley Communications Co., licensee of WALH(AM) Mountain City, GA. Filed Oct. 27.

■ WLNC(AM) Laurinburg, NC (BAPL891103ED; 1300 khz; 500 w-D)—Seeks assignment of license from Contempo Communications Inc. to Fox Broadcasting Inc. for \$335,000. Seller is headed by James C. Clark and John Pittman and is licensee of WFMO(AM)-WCYZ(FM) Fairmont, NC, and holds CP for new FM (WQTI) Marion, SC. Buyer is headed by Fred Fox, who is currently manager of WLNC(AM) and has no other broadcast interests. Filed Nov. 3.

■ KZZY-FM Devils Lake, ND (BALH891017HA; 103.5 mhz; 100 kw; ant. 433 ft.)—Seeks assignment of license from Pearson Broadcasting Co. to Double Z Broadcasting Inc. for \$381,201. Seller is headed by Gary Pearson, who also has interest in KXPO-AM-FM Grafton, ND. Buyer is headed by Lawrence H. Larson and has no other broadcast

interests. Filed Oct. 17.

■ WRKG(AM) Lorain, OH (BAL891031EB; 1380 khz; 500 w-D)—Seeks assignment of license from Veard Broadcasting Co. to Victory Radio Inc. for \$300,000. Seller is headed by Jon Veard and has no other broadcast interests. Buyer is headed by Vernon R. Baldwin and his wife, Marcella. They have following broadcast interests: WCNW(AM) Fairfield, OH, and WWXL-AM-WWXL-FM Manchester, KY. Victory Radio Inc. is licensee of WZLE-FM Lorain, OH. He also has interest in permittee of new FM Harrison, OH. Filed Oct. 31.

■ KBIX-AM-FM Muskogee, OK (AM: BAL891030EB; 1490 khz; 1 kw-U; FM: BAPH891030EC; 102.1 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Embody Broadcasting Co. to Bix Broadcasting Co. for \$221,000. Seller is headed by Richard Embody, who has CP for new FM in Wagner, OK. Buyer is headed by David Webb and has no other broadcast interests. Filed Oct. 30.

■ WWCBC(AM) Corry, PA (BAL891103EE; 1370 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Corry Broadcasting Inc. to Corry Communications Corp. for \$140,000. Seller is headed by Arthur Arkelian and has no other broadcast interests. Buyer is headed by William W. Hammond, Donald R. Worthington and Stephen H. Hutzelman and has no other broadcast interests. Filed Nov. 3.

■ WPTJ(TV) Johnstown, PA (TEMP891031; ch. 19; 1660 kw-V; ant. 1,190 ft.)—Seeks assignment of license from Leon A. Crosby, debtor in possession, to S.F. Royster for no financial consideration. Seller has no other broadcast interests. Buyer is WPTJ(TV) general manager and has LPTV station in Altoona, PA. Filed Oct. 31.

■ WTLQ(FM) Pittston, PA (BTCH891027HX; 102.3 mhz; 3 kw; ant. 71 ft.)—Seeks assignment of license from Joseph M. Lombardo to Greco Holdings. Price was not given but industry source familiar with market estimates station's value between \$1 million and \$1.5 million. Seller has no other broadcast interests. Buyer is headed by Thom Greco, real estate investor, hotel operator and concert promoter. He has no other broadcast interests.

■ WKRM(AM)-WKOM(FM) Columbia, TN (AM: BTC891101HE; 1340 khz; 1 kw-U; FM: BTCH891101HF; 101.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from R.M. McKay Jr. and Lois H. McKay to Robert M. McKay III for no financial consideration. Filed Nov. 1.

■ WMSR-FM Manchester, TN (BALH891031GM; 99.7 mhz; 30 kw; ant. 200 ft.)—Seeks assignment of license from American General Media to Tennessee Broadcasting LP for no consideration. Seller is headed by Anthony Brandon and is also licensee of WMSR(AM) Manchester, TN. Buyer is headed by John D. Mattus and Toni A. Fraser. Mattus is president, CEO, chairman of board and 100% stockholder of Idaho Broadcasting Co., licensee of KLCI(FM) Nampa, ID. He is also president, CEO, chairman of board and 80% stockholder of Great Falls Broadcasting Co., licensee of KMON-AM-FM Great Falls, MT, and president, CEO, chairman of board and 80% stockholder of KCLR Broadcasting Co., licensee of KTNT(FM) Edmond, OK. Filed Oct. 31.

■ WKXJ(FM) South Pittsburg, TN (BAPH891103HU; 97.3 mhz; 27 kw; ant. 188 ft.)—Seeks assignment of license from Smith Broadcasting Inc. to Marson Broadcasting Inc. for \$17,355. Seller is headed by Elizabeth Smith and has no other broadcast interests. Buyer is headed by M. David Smith and Robert Gay. Smith is president and director of Smith Broadcasting Inc., assignor hereunder, which owns 100% of issued and outstanding common stock of Rocket City Television Inc., licensee of WAAY-TV Huntsville, AL, and WNUE(AM) Fort Walton Beach, FL. Principals of Smith Broadcasting Inc. are, likewise, officers and directors of Rocket City Television Inc. Filed Nov. 3.

■ KIOL(FM) Lamesa, TX (BALH891027GF; 100.3 mhz; 100 kw; HAAT: ant. 268 ft.)—Seeks assignment of license from Henry Seals, debtor in possession, to Galen O. Gilbert for no financial consideration. Seller is headed by Dick Fields and also has interest in KBYG(AM) Big Spring, TX. Buyer is Galen O. Gilbert, who has interest in KDNT(AM) Denton, KDXE(AM) Sulphur Springs and KTXJ(AM)-KWYX(FM) Jasper, all Texas, KWHW(AM)-KRKZ(FM) Altus and KYFM(FM) Bartlesville, all Oklahoma. Filed Oct. 27.

■ KSTU(TV) Salt Lake City, UT (BALCT891101KE; ch. 13; 112 kw-V; ant. 3,069.90 ft.)—Seeks assignment of license from MWT Ltd. to Fox Television Stations Inc. for \$41 million (see "Changing Hands," this issue and "In Brief," Oct. 16). Seller's principal owner is Farragut Communications Inc. and LP Mountain West Television Corp. Buyer is headed by Robert Kreek and is licensee of KTTV(TV) Los Angeles; WTTG(TV) Washington; WFLD(TV) Chicago; WFXT(TV) Boston; WNYW(TV) New York; KDAF(TV) Dallas, and KRIV(TV) Houston. Filed Nov. 1.

Actions

■ KNTA(AM) Santa Clara, CA (BAPL891002EE; 1430 khz; 1 kw-U)—Dismissed assignment of license from Tamarack Communications Inc. to KNTA Radio Corp. for \$2 million ("Changing Hands," Oct. 30). Seller is headed by David Jack, and is also licensee of KBIF(AM) Fresno, CA; WSHO(AM) New Orleans, LA, and KLV5(AM) Portland, OR. Buyer is headed by Hector Villalobos and Carlos Moncada. Company also has interest in KTGE(AM) Salinas and KLOQ(AM) Merced, both California. Action Nov. 13.

■ KZTR(AM) Santa Paula and KZTR-FM Camarillo, both California (AM: BAL890919EA; 1400 khz; 1 kw; FM: BALH890919EB; 95.9 mhz; 3 kw; ant. 1320 ft.)—Granted app. of assignment of license from Golden Bear Broadcasting Inc. to Mar-Com Communications Inc. for \$3.7 million ("Changing Hands," Aug. 28). Seller is headed by Steve Marriott and Wally J. Heuser, who own FM's in Salt Lake City. Buyer is headed by Mark Adams and has no other broadcast interests. Action Nov. 8.

■ WWS(AM)-WQI(FM) Quincy, FL (AM: BAL890913HL; 1230 khz; 1 kw-D, 250 w-N; FM: BAPLH890913HM; 101.7 mhz; 3 kw; ant. 200 ft.)—Granted app. of assignment of license from Capital Broadcasting Inc. to Broad Based Communications Inc. for \$2 million. Seller is headed by Bruce Houston, who also has interest in WPHR(FM) Cleveland. Buyer is headed by Vincent A. Henry and has no other broadcast interests. Action Nov. 6.

■ WLTH(AM) Gary, IN (BAL890816EC; 1370 khz; 1 kw-D, 500 w-N)—Granted app. of assignment of license from Inter-Urban Broadcasting Co. Inc. to Lorenza P. Butler for \$900,000. Seller is headed by Thomas P. Lewis and also owns WIZA(AM) Savannah, GA; KATZ-FM Alton, IL; WIZF(FM) Erlanger, KY; WYLD-AM-FM New Orleans, and KATZ(AM) St. Louis. Buyer is secretary, director and 24% voting shareholder of Central Liv Broadcasting of Alabama Inc., proposed assignee of WQIM(FM) Prattville, AL. Action Nov. 6.

■ KHAZ(FM) Hays, KS (BALH890615HJ; 99.5 mhz; 100 kw; ant. 516 ft.)—Granted app. of assignment of license from Plains Broadcasting Inc. to Kays Inc. for \$490,000. Seller is headed by Jack Sampson, who has no other broadcast interests. Buyer is owned by Ross Beach, who is also purchasing KWBW(AM)-KHUT-FM Hutchinson, KS. Action Nov. 6.

■ WBVR-FM Russellville, KY (BALH890519GL; 101.1 mhz; 100 kw; ant. 1,047 ft.)—Granted app. of assignment of license from Target Communications of Kentucky Inc. to Keymarket Communications for \$5.25 million ("Changing Hands," June 12). Seller is owned by Don Alt, who also owns WRUS(AM) Russellville, KY. Buyer is owned by Kerby Confer, who is also president of following: Keymarket Communications of Columbia Inc., licensee of WTCB-FM Orangeburg, SC; Keymarket Communications of Pennsylvania Inc., licensee of WNNK(FM) Harrisburg, PA; Keymarket of Austin Inc., licensee of KOKE(AM)-KKMJ(FM) Austin, TX, and Keymarket of Charlotte Inc., licensee of WECZ(FM) Hickory, NC. Keymarket Communications is also licensee of WRVR-AM-FM Memphis. Keymarket of Nepa Inc., licensee of WYOM(AM)-WKRZ-FM Wilkes-Barre, PA. Action Nov. 8.

■ WORC(AM) Worcester, MA (BAL890922EA; 1310 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from The Great Worcester Wireless Talking Machine Co. to Davis Radio Corp. for \$600,000. Seller is headed by Donald Fitzgibbons, who also has interest in WLLH(AM) Lowell, MA. Buyer is headed by Andrew Davis, who is vice president of Davis Advertising in Worcester and has no other broadcast interests. Action Nov. 13.

■ WSMZ(FM) Coleman, MI (BAPH890919HP; 101.5 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Panam Communications to Come Together Ministries Inc. for \$8,000. Seller is headed by Phillip Engelhardt, Thomas and Mark Anthony (brothers), Paul Murray and Steven Nixon. They have no other broadcast interests. Buyer is headed by Gary Bugh. Come Together Ministries Inc. is permittee of WPRJ(AM) Mount Pleasant, MI. Gary H. Bugh, president and director of proposed assignee, is employe of WCEN-AM-FM Mt. Pleasant, MI. Action Nov. 9.

■ WDW-AM-FM Dowagiac, MI (AM: BAL890531HM; 1440 khz; 1 kw-D; FM: BALH890531HN; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Dowagiac Broadcasting Co. Inc. to Summit Radio Inc. for \$200,000. Seller is owned by William E. Kupier. He has interest in WFUR-AM-FM Grand Rapids and WKPR(AM) Kalamazoo, both Michigan. Buyer is headed by Michael Leep, who is permittee for WLPZ(FM) New Carlisle, IN. Action Nov. 6.

■ WIBG(AM) Ocean City, NJ (BAPL890915EA; 1520

kHz; 1 kw-D)—Granted app. of assignment of license from Ocean Communications to Joseph Donald Powers for \$80,000. Seller is headed by Steven Sinn and William Kopolovitz, and also owns WSLT(FM) Ocean City. Buyers have no other broadcast interests. Action Nov. 7.

■ WVVY(FM) Grifton, NC (BAPH890915HK; 99.3 mhz; 3 kw; ant. 284 ft.)—Granted app. of assignment of license from MC Radio Partnership to W&B Media Inc. for \$937,000. Seller is headed by Joyce McCune, who has no other broadcast interests. McCune's husband, Frederick, has interest in WFXI(TV) Morehead, NC, and is nonvoting shareholder in new FM at Nags Head, NC. Buyer is headed by Howard A. Wilcox and George G. Beasley. Beasley is head of Beasley Broadcast Group, which is licensee of KAAY(AM) Little Rock, AR; WRXK(FM) Bonita Springs, WJHM(FM) Daytona Beach and WPOW(FM) Miami, all Florida; WMRO(AM) and WYSY-FM Aurora, IL; WYNG-FM Evansville, IN; WFAI(AM) Fayetteville, WBIG(AM)-WCKZ-FM Gastonia, WYED(TV) Goldsboro, WFTC(AM)-WRNS(FM) Kinston, WKML(FM) Lumberton and WJMH(FM) Reidsville, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia; WLIT(AM)-WYAV(FM) Conway, SC, and KSSR(FM) Bastrop, TX. Action Nov. 9.

■ WBTE(AM) Windsor, NC (BAL890908EF; 990 kHz; 1 kw-D)—Granted app. of assignment of license from Bertie County Broadcasting Co. to Willis Broadcasting Corp. for \$190,000. Purchase includes WDJB(FM) Windsor, NC. Seller is owned by Jean Stevens, who has no other broadcast interests. Buyer is headed by L.E. Willis Sr., who is also purchasing KWTD(FM) Lonoke, AR (see above). Action Nov. 9.

■ WBTE(AM) Windsor, NC (BAL890908EG; 990 kHz; 1 kw-D)—Granted app. of assignment of license from Willis Broadcasting Corporation to 99 Broadcasting Corp. for \$150,000. Seller is headed by L.E. Willis (see above). Buyer is headed by Eric C. Reynolds and his father, Charles M. Reynolds. Both also head WTJZ(AM) Newport News, VA, and WARR(AM) Warrenton, NC. Action Nov. 1.

■ WNRE(AM)-WLRO(FM) Circleville, OH (AM: BTC890906HY; 1540 kHz; 1 kw-D; FM: BTCH890906HZ; 107.1 mhz; 3 kw; ant. 58 ft.)—Granted app. of assignment of license from Nelson R. Embrey II and Honor L. Whitcam (brother and sister) to M.M. Group Inc. for \$200,001. Sellers have no other broadcast interests. Buyer is headed by Robert G. Casagrande and Mark S. Litton, who are sole officers, directors and stockholders of Clear River Communications Inc., licensee of WQTL(FM) Ottawa, OH. Action Nov. 1.

■ KKB(FM) Broken Bow, OK (BAPLH890919HW; 106.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Harold E. Cochran to Carephil Communications for \$562,500. Seller also owns KITX(FM) Hugo, OK. Buyer is headed by Alyce Carole Williams and Philip B. Silva, who have no other broadcast interests. Action Nov. 9.

■ WQSC-FM Andrews, SC (BALH890921HR; 100.9 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Gresham Communication Inc. to Fogel Media Inc. for \$420,000. Seller is headed by Rudi Gresham, and also owns WALD(FM) Walterboro, SC. Buyer is headed by Harry Fogel, who has no other broadcast interests. Action Nov. 9.

■ WTPR(AM)-WAKQ(FM) Paris, TN (AM: BAL890921HS; 710 kHz; 1 kw-D; FM: BALH890921HT; 105.5 mhz; 3 kw; ant. 210 ft.)—Granted app. of assignment of license from Sosh Broadcasting Group Inc. to Wenk Broadcast Group Inc. for \$575,000. Seller is owned by William Sosh and has no other broadcast interests. Buyer is owned by E.B. Tanner, Terry L. Hailey, Tom F. Elam, Robert G. Terrell, W.P. Burnett Jr. and William H. Latimer. All parties to this application are officers and/or stockholders in WENK(AM) of Union City Inc., licensee of WENK(AM) Union City, TN and WKWF-FM Fulton, KY. Action Nov. 9.

■ KWGH(AM) Big Lake, TX (BAL890918ED; 1290 kHz; 1 kw-D)—Granted app. of assignment of license from WMO Broadcasting Inc. to Armando S. Diaz for \$110,000. Seller is headed by Henry Wood, and has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 8.

■ KIIZ(AM) Killen and KIXS-FM Harker Heights TX (AM: BAL890918EA; 1050 kHz; 250 w-D; FM: BALH890918EB; 105.5 mhz; 1.7 kw; ant. 379 ft.)—Granted app. of assignment of license from Mid-Texas Radio Communications Inc. to Centroplex Radio Corp. of Texas for \$2.7 million. Seller is headed by Kenneth Williams, Mid-Texas Communications also owns KSA(AM)-KTBC(FM) Nacogdoches, TX. Buyer is headed by Tony Booth, Phil Goldman, Bob Jones and Bob Rich. Goldman, Jones and Rich hold management positions at WRVA(AM)-WRVQ(FM) Richmond, VA. Action Nov. 8.

■ KIXC-AM-FM Quanah, TX (AM: BAL890914EA; 1150 kHz; 500 w-D; FM: BALH890914EB; 100.9 mhz; 3 kw; ant. 192 ft.)—Granted app. of assignment of license from Landmark Broadcasting Co. to Glen A. Ingram for \$190,640. Seller is headed by Marlin Maddoux and has no other broadcast interests. Glen A. Ingram is general manager of KIXC-AM-FM Quanah, TX. Landmark Action Nov. 7.

■ KRIA(AM) Terrell Hills, TX (BAL890907EA; 930 kHz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Media Corporation of America to Adams Radio of San Antonio Inc. for \$750,000. Seller is headed by Paul Van Hook and has no other broadcast interests. Buyer is owned by Stephen Adams. Radio division is headed by Matt Mills. Adams is licensee of KOOL-AM-FM Phoenix; KHIH(FM) Boulder, Colo.; WHOI(TV) Peoria and WKLL(AM) Wood River, both Illinois; WWLP(TV) Springfield, MA; WLAV-AM-FM Grand Rapids and WILX-TV Onondaga, both Michigan; KEZK(FM) St. Louis, MO; WWAY(TV) Wilmington, NC; KISS(FM) San Antonio, KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KQUL(AM) and KZOK(FM) Seattle, WA; WTRF-TV Wheeling, WV; WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin (all 100% owned). Note: Group has bought KSTZ(FM) Ste. Genevieve, MO, and WBRE-TV Wilkes-Barre, PA, and sold WKLL(AM) Wood River, IL, and KEZK(FM) St. Louis, MO, subject to FCC approval. Action Nov. 6.

■ WETK(TV) Burlington (BALET890915KF; ch. 33; 251 kw-V; ant. 2,680 ft.); WVER(TV) Rutland, VT (BALET890915KG; ch. 28; 247 kw-V; ant. 1,400 ft.); WVTB(TV) St. Johnsbury, VT (BALET890915KI; ch. 20; 42.7 kw-V; ant. 1,940 ft.) and WVTA(TV) Windsor, VT (BALET890915; ch. 41; 589 kw-V; ant. 2,260 ft.)—Granted app. of assignment of license from University of Vermont and State Agricultural College to Vermont ETV Inc. for no financial consideration. Seller is headed by Lattie Coor, and has no other broadcast interests. Buyer is headed by Hope S. Green and has no other broadcast interests. Action Nov. 6.

New Stations

Applications FM's

■ Laughlin, NV (BPH890914NL)—Soto Inc. seeks 93.5 mhz; 100 kw; 1,781 ft. Address: 4548 W. Osborn Rd., Phoenix, AZ 85031. Principal is headed by Steve M. Zozaya and has no other broadcast interests. Filed Sept. 14.

■ Laughlin, NV (BPH890914MF)—Thomas M. Eells seeks 93.5 mhz; 100 kw; 1,823 ft. Address: 10750 Cushman Ave., Los Angeles, CA 90064. Principal has no other broadcast interests. Filed Sept. 14.

■ Laughlin, NV (BPH890914MM)—Playa del Sol Broadcasters seeks 93.5 mhz; 100 kw; -121 ft. Address: 1425 River Park Dr., Sacramento, CA 95815. Principal is headed Edward R. Stolz, who is 100% licensee of KWOD-FM Sacramento, and KRCK(AM) Burbank, both California. Filed Sept. 14.

■ Laughlin, NV (BPH890914MP)—Irvin Davis seeks 93.5 mhz; 93.9 kw; 1,889 ft. Address: 8229 Maryland, St. Louis, MO 63105. Principal is president and director of Admiral Broadcasting Corp., licensee of KTUF(AM) Kirksville, MO. As majority stockholder, Davis holds 90% interest in station. Davis is individual permittee of KRTX(FM) Galveston, TX. Filed Sept. 14.

■ Laughlin, NV (BPH890914MR)—Patricia A. Korn seeks 93.5 mhz; 29 kw; 1,623 ft. Address: 6901 Birchton Ave., Canoga Park, CA 91307. Principal has no other broadcast interests. Filed Sept. 14.

■ Laughlin, NV (BPH890914NG)—Radioactive Communications Inc. seeks 93.5 mhz; 100 kw; 1,968 ft. Address: 16514 Dixielita Dr., Sun City, AZ 85373. Principal is headed by Susan Kristine Matlock and has no other broadcast interests. Filed Sept. 14.

■ Laughlin, NV (BPH890914NE)—Diane Lysiak seeks 93.5 mhz; 100 kw; 1,889 ft. Address: 1215 S. Sheridan, Fergus Falls, MN 56537. Principal is headed by John A. Brush and has no other broadcast interests. Filed Sept. 14.

■ Laughlin, NV (BPH890914NB)—Southern Nevada Broadcasting LP seeks 93.5 mhz; 100 kw; 1,679 ft. Address: P.O. Box 9808, San Rafael, CA 94912. Principal is headed by Elena Maldonado and has no other broadcast interests. Filed Sept. 14.

■ Laughlin, NV (BPH890914NA)—Tuna Communications Inc. seeks 93.5 mhz; 100 kw; 1,610 ft. Address: P.O. Box 2176, Bullhead City, AZ 86430. Principal is headed by Larry S. Tunfors and has no other broadcast interests. Filed Sept. 14.

■ Central, NM (BPH890928MF)—Classic Radio Inc. seeks 95.3 mhz; 3 kw; 1,544 ft. Address: 121 Sandoval, Santa Fe, NM 87501. Principal is headed by William Sims. Classic Media Inc. is licensee of KMIK(AM) (formerly KAFE), Santa Fe, NM; it is also licensee of KLSK-FM, also in Santa Fe, NM. Filed Sept. 28.

■ Central, NM (BPH890928MN)—Freddie L. Morris and Kevin A. Morris seeks 95.30; 10.7 kw; 1,056 ft. Address: P.O. Drawer 2279, Silver City, NM 88062. Principal has no other broadcast interests. Filed Sept. 28.

■ Winston-Salem, NC (BPED891002MB)—Mega Educational Communications Inc. seeks 91.3 mhz; .63 kw. Address: 804 Greenridge Dr., Raleigh, NC 27609. Principal is headed by Oscar Eatmon. Mega Educational Communications Inc. is sole owner of CP 890303GZ, channel 213C2, WAHD-FM Wilson, NC. Filed Oct. 2.

■ Englewood, OH (BPH890928MK)—LC Communications Group Inc. seeks 94.5 mhz; 3 kw; 328 ft. Address: 23765 Rockingham Dr., Southfield, MI. Principal is headed by Lewis C. Gibbs and has no other broadcast interests. Filed Sept. 28.

■ Englewood, OH (BPED890928ML)—Voice for Christ Interdenominational Church seeks 94.5 mhz; 3 kw; 328 ft. Address: 296 E. Salem Rd., Clayton, OH 45315. Principal is headed by Rev. Dean Lunsford and has no other broadcast interests. Filed Sept. 28.

■ Englewood, OH (BPH890927MF)—Mark L. Shoner seeks 94.5 mhz; 3 kw; 328 ft. Address: 423 Warner St., Cincinnati, OH 45219. Principal has no other broadcast interests. Filed Sept. 27.

■ Englewood, OH (BPH890928MM)—Central Broadcasting Co. LP seeks 94.5 mhz; 3 kw; 328 ft. Address: 5412 Flintrock Ct., Westerville, OH 43081. Principal is headed by Freeman Edwards and has no other broadcast interests. Filed Sept. 28.

■ Englewood, OH (BPH890928ME)—Richard H. Riggs and Charles H. Hutchinson seek 94.5 mhz; 3 kw; 328 ft. Address: P.O. Box 1137, Lima, OH 45802. Charles H. Hutchinson has 75% interest in CP for FM station in Ft. Shawnee, OH. Filed Sept. 28.

■ Englewood, OH (BPH890927MD)—James W. Johnson Jr. seeks 94.5 mhz; 3 kw; 328 ft. Address: 188 Katy Lane, Englewood, OH 45322. Principal has no other broadcast interests. Filed Sept. 27.

■ Englewood, OH (BPH890928MG)—James E. Browne seeks 94.5 mhz; 3 kw; 328 ft. Address: 7834 View Place, Cincinnati, OH 45224. Principal has no other broadcast interests. Filed Sept. 28.

■ Englewood, OH (BPH890928MH)—Englewood Broadcasting Inc. seeks 94.5 mhz; 3 kw; 328 ft. Address: 1831 Bartley Rd., Dayton, OH 45414. Principal is headed by Sharon Zimmers and has no other broadcast interests. Filed Sept. 28.

■ Englewood, OH (BPH890928MI)—The Cross Channel Group Inc. seeks 94.5 mhz; 3 kw; 328 ft. Address: 414 Thelma Ave., Dayton, OH 45415. Principal has no other broadcast interests. Filed Sept. 28.

■ Englewood, OH (BPH890927ME)—Knight Radio Inc. seeks 94.5 mhz; 3 kw; 328 ft. Address: 63 Bay State Road, Boston, MA 02215. Principal has no other broadcast interests. Filed Sept. 27.

■ South Webster, OH (BPH891004MA)—Hayes Media-com seeks 94.9 mhz; 2.15 kw; 118 ft. Address: 4362 Foster Hollow Rd., Huntington, WV 25701. Principal is headed by Steve Hayes and has no other broadcast interests. Filed Oct. 4.

■ South Webster, OH (BPH890929MI)—Christian R. Cagiano seeks 94.9 mhz; 3 kw; 328 ft. Address: 8126 Sagamore Ct., Fort Wayne, IN 46835. Principal is also president, director and stockholder of Atlantic Resources Corp., licensee of WERT(AM)-WBRY(FM) Van Wert, OH. Filed ZSept. 29.

■ South Webster, OH (BPH890929MJ)—South Webster Broadcasting Inc. seeks 94.9 mhz; 3 kw; 328 ft. Address: 827 Second St., Portsmouth, OH 45662. Principal is headed by Donald D. Mauk, owner of 100% of Shawnee Broadcasting Inc., licensee of WIOI(AM) New Boston, OH, and general manager of station. Filed Sept. 29.

■ Hawley, PA (BPH890925MG)—Susan T. Larose seeks 105.3 mhz; 3 kw; 328 ft. Address: 2801 Westgate Dr., Easton, PA 18042. Principal has no other broadcast interests. Filed Sept. 25.

■ Hawley, PA (BPH890925MF)—Great Scott Broadcasting seeks 105.3 mhz; 3 kw; 328 ft. Address: P.O. Box 638, Pottstown, PA 19464. Great Scott Broadcasting has following broadcast interests: CP for modification of license of WSEA(AM) Georgetown, DE (BP870722AJ); application for modification of WCHR(FM) Trenton, NJ; CP for new FM at Villas, NJ. CP for new FM at Elizabethtown, PA. Filed Sept. 25.

- Santa Fe, TX (891006MA)—Community Radio Inc. seeks 89.7 mhz; 100 kw; 328 ft. Address: 2936 Oleander, Pasadena, TX 77503. Principal is headed by Robert Vaughn. Community Radio Inc. is licensee of KJIC(FM) Pasadena, TX. Filed Oct. 6.
- White Sulphur Springs, WV (BPH890927MC)—World Media Inc. seeks 93.3 mhz; 0.283 kw; 1,072 ft. Address: P.O. Box 552, Forest, VA 24551. Principal is headed by Victor C. Bosiger, 50% owner of Asset Investments Inc., permittee of WGWD-FM Gretna, FL. Filed Sept. 27.
- Fort Bridger, WY (BPH890922MC)—James R. Dunker seeks 99.3 mhz; 3 kw. Address: P.O. Box 34, Fort Bridger, WY 82933. Principal has no other broadcast interests. Filed Sept. 22.

Actions

FM's

- Basalt, CO (BPH890530MG)—Returned app. of Caren Lacy for 106.1 mhz; 3 kw; 797 ft. Address: 1855 Ponder Heights Dr., Colorado Springs, CO 80906. Principal has no other broadcast interests. Action Nov. 6.
- Pensacola, FL (BPH880324NM)—Dismissed app. of Great Scott Broadcasting for 98.7 mhz; 50 kw; 492 ft. Address: P.O. Box 638, Pottstown, PA 19464. Principal is headed by Faye Scott and has no other broadcast interests. Action Nov. 3.
- Suffern, NY (BPEID881003MI)—Returned app. of Rockland Community College for 89.5 mhz; 0.0367 kw. Address: 145 College Rd., Suffern, NY 10901. Principal is headed by Frederick R. Vanwort and has no other broadcast interests. Action Nov. 3.
- North Bend, OR (BPH880525MB)—Granted app. of Big Bay Radio Inc. for 107.3 mhz; 100 kw; 521 ft. Address: 1956 Meade Ave., North Bend, OR 97459. Principal is headed by David W. Walker and has no other broadcast interests. Action Nov. 8.
- North Bend, OR (BPH880523MO)—Dismissed app. of Maureen and Vincent P. Vega for 107.3 mhz; 100 kw; 980 ft. Address: 2922 SE Colt Drive, Portland, OR. Principal has no other broadcast interests. Action Nov. 8.
- Walterboro, SC (BPH880602NU)—Returned app. of Radio Summerville Inc. for 105.3 mhz; 3 kw; 328 ft. Address: P.O. Box 859, Summerville, SC 29484. Principal is headed by Wayne Phillips. Applicant is licensee of WAZS(AM) Summerville, SC. Action Nov. 2.
- Hallettsville, TX (BPH890511MG)—Returned app. of Tom E. Donnelly for 99.9 mhz; 3 kw; 328 ft. Address: 500 E. Fifth, Hallettsville, TX 77964. Principal has no other broadcast interests. Action Nov. 6.
- Victoria, TX (BPH880421NR)—Granted app. of Martha Asquez for 92.3 mhz; 3 kw. Address: 1602 Azalea, Victoria, TX 77901. Principal has no other broadcast interests. Action Nov. 7.
- Bloomer, WI (BPH880421MI)—Granted app. of Starcom Inc. for 95.1 mhz; 3 kw H&V; 100 m. Address: 5001 W. 80th St., Minneapolis, MN 55437. Principal is headed by Dennis G. Carpenter and Sheldon A. Johnson. Johnson owns 49.9% in Sartell FM Inc., permittee of new FM station in Sartell, MN. Action Nov. 1.
- Bloomer, WI (BPH880419MC)—Dismissed app. of Northern Hemisphere Entertainment Inc. for 95.1 mhz; 3 kw; 328 ft. Address: Rt. 2, Box 25, Bloomer, WI 54724. Principal is headed by Peter M. Hable and has no other broadcast interests. Action Nov. 1.
- Bloomer, WI (BPH880421MH)—Dismissed app. of Patricia A. Kostner for 95.1 mhz; 3 kw; 328 ft. Address: 1124 16th Ave., Bloomer, WI 54724. Principal has no other broadcast interests. Action Nov. 1.

Facilities Changes

Applications

AM's

- Sand Point, AK KSDP(AM) 840 khz—Nov. 9 application for CP to change freq: 830 khz.
- Hesperia, CA KKG(AM) 540 khz—Oct. 27 application for CP to change city of license to Costa Mesa, CA.
- Denver, CO KBXG(AM) 710 khz—Nov. 1 application for CP to increase day power to 9 kw and make changes in antenna system.
- Apopka, FL WTLN(AM) 1520 khz—Oct. 27 application for CP to change freq: 700 khz; increase power to 10,000 watts and make changes in antenna system.
- Atlanta, GA WAEC(AM) 860 khz—Nov. 1 application for CP to add night service with 500 watts and make

changes in antenna system.

- Chicago, IL WOPA(AM) 1200 khz—Oct. 27 application for Mod of CP (BP810105AE as Mod) to add day and night augmentations for new station.
- Winona, MN KAGE(AM) 1380 khz—Nov. 1 application for CP to increase day power to 4 kw.
- Amory, MS WAMY(AM) 1580 khz—Oct. 27 application for CP to reduce day power to 1 kw.
- Bismarck, ND KBMR(AM) 1130 khz—Oct. 30 application for Mod of CP (BP870106AD) to make changes in antenna system.

FM's

- Winslow, AZ KTDX(FM) 105.1 mhz—Sept. 27 application for Mod of CP (BPH880601NC) to change TL: 27 miles WSW of Flagstaff, AZ; change class to C1.
- Harrison, AR KWNQ(FM) 102.9 mhz—Oct. 17 application for CP to change ant.: 980 ft. H&V; change to class C1.
- Widefield, CO KKL(FM) 106.3 mhz—Oct. 5 application for CP to change ERP: 1.6 kw H&V; ant.: 2,223 ft. H&V; change TL: Cheyenne Mountain, Broadmoor, CO; change class: C2 (per docket #88-1).
- De Kalb, IL WDKB(FM) 94.9 mhz—Oct. 10 application for Mod of CP (BPH870817MG) to change TL: Twombly Rd., E. of McQueen, 11.3 km W. of De Kalb.
- New Haven, IN 107.9 mhz—Aug. 15 application for Mod of CP (BPH870615MC) to change ERP: 2.5 kw H&V; change ant.: 357 ft. H&V; TL: 2915 Maples Rd., Fort Wayne, IN.
- Liberty, KY WKDO(FM) 105.5 mhz—Oct. 17 application for CP to change freq: 98.7 mhz; ant.: 239 ft. H&V; change TL: County Rd. 0.95 miles SE of Liberty, MO.
- Columbia, MO KFMZ(FM) 98.3 mhz—Oct. 5 application for CP to change ERP: 23.7 kw H&V; ant.: 711 ft. H&V; change TL: 0.32 km E. of intersection of MM and Edwards Rd., Columbia, MO. 3.5 km NE of Ashland, MO; change class: C2 (per docket 87-493).
- Helena, MT KMTX-FM 105.3 mhz—Oct. 6 application for CP to change ERP: 86.9 kw H & 57.8 kw V; change ant.: 1,945 ft.
- Richfield, UT KKWZ(FM) 93.7 mhz—Oct. 6 application for Mod of CP (BPH870225IQ) to change ERP: 35.679 kw H&V; ant.: 3,014 ft. H&V; TL: from city of Richfield 17.50 km; 310.7 degrees.
- Pocaticlo, WV 98.7 mhz—Oct. 10 application for Mod of CP (BPH880429MD) to change TL: S. side of Upper Rd., 0.6 miles E. of Sissonville, Rd.
- Micanopy, FL WGGG-FM 97.7 mhz—Oct. 18 application for Mod of CP (BPH881103IH) to change ERP: 2.60 kw H&V.
- Elgin, IL WJKL(FM) 94.3 mhz—Oct. 13 application for Mod of CP (BPH880404IE) to change ERP: 6 kw H&V.
- Lawrenceville, IL WAKO(FM) 103.1 mhz—Oct. 13 application for CP to change ERP: 6 kw H, 4.5 kw V.
- Mount Pleasant, MI WCZY-FM 104.3 mhz—Oct. 13 application for Mod of CP (BPH861002TK) to change ERP: 3 kw H&V; ant.: 328 ft. H&V; TL: 1160 E. Remus Rd., Mount Pleasant, MI.
- Brookfield, MO KZBK(FM) 97.7 mhz—Oct. 16 application for CP to change freq: 96.9 mhz; ERP: 27.5 kw H&V; change ant.: 158 ft. H&V; change to class C2; (per docket #88-435).
- Meridian, MS WOKK-FM 97.1 mhz—Oct. 13 application for CP to change ant.: 600 ft. H&V; TL: 3.2 km S. of intersection of U.S. Rte. 45 and interstate Rte. 20/59, 1.1 km S. of Meridian, MS; change to class C1.

■ Littleton, NH WMTK(FM) 106.3 mhz—Oct. 19 application for CP to change ERP: 0.39 kw H&V.

■ Sag Harbor, NY WLNG(FM) 92.1 mhz—Oct. 13 application for CP to change ERP: 5.3 kw H&V.

■ Cayce, SC WYYS(FM) 96.7 mhz—Oct. 17 application for CP to change ERP: 4.4 kw H&V; install DA.

■ Columbia, SC WNOK(FM) 104.7 mhz—Oct. 25 application for CP to install new DA.

TV's

- Sacramento, CA KCMY(TV) ch. 29—Oct. 31 application for Mod of CP (BPCT820824KN) to change ERP: 4608 kw (vis); ant: Andrew/C5 (DA)(BT).
- Bethlehem, PA WBPH-TV ch. 60—application for Mod of CP to change ERP: 60.0 kw (vis); ant.: 701 ft.; change ant: Viatek ANB-750; TL: Gaffney Hill Rd. #4, Easton, PA; 40 37 33N 75 15 19W.
- Charleston, WV WKRP-TV ch. 29—Oct. 31 application for Mod of CP to change ERP: 4.505 kw (vis); ant.: 1,820 ft.; TL: approximately 4.4 km SE of intersection of Hwy.

64 & Rte. 34; 38 25 08N 81 55 22W; ant: Dielectric TFU-28DAS (DA)(BT).

■ Janesville, WI WJNW(TV) ch. 57—Nov. 2 application for Mod of CP to change ERP: 2518 kw (vis); ant.: 1039 ft.; change ant: Bogner BU (H) 32-N; TL: N. of Territorial Rd., .95 km E. of Ritter Corner School; 42 44 36N 88 46 01W; (DA)(BT).

Actions

AM's

- Santa Rosa, CA KRVE(AM) 1150 khz—Nov. 8 application (BMP881013AD) granted for Mod of CP to increase night power to 5 kw.
- Washington, IN WAMW(AM) 1580 khz—Nov. 8 application (BP890710AE) granted for CP to increase power to 500 watts; change TL: 2.3 km SE of Wheatland on U.S. Hwy. 150, Wheatland, IN and make changes in antenna system; 38 38 47N 87 16 48W.
- Laurel, MD WILC(AM) 900 khz—Nov. 8 application (BMP890721AF) granted for Mod of CP (BP880204AD) to add night service with 500 watts.
- Dallas, TX KPBC(AM) 1040 khz—Nov. 8 application (BMP890630AC) granted for Mod of CP (BP810511AP) to increase day power to 10 kw and change DA to accommodate power increase.
- Neenah-Mcnasha, WI WNAM(AM) 1280 khz—Nov. 9 application (BP890720AG) granted for CP to increase night power to 5 kw; change TL: 5.6 km NNE of Oshkosh, WI, and make changes in antenna system; 44 06 36N 88 30 18W.


FM's

- Haleyville, AL WJBB-FM 92.7 mhz—Nov. 7 application (BPH890901IG) dismissed for CP to change ant.: 328 ft. H&V; change antenna supporting-structure.
- Sacramento, CA KYDS(FM) 91.5 mhz—Nov. 3 application (BMPED890119ID) granted for Mod of CP (BPE-D830922AF) to change TL: 4300 El Camino Ave., Sacramento, CA; make changes in antenna system; 38 36 33N 121 21 38W.
- Santa Cruz, CA KLRS-FM 99.1 mhz—Nov. 8 application (BPH881028IG) granted for CP to replace present DA with similar antenna of another manufacturer.
- Taft, CA KTLM(FM) 103.9 mhz—Nov. 11 application (BPH890808IB) granted for CP to change ant.: 328 ft. H&V; change TL: 3 km due S. of Taft, CA.
- Castle Rock, CO KZRZ(FM) 92.1 mhz—Nov. 3 application (BPH891002IH) returned for CP to change ERP: 1.65 kw H&V.
- Port Charlotte, FL WEEJ(FM) 100.1 mhz—Oct. 30 application (BP8809210IB) granted for CP to change ERP: 97.3 kw H&V; change TL: Bloomington Dr., near Rontonda, FL; change to Class C1.
- Jesup, GA WZKS(FM) 98.3 mhz—Nov. 7 application (BPH881103IJ) granted for CP to change ERP: 100 kw H&V; change ant.: 980 ft. H&V; TL: Steve Nelson Rd., 1.6 km N. of intersection with Young Man Rd.; change to class C1 (per docket #87-607).
- Sun Valley, ID KSKI-FM 93.5 mhz—Nov. 7 application (BPH890615IE) granted for CP to change freq: 103.7 mhz; change ERP: 51.8 kw H&V; ant.: 1,905 ft. H&V; change to class C; TL: 7.0 km from Sun Valley on a bearing of N212E at Seattle Ridge, Bald Mountain, ID.
- Hays, KS KHAZ(FM) 99.5 mhz—Nov. 6 application (BPH890829ID) granted for CP to install DA.
- Tisbury, MA WMVY(FM) 92.7 mhz—Oct. 26 application (BPH890518IA) granted for CP to change ant.: 328 ft. H&V; correct site coordinates; 41 26 17N 70 36 47W; correct ground level at site; increase tower height.
- Muskegon, MI WSNX-FM 104.5 mhz—Oct. 27 application (BMPH890914ID) granted for Mod of CP (BPH890518IB) to change ERP: 31.85 kw V; supply measured DA ant. pattern.
- Thief River Falls, MN KMGK(FM) 102.7 mhz—Nov. 9 application granted for Mod of CP (BPH861002SY) to change ant.: 577 ft. H&V; and to change TL: 6.2 km E. of Euclid, MN; 47 57 45N 96 33 03W.
- Moss Point, MS WKKY(FM) 104.9 mhz—Nov. 8 application (BPH890329IE) granted for CP to change ERP: 33 kw H&V; change ant.: 600 ft. H&V; change to class C2; TL: 2.4 km E. of the MS-AL line on Gaston Loop Rd. in Mobile County, AL.
- Washington, NC WCZI(FM) 98.3 mhz—Nov. 3 application (BPH891002IE) returned for CP to change ERP: 2.58 kw H&V; ant.: 498 ft. H&V; and to install DA system.
- Jefferson City, MO KJMO(FM) 100.1 mhz—Oct. 26 application (BPH890629IE) granted for CP to change ERP: 33 kw H&V; change ant.: 600 ft. H&V; change to Class C2; TL: 3.5 km at 60 degrees T from Russellville, MO; site

Services

BROADCAST DATABASE
dataworld[®]
 MAPS
 Coverage/Terrain Shadowing
 Allocation Studies • Directories
 P.O. Box 30730 301-652-8822
 Bethesda, MD 20814 800-368-5754

UNUSED CALL LETTERS
 MAILING LABELS
 AM • FM • TV
dataworld[®]
 301-652-8822 800-368-5754

dataworld MAPS

 • TERRAIN SHADOWING
 • POPULATION DENSITY
 • CONTOUR COVERAGE
 (301) 652-8822 (800) 368-5754

 **Stainless, inc.**
 New Towers, Antenna Structures
 Engineering Studies, Modifications
 Inspections, Erection, Appraisals
 North Wales, PA 19454
 215 699-4871 FAX 699-9597

SG Communications, Inc.
 TV/FM RF Systems Specialists
 RF System Measurements
 Tower Erection & Maintenance
 1-800-824-7865 Tucson, AZ
 1-800-874-5449 Tampa, FL

KLINE TOWERS
 Towers, Antenna Structures
 Engineering & Installation
 P.O. Box 1013
 Columbia, S.C. 29202
 Tel: 803 251-8000 - FAX 251-8080

LDL COMMUNICATIONS INC
 RF design & installation specialists
 • LARCAN solid state transmitters
 • Alan Dick antennas & combiners
 • LeBlanc & Royle tower systems
 14440 Cherry Lane Ct. Laurel MD 20707
 Tel: 301-498-2200 • Fax: 301-498-7952

contact
BROADCASTING MAGAZINE
 1705 DeSales St., N.W.
 Washington, D.C. 20036
 for availabilities
 Phone: (202) 659-2340

BROADCAST DATA SERVICES
 Computerized Broadcast Service
 Including
 Data Base Allocation Studies
 Terrain Profiles
A Div. of Moffet, Larson & Johnson, Inc.
 703 824-5666
 FAX:703-824-5672

 **Telatech, Inc.**
 BROADCAST CONSULTANTS AND ENGINEERS
 • FCC Applications and Field Engineering
 • Frequency Searches and Coordination
 • Tower Erection and Maintenance
 • Facility Design and Construction
 Contact: KENNETH W. HOEHN 23400 Mich. Ave.
 (313) 562-6873 Dearborn, MI 48124

DSI
 COMMUNICATIONS INC.
 • Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite
 Engineering and Installation
 627 Boulevard
 201-245-4833 Kenilworth, NJ 07033

Shoolbred Engineers, Inc.
 Structural Consultants
 Towers and Antenna Structures
 Robert A. Shoolbred, P.E.
 1049 Morrison Drive
 Charleston, S.C. 29403 • (803) 577-6681

Space Segment
 • Turn Arouds
 Fixed and Remote
 Uplinking

Pittsburgh International Teleport
800-634-6530

LASK Engineering and Consulting
 TELEVISION SYSTEMS, INC.
 SYSTEM, FACILITY DESIGN AND PROJECT
 MANAGEMENT FOR NEW AND REBUILDING
 FULL POWER TV STATIONS. ALSO HDTV,
 DIGITAL, POST PRODUCTION, CORPORATE
 (513) 777-0037 CINCINNATI, OHIO

 **PIROD INC.**
 ENGINEERS & MANUFACTURERS OF
 SOLID STEEL TOWER STRUCTURES
 PHONE 219-936-4221
 FAX 219-936-6796
 P.O. Box 128, 1200 N. Oak Rd.
 Plymouth, IN 46563

Empty box for contact information.

is 0.8 km N. of State Rd. C and 1.9 km E. of State Rd. U; and to change ant; 38 31 25N 92 24 25W (per docket #87-294).

■ Newton, NJ WNNJ-FM 103.7 Nov. 2 application (BMPH890929IT) returned for Mod of CP (BPH83115RJ) to change ERP: 3.5 kw H&V; ant.: 757 ft. H&V; TL: top of Ridge at Harmony Ridge campground, 1.23 km NE of the Normanook Lookout tower in Frankford TWP, Sussex City, NJ; change to Class B1.

■ Corpus Christi, TX KFGG(FM) 88.7 mhz—Nov. 2 application (BMPED881115MV) granted for Mod of CP (BPED870720MC) to change ERP: 5.0 kw H&V; ant.: 856 ft. H&V.

■ Fort Worth-Dallas, TX KTXQ(FM) 102.1 mhz—Nov. 7 application (BPH881102IF) granted for CP to change ant.: 1,915 ft. H&V.

■ Keene, TX KJCR(FM) 88.3 mhz—Nov. 11 application (BMPED881007IE) granted for Mod of CP (BMPE-D870225IM) to change TL: on college campus. 0.55 km W. Old Betsy Hwy.

■ Jasper, TX KWYX(FM) 102.3 mhz—Nov. 1 application (BPH890616IA) granted for CP to change freq: 102.7 mhz; change ERP: 50 kw H&V; ant.: 492 ft. H&V; TL: 1,000 ft. E. of intersection of Hwys. 165 and 149, two miles NW of Brownell, TX; change to Class C2 (per docket #88-256).

■ Saint George, UT KRDC-FM 99.3 mhz—Nov. 2 application (BMPED880517MD) dismissed for Mod of CP (BPED860923MC) to change ERP: 0.400 kw H&V; ant.: 231 ft.; H&V; change TL: Webb Hill, Saint George, UT.

■ Pullman, WA KZZL-FM 99.5 mhz—Nov. 1 application (BMPH880816IB) granted for Mod of CP (BPH841009IC) to change ERP: 14.8 kw H&V; ant.: 908 ft. H&V; TL: Paradise Ridge 6.3 km from reference coordinates for Moscow, ID. on bearing of 180; class: C2.

■ Reedsburg, WI WNFN(FM) 104.9 mhz—Oct. 25 application (BPH890314IE) granted for CP to change ERP: 1.6 kw H&V; change ant.: 449 ft.; H&V; TL: on County Hwy. F, 0.1 km S. of Old Townhall Rd. Town of Winfield, WI.

■ Sturgeon Bay, WI WDCW(FM) 97.7 mhz—Nov. 3 application (BPH890324IE) granted for CP to change ant.: 400 ft. H&V.

TV's

■ Live Oak, FL WFRR(TV) ch. 57—Oct. 31 application (BMPCT870430KI) dismissed for Mod of CP to change ERP: 4467 kw (vis). AUR: 447 kw, ant: Bogner BU32G (DA) TL: 7.8 miles ENE of O'Brien City Center; 30 03 37N 82 48 47W.

■ Chatsworth, GA WCLP-TV ch. 18—Oct. 31 application (BMPET890925KH) granted for Mod of CP (BPET870317KR) to change ERP: 5,000 kw (vis).

Actions

■ Fresno, CA. Granted application of Fresno FM Limited Partnership for new FM station on channel 257A (99.3 mhz); denied five competing applications. (MM docket 88-21, by ID [FCC 89D-49] issued Nov. 2 by ALJ Joseph Chachkin).

■ Los Angeles, CA. Denied request by Black Television Workshop of Los Angeles and Hispanic Christian Communications Network for reconsideration of decision by Mass Media Bureau dismissing their distress sale applications and related emergency petition for special relief. (By MO&O [DA 89-1438] adopted Nov. 8 by Chief, Mass Media Bureau.)

■ Merced, CA. Designated for hearing mutually exclusive applications of Herrera Broadcasting Partnership and Great Scott Broadcasting for new FM station on channel 299A (107.7 mhz). (MM docket 89-506, by Order [DA 89-1365] adopted Oct. 20 by chief, Audio Services Division.)

■ Rosamond, CA. Designated for hearing four mutually exclusive applications for new AM station on 890 khz. (MM docket 89-493, by Order [DA 89-1367] adopted Oct. 20 by chief, Audio Services Division, Mass Media Bureau.)


■ Santa Margarita and Guadalupe, CA. Denied request by Double D Broadcasting Co. for reconsideration in commission's decision amending FM table at Santa Margarita; and dismissed request for review by Reimer Broadcasting Limited concerning amending FM table at Guadalupe. (MM docket 86-289 by MO&O [DA 89-1398]; adopted Oct. 17 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Englewood, FL. Granted application of Sandpiper Broadcasting Inc. for new FM station on channel 290A (105.9 mhz); denied three competing applications. (MM docket 88-538, by ID [FCC 89D-52] issued Nov. 7 by ALJ Walter C. Miller.)

Professional Cards

du Treil Lundin, & Rackley, Inc.
 A Subsidiary of A. D. Ring, P.A.
 1019 19th Street, N.W.
 Third Floor
 Washington, D.C. 20036
 Telephone: 202/223-6700
 Facsimile: 202/466-2042
 Member AFCEE

SAIC Carl T. Jones
 Corporation
 A Subsidiary of Science Applications International Corporation
 CONSULTING ENGINEERS
 7901 YARNWOOD COURT
 SPRINGFIELD, VA 22153
 (703) 569-7704
 MEMBER AFCEE

LOHNES & CULVER
 Consulting Radio-TV Engineers
 1156 15th. St., N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
 Since 1944 Member AFCEE

**COHEN, DIPPELL
 and EVERIST, P.C.**
 CONSULTING ENGINEERS
 1300 "L" STREET, N.W. SUITE 1100
 Washington, D.C. 20005
 (202) 898-0111
 Member AFCEE

SILLIMAN AND SILLIMAN
 8121 Georgia Ave. #700
 Silver Spring, MD 20910
 ROBERT M SILLIMAN, P.E.
 (301) 589-8288
 THOMAS B SILLIMAN, P.E.
 (812) 853-9754
 Member AFCEE

Moffet, Larson & Johnson, Inc.
 Consulting Telecommunications Engineers
 Two Skyline Place, Suite 800
 5203 Leesburg Pike
 Falls Church, VA 22041
 703 824-5660
 FAX:703-824-5672
 Member AFCEE

ANDRUS AND ASSOCIATES, INC.
 ALVIN H. ANDRUS, P.E.
 351 SCOTT DRIVE
 SILVER SPRING, MD 20904
 301 384-5374
 Member AFCEE

HAMMETT & EDISON, INC.
 CONSULTING ENGINEERS
 Box 280068
 San Francisco, California 94128
 (415) 342-5200
 (202) 396-5200
 Member AFCEE

Jules Cohen & Associates, P.C.
 Consulting Electronics Engineers
 Suite 600
 1725 DeSales, N.W.
 Washington, D.C. 20036
 Telephone: (202) 659-3707
 Telecopy: (202) 659-0360
 Member AFCEE

**CARL E. SMITH
 CONSULTING ENGINEERS**
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the Broadcast Industry
 for over 50 Years"
 Box 2727 Bath, Ohio 44210
 (216) 659-4440

**VIR JAMES
 CONSULTING ENGINEERS**
 Applications and Field Engineering
 Computerized Frequency Surveys
 3137 W. Kentucky Ave.—80219
 (303) 937-1900
DENVER, COLORADO
 Member AFCEE & NAB

**E. Harold Munn, Jr.,
 & Associates, Inc.**
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

**ROSNER TELEVISION
 SYSTEMS**
 CONSULTING & ENGINEERING
 250 West 57 Street
 New York, N.Y. 10107
 (212) 246-2850

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
 Member AFCEE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.,
 Seattle, Washington, 98107
 (206) 783-9151
 Member AFCEE

ENTERPRISE ENGINEERING P.C.
 Consulting Engineers
 FW HANNEL PE
 PO Box 9001 Peoria, IL 61614
 (309) 691-4155
 Member AFCEE

**STRUCTURAL SYSTEMS
 TECHNOLOGY, INC**
 J. Cabot Gandy, P.E.
 PRESIDENT
 TOWERS, ANTENNAS, STRUCTURES
 New Tall Towers, Existing Towers
 Studies, Analysis, Design Modifications,
 Inspections, Erection, Etc.
 6867 Elm St., McLean, VA 22101 (703) 456-9765

C. P. CROSSNO & ASSOCIATES
 Consulting Engineers
 P.O. Box 18312
 Dallas, Texas 75218
 (214) 669-0294
 Member AFCEE

**JOHN F.X. BROWNE
 & ASSOCIATES, P.C.**
 525 Woodward Ave.
 Bloomfield Hills, MI 48013
 (313) 642-6226
 Washington Office
 (202) 293-2020
 Member AFCEE

**D.C. WILLIAMS
 & ASSOCIATES, INC.**
 Consulting Engineers
 AM-FM-TV-LP-TV-CATV
 POST OFFICE BOX 100
 FOLSOM, CALIFORNIA 95630
 (916) 933-5000

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC
 BROADCAST ENGINEERING CONSULTANTS
 PO BOX 1130
 MARLTON N.J. 08053
 (609) 985 0077

 LAWRENCE L. MORTON
 ASSOCIATES
 1231 MESA OAKS LANE
 MESA OAKS CALIFORNIA 93436
LAWRENCE L. MORTON, P.E.
 AM • FM • TV
 APPLICATIONS • FIELD ENGINEERING
 MEMBER AFCEE
 (805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
 Consulting Engineers
 P.O. Box 356
 McKinney, Texas 75069
 (214) 542-2056
 Member AFCEE

PAUL DEAN FORD, P.E.
 BROADCAST ENGINEERING CONSULTANT
 R.R. 12, Box 351
 WEST TERRE HAUTE, INDIANA 47885
 812-535-3831
 Member AFCEE

EVANS ASSOCIATES
 Consulting Communications Engineers
 AM-FM-TV-CATV-ITFS-Satellite
 Broadcast Engineering Software
 216 N. Green Bay Rd.
 THIENSVILLE, WISCONSIN 53092
 Phone (414) 242-6000
 Member AFCEE

RICHARD L. BIBY, P.E.
 COMMUNICATIONS ENGINEERING
 SERVICES, P.C.
 CONSULTING ENGINEERS
 6105-G Arlington Blvd.
 Falls Church, VA 22044
 (703) 534-7880 (703) 534-7884 Fax
 Member AFCEE

J. Boyd Ingram and Associates
 Specialists in
 FM Radio Applications
 Best Service Best Prices
 PO Box 73
 Batesville, Mississippi 38606
 601 563-4664

DATTEL CORPORATION
 BROADCAST CONSULTANTS
 - APPLICATIONS - INSPECTIONS -
 1515 N. COURT HOUSE ROAD
 ARLINGTON, VIRGINIA 22201
 Tel. 1-800-969-3900

**George Jacobs
 & Associates, Inc.**
 Consulting Broadcast Engineers
 Domestic & International
 Member AFCEE
 Suite 410
 (301) 587-8800
 8701 Georgia Ave.
 Silver Spring, MD
 20910

DON'T BE A STRANGER
 To Broadcasting's 116,427* Readers
 Display your Professional or Service Card
 here. It will be seen by station and cable TV
 system owners and decision makers
 * 1986 Readership Survey showing 35
 readers per copy

AFCEE
 Association of
 Federal Communications
 Consulting Engineers
 P.O. Box 19333
 20th Street Station
 Washington, DC 20036
 (703) 534-7880

■ Ft. Lauderdale, FL. Granted application of Metroplex Communications Inc., for renewal of license of WHYI-FM, Ft. Lauderdale, and denied competing application of Southeast Florida Broadcasting Limited Partnership for new station. (MM docket 87-50, by Decision [FCC 89R-67] adopted Oct. 26 by Review Board.)

■ Orlando, FL. Granted application of Reece Associates Limited for new TV station on channel 27; denied seven competing applications. (MM docket 85-216, by Decision [FCC 89R-62] adopted Sept. 29 by Review Board.)

■ Cedar Rapids, IA. Notified Metro Program Network Inc., licensee of KOCR(TV) Cedar Rapids, on apparent liability for forfeiture of \$20,000 for not constructing in accordance with its application or terms of its CP. (By Letter [FCC 89-289] released Nov. 13 by commission.)

■ Alexandria, LA. Designated for hearing four mutually exclusive applications for new FM station on channel 230A (93.9 mhz). (MM docket 89-483, by Order [DA 89-1364] adopted Oct. 20 by chief, Audio Services Division.)

■ Jackson, MS. Granted request for summary decision by JAM Communications Inc. and resolved financial issue in its favor; granted JAM's application for new television station in Jackson. (MM docket 87-173 by Supplemental Summary Decision [FCC 89D-48]; issued Oct. 31 by ALJ Joseph Stirmer.)

■ Olive Branch, MS. Granted, in part, request for reconsideration by Sudbury Services Inc., concerning commission's decision to amend FM table by permitting Sudbury to amend its application for KHLS at Blytheville, AR. (MM docket 87-260 by MO&O [DA 89-1397]; adopted Oct. 19 by chief, Policy and Rules Division.)

■ Secaucus, NJ. Denied appeal by Whitely Communications from previous order dismissing its application for CP for new TV station at Secaucus. (MM docket 88-382, by MO&O [FCC 89R-70] adopted November 7 by Review Board.)

■ Maljamar, NM. Affirmed decision by Mass Media Bureau returning application of Taber Broadcasting Co. of New Mexico for new FM station at Maljamar. (By MO&O [FCC 89-308] adopted Oct. 26 by commission.)

■ Columbus, OH. Denied appeal by McCall Broadcasting Inc. from previous order dismissing its application for new FM station on channel 298A (107.5 mhz) at Columbus. (MM docket 88-421, by MO&O [FCC 89R-69] adopted Nov. 6 by Review Board.)

■ Lawton, OK. Designated for hearing five mutually exclusive applications for new FM station on channel 297C2 (107.3 mhz). (MM docket 89-505, by Order [DA 89-1366] adopted Oct. 20 by chief, Audio Services Division.)

■ Loudon, TN. Denied Lauderdale-McKeehan Christian Broadcasting Corp. reconsideration of dismissal of its application for new FM station at Loudon. (By MO&O [FCC 89-291] adopted October 24 by commission.)

■ San Angelo, TX. Granted application of American Indian Broadcast Group Inc. for new FM station on channel 270C1 (101.9 mhz) in San Angelo. (MM docket 88-552 by Initial Decision [FCC 89D-51] issued Nov. 3 by ALJ Joseph Chachkin.)

■ Gadsden, Holly Pond and Attalla, AL. Effective Dec. 21 amended FM table by allotting ch. 238A (95.5 mhz) to Holly Pond, and ch. 275A (102.9 mhz) to Attalla; dismissed request to allot ch. 238A to Gadsden. (MM docket 88-330 by R&O [DA 89-1330]; adopted Oct. 12 by chief, Allocations Branch, Mass Media Bureau.)

■ Prairie Grove, AR. Effective Jan. 2, amended FM table to allot channel 235A (94.9 mhz); filing window Jan. 3-Feb. 2, 1990. (MM docket 88-604, by R&O [DA 89-1385] adopted Oct. 24 by chief, Allocations Branch.)

■ Colusa, CA. Substituted channel 276A (103.1 mhz) for channel 243A (96.5 mhz) and modified CP for KKLJ(FM), accordingly. (MM docket 89-314, Oct. 10, DA 89-1325.)

■ East Hemet, Indio, Rancho California, Sun City, and Temecula, CA. Effective Dec. 21 amended FM table by allotting ch. 225A (92.9 mhz) to Sun City, and ch. 233A (94.5 mhz) to Temecula. Filing windows for both communities opens Dec. 22, closes Jan. 22, 1990. (MM docket 88-65 by R&O [DA 89-1327]; adopted Oct. 12 by chief, Allocations Branch.)

■ Essex, CA. Effective Dec. 29 amended FM table by allotting channel 255B (98.9 mhz) to Essex. Filing window opens Jan. 2, closes Feb. 1, 1990. (MM docket 88-397 by R&O [DA 89-1382] adopted Oct. 19 by chief, Allocations

Branch).

■ Evans, Martinez and Warrenton, GA. Effective Dec. 22, amended FM table by allotting ch. 222A (92.3 mhz) to Evans; and by substituting ch. 230C3 (93.9 mhz) for ch. 232A (94.3 mhz) at Martinez, and conditionally modifying license of WMTZ(FM) accordingly. Filing windows for Evans and Martinez opens Dec. 26, closes Jan. 25, 1990. (MM docket 88-51 by second R&O and MO&O [DA 89-1362]; adopted Oct. 11 by chief, Allocations Branch.)

■ Flint, Harbor Beach and Sebewaing, MI. Substituted channel 288B1 (105.5 mhz) for channel 288A at Flint and modification of license of WWCK-FM accordingly; substituted channel 279C2 (103.7 mhz) for channel 289C2 (105.7 mhz) at Harbor Beach; substituted channel 267A (101.3 mhz) for channel 280A (103.9 mhz) at Sebewaing. (MM docket 89-38, Oct. 17, DA 89-1355.)

■ Harrisonville and Carrollville, MO, and Girard, KS. Substituted channel 266C1 101.1 mhz) for 264C (100.7 mhz) at Harrisonville and modified license of KCFM(FM) accordingly; substituted channel 264C1 for channel 266C at Carrollton; modified license of KMZU accordingly; substituted channel 256A (99.1 mhz) for channel 266A at Girard; modified license of KYGP accordingly. (MM docket 89-96, Oct. 17, DA 89-1356.)

■ Grove City, PA, and Hubbard, OH. Effective Dec. 21 amended FM table by allotting ch. 270A (101.9 mhz) to Hubbard, OH; denied request to allot ch. to Grove City, PA. Filing window for Hubbard opens Dec. 22, closes Jan. 22, 1990. (MM docket 89-21 by R&O [DA 89-1332]; adopted Oct. 12 by chief, Allocations Branch.)

■ Mount Gilead, OH. Effective Dec. 14 amended FM table by allotting ch. 236A (95.1 mhz) to Mount Gilead as its first FM service. Filing window opens Dec. 15, closes Jan. 16, 1990. (MM docket 89-11 by R&O [DA 89-1305]; adopted Oct. 6 by chief, Allocations Branch.)

■ Gleneden Beach, Sweet Home and Toledo, OR. Effective Dec. 14, amended FM table by allotting ch. 248C2 (97.5 mhz) to Gleneden Beach; substituting ch. 296C2 (107.1 mhz) for ch. 296A at Sweet Home and conditionally modifying license of KNKN accordingly; and substituting ch. 264A (100.7 mhz) for ch. 296A at Toledo, and conditionally modifying license of KTDO-FM accordingly. (MM docket 89-13 by R&O [DA 89-1307] adopted Oct. 6 by chief, Allocations Branch.)

■ Mansfield, PA, and Vestal, NY. Effective Dec. 14 amended FM table by allotting ch. 222A (92.3 mhz) to Mansfield and substituting ch. 277B1 (103.3 mhz) for ch. 277A at Vestal and modifying license of WMXW accordingly. Filing window for Mansfield station opens Dec. 15, closes Jan. 16, 1990. (MM docket 89-4 by R&O [DA 89-1306]; adopted Oct. 6 by chief, Allocations Branch.)

■ Montrose and Scranton, PA. Denied Christian Discerner Inc.'s petition for reconsideration to reallocate vacant TV ch. 64 from Scranton to Montrose. (MM docket 87-309 by MO&O [DA 89-1331]; adopted Oct. 11 by chief, Policy and Rules Division.)

■ Hot Springs and Pine Ridge, SD. Effective Dec. 22 amended FM table by substituting ch. 244C1 (96.7 mhz) for ch. 244A at Hot Springs, and conditionally modifying license of KZMX(FM) accordingly; and substituting ch. 228A (93.5 mhz) for ch. 243A (96.5 mhz) at Pine Ridge. (MM docket 89-14 by R&O [DA 89-1361] adopted Oct. 11 by chief, Allocations Branch)

■ Llano and Kerrville, TX. Effective Dec. 21 amended FM table by substituting ch. 284C2 (104.7 mhz) for ch. 285A (104.mhz) at Llano, and modifying license of KLKM(FM) accordingly; and substituting ch. 232C2 (94.3 mhz) for ch. 232A at Kerrville, and modifying license of KRVL(FM) accordingly. (MM docket 88-34 by R&O [DA 89-1329]; adopted Oct. 12 by chief, Allocations Branch.)

■ Raymondville, Alice and Falfurrias, TX. Effective Dec. 29 amended FM table by substituting channel 271C2 (102.1 mhz) for channel 269A (101.7 mhz) at Raymondville, and modifying license of KSOX-FM accordingly; substituting channel 275C2 (102.9 mhz) for channel 272A (102.3 mhz) at Alice and modifying license of KBIC(FM) accordingly; and allotting channel 277A (103.3 mhz) to Falfurrias. Filing window for Falfurrias channel opens Jan. 2, closes Feb. 1, 1990. (MM docket 87-88 by R&O [DA 89-1371] adopted Oct. 19 by chief, Allocations Branch.)

■ Refugio, TX. Effective Dec. 21 amended FM table by substituting ch. 291C2 (106.1 mhz) for ch. 292A (106.3 mhz) at Refugio, and modifying license of KZTX(FM) accordingly. (MM docket 89-29 by R&O [DA 89-1328]; adopted Oct. 12 by chief, Allocations Branch.)

■ Rockport, Gregory, Alice and Armstrong, TX. Effective Dec. 29 amended FM table by allotting channel 272C2 (102.3 mhz) to Rockport, and modifying license of KPCB(FM) accordingly. (MM docket 87-42 by R&O [DA 89-1370] adopted Oct. 19 by chief, Allocations Branch.)

Allocations

Broadcasting

The News Magazine of the Fifth Estate
1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$190 2 years \$135 1 year \$70 6 mos. \$35
(International subscribers add \$20 per year) (6 mos term must be prepaid)

Yearbook '89 (SAVE \$50 off cover price)

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 No
(required)

For renewal or address change
place most recent label here

Classified Advertising

See last page of Classified Section for rates
closing dates box numbers and other details

RADIO

HELP WANTED MANAGEMENT

NSM: Top Chicago FM Contemporary music station seeks experienced radio sales person. 4+ years radio sales experience, and college degree preferred. Knowledge of radio research, and skill at communicating, coaching, persuading, and demonstrating sales tools. Individual will be responsible for a national sales budget, working with national reps and local contacts in packaging, strategizing and directing sales efforts. Previous national sales experience preferred. Personal impact and interaction ability important. Excellent company benefits. Equal opportunity employer. Send resume to: PO Box 4545, FM Radio, Chicago, IL 60680.

GSM: Leading AM/FM Combo in Austin-San Antonio, TX corridor seeks experienced "on the street" sales manager. The right person has the ability to train, inspire, direct and carry list. Outstanding opportunity in HOT growth market. New experienced ownership pending FCC approval. Resume and references to New Brauntfels Communications, 3006 Charter Crest, San Antonio, TX 78230. EOE, M/F.

Major market general management: Newly formed national group operation offers substantial career opportunities in Chicago, Boston, Fort Lauderdale, Los Angeles, and future top ten market acquisitions. Exclusive information based talk format requires strong conceptual selling skills. Candidates will be given full charge responsibility to recruit, train, and lead sales department while managing major client list. Individuals established in sales management in local market will be given priority position. Compensation package includes salary, incentives, and equity participation tied to performance. Send your resume, letter, and success stories today. Box M-54. EOE.

General sales managers: Shamrock Communications Group needs GSMs in Milwaukee, Tulsa, Scranton/Wilkes-Barre markets. Openings due to GSM promotions to GM within this growing company. If you are success driven, goal oriented, can deliver results and can train and motivate staff, we want to talk to you. Salary, commission, override, car, insurance benefits, opportunity for advancement and more for our next GSMs. Send cover letter and resume to George Duffy, VP/COO, Shamrock Communications Inc., 2180 SanLando Cir., West State Road 434, Suite 2150, Longwood, FL 32779. EOE.

Successful radio broadcast group seeking applications for general manager and sales manager positions. Experienced applicants reply in confidence to Box M-62. EOE.

HELP WANTED SALES

Co-op/vendor specialist for new 100,000 watt Houston FM. Create, write and present proposals. College degree in business, marketing or communications preferred or broadcast sales experience equivalency. Co-op/vendor experience preferred. Self-motivated, aggressive, promotionally creative. Send resume and work samples to Tom Kennedy, Clear Channel Communications, PO Box 1084, Louisville, KY 40201. EOE.

Local sales manager: Legendary station in top 10 market seeks aggressive take charge individual to lead large staff into the 90's. Successful station, excellent ratings, excellent support staff. Sales management experience a plus. Resume and references in confidence to: GSM, KTRH NewsRadio 740AM, PO Box 1520, Houston, TX 77251. No calls, please. EOE.

WHP-AM and FM want only the best radio sales people in the industry to apply. Benefits, continual training and a management team that supports, leads, and serves you. Resumes only to Rob Adair, WHP, PO Box 1507, Harrisburg, PA 17105. EOE.

WBAZ, 101.7FM, Eastern Long Island Class A doubling power. Will add three sales persons on Long Island and open sales office along Connecticut shore between New Haven and New London. Wants smart, tenacious, and creative retail sales developers, who can sell quality product to decision makers. Send resume to: General Manager, WBAZ, Box 1200, Southold, NY 11971. EOE.

Atlantic City, WMID AM/FM. Street sales pro ready to make big, big money. Solid opportunity. Account potential: Donald Trump to Joe Retailer. Call Bill Musser, GM, 609-344-0300. EOE, M/F.

Sales/marketing rep: Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-26. EOE.

HELP WANTED ANNOUNCERS

News/Talk host. Top rated station in a beautiful Northwest market is searching for an experienced News/Talk host. Please send resume and salary requirements to Box M-59. EOE. No tapes.

WJLT in Charlottesville, VA market is looking for a mature morning drive announcer who can really communicate to an adult audience. Two years experience minimum. Great opportunity with growing company. Minorities are encouraged. Send T&R to: Mark Garwood, Box 697, Crozet, VA 22932. EOE.

New station needs news and production talent only. Near Bay City, WSTD, Box 969, Sterling, MI 48659. 517-654-2400. EOE.

You're in a small market in the East or Midwest, looking for better weather and better opportunities to further your career. Number one station in small Arizona market. taking applications. Telephone: 602-254-9142. EOE.

HELP WANTED TECHNICAL

Chief operator for small Northern California market. One Kw AM and Class C FM. A minimum of two years experience and knowledge of automation, audio, high power FM and FCC compliance. Excellent starting salary and benefits. Box M-57. EOE.

HELP WANTED NEWS

Anchor/reporter with minimum 1 year experience for Midwest local news leader. T & R to Ed Huot, Box 699, Elkhart, IN 46515. EOE, M/F.

Broadcast news. The Ohio State University seeks broadcast producer to teach radio news and coordinate student internships for School of Journalism; do general assignment reporting and prepare and deliver newscasts at WOSU-AM, BA and considerable professional broadcast journalism experience. Master's desirable. Send resume, writing samples, audition tape and salary requirements to Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. AA/EOE.

A Hudson Valley AM known for its commitment to local news and information seeks a strong news director with solid voice, good anchoring and writing skills. Responsible for an all-news morning show and a three person staff. Station also seeks an additional full-time news person to complete the staff. Send tape and resume for either position to: Mike Bennett, WLNA, Box 188, Peekskill, NY 10566. EOE.

Assistant news director for public radio station serving Rockford market. UPI national winner with strong news commitment. Anchors drive-time local segments of NPR newsmagazines, produces in-depth reports/features, beat reporting. Participates in fundraising and promotions. Requires BA or equivalent plus two years experience, demonstrated journalism, announcing, production skills. Minimum \$18,720, excellent benefits. Non-smoking workplace. WNIU will be renovating two new broadcast centers. Letter, resume, references, audition tape and transcripts received by December 18th. Applications without all the above not considered. Michael Lazar, GM, WNIU Northern Illinois University, DeKalb, IL 60115. EOE.

SITUATIONS WANTED MANAGEMENT

Sales manager: Top station in top 60 market seeks position as GM or GSM in Southeast smaller market. Box M-35.

General manager available. Successful in medium and major markets. 10 years current company. Love turnarounds and rebuilds. Group management experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Deane Johnson, 503-472-1221.

Blind Box Responses

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036
(No tapes accepted)

Assistant to either general manager or chief financial officer. For multi-station company located in top 50 markets. Seven-years' finance experience with strong marketing & communications skills. MBA from top ten school. Looking to obtain immediate hands-on management experience leading to eventual station ownership. Geographic preferences: Midwest, MidAtlantic, Southwest + Northeast. Reply to Box M-51.

Former station owner with extensive sales and financial background seeking station management position. Oscar Silver, PO Box 222032, Carmel, CA 93922.

Large market general manager with experience and credentials. History of successes and turnarounds. Available January 1. Any size market. 512-520-7633.

SITUATIONS WANTED TECHNICAL

Stable, experienced chief engineer. All phases radio, Midwest. Desperate. Must relocate by December. Leave message for resume, 515-955-5233.

SITUATIONS WANTED ANNOUNCERS

Jerry "DJ" Strothers seeks upscale CHR/UC station air shift, high profile. Digital production pro. Pittsburgh, PA. 412-244-0815.

Hardest worker, MA Yale, debating champion. Emotive and humorous scholar will build audience and revenue. Will go anywhere to launch talk career. I will build our success through a total commitment to learn and develop with each day. 212-242-1568.

Available! Female air talent with midday and afternoon experience. Expert in promotions and music. Have worked for top consulting firm. Interested? 704-896-0002.

Mature broadcast veteran and team player. seeks challenging position with aggressive facility in top 25 markets. News. Talk exp. AT with MOR, AC, and Easy Contemp formats. Communicator w/exc. ref. Box M-61.

SITUATIONS WANTED NEWS

Quality sportscaster seeking major radio/TV opportunity. Versatile with major college PBP, anchor and host experience. Knowledgeable with sense of humor and college degree. Bill, 914-620-1814.

Savvy news director, who knows local news. Can bring vitality to your All-News, News/Talk, Full-service formats. Large, medium markets, Western states. 805-298-9471, afternoons, evenings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Multi-formatted programing specialist. Top management credentials. 5 years #1 ARB stations. Prefer East Coast, especially Florida. Call Bill James, 804-232-5197.

If your News/Talk needs visibility, a sense of community, motivated staff, this ND/OM can deliver. Audience-conscious, promotion-minded, with journalistic integrity. Want a product people will talk about? Box M-4.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

TELEVISION

HELP WANTED MANAGEMENT

Chief financial officer: Chase Communications Inc., Hartford, CT, is seeking an enthusiastic and talented chief financial officer to provide financial oversight and control for its rapidly growing television, radio and related communications interests. Candidate must have a minimum of seven years experience in the industry including banking relations, contract negotiations, etc. Send resume and references to: Chairman, Chase Communications, Inc., One Commercial Plaza, Hartford, CT 06103. EOE, M/F.

Local sales manager: Florida affiliate seeking sales manager to lead and direct a solid team. Ideal applicant will have sales management experience with a track. Knowledge of current broadcast marketing techniques a must. Please outline your ideas about sales management including hiring, motivation, structure, evaluation, etc. If you can prove you're good and seek a growth opportunity with stability, send a letter and resume to: Box M-53. EOE.

Program manager: Search reopened for dynamic individual to manage the programing department of this 91st market station. Individual must possess good leadership and communications abilities. This position is part of the overall station management team reporting to the president. Production background considered a plus. Good salary and benefits package available. BA with 5 years experience required. Send salary history and resume to WNIN-TV, 405 Carpenter St., Evansville, IN 47708. EOE.

WNWO-TV seeks general sales manager. Some combination of local and national sales and management experience is expected. The selection yardsticks are enterprise, resourcefulness and commitment. Send cover letter and resume, no later than 12/8/89, to Brett Cornwell, Vice President/General Manager, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. Equal opportunity employer.

Local sales manager: Progressive and innovative manager needed for top rated Fox affiliate. Top 100 market. Prior management experience a plus. 3-5 years television experience required. Must be well versed in marketing, vendor, coop, and research. Please send resume and salary requirements to Box M-64. EOE.

Public access manager: Responsible for staffing, budgets, outreach, training, and facilities. 3-5 years related experience. Looking for proven competence and strong vision for access. AA/EOE. Send resume, letters of reference and salary requirements to: Director, DCTV, PO Box 1740, Denver, CO 80201.

Director of marketing to manage sales, promotion and community relations departments at Midwest network affiliate station. Conceive, implement and manage the marketing plans that produce value-added services for advertisers and audience. Goal is to increase audience and generate sales. Accountable to General Manager. Send resume to Box M-70. EOE.

General manager for WPHY-TV, Huntington, WV. Requires: Master's or equivalent, five years experience (two in management) in public broadcasting or related field. Write or call for complete position announcement and required application blank. Educational Broadcasting Authority, 600 Capitol St., Charleston, WV 25301. 304-348-3400. Deadline: Completed applications must be post-marked no later than December 29, 1989. EOE.

Manager of corporate relations, Wisconsin Public Television. Represent WPT to the Madison business community. BA degree, excellent verbal and interpersonal skills, and 2 years marketing/sales experience essential. Knowledge of public television desirable. \$28,000 min. plus benefits. Call 608-263-2114 by Dec. 8 for application. Completed applications due Dec. 18. EOE.

HELP WANTED SALES

Account executive: Top 25, group owned affiliate station. Broadcast sales experience preferred. Box M-60. EOE, M/F.

HELP WANTED TECHNICAL

Maintenance engineer for UHF TV station. Need technician with experience repairing studio equipment. Send resume to: Gary King, WXON-TV, 27777 Franklin Rd., Suite 708, Southfield, MI 48034. Equal opportunity employer.

Mtce engr. Need engr. to maintain 300/Kscope, Digital, FX200, 141 post prod., Harris 9100 AM/FM/TV remote control. VPR-2's, ACR's, 3's, 80's. FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMML lic or SBE certificate. Contact KFMB, John Weigand, AM/FM/TV, PO Box 85888, San Diego, CA 92138. EOE.

KTVN-TV, Reno. Network affiliate has an immediate opening for the position of director/TD. Applicants should demonstrate they are creative, highly motivated with at least one year experience directing, switching news and live programming as well as commercial production. Applicants should be able to operate the following equipment: GV300 switcher, Ampex ADO, Sony 1 inch VTR, Sony Beta VCR, Dubner CG & Still Store, or equivalent. Send tape, resume with good verifiable references and salary requirements to Dave Briscoe, 4925 Energy Way, Reno, NV 89502. Tapes will not be returned. Applications accepted thru 12/1/89. KTVN-TV is an equal opportunity employer.

Broadcast control coordinator: QVC is the nation's largest and most successful cable shopping company. We have immediate opportunities at our headquarters in the Delaware Valley, about 30 minutes west of Philadelphia for broadcast control coordinators. Candidates must have solid experience working with master control operations. Primary responsibilities will include recording, editing, and coordinating the programming for a live and pre-recorded network. If you feel you have the technical skills plus the commitment to excellence we are looking for, please send your resume and salary requirements to: Marlene Becker, QVC Network, Goshen Corporate Park, West Chester, PA 19380. Resume fax 215-344-3150. An equal opportunity employer, M/F. QVC Network.

Chief engineer: To lead experienced 6-person department. Recruit and train operating, maintenance and transmitter engineers. Support station's broadcast, news, sales, production and promotion operations with thorough maintenance regimen. Set and achieve technical and station goals. Ensure station's full FCC compliance. Set annual budgets, control monthly costs. Evaluate and recommend equipment for annual capital expense budget. Report to general manager. College degree or equivalent required; prefer at least five years of technical operations management experience. This is a hands-on position. Successful applicant will lead by example. Contact: Ronald E. Winders, General Manager, WAFB-TV, Dept. O, 844 Government St., Baton Rouge, LA 70802. EOE.

SNV operator: We want you—if you have a couple of years experience operating an SNV and would like to be based in the beautiful mountains of WNC. We are about to begin operation of a new Wolf Coach Ku truck and could use your experience on our team. Send resume to: James Carrier, Chief Engineer, WLOS, PO Box 1300, Asheville, NC 28802. No phone calls. EOE.

Technical director: QVC is the nation's largest and most successful cable shopping company. We have immediate opportunities at our headquarters in the Delaware Valley, about 30 minutes west of Philadelphia for technical directors. Working with state-of-the-art camera robotics, this position requires solid experience in a live broadcasting environment and an in-depth knowledge of the Grass Valley production switchers. If you feel you have the technical skills plus the commitment to excellence we are looking for, please send your resume and salary requirements to: Marlene Becker, QVC Network, Goshen Corporate Park, West Chester, PA 19380. Resume fax 215-344-3150. An equal opportunity employer, M/F. QVC Network.

Chief engineer for medium market UHF network affiliate in the 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 M-71. EOE.

Broadcast maintenance technicians: QVC is the nation's largest and most successful cable shopping company. We have immediate opportunities at our headquarters in the Delaware Valley, about 30 minutes west of Philadelphia for broadcast maintenance technicians. If you have experience working with Sony BetaCam SP, Grass Valley Component routing and switching equipment, Hitachi CCD, Ampex ADO and Dubner graphics factory equipment, and possess an FCC General Class license, positions are available. If you feel you have the technical skills plus the commitment to excellence we are looking for, please send your resume and salary requirements to: Marlene Becker, QVC Network, Goshen Corporate Park, West Chester, PA 19380. Resume fax 215-344-3150. An equal opportunity employer, M/F. QVC Network.

Design manager to lead top TV graphics department. WABC-TV, New York, seeks a highly skilled, hands-on assistant art director. Major market experience and strong management skills needed. Lots of pressure, tight deadlines, great opportunity. Experience with state of the art computer design and production equipment a must. Send resume and reel to Art Director, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

Remote television engineer: LFI Mobile, Inc. in St. Louis, Missouri and LFI Productions in West Lafayette, Indiana are seeking remote television engineers to travel extensively with remote production trucks. Send resumes to LFI Productions, c/o Ken Gardner, PO Box 2618, West Lafayette, IN 47906. EOE.

HELP WANTED NEWS

Aggressive assignment editor who can lead a 30 person news department. Experience with SNG and ENG. Box M-32. EOE. No tapes.

Wanted: Individuals with television news experience. Are you experienced in television news? Have you thought about making a transition into sales and marketing? An internationally known news organization is looking for TV news people who are interested in pursuing an exciting and financially rewarding sales and marketing career. If interested, please send resume and salary requirements to Box M-33. EOE. No tapes.

News producer: If you're a take-charge individual, you should work at KVBC-TV. Send non-returnable tape and resume to: Cindy Heinrich, KVBC-TV, 1500 Foremaster, Las Vegas, NV 89101. Equal opportunity employer.

TV weather director. Need skilled meteorologist with computer know how and camera charisma to run 3-person weather office and anchor weeknights at 6 & 11. AMS seal preferred. No beginners. No phone calls. Videocassette, resume and letter to: Weather, WVIR-TV, PO Box 769, Charlottesville, VA 22902. EOE/AA.

Producer: Hard working, top-rated news shop needs producer dedicated to putting out a quality show. Good writer, copy-editor who gets the most from reporters to put together a well-paced, interesting newscast. Creativity and good management skills a must! Send resume to: Box M-46. EOE, M/F.

Associate producer for top news operation. Major market news producing and writing experience essential. Send resumes only to: Walter Kraft, WXYZ-TV, PO Box 789, Southfield, MI 48037. EOE.

Photographer: "Should I stay or should I go?"—The Clash. One of our photographers recently had to decide. He's history. He's going into international finance or something like that. More bucks, for sure. But—Can he find as much happiness? He leaves behind a fun newsroom, fun people to be around. We have good people who do good, professional work. Wanna be a part of it? Send non-returnable 3/4" tape and resume to: Tim G. Gardner, News Director, KTBC-TV, PO Box 2223, Austin, TX 78768. EOE, M/F. Don't call us. We'll call you.

Meteorologist: WFSB, Post Newsweek, in Connecticut is seeking a personable and versatile meteorologist to join our male anchor on our 6:30 a.m. newscast. The person we seek must have it all: impeccable weathercasting credentials, a strong presentation, and the ability to interact with our anchor in areas including but not limited to weather. If the idea of breaking new ground in a growing timeslot with southern New England's winning team appeals to you, please send resume and cover letter to: Mark Efron, VP and News Director, 3 Constitution Plz, Hartford, CT 06103. We are an equal opportunity employer.

Small Midwest station group looking for reporter/anchors. send non-returnable tapes with anchoring and reporting to: Bonnie Wheeler, WSIL-TV, Rt. 13, Cartersville, IL 62918. EOE.

Producer wanted: If you get satisfaction from producing a fast-paced, creative newscast without sacrificing news content, send tape and resume to Scott Petitjean, Executive Producer, WKBW-TV, 7 Broadcast Plz., Buffalo, NY 14202. Minimum 2 years required. Creativity a must. EOE.

Weekend weatherperson who can also report or anchor morning cut-ins. Tape should include weather and news. Bonnie Wheeler/ND, WSIL-TV, Rt. 13, Cartersville, IL 62918. EOE.

News director: Lead the market's number-one newsroom. Recruit and train anchor reporters, field reporters, producers and photographers. Set and achieve journalistic and ratings goals. Develop news series, franchises, specials. Work with audience research & development to improve the station's standards of performance. Organize and administer 35-person staff. Oversee news gathering and presentation for four daily, three weekend newscasts. Set annual budgets, control monthly costs. Report to general manager. College degree required; prefer at least five years of broadcast newsroom management. This is a hands-on position. The successful applicant will be directly involved in daily newsroom operations. Send resume and videotape of your best work to: Ronald E. Winders, General Manager, WAFB-TV, Dept. O, 844 Government St., Baton Rouge, LA 70802. EOE.

WNWO-TV seeks a highly motivated, hard-hitting reporter with excellent writing skills. Experience necessary. Send tape and resume to: George Noleff, News Director, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. Deadline: December 8, 1989. WNWO is an equal opportunity employer.

Photographers: Mid-size Northeast affiliate now soliciting resumes for upcoming photographer openings. Minimum two years experience with commercial news operation. Superior editing skills. Must be available to work nights and weekends. Resumes only to Box M-63. EOE. No tapes, yet.

Co-anchor/associate producer. Six and ten pm newscasts, Monday through Friday. Professional experience, excellent news judgement and strong writing skills required. Tapes and resumes to: Charley Johnson, News Director, KTHI-TV, Box 1878, Fargo, ND 58107. EOE.

Award-winning West Coast TV station looking for experienced photographer, producer and co-anchor to complement our male. Unreturnable tapes and resumes to News Director, KEYT, Santa Barbara, CA 93109. No phone calls. EOE.

News producer (2 positions). Available 12/18/89 and 3/01/90. Starting salary: Negotiable. Duties include producing and writing newscasts. Minimum of one (1) year experience as a producer in a daily TV news operation or comparable experience in a related field is required. A command of the English language both written and spoken is required. Degree in Journalism preferred, or equivalent work experience. Computer literacy a plus. All applications should include a resume, salary history, references and non-returnable audition tape. Contact Gerald Jensen, News Director, 1181 East Mason St., Green Bay, WI 54301. WFRV-TV is an equal opportunity employer.

Pittsburgh NBC affiliate needs 11PM producer. If you have a tape proving you can rock and roll, send it to Steve Sabato, Executive Producer, WPXI-TV, Box 1100, Pittsburgh, PA 15230. Those interested must consider themselves a commando in the news wars. EOE.

Fox Television, KRIV in Houston is seeking a dynamic, mature anchor to co-anchor with a strong female. Must be a good reporter, strong writer with great people skills. We are looking for a candidate who is available right away. Please send tape and resume to Will J. Wright, VP/News Director, KRIV-TV, PO Box 22810, Houston, TX 77227. No phone calls. EOE.

Producer: Solid news judgement, crisp, clear and creative writing a must. For ABC affiliate in South Bend, IN. Send resume to Morrie Goodman, News Director, WSJV-TV, PO Box 1646, Elkhart, IN 46515. EOE.

News anchor: Midwestern network affiliate is searching for an experienced, authoritative, personable communicator to anchor primary weekday newscasts. Successful candidate must possess proven reporting skills in addition to anchor talents. Send cover letter including recent salary history and resume to Box M-56. EOE. No tapes.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Unit manager/director: Immediate opening for an imaginative self-starter to direct a live sports show, five to six days/wk. Supervise small crew. Three to five years experience in live racing and sports production. Proficiency in switchers, CG, DVE, and audio. Strong technical and leadership skills. Willing to relocate. Rush resumes to: T. Gray, Sports Vision Productions, Inc., 1930 S. Hill St., Suite 206, Oceanside, CA 92054. Or call 619-439-1980. Fax # 619-439-8838 EOE.

Creative services director for leading Seattle/Tacoma Independent TV station. Responsible for all creative including TV, radio, and print. Experience with paintbox also helpful. Send resume to Business Manager, KSTW-TV, PO Box 11411, Tacoma, WA 98411. EOE.

Business manager: Growing group broadcaster, headquartered in Bala Cynwyd, PA seeks an individual to join the corporate accounting staff. Requires track record as radio station business manager/bookkeeper and traffic director. Familiarity with radio traffic/accounting systems and Lotus 123 required. Send resume with salary history to: Entercom, 100 Presidential Blvd., Suite 10, Bala Cynwyd, PA 19004. Equal opportunity employer.

Paintbox artist/art director: Growing Hollywood post facility is looking for a talented individual to act as primary artist and art director for its computer graphics department. Position requires two years full-time Quantel Paintbox experience, outstanding design and illustration skills, and strong technical aptitude. Previous animation experience utilizing Abekas DDR and/or ADO or Abekas DVE is very desirable. Offering excellent salary, full benefits, and great support. Please send resume and reel to Michael Levy, Video Transitions, Inc., 910 N. Citrus Ave., Hollywood, CA 90038. EOE.

Writer/producer: Chicago's fastest growing Independent seeks hands-on promotion writer/producer with 3-5 years experience in movie and program promotion. Candidate must be self-starter with strong writing, editing, and organizational skills. Send resume and tape to: Tim Welsh, Promotion Manager, WPWR-TV, 2151 N. Elston Ave., Chicago, IL 60614. EOE.

Senior producer: KQED, the PBS station in San Francisco, seeks individual to develop and execute weekly studio based discussion program about current events in northern California. The senior producer is responsible for editorial content, selection of on-air participants, supervision of production staff, and management of program budget. Applicants should have a minimum of five years experience as a working journalist and demonstrated experience producing a studio based TV news or current affairs discussion program. Familiarity with northern California issues is preferred. Cover letter and resume by 12/08/89 to: Employment Specialist, KQED, 500 - 8th St., San Francisco, CA 94103. EOE.

National publicist: QED Communications, Inc., Pittsburgh, PA. QED Communications, Inc. is seeking an experienced publicist in our public relations/advertising department. This position will be responsible for developing and maintaining all media relations and national publicity efforts for national products including planning and coordinating all promotional events. Requirements include BA in Journalism or related field and minimum 3 years media relations experience. Must possess excellent writing ability and communication skills. Ideal candidate must be aggressive, energetic, and able to work under pressure in order to meet deadlines. Please send resume, writing samples and salary requirements to Human Resources, QED Communications, Inc., 4802 Fifth Ave., Pittsburgh, PA 15213. EOE. M/F/H/V.

Production coordinator: Seeking ex-mental patient and who has experience and skills in 3/4" production, editing and marketing. \$20,000/yr. Send resume. Paul Dorfner, White Light Communications, 7 Kilburn St., Burlington, VT 05401, 802-864-0811. EOE.

Associate director: Control room duties, floor managing, and some directing. WBZ-TV is a leader in news and local programming in Boston. This position requires 2-3 years experience directing both broadcast news and other programs. Send resume only (no phone calls or tapes) to: Production Manager, WBZ-TV, Group W Television, 1170 Soldiers Field Rd., Boston, MA 02134. Group W is an AA/EEO employer; women and minorities are encouraged to apply.

Children's programing producer: WTAJ-TV, Altoona, PA has an immediate opening for a children's programing producer. Candidate will be responsible for writing, field and on-line producing our weekly, award-winning, half-hour children's program, plus four quarterly specials. Ideal candidate is self-motivated, detail-oriented, visually-creative, enjoys working with young people (ages 12-18) and, most importantly, has a strong writing ability. A degree in broadcast communications or related field is preferred, and previous experience is a plus. Resumes only to: Program Manager, WTAJ-TV, 5000 Sixth Ave., Altoona, PA 16602. No tapes! No phone calls! WTAJ-TV and Gateway Communications, Inc. are equal opportunity employers.

Senior promotion producer: Major Southwestern market group owned affiliate is looking for a creative and organized professional. The successful candidate will have a proven ability to concept, write and produce strategically effective news promotion. 5 years previous promotion production experience is required. Training and experience in design and management is a plus. A positive, enthusiastic attitude is a must. If you have a keen attention to detail and a desire to manage, motivate and train, please send a resume today to: Steve Thaxton, KPNX-TV, PO Box 711, Phoenix, AZ 85001. EOE.

Cable network needs television continuity expert. Prior traffic experience a must. Columbine a plus. Good communication and computer skills required. Salary w/benefits. Send resume to: Traffic Manager, Movietime Channel, PO Box 37834, Hollywood, CA 90038. EOE.

KOVR-TV is searching for a promotion writer/producer to write and produce daily news topical promotion including on-air, radio and print. Prefer 3 years promotion experience. Send resume to Promotion Director, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE, M/F.

Producer/director: University television. Responsible for cultural performance and documentary programing produced for local, regional and national distribution. Requires Bachelor's in Broadcast Journalism, Mass Communications, with emphasis in television, film or related area and three years television production experience or equivalent. Prefer Master's and an interest in arts and humanities. \$23,571 plus excellent benefits. Apply with letter of application and resume postmarked by December 22 to: Personnel Coordinator, University of Nebraska Television, Box 83111, Lincoln, NE 68501. EOE/AA.

Major San Diego production company has opening for experienced editor. Three years minimum experience editing on either CMX or ACE editorial systems required. Our multi-format suites are also equipped with two channel ADO and Chyron Scribe. Compensation equal to your experience. Come live in America's most desirable city. Send resume and salary history to Box M-55. EOE. No tapes.

Producer/director: NBC affiliate has an opening in our creative services dept. Candidate must have experience with field production, shooting, electronic editing and lighting. Send resume and salary requirements to: Personnel Dept., KVBC-TV, 1500 Foremaster Lane, Las Vegas, NV 89101. EOE.

Corporate video production company has an immediate need for a videotape editor for a 1" and interformat video facility. Experience is required with Sony D900 edit controller, Grass Valley model 200 switcher, Chyron 4 character generator and Ampex ADO and Still Store. Please respond to: Ed Wesolowski, Du Pont Co., External Affairs, TG-1, Wilmington, DE 19898. 302-774-2476. EOE.

SITUATIONS WANTED MANAGEMENT

\$100,000+ offers need only apply for this "one in a million GM." Go for the throat attitude that spreads like wildfire to staff. Box M-67.

Very aggressive GM, young and smart. Outstanding credentials, seeking six figures. Box M-68.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a good station in which to work. 216-929-0131.

Give me a break. Experienced news producer seeking a position as a news photographer. My place is out in the field. Hand-working, aggressive and creative. Reply Box M-47.

Meteorologist, 10+ years TV experience. AMS & NWA seals. Seeks #1 position in stable Southeast/Gulf Coast market. Experience in computer graphics, cloud and radar animation techniques. Strong science background, former educator. Comprehensive presentations that go "beyond the forecast." Reply Box M-17.

Sports anchor/reporter: Experienced doing nightly news sportscast in Long Island/NYC market. Background ranges from interviewing players of major NYC professional teams to producing local features. Play-by-play experience. Call Mike 718-934-1434; messages: 212-545-5661.

Experienced, quality sportscaster for major radio/TV opportunity. Excellent, dynamic PBP, anchor. Wealth of knowledge. Sports broadcasting is my life. Terry, 313-647-2688.

Good writer/videographer seeking anchor/reporter position. Preferably VA-MD-PA; will consider other. 904-335-1980.

New! Need another body? Experienced anchor/reporter/interviewer/producer/newsroom manager interested in positions as news temp. to fill in for a few days, weeks, months. 10 years in TV, plus radio: Commercial and public. Proven record, impeccable references, insured. Will work on screen or behind scenes: Arrive and leave when you say. You pay by day or week, plus transportation. Call 1-919-545-1016 for more information.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

The perfect host: Seeking challenging position as host/announcer. Extensive television and radio experience in live ad-lib, scripted and teleprompter formats. Hosting, journalistic, voice-over and fundraising talents. All position levels considered (entry and above). BA Communications. Jim Masters, 516-273-6492.

MISCELLANEOUS

Primo People- The news director's best friend! We can deliver the best in screened and available talent. And we can do it immediately! Call Steve Porricelli or Fred Landau at 203-637-3653. Box 126, Old Greenwich, CT 06850-0116.

Job availabilities! News directors: Midwest, Southeast, West, Mid-Atlantic. Weathercasters: All regions. News anchors/reporters: All regions/levels, including entry-level. Videographers: Southeast, West, Northeast. Sportscasters: All regions, including play-by-play opportunities. Media Marketing/The Hot Sheet, PO Box 1476-PO, Palm Harbor, FL 34682-1476.

Bill Slater and Associates helps get you that better job in TV news. Talent coaching for reporters and anchors. Help with audition tape, resume and cover letter. 601-446-6347.

Anchor, reporter, sports and weather positions available through our broadcast listing service. Over 200 news positions currently listed! If you are searching for a broadcast opportunity, we can help. We specialize in TV news. Call today! National Media Services. 303-839-1770.

1:30 Productions: Want to be the best reporter but non one has time to help? We do. Writing, production, delivery. References available. 607-272-3718.

CABLE

HELP WANTED MANAGEMENT

Lifetime Television: Library supervisor. Lifetime Television, a highly successful cable television network located in Astoria, Queens, seeks a qualified library supervisor for its network operations division. The incumbent must have knowledge of videotape formats, computers and barcoding experience. The individual will be responsible for supervising library staff. Must be detail oriented and highly organized. Lifetime offers a comprehensive benefits package and many employee perks. Please send salary history and resume to: Lifetime Television, Human Resources Manager, 36-12 35th Ave., Astoria, NY 11106. Equal opportunity employer, M/F/H/V.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Radio/TV: Instructor/assistant professor to teach radio, television, and introductory mass communications, beginning August, 1990. 1,600-student Catholic liberal arts university with Radio/TV and Journalism concentrations in Mass Communications. Minimum of MA and professional experience required. Send letter of application and resume to Miss Elise Luke, Department of English/Communications, Franciscan University of Steubenville, Steubenville, OH 43952. EOE.

Director, School of Communication: Experienced educator to administer a diversified liberal arts-based academic program with nearly 450 undergraduate majors and 15 Master's students. The director is responsible for the University's television production center, which serves clients campus-wide; KFJM-AM/FM, a National Public Radio affiliate; and the Northern Interscholastic Press Association. UND has a strong tradition of faculty governance. Applicants should have a PhD, an established research and teaching record, and administrative experience, preferably with programs including all aspects of education in mass media and speech communication, although applicants with significant professional experience but without a doctorate will be considered. Twelve-month tenure-track position. Salary negotiable. Consideration of applicants will begin January 10, 1990. Please send a letter of application, a resume and the names of three references to: Professor Stephen E. Rendahl, Director Search Committee, School of Communication, University of North Dakota, Grand Forks, ND 58202-8118. UND is an AA/EOE.

Graduate Assistants to study for MA or PhD in Mass Communication. Start Fall 1990. Stipend plus fee waiver. Train undergraduates in radio, television, or field production techniques or do research. Persons with undergraduate degrees in telecommunication or related fields and a 3.0 grade point average are invited to apply. Graduate Record Examination required. Contact Dr. John Wright, Graduate Coordinator, Dept. of Telecommunication, College of Journalism and Communications, University of Florida, Gainesville, FL 32611-2084. EOE/AA.

Communication and Mass Media: The University of Wyoming is seeking several faculty to help build an exciting new Dept. of Communication and Mass Media created by a merger of the Depts. of Communication and Journalism & Telecommunication. The dept. offers BA, BS, and MA degrees. Positions will be tenure-track; most filled at the assistant level. Faculty are needed in all academic areas of the dept. PhD, required for communication positions and preferred for all others. Candidates should be strongly committed to quality teaching and scholarly/professional productivity. Applications from women and minorities are welcomed. Desired areas of faculty specialization include, but are not limited to: COMMUNICATION: Persuasion, Mass Communication Theory/Methods, Research Methodology, Organizational, Small Group and Interpersonal. JOURNALISM: Newswriting/Editing, Production, Photojournalism, PR/Advertising, Mass Communication Theory/Methods, and Mass Communication Law. BROADCASTING: Mass Communication Topics, Radio/TV Production, and Broadcast News/Writing. Additional information concerning the dept. may be obtained by writing to the Search Committee. Consideration of applications will begin January 2, 1990 and will continue until positions are filled. Applicants should forward a letter of application, a current curriculum vitae and the names/addresses/phone numbers of at least three references to: Dr. Keith A. Miller, Chair, Faculty Search Committee, Dept. of Communication and Mass Media, Univ. of Wyoming, Laramie, WY 82071-3904. The Univ. of Wyoming, an AA/EOE

Associate Director for Television Services. Broadcasting & Educational Services (BECs), Western Illinois University. Responsibilities: The individual selected will serve as Executive Producer-Television and, in conjunction with other designated BECS administrative personnel, will arrange the following for locally-originated programming: Pre-production planning with faculty, administrative and community clients; The development of production schedules, scripts, budgets and funding proposals; The selection of studio and location facilities and equipment, as well as of visual and aural resources used for production; Post-production evaluation and reporting. The Associate Director (Executive Producer) will coordinate with BECS engineering and administrative personnel to achieve the highest possible production standards with available resources. He/she will supervise program production activities of all other BECS television personnel and, with them and other appropriate University personnel, select and train student production assistants. The Associate Director (Executive Producer) will be responsible for the visual and aural mixing of live and/or taped studio and/or location television productions. He/she will supervise rehearsals, direct production crews and on-air talent, and, as appropriate, supervise or personally conduct post-production program editing. This position will report to the Director of Broadcasting and Educational Communication Services. Qualifications: Minimum of a Bachelor's degree (graduate degree preferred) with at least five years of progressively responsible television production experience. Must possess excellent skills in leadership, human relations, written and oral communications. Applications, including 5- to 10- minute videotape (3/4") highlighting applicant production skills/accomplishments, written resume, statement of salary history and expectations, addresses and phone numbers of three current employment references, must be delivered no later than January 2, 1990. Send to: Dr. Robert L. Milkman, Director, Broadcasting & Educational Communication Services, Western Illinois University, Memorial Hall 401, Macomb, IL 61455. Western Illinois University is an AA/EOE and encourages applications from women, handicapped and minority candidates.

The University of Utah seeks assistant/associate professor for tenure track position in Broadcast Journalism beginning September 1990 to direct the Broadcast Journalism sequence. Significant industry experience and professional recognition expected; advanced academic credentials preferred. Salary is competitive. Submit an application letter, resume, three letters of recommendation and samples of professional or scholarly activity to: Professor Tim Larson, University of Utah, Department of Communication, LCB 204, Salt Lake City, UT 84112. Screening will begin February 1, 1990 and will continue until the position is filled. EOE/AA.

HELP WANTED MANAGEMENT

Management opportunity: one position available. Nation's most dynamic and fastest growing single-source consumer information company is looking for a media professional to fill our last open regional manager position. The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming these challenges. If you're looking to join a rapidly growing company, send your resume to Patrick McDonnell at Impact Resources, 125 Dillmont Dr., Columbus, OH 43235. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000, Ext. R 7833 for current federal list.

EDUCATIONAL SERVICES

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).

Entry level reporters: One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 602-285-1143.

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.

Used 1" videotape. Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

I buy used broadcasting and industrial video/audio/RF equipment. Call Purchasing Department 818-845-1999.

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 28,500 (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: Harris SX-1 (1985), Harris MW1A (1980), Sparta SS1000 (1981), Collins 20V3 (1967). Transcom Corp., 215-884-0888, Fax 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), 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.

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.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" video-cassettes guaranteed broadcast quality. Call for our new catalog. To order call Carpel Video Inc., toll free, 800-238-4300.

CMX 3600s, Sony 9000s, Ampex ADO-3000, Sony BVE-900, Cortez 22' motorcoach. Many other items of all kinds. 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts, 919-977-3600.

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.

Save on videotape stock! We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, toll free 800-726-0241.

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.

Tower Management Systems: Telephone: 504-521-8661. Fax: 504-522-2662.

AM 1Kw Harris MW1A 1981 transmitter. Operated at 500 watts days. Top condition, Box 1507, Hollister, CA 95023.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems, 602-582-6550.

World leader in used AM and FM transmitters. AM: 5 - 50kw's, 9 - 10kw's, 8 - 5kw's and 9 - 1kw's. FM: 2 - 40kw's, 6 - 20kw's, 7 - 10kw's, 6 - 5kw's and 11 - 1kw's. All in stock. All complete. All spares. All with inst. books. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. FAX # 214-226-9416.

Complete FM control room: Stereo board, cart machines, reel-reels, microphones, cassette, modulation monitors, speakers. On air light. Sold only as package. Jim, 419-782-8591.

New pair of Texar audio prisms, blow out sale. 219-282-3505.

Refurbished Prodellin transmission line. 20 ft. sections of 6-1/8", 75 ohm, EIA flange. Includes heavy duty hangers. 85 sections available at \$600 each. Call 904-796-4531.

TELEVISION

Help Wanted News

MILITARY REPORTER

Responsible for gathering, writing and reporting military news stories for daily newscasts. Experience reporting for the Armed Forces strongly preferred. Must have high journalistic and personal standards along with a professional on-air appearance. Two years news reporting at a commercial TV station or in Armed Forces TV. Military service required.

Mail resume, cover letter and 3/4" videotape to:

13 WVEC-TV

NEWS

PO Box 2658

Norfolk, VA 23501-

9998

Equal Opportunity Employer

Help Wanted Programing Production & Others

SPECIAL PROJECTS VIDEO TAPE EDITOR

Award-winning production unit seeks Video Tape Editor who knows all the production whistles and bells. We produce Pittsburgh Steelers pre-game shows, entertainment and public affairs programs. Experience with Sony BVE-5000 and ADO preferred.

Send resumes and tape of your creative editing to:

Mark Barash
Program Director/Operations Manager
WPXI-TV
11 Television Hill
Pittsburgh, PA 15214
EOE

SENIOR PRODUCER

WTTV 4 Indianapolis

is seeking an experienced producer to supervise a 40 year tradition of local programing. Person will be responsible for Weekly Lottery Show, Sports Remotes, Coache's Shows and Specials.

Please send resume immediately to:

Neil Bobrick
WTTV
3490 Bluff Road
Indianapolis, IN 46217



No phone calls, please
EOE



Television

MASTER CONTROL A.D.

Leading nat'l sports network seeks TV Master Control Directors. Must have 1-2 yrs experience w/supervisory background and be well versed in live and tape production, traffic & transmissions. Send resume & salary requirements to:

Human Resources Dept.
PO Box 999-AM
Woodbury, NY 11797

WANTED: Producer/Director

with experience at doing 3 camera-type news show as well as experience writing, producing, directing, and possibly even editing single camera-type promotions and commercials. Looking for person with experience in these areas as well as a creative flair and a desire to work hard and to grow. Handling special projects would be part of this person's responsibilities also. If you like diversity and challenge, this is the position for you.

Send only resume and video tape (ideally of a news show with director's voice track) to:

John Degan
VP/Stn. Mgr.
KSTP-TV
3415 University Avenue
St. Paul, MN 55114
EOE, M/F



ART DIRECTOR

This is a hands-on position responsible for total station look. Need a strong design background and Quantel paint box along with Quantel still store experience is a must.

Interested applicants should send resume, tape and salary history to:

Doug Gilmore: Creative Services Director
8330 Engineer Rd.
San Diego, CA 92111

Equal Opportunity
Employer



STRAIGHT TO YOU

Television

TRAFFIC COORDINATOR

Leading nat'l cable tv programing co located on LI seeks Coordinator for data entry into IBM 36 computer of daily programing logs for AMC. TV broadcast/production knowledge desired. Must type 50 wpm. Send resume & salary requirements to:

Human Resources Dept.
PO Box 999-GC
Woodbury, New York 11797

FIELD PRODUCER

We are looking for an exceptional story teller with 3 years broadcast experience who can also shoot or edit.

Resumes should demonstrate imaginative and creative approaches to a variety of topics.

Send resumes and tapes to:

P.O. Box 4861
Baltimore, MD 21221
Attn: Evening Magazine
EOE, M/F

News Program Directors And Associate Directors

Channel 9 in Los Angeles is currently seeking applicants for the positions Associate Director.

You'll need at least 3-5 years solid experience in a major market directing live 1-hour news programs with extensive use of live remotes.

Channel 9 offers excellent benefits and a salary commensurate with experience. Please send an unedited aircheck with program and PL track on 3/4" tape (non-returnable) to:

Cal Brady
Production Manager
Channel 9
5515 Melrose Ave.
Los Angeles, CA 90038



No phone calls, please
Equal Opportunity Employer

Graphic Artists

Channel 9 in Los Angeles is currently searching for top-notch Graphic Artists.

We're seeking individuals with 3-5 years electronic graphics experience, and a working knowledge of editing and post production techniques. Experience with Quantel Paintbox, AVA 3, Super Scribe, Still Stores, ADO, Kaleidoscope, Ampex and Grass Valley Switchers, and electronic publishing systems is also desirable. College degree preferred. You must possess the ability and desire to be the best under tight deadlines and pressure.

Channel 9 offers a creative environment, an excellent benefits package and a salary commensurate with experience. Please send a detailed resume AND demo tape (non-returnable) to:

Blake Bryant
Art Director
Channel 9
5515 Melrose Ave.
Los Angeles, CA 90038



No phone calls, please
Equal Opportunity Employer

Help Wanted Sales

SALES MANAGER

Upstate NY #1 Affiliate seeking aggressive, creative sales manager with strong leadership and organizational skills. Salary plus commission, excellent benefit package with extras.

Send resume and letter to
Box M-66.
EOE, M/F.

WANTED: Individuals with

Television News Experience

Are you experienced in television news? Have you thought about making a transition into sales and marketing? An internationally known news organization is looking for TV news people who are interested in pursuing an exciting and financially rewarding sales and marketing career.

If interested, please send resume
and salary requirements to
Box M-33
EOE

TV/RADIO SALES

Immediate opening for a seasoned Sales Executive to provide television and radio sales for the PHILADELPHIA FLYERS and other sports organizations. Experience in TV/radio sales, merchandising & sponsorship packaging required.

Qualified applicants should
send a resume to:

NETWORK INTERNATIONAL
701 Market Street, Suite 4400
Philadelphia, PA 19106-1585
EOE

Situations Wanted News

A UNIQUE TV TALK SHOW
I can produce and anchor
for your station -
a low-cost ratings builder.
Tailor-made for syndication.
(212) 586-6300

Situations Wanted Technical

DO YOU NEED THE BEST COMPONENT LEVEL TROUBLESHOOTER!

Hands-on Chief Engineer with 12 years experience in management, system engineering, installation, maintenance of TV, Radio, and Cable. Has own engineering and maintenance equipment.

805-238-7994, Ext. 2843

America's Competitive Edge... American Workers.

To find out how your company can
better tap this valuable resource, write:



Elizabeth Dole
Secretary of Labor
U.S. Department of Labor
Room N-5419
Washington, DC 20210

Help Wanted Programing
Production & Others Continued

Help Wanted Technical

VIDEO TECHNICAL INSTRUCTOR

Video maintenance engineers
--seeking a change??

Amplex, the leading U.S. manufacturer of broadcast and professional video equipment, has opportunities for video maintenance engineers who wish to apply their experience to video technical instruction.

Requires a minimum of 5 years experience in maintenance engineering in one or more of the following areas:

- * Type C or Betacam Video Recorders
- * Video Production Switchers
- * Digital Effects Systems
- * Video Editing Systems

Amplex offers a challenging environment and outstanding benefits. For immediate consideration, please send your resume to:

AMPEX Corporation
Attn: L. Kalajian
401 Broadway M/S 20-32
Redwood City, CA 94063-3199

An equal opportunity employer, M/F/H/V

AMPEX

Your Dream Come True

- Reporters
- Photographers
- Producers
- Writers/researchers
- Paintbox artists
- Harry artists
- Promotion experts
- ACE/CMX editors
- Lighting directors
- Grips
- Music composers
- Synclavier engineers

We Have...

- Creative freedom that no station or network can provide.
- Finest equipment.
- Prestigious job serving a national TV audience.
- No clients — work for yourself with the time, staff, and the resources to create your own dreams, start to finish.

You Have...

- Unusual creativity to redefine broadcast news, programming, or promotion.
- Desire to work flex hours in blue jeans, brainstorm, travel, answer to yourself.
- A unique tape that proves you are one of the nation's best. Send with resume and salary info to...

P.O. Box 567567, Atlanta, Georgia 30356-6027.
No, it's not ABC, CBS, NBC, PBS, CNN, or any station or group. It's Heaven. Or at least as close as you'll come in this life.

ALLIED FIELDS

Help Wanted Management

Director Business Affairs

The Corporation for Public Broadcasting, a private non-profit corporation, is seeking a Director to develop, propose, implement and administer CPB's business policies and practices involving CPB grants and contracts. Provides advice and directly assists in negotiating major business and contractual dealings for all units of the Corporation. A relevant college degree with 5-10 years experience in public or business administration, financial analysis, budgeting, or general administration; supervisory experience; and familiarity by training and experience with problems and issues related to a public service enterprise such as CPB, and grant and contract management are essential. MBA, MPA or law degree, and experience in broadcasting helpful. Excellent benefits with salary in the 60's. Send resumes by close of business December 8, 1989 to:

Corporation for
Public Broadcasting
1111 16th Street, NW
Washington, DC 20036
Attn: Marcia Grossman
AA/EOE



RADIO

Situations Wanted Management

NEED HELP

At small-medium market stations?
Former owner-now available
as management & sales consultant.
30 years experience
includes satellite programming.
"I do more than offer advice"
Ask for Ralph Sherman—815—725-5615.

Miscellaneous Services

SEXUAL DYSFUNCTIONS STRESS DISORDERS SHYNESS

Intensive half-day/full-day sessions for
busy professionals & executives. REMO
FABRI, JR., M.D., Medical Behaviorist.
(B.A. Harvard, M.D. Yale) 32 Trumbull St.,
New Haven, CT (easy access to airports,
tprs, train). 203-787-4589.
Major credit cards welcome.

Employment Services

INSIDE JOB LISTINGS

1-900-234-INFO ext. TV (88)

JOBPHONE

RADIO • TV • ADVERTISING • CABLE

\$2 per minute

From any touch tone phone

PROMOTION AND PRODUCTION JOBS

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 re-
porters, anchors, sportscasters, weather-
casters, producers, assignment editors,
promotion and production and pro-
gramming people. For details call:

800-237-8073 in CA:
408-648-5200

MediaLine

THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

Business Opportunity

TV-Station TV-Viewer

Prize

SM

RESPONSE REWARD TELEVISION

A new direct marketing concept
Our technology

- permits the economical delivery in
TV-viewers' homes of free-standing
monetary coupons carrying shopping
hints,
- attracts larger TV-audiences by
combining the challenge of a contest
with the instant fulfillment of a financial
reward delivered within seconds,
- requires no telephone calls and is free.

We have a preemptive patent position.

For additional information,
please contact

Response Reward Systems
945 Treasure Lane, Vero Beach, FL
407-234-5440

GENERAL MANAGER AVAILABLE

Substantial background as
General Manager
in medium and major markets.
10 years with current company.
Love turnarounds and rebuilds.
Group management and
acquisitions experience.
Excellent references.
Relocate for quality opportunity
in top 75 markets.

Deanne Johnson 503-472-1221

Help Wanted Management

AmericanMedia

General Manager COOL 105.9 WOCL-FM

General Manager for Orlando's market
leader - Oldies Powerhouse COOL 105.9.
Dynamic group broadcaster looking for
take-charge leader with success stories in
sales and programming.

Resumes to:

Linda Healy

American Media

PO Box 230

Patchogue, New York 11772

EOE, M/F

WANTED:

Radio Broadcaster/Manager

IF PROGRAMMERS were the General Managers of KMOX
Radio, WCCO Radio, WGN Radio, or WOR Radio, they would
be the candidates for this job: VICE PRESIDENT, BROAD-
CASTING. MPR operates the nation's largest owned & operat-
ed radio network centered in one of America's most liveable
cities of Minneapolis/St. Paul.

With 18 radio stations, a studio production plant unequaled
in America, five full-time leased satellite channels, portable
uplinks, one of the nation's largest radio newsrooms, an
unequaled music library, and the country's most honored pro-
gramming, this is a place where radio is thriving.

We are looking for a Vice President to manage the broad-
cast operation - without responsibility for raising the revenue.
Program directors, operations staff, audience research, broad-
cast promotion all report to this position. But the quality of the
product is the primary concern.

If you understand good radio; if you have an ear for mature
intelligent broadcasting; if you have a strong interest in infor-
mation, eclectic musical taste, an enthusiasm for radio's ability
to communicate, an ability to make a network of stations
sound alive, interesting and relevant; if you understand broad-
casting technology and audience research; and if you have
strong management strengths and major station experience -
we'd like to hear from you.

Send us a one-page letter talking about your concept of
radio broadcasting, and a resume to:

Jim Young

MINNESOTA PUBLIC RADIO

45 East 7th Street St. Paul, MN 55101

MINNESOTA PUBLIC RADIO

AN EQUAL OPPORTUNITY EMPLOYER

© 1989 MPR

WANTED:

The Best Newsradio Program Director In Radio

MINNESOTA'S NEWS SOURCE, programming a network of four owned-and-operated all-news-and-information radio stations from state-of-the-art, fully-computerized network headquarters in Minneapolis/St. Paul, has a great staff including 38 reporters, anchors and producers, and all the tools: portable satellite uplink, full-time satellite channels, award winning news programming, four incoming national and international audio news networks.

We want a broadcaster who cares about the value of news and its potential to help audiences understand our region, the nation and the world. We care about quality. We care about sound and presentation. We want an effective mix of the elements that an intelligent audience will be interested in hearing.

If you know broadcasting; if you recognize quality programming that is worth spending your career nurturing; if you have the ability to make that programming listenable, interesting, even sometimes captivating... we're interested in you.

This is a company where the excitement about the impact of live, significant, radio programming is growing. We need a program manager to put resources together in a way that will keep our audience listening too long in the shower, sitting in their parked cars, lingering in bed...

If you are the nation's best radio news programmer, with the right sense of delivery and production, and significant major-station experience, we'd like to hear from you.

Join radio's most honored team of news professionals in one of America's most liveable cities.

Send us a one page letter talking about your concept of news and how it should be presented on radio, plus a resume, to:

Jim Young
MINNESOTA PUBLIC RADIO
45 East 7th Street St. Paul, MN 55101

MINNESOTA PUBLIC RADIO
AN EQUAL OPPORTUNITY EMPLOYER

© 1989 MPR

**KHSN-AM & KOOS-FM
COOS BAY, OREGON
BROKERED BY**

Hogan - Feldmann, Inc
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

**VENTURE CAPITAL
DEBT FINANCING**

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

NW INDIANA

250 WATT DAYTIME, 1080 AM,
CLEAR CHANNEL 50 MI RADIUS
LICENSE, ALL EQUIPMENT, 300 FT. TOWER

Licensed Valparaiso, IN
covering NW IN, parts of MI & IL
Bill Pauley, 219-465-1594
359 W. Lincolnway, Valparaiso, IN 46383

**Class C CP
For Sale
New Mexico
Box M-65**

**UPSTATE NY
Dominant
AM/FM
9 X C/F
407-295-2572**

For Sale Stations

KOZACKO • HORTON COMPANY
Brokers & Consultants to the Communications Industry

MARYLAND

Small market, consistently profitable, low
down & seller paper available; ideal for
owner/operator or absentee;
good place to live \$325,000.

Contact exclusive broker: **Bruce M. Kanner**

KOZACKO • HORTON COMPANY
P.O. Box 3306 Gaithersburg, MD 20878
(301) 977-2023

FCC PROBLEMS?

Contact

BROADCAST MEDIA LEGAL SERVICES
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES
AMEX MC VISA CHOICE


Satterfield & Perry, Inc.
 Investments in Media
 PHILADELPHIA DENVER
 (215) 668-1168 (303) 239-6670

**VHF CP
 IN
 TOP 50 ADI
 Box M-58**


**CHARLESTON, W. VA
 FM B1
 \$1.1 Million Terms
 Contact: Ray Rosenblum
 Phone: 412-963-6311**

**EARLY DEADLINE
 NOTICE**
**DUE TO CONSECUTIVE
 MONDAY HOLIDAYS, THE
 FOLLOWING DEADLINES
 ARE EFFECTIVE:**
**For the Dec. 25, 1989 issue:
 Deadline is Dec 15, 1989**
**For the Jan. 1, 1990 issue:
 Deadline is Dec 22, 1989**

For Sale Stations Continued


RADIO STATION FOR SALE:
 10 kw AM Daytimer
 serving Coastal Georgia markets of
 Brunswick/St. Simons Islands
 and Kings Bay area.
 Real Estate available for \$35,000 more.
 \$310,000. Possible owner financing
 with substantial down.
 Principles Only. (912) 638-1176.

COLORADO OPPORTUNITY
 for Owner/Operator
 or Owner/Investor
 Attractive Tourist Market with economic
 stability. Exclusive station market combo
 offers excellent cash flow. Asking price
 \$600,000.
 Contact: Marvin Rosenberg
 (303) 779-0880


Pat Thompson Co.
 COMMUNICATIONS BROKERS

**APPRAISERS
 BROKERS
 CONSULTANTS**
 ■ **SUBURBAN CLASS A FM:**
 Large Indiana University Marketing Area;
 UPGRADE TO 6kw almost assured;
 UNDER-RADIOED
 ■ **SINGLE STATION 5kw AM (500w night):**
 Central Michigan
 between two population centers:
 LARGE STATE PAYROLLS now and future:
 NO 80/90's
 Contact Ed Roehling or Walter Swain
MIDWEST MEDIA COMMUNICATIONS
 127 West Third, Rushville, IN 46173
 317-932-3964

FOR SALE
**2 NETWORK AFFILIATED
 TV STATIONS.**
ONE IN STATE CAPITOL.
ASKING \$8.5 MIL.
312-368-0007 INFO

ABSOLUTE AUCTION
 WAJN RADIO
 9.46 ACRES w/TOWER
 207 Main St.
 Ashland City, TN
SELLING AS A WHOLE
NO BID TO BE REJECTED
NASHVILLE MARKET
JOHN EWING - 615-292-6619
Thurs. Dec. 7 11:00AM


RADIO - TELEVISION
 50,000 watt AM top 50 market, Southeast
 10,000 watt AM top 50 market, Southeast
 AM/FM Florida, CF \$200,000, On water - good market
 (2) AM/FM's Tennessee
SACRIFICE - UHF TV - Top 40 market - SACRIFICE
 TV UHF FOX West Coast
 FM New Hampshire
 C-2 Upgrade, Alabama Needs to bge build
 AM/FM with C-2 Upgrade, Colorado
 50,000 watt FM, U.S. Virgin Islands
 AM/FM Florida Panhandle
We need AM/FM's - FM's - TV's
THE CONNELLY COMPANY
813-287-0906 FAX 813-289-0906
5401 W. Kennedy, Suite 480
Tampa, FL 33609

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 rate-card. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business

Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Media

Jerry Gerson, general sales manager, KMYZ-AM-FM Pryor, Okla. (Tulsa), joins co-owned WGRX(FM) Westminster, Md. (Baltimore), as general manager.

Tom Owens, general sales manager, WEJL (AM)-WEZX(FM) Scranton, Pa., joins co-owned WDIZ(FM) Orlando, Fla., as general manager.

James Fuquay, general manager, WDEF-AM-FM Chattanooga, joins KILO(FM) Colorado Springs in same capacity.



Landes

Barbara Levy Landes, VP, finance and administration, NBC Radio, New York, joins WWOR-TV Secaucus, N.J. (New York), as senior VP, finance and operations.

Changes at MultiVision Cable TV, Greenwich, Conn.: **Christopher J. Conley**, president and chief operating officer, and **Candace Christianson**, senior VP and chief administrative officer, have left company to "pursue other interests." According to MultiVision spokesman, neither has announced further plans. **I. Martin Pompadur**, chief executive officer and vice chairman, will add duties of president and chief operating officer.

Appointments at WHOI(TV) Peoria, Ill.: **Bill Carson**, president and general manager, has retired; **Doug Gealy**, general sales manager, WKEF(TV) Dayton, Ohio, succeeds Carson; **Jo Ferguson**, sales assistant, named assistant to general manager.

Appointments at WHOI(TV) Peoria, Ill.: **Bill Carson**, president and general manager, has retired; **Doug Gealy**, general sales manager, WKEF(TV) Dayton, Ohio, succeeds Carson; **Jo Ferguson**, sales assistant, named assistant to general manager.

Sales and Marketing



Lalich



Buenting

Appointments at Group W: **David M. Lalich**, VP and controller, Group W Television, New York, to VP of sales and marketing, target marketing division; **Robert E. Buenting Jr.**, VP and controller, Group W Satellite Communications, Stamford, Conn., succeeds Lalich; **Scott Conant**, VP of sales

and marketing, Choice Cable Corp., Cherry Hill, N.J., to Eastern manager, Group W sports marketing.

Peter G. McCarthy, account executive, Eastern division sales, ABC, New York, named VP, sales, Western division, Los Angeles.

Andrew Capone, account executive, NBC spot sales, New York, named manager, Eastern spot television sales.

Marta Ferreira-Pero, general manager, JMCT Publicidad, hispanic agency division of Jordan, McGrath, Case & Taylor, New York-based ad agency, named president and creative director.

Thomas M. Hamilton, senior VP of promotional services, William Esty Co., New York, joins Harrington, Righter & Parsons there as director of marketing. **Mike Walton**, buyer/planner, Leo Burnett, Chicago, joins Harrington, Righter & Parsons, New York, as account executive.

Appointments at W.B. Doner, Detroit: **Tony Gaudin**, art director, Campbell-Mithun-Esty, Southfield, Mich., to senior art director; **Marcia Levenson**, art director, Lintas: Campbell-Ewald, Detroit, to art director; **Dan Liu**, senior account executive, to account supervisor.

Jolen M. Schamuss, senior broadcast marketing analyst, The Spotwise Agency, Boston, named VP of sales and marketing.

Jill Colombo, local sales manager, WNEW-FM New York, named general sales manager.

Maynard Grossman, general sales manager, KHVN(AM)-KIMZ(FM) Dallas, joins WGCI-AM-FM Chicago as VP of operations/sales.

Harold L. Whack, general sales manager, KDKA-TV Pittsburgh, joins WDIV(TV) Detroit in same capacity.

Michael Simpson, local sales manager, KENS-TV San Antonio, Tex., named general sales manager.

Steve Hiramoto, local sales manager, KHON-TV Honolulu, named general sales manager.

John P. McClement, local sales manager, WILM(AM) Wilmington, Del., named general sales manager.

Joe DiDonato, local sales manager, WXKS-FM Medford, Mass. (Boston), joins co-owned WHTT-AM-FM Buffalo, New York, as general sales manager.

Brian Jones, national sales manager, KTVT(TV) Fort Worth, Tex. (Dallas), named local sales manager.

Steve Fapka, account executive, CBS Radio Representatives, Chicago, joins WBBM(AM) there as national sales manager.

Joseph Mancuso, account executive, WSUN(AM)-WYNF(FM) Tampa, Fla., joins SportsChannel Ohio, Cleveland, as senior account executive.

Ralph Cerenzio, director of advertising, New Jersey division, Rainbow Advertising, Bergen, named account executive, News 12 Long Island, New York.

Susan Gould, account executive, FNN, New York, joins National Cable Advertising there in same capacity. **Bill Hammer**, group sales manager, Storer Television, New York, joins National Cable Advertising in same capacity.

Peter F. Zeph, account executive, WYGC(FM) Gainesville, Fla., joins Media General Cable of Fairfax, Fairfax, Va., as account executive.

Margee Weaver, retail sales specialist, Nordstrom, Seattle, joins Northwest Cable Advertising, Tacoma, Wash., as retail sales representative.

Timothy McCann, account executive, John Blair Communications, New York, joins Petry there in same capacity. **Andrea Schaffer**, account executive, WFLD(TV) Chicago, joins Petry there in same capacity.

Jan Levy, account executive, KRBK-TV Sacramento, Calif., joins KBHK-TV San Francisco in same capacity.

Denise Desmond, media director, Schnurr & Jackson, Albany, N.Y.-based ad agency, joins WNYT(TV) there as account executive.

Patty Hartman, sales promotion director, WKOW-TV Madison, Wis., named sales account executive. **Lisa Evanoff**, graduate, University of Wisconsin, Platteville, succeeds Hartman.

Pam Blisard, account representative, WQBE-FM Charleston, W. Va., joins WSAZ-TV Huntington, W. Va., as account representative, Charleston bureau.

Jerrold R. Foust, advertising director, Sam Levitz Furniture, Tucson, Ariz., joins KTTU-TV there as marketing executive. **LeeAnn Lefko**, account executive, *Tucson Lifestyle Magazine*, joins KTTU-TV as marketing executive.

Programming



Warner

James A. Warner, VP, HBO Enterprises, New York, joins CBS Enterprises there as president.

Brian Graden, executive in charge of production and on-air promotion, *Pump It Up!*, one-hour rap video show, KTTV(TV) Los Angeles, named manager, program

development, Fox Television Stations Productions there.

Robert C. Dahill, VP, advertiser sales, Pre-

Turner's part for the planet



Turner Broadcasting System Inc. and its subsidiary, Turner Publishing, announced last week the establishment of the Turner Tomorrow Award, intended to "generate works of fiction set in the near future with themes insuring the survival and prosperity of all life on our planet." Authors from throughout the world are encouraged to enter the year-long

competition, which offers a first prize consisting of \$500,000, a hardcover publishing contract, and full screen credit should TBS choose to turn the work into a film.

Four awards of merit will also be presented, each worth \$50,000, with the same publishing and screen offers. "We'll make [theatrical or made-for-television] movies of as many as

we possibly can," Ted Turner said in announcing the project.

Award offices will open in New York Jan. 15, 1990, and will be run by Thomas H. Guinzburg, former president of The Viking Press and a founder of *The Paris Review*.

Making the announcement were (l to r): Michael Reagan, VP and publisher, Turner Publishing; Guinzburg and Turner.

mier Advertiser Sales, New York, joins Worldvision Enterprises there in same capacity.

Tim Iacofano, executive director, production, Paramount Pictures Corp., Hollywood, named VP, programs, network television division. **Emeline F. Davis**, executive director, finance, Paramount Pictures Corp., named VP, finance, domestic television division.



Iacofano



Davis

Wes Craven, writer, director and co-executive producer of Universal Pictures horror movie, "Shocker," signed two-year exclusive production/development deal with MGM/UA Television, Culver City, Calif.

Joan Boorstein, director of film acquisitions, Viacom Pictures, New York, named director, creative affairs. **Steve Schmidt**, di-

rector of creative affairs and acquisitions, Vestron, Stamford, Conn., joins Viacom Pictures, New York, as director of development.

Michael Meltzer, senior VP, group controller, Lorimar Telepictures, Culver City, Calif., joins Imagine Films Entertainment, Los Angeles, as chief financial officer and treasurer.

Steven G. Saltman, founder and president, of Trade Talk, Los Angeles-based TV sales and production company, joins Genesis Entertainment, Agoura Hills, Calif., as VP, legal and business affairs.

John Forrest Niss, senior director of post-production, worldwide, ITC Productions, Studio City, Calif., named VP of post-production.

Appointments at WTBS(TV) Atlanta: **Julia Sprunt**, director of marketing, to VP of marketing; **William J. Cox**, senior program executive for movies and mini-series, to VP in charge of movies and mini-series; **Kate McSweeney**, senior program executive, to VP for programing.

Appointments at CNN Newsroom, CNN, Atlanta: **Anne Adams**, associate producer, *Primeneews* and *CNN Evening News*, to producer; **Joel Hochmuth**, producer, *Headline News*, to correspondent; **Kirsten Tekula**, associate producer, *The Week in Review*, to

correspondent.

Stuart M. Benson, controller, Dino De Laurentiis Corp., Beverly Hills, Calif., joins Showtime Networks, New York, as director, ancillary markets administration. **Gina Ferguson**, director, telemarketing, Showtime Networks, New York, named VP, tele-services.

Gary Loeffler, director, data resources and analysis, advertising sales/audience research department, MTV Networks, New York, joins Arts & Entertainment there as director of research.

Janice Huffman, head of strategic planning, United Artists, Denver, joins Jones Interchange, Englewood, Colo., as pay-per-view director.

Michele Dyer, program assistant, KWKT(TV) Waco, Tex., joins KTTU-TV Tucson, Ariz., as program director.

Bob A. Jennings, promotion director, KRSP(AM) Salt Lake City, named program director.

Brad Holcomb, program director, KODM(FM) Odessa, Tex., joins WJLK-AM-FM Asbury Park, N.J., in same capacity.

Devoe Slisher, promotion/PSA director, WHOI(TV) Peoria, Ill., adds duties of program director. **Geri Bastian**, technician and videotape operator, WHOI, named director, production, and producer, *The WHOI Used Car Showcase*.

Lewis Dodley, program host and announcer, noncommercial WNET(TV) Newark, N.J. (New York), adds duties of staff announcer, WWOR-TV Secaucus, N.J.

Doug Allen, weathercaster, WGAL-TV Lancaster, Pa., adds duties of host, *PM Magazine*. **John Curley**, weathercaster, WCIA(TV) Champaign, Ill., joins WGAL-TV as feature reporter, *PM Magazine*.

Bill Kelly and **Al Kline**, morning air personalities, KWSS(FM) Gilroy, Calif. (San Jose), join KXXX-FM San Francisco in same capacity.

Appointments at WEGX(FM) Philadelphia: **Rick Rumble**, and **Scott Thrower**, air personalities, KMPZ(FM) Osceola, Ark. (Memphis), to morning air personalities; **Jon St. John**, morning air personality, WABB-FM Mobile, Ala., to production director and part-time air personality.

Steven A. LoCascio, senior audit manager, Arthur Andersen & Co., New York, joins King World Productions there as controller.

Mike Addams, air personality, WZU(FM) Boston, joins WODS(FM) there in same capacity.

Marvin Boone, air personality, WNLT(FM) Clearwater, Fla., joins WHBO(AM) Pinellas Park, Fla. (Tampa Bay), in same capacity.

Michael Shannon, chief engineer and research director, WZZP(FM) South Bend, Ind., assumes additional duties as air personality.

Tim Downs, morning air personality, WJLK(AM) Asbury Park, N.J., joins WJLK-FM in same capacity. **Larry Brennan**, midday announcer, WJLK(AM), named morning air personality.

Lowell Shumaker, air personality, WPTF(AM)

Raleigh, N.C., joins WCHL(AM) Chapel Hill, N.C., in same capacity.

News and Public Affairs



White

Deidra White, producer, WBBM(AM) Chicago, named managing editor.

John Rodman, VP of news and programming, WEEI(AM) Boston, joins WJIB(FM) there as news director and morning news host.

Lee Roderick, Washington bureau chief

and editor of national feature service, Scripps League Newspapers, joins KSL-TV Salt Lake City as managing editor-assistant news director.

Art Holliday, anchor-reporter, KSDK(TV) St. Louis, named co-anchor, 6 a.m. and noon newscasts.

Tom Murray, sports reporter, KXAS-TV Fort Worth (Dallas), joins KHJ-TV Los Angeles as weekend sports anchor-reporter.

Richard Hart, co-host, *Evening Magazine*, San Francisco, joins KRON-TV San Francisco as high-tech reporter.

Pamela Steele, VP of corporate affairs, Key Pacific Bancorp of Seattle, joins KIRO Inc. (KIRO-AM-TV and KSEA(FM)) there as VP of public affairs.

Kim Knox, former intern, news department, KOLN(TV) Lincoln, Neb., and KGIN(TV) Grand Island, Neb., named public affairs director.

Linda Cohn, sports reporter, SportsChannel America and News 12 Long Island, New York, joins KIRO-TV Seattle in same capacity.

Tom Vacar, consumer reporter, KNX-FM Los Angeles, joins KTTV(TV) there in same capacity.

Kim Covington, director of public affairs, KPLR-TV St. Louis, named general assignment reporter. **Gloria Sawyer**, senior producer and host, specials and documentaries,

noncommercial WSFP-TV Fort Myers, Fla., succeeds Covington.

Angie Moreschi, weekend anchor-producer-reporter, WKBN-TV Youngstown, Ohio, joins WISN-TV Milwaukee as general assignment reporter.

Craig Cheatham, general assignment reporter, WLEX-TV Lexington, Ky., joins WSAZ-TV Huntington, W.Va., in same capacity.

Mike Tsolinas, weekend weathercaster, WJBK-TV Detroit, joins WBBM-TV Chicago in same capacity.

Eileen McShea, reporter, WTRF-TV Wheeling, W.Va., joins WOWK(TV) Huntington, W.Va., as weather reporter.

Technology

John G. McCurdy, assistant director of engineering/building construction coordinator, WJLA-TV Washington, joins Advanced Television Test Center, Alexandria, Va., as manager, equipment and facilities.

Joe Roaden, field service engineer, Pioneer Communications of America, Columbus, Ohio, named field service manager, cable television field engineering group. **Jerry Neal**, software engineer, Pioneer, Columbus Communications of America, Ohio, named senior software engineer.

Gilbert Aykroyd, assistant director of engineering, noncommercial WLVT-TV Allentown, Pa., named director of engineering. **Barry Wittchen**, administrative assistant, engineering, WLVT-TV, succeeds Aykroyd.

Frank Bluestein, senior account executive, The Post Group, Los Angeles, joins AME, Burbank, Calif.-based videotape post-production company, as senior VP of sales and marketing.

Promotion and PR

Paul Reader, media representative, NBC News, New York, joins USA Network there as manager, media relations.

Colleen Archer, promotion director, WBJN(FM) Cape May Court House, N.J.,

joins WPEN(AM)-WMGK(FM) Philadelphia as assistant promotion manager.

Allied Fields

Jon Wilkes, director of news and operations, FNN Business Radio, New York, joins UPI Radio Network, Washington, as VP and general manager.

Elizabeth Hallman, director of program marketing, local news, The National Captioning Institute, Falls Church, Va. (Washington), joins Dynatech NewStar there as product marketing manager, closed captioning systems.

Deaths

Philip G. Lasky, 80, founder and first general manager, KPX(TV) San Francisco, died of cancer Nov. 14 at Mills Memorial Hospital, San Mateo, Calif. Lasky began his broadcasting career in 1920's as shipboard wireless operator with Merchant Marines. He began his management career in early 1930's as general manager of radio station in Salt Lake City. In 1935 he moved to San Francisco as general manager of KSFO(AM). He founded KPX in 1948 and served as its first general manager. He sold station to Westinghouse in 1954 and became regional VP for Westinghouse Corp., retiring in early 1960's. After his retirement he served on board of directors for noncommercial KQED(TV) San Francisco. He is survived by his wife, Pearl, daughter Judith and son Paul.

Johnny Haymer, 69, actor best known as Sergeant Zale on *M*A*S*H*, died of cancer Nov. 18 at Cedars Sinai Medical Center, Los Angeles. Haymer appeared on *M*A*S*H* from 1977 to 1979. He played Pinkerton on syndicated sitcom, *Madame's Place*, which was released in September 1982. He also appeared on such shows as *Gunsmoke*, *Star Trek*, *Facts of Life* and *Three's Company* as well as in commercials. His last television performance was on ABC's *Life Goes On*. He is survived by his wife, Helen, daughter, Susan, and two sons, James and Robert.

Arnie Rosenzweig, 59, manager of studio operations, CBS technical services, New York, died Nov. 16 at Mount Sinai Hospital, New York, after brief bout with cancer. He had been with CBS for 19 years. Before joining CBS he spent 16 years with United Nations, New York, as audio engineer and editor. He is survived by his wife, Adele, and three daughters, Eve, Sandi and Karen.

Jean Holloway Tobin, 72, radio and television scriptwriter, died of stroke Nov. 11 in Santa Monica, Calif. Tobin began her broadcast writing career in late 1930's in radio with *The Kate Smith Show*. She also wrote for other radio programs such as *The Hallmark Radio Hall of Fame*, *Mr. President* and *Mayor of the Town*. When she moved to television, she wrote for *How the West Was Won*, and in 1970's she wrote pilot for *The Ghost and Mrs. Muir*. She had no immediate survivors.

INDEX TO ADVERTISERS

Accuracy in Media 26 ■ Allen & Co. 57 ■ John Bayliss Broadcast Foundation 61 ■ Blackburn & Co. 70 ■ Blair Television 9 ■ Buena Vista Television 23, 24-25 ■ Business Radio Network 75 ■ Classified Ads 83-91 ■ R.C. Crisler Capital Co. 72 ■ DLT Entertainment Ltd. 33, 53 ■ Hughes Communications 5, 63 ■ ITC Domestic Television 11 ■ King World 17, 19, 27, 28-29 ■ H.B. La Rue 73 ■ LBS Communications Inc. 20-21 ■ MCA TV 45, 46-47 ■ Media Venture Partners 69 ■ MRN Radio 74 ■ Paramount/Front Cover, 6-7, 12-13, 15 ■ Phillips Petroleum 30 ■ Professional Cards 81 ■ Cecil L. Richards, Inc. 71 ■ Services Directory 80 ■ Sony Broadcast Products 31 ■ Gary Stevens & Co./Cover 4 ■ University of Michigan 34, 55 ■ Warner Bros. Domestic Television Distribution/Cover 2-3

Hugh Wilson: On top of the word

Budding television writers hoping to follow in the footsteps of Hugh Wilson may be surprised to learn he began his journey at a cork factory. For Wilson, who created *WKRP in Cincinnati*, *Frank's Place* and this season's *The Famous Teddy Z*, it wasn't so much the cork as the co-workers.

Wilson, who left the University of Florida in 1964 with a degree in journalism, went to New York in search of an entry into the advertising business. "I was only in New York for about six months and starving to death. I hit a brick wall there and wound up at the cork company," he said.

It was at the cork company that Wilson met two aspiring stand-up comedians, Jay Tarses and Tom Patchett. "After I had been there for about a year, Tom and Jay decided to try to make it as stand-up comics. After they left, I felt I wanted to leave too."

Wilson, born and raised in Coral Gables, Fla., decided to move back to the South and settled in Atlanta. He got his break in advertising, working as a copywriter at Burton-Campbell, a now defunct agency. "I started as a copywriter, then creative director, and actually became president. I guess I was there for about nine years, and then I sort of promoted myself to a position of incompetency. Getting out of the creative side and into more of the business was something I found frustrating and also not much fun."

One aspect of the agency business Wilson enjoyed was the production and direction of TV commercials. When he left the agency in 1976, Wilson joined with a cameraman and founded a production company, which produced a number of regional commercials in the years that followed.

On a trip to Los Angeles in 1975 to work on a commercial, Wilson hooked back up with Tarses and Patchett. "We had stayed in touch, and in fact they had done some voiceovers for me on some commercials. By that time they had given up the stand-up thing and they were writing for shows."

Tarses and Patchett had started out writing for variety shows, including *The Carol Burnett Show*, and at the time of Wilson's visit were working at MTM Enterprises. They arranged a visit with MTM's Grant Tinker. Wilson was hired as an apprentice director.

He didn't spend much time directing, however, before deciding writing for television was what he should be doing. "I realized it was all built on the writing. I'd always made my living writing, so I started writing scripts and finally one was accepted."

From writing an occasional script, he became a term writer on another MTM series in 1976, *The Bob Newhart Show*. Soon after, Tarses and Patchett created *The Tony*



HUGH HAMILTON WILSON JR.—executive producer, *The Famous Teddy Z*, and producer for Columbia Pictures Television; b. Aug. 23, 1943, Coral Gables, Fla.; BA, journalism, University of Florida, 1964; shipping clerk, Armstrong Cork Company, Lancaster, Pa., 1965-66; copywriter, creative director, president, Burton-Campbell advertising agency, 1966-76; apprentice director, MTM Enterprises, 1976; script writer, producer, MTM Enterprises, 1976-78; creator and executive producer, *WKRP in Cincinnati*, 1978-82; creator and executive producer, *Frank's Place*, 1987-88; current position since 1988; m. Charters Smith, 1976; children: Cannon, 16, Price, 5, Maggie, 3, and Patrick, 1.

Randall Show, which ran on ABC for a year and then on CBS for a year. Wilson was hired to be one of two writers for the show, with the other being another Newhart writer, Gary David Goldberg, who would go on to produce *Family Ties*, among other shows, and is currently president of UBU Productions. In the second year of *The Tony Randall Show*, Tarses and Patchett left the show to work on another, and Wilson and Goldberg wrote and produced the show.

In 1977, Wilson created *WKRP in Cincinnati*, which had a four-year run on CBS.

Unfortunately, during its four-year run, *WKRP* experienced problems that future Wilson-produced shows would suffer through. Between September 1978 and September 1982, the series was moved by the network 18 times, according to Wilson. "Strangely enough, the week they announced the cancellation, we were ninth. I used to joke if your mother doesn't know when you're on, nobody does. The happy ending is that it went into syndication and far exceeded many times over anybody's expectations. It wasn't long before it made more than \$100 million in syndication."

Following the cancellation of *WKRP*,

Wilson left MTM and "didn't do anything for awhile. I'd always thought I was a workaholic, but episodic television knocked that right out of me."

Wilson returned to the business four months later at the request of Grant Tinker, who, at NBC by then, asked him to create a series. That project didn't pan out, so Wilson turned to rewriting a movie script after being given the OK to direct the movie. "I rewrote all of it and went ahead and shot it. It was a low-budget film, but it was 'Police Academy.' So I made two more movies and didn't do very well at it. I don't think I'm a very good movie director."

In 1986, Wilson returned to television to do a pilot for an NBC series, *Easy Street*, which lasted one season. Wilson only contracted to write and direct the pilot, and left the show after that.

Soon after, he was asked to create a series for CBS, which would become *Frank's Place*. Wilson and Tim Reid, an actor on *WKRP*, had remained close after that show was canceled, and Wilson told CBS he wanted to do a show with Reid, set in the South.

The series, which debuted in September 1987, won an Emmy for one of the episodes written by Wilson, was loved by critics, but puzzled viewers, especially those watching at 8 p.m. "The thing with *Frank's Place* is that it started out at 8 o'clock on Monday, which was a pretty big shock to us because we thought it was a 9:30 show, maybe 10 p.m. I'm still not clear what the thinking was there. It didn't work there, then they moved us here and there very quickly."

"With *Frank's Place* we all knew we were doing something out of the mainstream. So we expected to get shot at any time."

As *Frank's Place* was being canceled, Wilson was asked to develop the concept for *The Famous Teddy Z*. "Had not Columbia come to me with the offer they did, I would not have done anything. I would have taken time off and enjoyed myself. I have the great good fortune of sharing in the profits of *WKRP*, so I don't have any financial needs. But Columbia made me such an outstanding offer, it turned my greedy little head."

As for the performance to date of the CBS show, Wilson says it's still too early to tell. "It's going to take us awhile to find the heart of the show. It feels like a show, but we haven't really hit our stride."

For Wilson, after 15 years and three series, the process isn't getting any easier. "I always love producing at the beginning and at the end. When I get in the middle of the season, and I don't see the light at either end, I say, my God—television is like Sisyphus rolling the damn rock up the hill, and every Friday [when series taping is done] it rolls back down."

FCC has waived one-to-a-market rule and granted sale of WMMR(FM) Philadelphia from Sillerman-Magee Communications Management Corp. to Group W. Waiver was necessary because Group W owns KYW-AM-TV Philadelphia. In top 25 markets, FCC looks favorably upon requests where there will be at least 30 separately owned, operated and controlled broadcast licensees after proposed combination. Group W said that Philadelphia, fourth-ranked market, has 56 separate licensees. WMMR sale is first of Group W-Sillerman deal to be approved. Bill Steding of Americom, who is handling deal for Sillerman, said this clears way for rest of sale to be approved, which he expects to happen next week. Closing for deal worth roughly \$385 million has been scheduled for Dec. 4 in New York. This was second time last week FCC waived one-to-a-market rule; FCC also approved Clear Channel Communications Inc.'s purchase of KOKI-TV Tulsa, Okla., where it owns AM-FM combo (see page 70).

WEAZ(AM) Philadelphia was sold by WEAZ-FM Radio Inc. to Salem Communications Corp. for \$6.5 million. Seller is head by Jerry Lee and retains WEAZ-FM Philadelphia. Buyer is Camarillo, Calif.-based group owner of 10 AM's and four FM's and is headed by Edward G. Atsinger III and Stuart W. Epperson. WEAZ(AM) is daytimer with 5 kw on 560 khz. Broker: Gary Stevens & Co.

KTHO-AM-FM South Lake Tahoe, Calif., was sold by Emerald Communications Co. to Emerald Communications Inc. for \$1,525,000. Seller is headed by Donald C. McBain and Sarah K. Breckner and has no other broadcast interests. Buyer is headed by Christian Chase Larson, Los Angeles-based real estate investor, who also owns KTMS(AM)-KHTY(FM) Santa Barbara, Calif. KTHO(AM) is fulltimer on 590 khz with 2.5 kw day and 500 watts night. KTHO-FM is on 102.9 mhz with 1 kw and antenna 2,794 feet above average terrain. Broker: Hogan-Feldman Inc.

National League of Cities last week fired Catharine Rice, staff administrator for NLC-affiliated organization National Association of Telecommunications Officers and Advisors. According to Rice, NLC officials "fired" her last Monday because she attended Senate press conference on Nov. 15 where Senator John Danforth (R-Mo.) announced details of his cable reregulation bill. NLC told Rice her behavior was "inappropriate" and "provocative" and that her presence at press briefing gave impression that NLC was supporting Danforth legislation. Rice says NATOA President Paul Berra, cable administrator from St. Louis asked her if she wanted to go with him and that she cleared it with NLC government relations staff first. (Danforth staff consulted city of St. Louis in drafting measure.) Rice says NLC has been looking for an "excuse" to fire her because she filed sex discrimination and EEO complaint against league in June. She also believes NLC was retaliating because she supported former NLC lobbyist Cynthia Pols. Pols says she was fired on June 7 in retaliation for sex discrimination suit she filed against organization (BROADCASTING, July 3). League spokesman Randy Arndt said he knew Rice was no longer with NLC but that any questions regarding her departure were being handled by league's personnel office, which did not return call. NLC witness at Senate Communications Subcommittee hearing stopped short of endorsing Danforth bill but said it supports concepts embodied in legislation.

Advanced Television Test Center (ATTC), Alexandria, Va., last week announced that six of seven proponents of new television transmission systems to FCC's advisory commit-

tee on advanced television services have paid required \$25,000 reservation fees. Fee, which was due Nov. 17, was announced to proponents during Sept. 28 meeting of ATS committee where test schedule was announced (BROADCASTING, Oct. 2). Company that did not return fee was Production Services Inc., proponent of Genesys system. It said there was confusion about payment schedule and that its check would be sent to ATTC immediately. ATTC Executive Director Peter Fannon said that center's executive committee will decide whether PSI's delay would affect its position on test schedule. Delay does not set schedule behind, but "deadlines can't be routinely missed" in future if ATS committee's goal for completion of tests by fall 1991 is to be met, Fannon said. ATTC also announced that New York Institute of Technology, proponent of VISTA system, has expressed desire to be part of testing program. NYIT is not currently on ATTC's test schedule. Its case will be decided by ATS committee, Fannon said.

Connecticut's Department of Public Utility Control has accepted \$490,545 settlement offer from Cablevision Systems' in dispute over dropping of Madison Square Garden Network. Most of that figure will be refunded to subscribers, anywhere between \$12 and \$19 per household. In return for refund, DPUC will not issue finding that company violated franchise agreements, which could have threatened franchise renewal.

Pacific Mountain Network said it has accepted five-year, \$4.3 million grant from Whittle Communications to underwrite costs of operating educational programming service to be delivered at no cost to middle and high schools via Ku-band satellite, beginning March 1990. Noncommercial channel to be operated by PMN, which is owned by 43 public TV stations, will be separate from Whittle's controversial 12-minute daily, advertiser-supported *Channel One* service. Both services, however, as part of Whittle Educational Network, will use same receiving equipment, which is central part of Whittle's capital investment.

'Hardball' benched

NBC, which introduced five new series this fall, is pulling Hardball from its Friday, 9-10, slot to undergo retooling. Just two weeks ago, the network canceled one of its two new comedies, Nutt House. In the Hardball Friday time slot, NBC is scheduling True Blue (formerly titled Truck One), a drama based on the New York police department's Emergency Services Unit. True Blue will air as a two-hour special on Dec. 3 as the NBC Sunday Night Movie and will move to its regular Friday slot on Dec. 8. The series is produced by Grosso-Jacobson Productions in association with NBC Productions. An NBC spokeswoman said Columbia, which produces Hardball in association with NBC Productions, has completed the 13 episodes the network contracted for, and has been given an additional five-episode order. The spokeswoman said the plan is for Hardball to return to the schedule sometime after January.

Also, NBC announced last week that Robert Mitchum will make his television series debut in Regular Joe (working title), a comedy set to premiere in the spring of 1990. The project, from Grosso-Jacobson Productions in association with NBC Productions, is about a homeless man who is befriended by a parentless group of four children, and who poses as their grandfather to keep them together.

Turner Broadcasting System has signed agreement with Soviet Union to distribute CNN International to hotels, apartments, business and government institutions, mass media and eventually private homes in Soviet Union. CNN is already available in 100,000 European hotel rooms as well as 4 million homes on continent.

Bradley Holmes has joined State Department as head of its bureau of International Communications and Information Policy. Senate confirmed his nomination as U.S. coordinator in charge of bureau, with rank of ambassador, and he was sworn in on Wednesday (Nov. 22) by Associate Chief of Protocol Richard Gookin. Holmes, former chief of FCC's Policy and Rules Division, succeeds Sonia Landau, who had been given recess appointment by President Reagan last year.

Franklin County, Ohio, Court of Common Pleas Judge Michael Close ruled Nov. 15 that **wcbe(FM) Columbus, Ohio, retains rights to carry American Public Radio-distributed Garrison Keillor's American Radio Company of the Air** because program is "a natural progression of Keillor programming [and] continuation of *A Prairie Home Companion*" (PHC) series. Keillor's latest effort, scheduled to launch Nov. 25, will sometimes include PHC reruns. Primary APR affiliate in Columbus, WOSU-FM, had sought to exercise right of first refusal of *Radio Company*. But APR gave first choice to WCBE, which had carried PHC in that market for eight years. WOSU brought suit against APR and WCBE late last summer (BROADCASTING, Aug. 14).

NPR News and Information fund received \$413,301 grant from Robert Wood Johnson Foundation, private philanthropy interested in improving health care, NPR said last week. "Science reporting and reporting on health care are priorities for NPR," said Adam Powell, vice president of News and Information. Grant, he said, "gives our Science Unit the opportunity to expand in-depth coverage in this vital area."

Cable Television Association of New York has signed off on industry standards document, voluntary guidelines for operators to follow in dealing with customer service issues. Document is entitled "Cable Customers' Bill of Rights."

General Electric Co. will underwrite just under half of production costs, and possibly promotion, of American Public Radio-distributed business magazine, Marketplace, five nights per week, beginning Jan. 1. Produced by Pacific Public Radio, Long Beach, Calif., program enters its second year budgeted at \$1.5 million for 1990, meaning that at approximately \$700,000, GE's funding could be largest corporate grant (and one of largest grants of any kind) to public radio, said APR President Stephen Salyer.

Writer/producer **Glen Larson has entered into exclusive production agreement with Viacom Productions**. Previous series produced or created by Larson include *It Takes A Thief*, *McCloud*, *The Six Million Dollar Man* and *Magnum, P.I.*

Comedy Channel, which launched Nov. 15, announced carriage agreements with Media General Cable, Rifkin & Associates and U.S. Cable Corp., representing approximately 600,000 basic subscribers.

Congress adjourned for year early Wednesday morning, Nov. 22, (See story, "Top of the Week") without passing authoriza-

tion bill that includes funds for U.S. Information Agency. As result, agency continues to operate at 1989 funding level of \$882 million, rather than being allowed \$934 million that was contained in appropriations package approved by Congress. Lower funds is not only problem confronting USIA. Unless Congress in its next session passes authorization measure, or waives requirement that funds be authorized, Worldnet will continue to be barred from airing "passive" programming, such as in-house produced news shows. What's more, \$16 million for first year's operation of TV Marti—assuming that station designed to broadcast to Cuba is finally approved—will not be released. Bush administration would have only \$7.5 million for 90-day test, which is to be conducted early next year. Authorization bill was hung up in dispute between Senator Ernest F. Hollings (D-S.C.), chairman of appropriations subcommittee responsible for State Department and USIA funds, and Senator Claiborne Pell (D-R.I.), chairman of Senate Foreign Relations Committee, which authorizes funds. Hollings, impatient with what he says is slow pace of authorizing committee, wanted repeal of statute requiring annual authorization of funds for State Department and USIA. He lost on that issue, so refused to grant unanimous consent needed to proceed to vote on authorization measure.

Rolling Stones' final concert of current "Steel Wheels" tour will be presented as live, pay-per-view event, Dec. 19, sponsored by Budweiser and MTV. Titled *Rolling Stones: Terrifying*, concert will emanate from Atlantic City's Convention Center, and feature guest artists including Eric Clapton and Guns 'N Roses' Axl Rose. Show, available for suggested retail price of \$24.95, will be distributed by SET Pay Per View (Showtime Event Television). Three-hour concert will be stereo simulcast nationally via ABC Radio Networks over more than 150 radio stations.

British point of view

BBC Director General Michael Checkland, in his first visit to the U.S. in 18 months, met last week with network, cable and studio heads to pursue joint ventures in programming and other activities and to reassure Americans that recent European Community programming quotas would not affect BBC buying patterns

In one possible coventure that emerged last week, the BBC said it had agreed in talks with MCA to build television studios at a London theme park if the Hollywood studio selects the city over Paris as the site for park, opening in 1994. MCA is expected to decide between the two European capitals early next year. Checkland, who addressed an International Radio and Television Society luncheon on Nov. 21 and later briefed reporters, said he met during a several-day visit with ABC, CBS and NBC network heads, Viacom's Frank Biondi, Fox's Barry Diller, Paramount's Martin Davis, and Turner's Ted Turner and Bob Ross. Checkland told reporters he used the meetings to reassure the executives concerned by EC quotas that basic UK import patterns would remain "very similar" and called U.S. reaction to the limits "overdramatized."

He said in his IRTS speech: "With so many more hours to fill, the demand for American material can only go on rising, as will the opportunities for U.S. investments and mergers and acquisitions." Checkland also lauded the launch of British House of Commons TV coverage and said the BBC would make extensive use of live segments and excerpts throughout the week (full coverage of the proceedings is being carried on a temporary basis on the Astra satellite by a consortium including Rupert Murdoch's Sky TV and the news service ITN).

Editorials

A candidate for content control

Rarely has so articulate, facile and engaging an FCC candidate emerged on the Washington scene as Ervin S. Duggan, now under consideration to fill the so-called fifth seat on that agency. And rarely have the surrounding circumstances been so troubling.

All signs suggest that Mr. Duggan was found and put forward for one reason: to appease the evangelicals, who have been clamoring for years to have one of their own—or at least a fellow traveler—on the FCC. In a country dedicated to the separation of church and state, they have sought to limit the views and the forms of expression in our most influential media by installing on the FCC people of fundamentalist Christian faith and tenets. It's too early to tell whether they've succeeded in this instance, but they appear to think so.

Of equal concern is that Mr. Duggan, who has from time to time been employed as a journalist, is being advanced as a First Amendment candidate as well. As we read the script, his job will be to uphold family values, eradicate indecency and at the same time say that all is well with freedom of the electronic press. (In "1984" Orwell called that Newspeak. But that's history, right?)

We do not yet find fault, personally, with Ervin Duggan. The editors' brief but rewarding—if not totally revealing—conversation with him suggested a person of intelligence, humor and an easy skill at communication. It's the endorsement from the religious right—and the pandering to it by the administration—that gives concern, that someone whose coloration on one issue—advancing a conservative religious/political point of view—should have pushed aside candidates who had more demonstrated telecommunications ability but no desire to impose their personal ideology on the Union.

(From another point of view, the Duggan candidacy appears to gild the lily. FCC Chairman Al Sikes and his existing colleagues have already done as much damage to the First Amendment as they've been able to find excuse for, expunging 'indecency' left and right and terrorizing any licensee who might permit expressions not proper in the *Christian Science Monitor*. If Mr. Duggan can upstage that record, the country is really in trouble.)

Our thesis is that single-issue candidates are bad news, wherever you find them in politics. Again, we don't say Ervin Duggan is one, although the Bush White House thinks he fills the bill. But if that's to be the wave of the FCC future, perhaps it's time for a pro-First Amendment candidate—someone who believes in that Constitution the FCC is sworn to uphold.

Holiday trimming

Fifth Estaters had additional reason to give thanks last week. As the Congress rushed to make its TAC deadline (turkey and cranberries), fairness doctrine recodification was among the excess bags it discharged on its way to passing a compromise budget reconciliation bill, one of its last big bits of business before adjourning for a Thanksgiving holiday from which it is expected to return sometime in the next decade. (If Congress could stretch dollars the way it stretches four-day weekends, the budget would likely be in fine shape.)

We understand that fairness recodification made a last minute reappearance as part of some 11th hour quid pro quo re-encumbering of the bill, but that it was eventually dropped for good, and we hope for all, thanks in large measure to the efforts

of Tom Tauke (R-Iowa), who continues to be a better friend to broadcasters on this issue than they themselves, and Bill Frenzel (R-Minn.).

Undoubtedly, the voices of the fairness doctrine recodification chorus will be reunited upon the legislators' return, when some new pressure will be applied to "encourage" broadcasters to acquiesce in the curtailment of their own First Amendment freedoms. For that reason, last week's victory is best viewed as a holiday cease fire.

Although there may have been more of pumpkin pie than policymaking in the decision to scuttle recodification, it was a welcome decision and a wise one and we hurrah it just the same.

New tune

The more things change, the more they, well, change. We still remember the struggle it took to get the United States Congress to open its doors to the Fifth Estate (and the continuing struggle to persuade the federal judiciary to follow suit [admirably, most state courts have seen the light]). With that in mind, we were somewhat amused by the comment made by Senator Wendell Ford (D-Ky.) at cable hearings a week and a half ago that there was not enough television in the Senate to suit him. Among his complaints about cable was that so few systems carry C-SPAN II, which airs Senate proceedings. Ford observed that "there seems to be plenty of room for home shopping and mud wrestling, but little room for democracy." Actually, considering the occasional mud-slinging level of political debate, we figure C-SPAN II offers two out of three.

□

While we are on the subject of colorful debate, the U.S. Congress now has some stiff competition with C-SPAN's inauguration of excerpted televised coverage of the British Parliament. Considering the rapidity with which the cold war has been thawing of late, Congress may have some communist bloc competition for the spotlight before long. And, if the U.S. judiciary is not more expeditious in pulling its collective head out of the sand, East Germany may have cameras in the court before we do.



Drawn for BROADCASTING by Jack Schmidt

"Here's a great two-word business plan: Make money!"

SPECIAL REPORT:
Western Cable Show
Exclusively in Broadcasting & Cable

Assembly in Anaheim.



Cable heads west for its date in the California sun.

December 11.

Some 10,000 cable industry participants will gather in Anaheim for the Western Cable Show. And the editors and correspondents of BROADCASTING & CABLE will be covering the proceedings from the opening session to the closing gavel. Crisp, concise, up-close reporting. BROADCASTING & CABLE will also have bonus circulation at the convention.

BROADCASTING & CABLE

**Space reservations and copy closing:
10 days prior to publication date**

For details on these Special Reports or space reservations in Broadcasting, Broadcasting Abroad and the Broadcasting/Cable Yearbook, call any of the numbers listed below.

New York
(212) 599-2830

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

Los Angeles
(213) 463-3148

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

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

Pattis/3M

Chicago
(312) 679-1100

Los Angeles
(213) 462-2700

Toronto
(416) 482-6288

New York
(212) 953-2121

Hawaii
(808) 545-2700

London
(01) 427-9000

Broadcasting & Cable. The wired nation extension of Broadcasting Publications, Inc.

Over a billion dollars
in radio station sales.

No one person has
ever done more.



GARY STEVENS & CO.
Incorporated

Broadcast Mergers • Acquisitions • Investment Banking Services

230 Park Avenue

Suite 2740

New York, N.Y. 10169

(212) 697-0240