

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Dec 25



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# AMPEX

**Pay for carriage...**Broadcast industry's campaign to force cable operators to pay for carriage of broadcast signals gains momentum on Capitol Hill. **PAGE 19.**

**NBC game plan...**Network says it is committed to game shows. **PAGE 19.**

**Panama press...**Although, as one news executive said, "it was better than



ABC News

Grenada" in terms of press access, journalists have rough time reporting initial stages of U.S. military invasion of Panama. **PAGE 25.**

**17/ DELICATE BALANCE**

In this week's "Monday Memo," INTV President Jim Hedlund says it is time for broadcasting and cable to find common ground for TV sports.

**20/ TAKING HIS CHANCE**

Tri-Star Pictures President Jeff Sagansky, just named CBS Entertainment president, says it was challenge of CBS's programing situation and his background in broadcasting that attracted him to job.

**21/ ABC'S SERIES PLAN**

ABC gives commitments to

new series, including new projects from writer-producer-director Jim Brooks, Oprah Winfrey's Harpo Productions, and *L.A. Law* co-creator, Stephen Bochco.

**22/ SMALL STRENGTH**

Nielsen's November sweeps results for syndication shows children's programs doing particularly well.

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FCC Chairman Alfred Sikes assembles diverse mix of people to help him make policy at commission.

**30/ IN THE HEAT OF LATE NIGHT**

Late night is being viewed



Arsenio Hall with singer Whitney Houston

by some as perhaps final frontier among dayparts. There are number of contenders ready to stake their claim.

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Turner Broadcasting will bring possibly three new weekly first-run barter series to NATPE, available for next fall.

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Despite general flatness of broadcast market for syndicated hours, some still see potential and are having some success with long-form shows.

**35/ ENOUGH FOR ALL**

Latest FCC study predicts that when time comes for broadcasters to use additional spectrum for terrestrial transmission of HDTV, there will be enough spectrum to go around.

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National League of Cities executive director, Alan Beals, resigns after 22 years.

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Although overnight delivery of advertising is normally domain of dub-and-ship companies, at least one group feels it is ahead of curve with its satellite-delivered ads.

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Reply comments to FCC's AM en banc hearing from various broadcasting factions shows room for agreement on expanded band allocation.

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Americom's Dan Gammon enjoys playing Monopoly with his children, driving his Chevy Nova and, since 1984, helping company he co-founded become leading station broker.

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## NEW YORK

### Percent here, percent there

Whether network revenues are up half percent for year or down half percent may not seem like major issue, but final tally will say much about ballyhooed upfront selling season ("Top of the Week," July 3) and more recent "scatter" advertising marketplace. If ABC, CBS and NBC posted increase of half percent, that would suggest fourth quarter gain of just under 10%, in line with unit price increases that network sales executives were reporting at time of upfront sales marketplace—which determines roughly 75% of fourth-quarter revenue. If, instead, three networks are down half percent, as one of them is now predicting, fourth-quarter gain over prior year's period would be roughly 5%. Among factors that could moderate expected fourth-quarter revenue growth are shorter than expected World Series; Panama crisis, which reduced advertising inventory, and disappointing ratings performance, at least for CBS. Even slight decline in 1989 would still be improvement over previous post-Olympic year—1985—when three-network revenue was off almost 4%.

### Redealing the debt

Broadcasters, such as Olympia and SCI Television, have received much attention for their restructuring of debt, but others may soon be doing same. Among those said to be candidates for restructuring are TAK Communications and Univision. Gillett Holdings, George Gillett's portfolio of operating companies, including WMAR(TV) Baltimore and WTVT(TV) Tampa, Fla., is also said to be considering restructuring. Restructuring of debt need not mean company is in trouble, and often is done for opposite reason—to take advantage of superior performance in order to obtain better terms from lenders. But many if not most leveraged broadcasters



### Secretarial sendoff

Secretary of State James A. Baker III (right) sought to make clear last week the importance the Bush administration attaches to communications and information policy. He presided at the formal swearing-in of Bradley P. Holmes (left) as U.S. coordinator and director, Bureau of International Communications and Information Policy—whose mother, Sadako (center), held the Bible during the ceremony. Baker later said that "the information revolution is a major force that is shaping the changing international environment." Baker said the U.S. should "strengthen freedom in Communist countries through expanded communications and information," while being "attentive to our national security concerns." Baker cited the need to "bolster" such organizations as the International Telecommunication Union and Intelsat in confronting "the profound changes taking place in international communications and information."

Then he said: "As the world's largest provider and user of telecommunications equipment and services, the U.S. has a vital stake in the outcome of these issues."

For his part, Holmes promised to take "an open and collegial approach" to his new duties. "The ability to draw common goals from among many different points of view is one of the great strengths of the American process." He also said he will "seek close cooperation...from key public officials and private sector representatives concerned with international communications." And he said he will "support wholeheartedly the department's dialogue with Congress."

are running behind earlier projections.

### Mizlou, TCI talking turkey about sports

Mizlou's Sports News Network has held discussions with Tele-Communications Inc. about carriage of network, which would give yet-to-be launched service substantial boost. TCI is traditional first stop for anyone with new cable programing idea, but there may be further reason for talks. TCI's regional sports operations in Pacific Northwest and Bay Area have lost out on Major League Baseball rights of local teams in past year. Programing from SNN could serve to fill some holes in regionals' schedules.

tampering with producers' copyright revenues.

### Clearing decks

FCC Mass Media Bureau's Roy Stewart has begun implementation of plan to clear backlog of some 2,400 applications for new FM stations that has clogged FM branch and slowed processing of all types of FM applications. To give branch more time to concentrate on new-station applications, Stewart has already transferred processing of FM sales to video services division. And come early January, branch will begin periodically releasing list of pending applications for FM facilities changes so that applicants can check on status—where they are in processing line and what, if anything, is holding them up.

### Triple threat

Post-Newsweek Broadcasting chief Joel Chaseman—who assumes former chairman status at year end, when G. William Ryan takes over group—will air views from three lofty pulpits in January. First he delivers video keynote at Consumer Electronics Show in Las Vegas, then appears on future of programing panel at NATPE in New Orleans, and winds up addressing broadcast journalism at Alfred I. du Pont forum in connection with annual du Pont-Columbia awards in New York. Chaseman, who's setting up own entrepreneurial company for broadcast investment, is head of Advanced Television Test Center, charged with proving out high-definition television systems.

### Satellite success

U.S. appeared to have done well at Intelsat quarterly board of governors meeting in terms of XIV(d) clearances granted Pan American Satellite for service between U.S. and number of other countries. Among others was decision authorizing use of PAS Ku-band transponders by Eastern European countries through end of 1998. But one major proposal U.S. put on table shortly before December 7-12 meeting, one that would have liberalized and

## WASHINGTON

### Sauce for the goose

Broadcasters' must pay, must carry proposal (see "Top of the Week") has generated talk among cable operators who have strong aversion to idea. Broadcasters want to extract payment for carriage of their signals. Some in cable are suggesting that if they are going to become broadcasters' official transmission system then they want right to be network affiliates, including ability to get local avails. According to reports, must-pay plan also is drawing fire from motion picture community, which feels that broadcasters are

Syndication  
Hits Are Born  
With It.

# Three's Company Was.



# And So Was ALF.



It's that certain something that separates the hits from the misses in syndication. The perfect network audience comp that mirrors the demos needed to succeed as a strip.

When a network sitcom has the special qualities that attract the same kind of people who watch sitcoms five days a week, it's destined to be a hit in syndication.

Evergreens like "M\*A\*S\*H" and

"Three's Company" had it on the network. And so does Warner Bros.' line-up of off-network sitcoms for '90-'91.

Unfortunately, most other sitcoms being offered for stripping weren't born with this success quotient in their past. Which could mean a poor showing in syndication.

But, with "ALF," "Head of the Class," "The Hogan Family" and "Perfect Strangers," success is in the numbers.

Instead of taking a chance on an expensive off-network strip without the correct network demos, ask your Warner Bros. sales rep about our sitcom line-up for '90-'91.

They're all born to win.

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Alien Productions



**HEAD OF THE CLASS**  
Eustes/Elias Productions



**THE HOGAN FAMILY**  
Miller/Boyet Productions



**PERFECT STRANGERS**  
Miller/Boyet Productions



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eased Intelsat's consultation process, was shot down. Proposal, which came up in connection with proposed service between U.S. and Mexico, would have permitted countries that had already consulted with Intelsat on use of PAS service to communicate with each other without each having to undergo XIV(d) procedure. That sometimes burdensome procedure is designed to assure international service would be technically compatible with Intelsat and would not cause it economic harm. U.S. position is that countries' original XIV(d) clearances would have resolved those issues, that undergoing new consultation would be no more than academic exercise.

Countries that would have benefitted from adoption of proposal—most Latin American and some European countries—are represented on board. However, board's feeling was that proposal would compromise members' sovereignty. U.S. argument that members could exercise sovereignty by granting or withholding necessary operating agreement did not prevail. However, issue is not dead. U.S. will try again, probably at board meeting in March.

### Count him out

At least one member of Senate Commerce Committee will not be casting vote when that committee considers cable reregulation legislation next year. According to aide, Virginia Democrat Charles (Chuck) Robb has interest in Karnack Corp., San Marcos Tex.-based cable MSO with 40,000 subscribers, and will not participate in markup.

## HOLLYWOOD

### Peril for Pat

Production source close to changes at CBS says that new entertainment division president, Jeff Sagansky, will bring "quick programing axe" to late night talk show strip, *The Pat Sajak Show*. "It's gone," related source, who says "the new guy has no emotional attachment to *Sajak*" since its "creators"—former late night programing chief Michael Brockman (who left to assume similar post at ABC) and Kim LeMasters (Sagansky's predecessor)—are history. CBS spokeswoman said there was "no truth to that rumor."

*Sajak* has continued to languish with average fourth quarter 1989 Nielsen rating of 2.8/11 (as of Dec. 11), behind

NBC's *Tonight Show* top score of 5.5/18 and ABC's *Nightline* second-ranked 4.5/15 mark in 11:30 p.m. (ET) slot. Talk strip *The Arsenio Hall Show* is also taking piece of *Sajak*'s late night talk show action with 4.3 rating among nationally ranked syndicated programs (as of Nov. 26).

### Then there were two

Four-month-old Fox station group midday game show block, which was planned as two-hour block, will become one-hour block next month with Fox's dropping of Turner Program Services' *The Last Word*, effective Jan. 5. Block was initially to include four game shows—others were *Jackpot* (Palladium Entertainment), *Talkabout* (D.L. Taffner) and *Celebrity Secrets* (Casablanca AMG)—that all seven Fox-owned stations would air between 11 a.m. and 3 p.m., depending on market. But before production began, Casablanca went out of business. Fox decided not to replace *Secrets*, and instead went with 90-minute block.

Steve Leblang, Fox station group vice president, programing, said last week that both *Jackpot* and *Talkabout* have been renewed through current

broadcast season. Whether midday game continues after that, he said, will be decided next spring.

Aside from Fox stations, *The Last Word* was cleared in about dozen markets and has been averaging 1 rating. Leblang said program turned in better numbers in New York, Washington and Houston. But bottom line, he acknowledged, was that it failed.

## PARIS

### Network nibble

Capcities/ABC is in final stages of deal to buy piece of Paris-based Hamster Productions, source confirmed. Announcement is expected around first of year. Capcities has already taken minority interests in European independent production companies in West Germany and Spain (and fourth deal may be in works), aimed at gaining foothold in burgeoning European television market, as well as enhancing co-production possibilities for U.S. cable and other non-network buyers. Hamster is run by one-time NBC producer Pierre Grimblat and part-owned by Luxembourg broadcaster-producer CLT, which has made advances of its own into U.S. TV production market.

## Class picture

Educators and Ted Turner gathered at a Washington press conference last week to provide an update on Turner's CNN Newsroom, a daily 15-minute program launched in September. The service is now in 20% of the nation's schools, 5,000 overall, and Turner expects to reach 10,000 by next fall. The educators hailed Turner's effort and criticized the commercialization of the rival Channel One service by Whittle Communications. Turner said it was "tremendous to hear this ringing endorsement of CNN Newsroom." He said the challenge will be "to get the news about CNN Newsroom" to other schools. Pictured (l-r): Keith Geiger, president, National Education Association; Scott Thomson, executive director, National Association of Secondary School Principals; Gary Marx, associate director, American Association of School Administrators; Teri Marshall, National Parent-Teacher Association; Jeremiah Floyd, associate director, National School Boards Association, and Turner.



## SACRAMENTO

### Test time

Ratings apparently came up roses for Multimedia Entertainment's talk show *Private Affairs* (BROADCASTING, Nov. 27 and Dec. 4), which just ended three-week test run on Sacramento's KCRA-TV. Show, which premiered Dec. 4, scored overnight 2.5 rating/12 share average for first week, 2.9/13 in second week and further picked up steam to 4.6/14 average rating midway through final week (as of Dec. 20). Getting little advance on-air promotion, *Private Affairs* filled in for NBC affiliate's *Generations* at 10 a.m., while soap only scored average 1.4/6 during test period as leadout at 10:30 a.m.



*"Mayday, Mayday, we're out of control..."*

*Jerry Schemmel was on Flight 232 as it cartwheeled into a cornfield in Iowa and exploded...he escaped not only with his life, but saved one year-old Sabrina Michaelson.*

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You'll see fear as they saw it. Meet danger as they met it. And discover triumph as they lived it. Hosted by Paul Hecht and Rosalyn Landor.

# **WITNESS TO SURVIVAL**

26 half hours that will make your ratings more than survive. It will make them soar.

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# BY THE NUMBERS 1

**F**ox's *Married with Children*, pictured, pulled its best rating this season (or last season), when it scored an 18.4 rating and a 27 share on Sunday at 9. *Married*, which has a 12.5/19 season-to-date average and a season-to-date rank of 48, ranked 13th for the week, bolstered by the lead-in from the animated *Simpsons Christmas Special* at 8:30, which ranked 30th for the week with its 14.5/22.



While NBC won the ratings race with a 14.6/24.1 for Week 13, CBS managed to move into second place by posting a 12.6/20.8 over ABC's 12.3/20.3. CBS won two nights during Week 13, its traditional Sunday, and for the first time this season, Friday. A *Rudolph the Red Nosed Reindeer* special at 8 on Friday pulled a 15.8/27, beating both NBC's *Baywatch* and ABC's *Full House* and

"By the Numbers" continues on page 11

## RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	23.7/34	A	Roseanne
2		22.5/36	N	Cheers
3	▼	22.2/37	N	Cosby Show
4	▲	20.5/36	N	Golden Girls
5	▼	20.4/33	N	Different World
6	▲	19.8/35	N	Empty Nest
6	▲	19.8/32	C	60 Minutes
6	▲	19.8/30	A	Wonder Years
9	▼	19.3/31	N	Dear John
10	▼	19.2/33	N	L.A. Law
11	▼	18.9/29	C	Murder, She Wrote
12	▲	18.8/33	A	Monday Night Football
13	▲	18.4/27	F	Married...With Children
14	▼	18.3/28	A	Who's the Boss?
15		17.6/33	N	Bob Hope's Christmas Special
16	▼	17.5/26	N	In the Heat of the Night
16	▲	17.5/27	N	Matlock
18	▼	17.1/26	A	Coach
19	▼	16.9/25	C	Designing Women
19	▼	16.9/27	N	Unsolved Mysteries
21		16.1/28	A	Julie and Carol: Together
22		15.8/27	C	Rudolph-Red Nosed Reindeer
23	▲	15.5/24	A	Doogie Howser, M.D.
24	▲	15.4/28	N	Amen
25	▲	15.2/25	A	Growing Pains
26	▼	15.0/23	N	Hogan Family
27	▲	14.8/23	A	Head of the Class
28	▼	14.6/22	C	Murphy Brown
28	▼	14.6/23	C	Newhart
30		14.5/22	F	Simpsons Christmas Special

Rank/rating □ Network □ Show

31	▲	14.4/23	N	ALF
32		14.2/22	N	Christmas in America
33	▲	14.0/22	C	Jake and the Fatman
34	▲	13.8/24	C	Dallas
35	▼	13.7/23	C	Knots Landing
36	▼	13.4/23	A	Full House
37	▲	13.3/21	A	Anything but Love
37	▲	13.3/21	C	CBS Tuesday Movie
37	▼	13.3/21	N	NBC Monday Movie
37	▼	13.3/25	A	20/20
41	▼	13.2/22	N	Midnight Caller
42	▲	13.1/21	N	NBC Sunday Movie
43	▲	13.0/24	N	227
44	▼	12.5/21	A	Perfect Strangers
45	▲	12.4/20	N	Magical World of Disney
46	▲	12.3/19	C	Rescue: 911
47	▼	12.2/20	A	thirtysomething
48	▲	12.1/20	C	48 Hours
48	▲	12.1/20	A	MacGyver
48	▼	12.1/19	C	Major Dad
51	▼	12.0/20	A	Just the Ten of Us
52	▲	11.7/18	F	America's Most Wanted
52	▼	11.7/19	C	CBS Sunday Movie
54	▼	11.5/18	C	Beauty and the Beast
55	▼	11.3/19	C	Doctor, Doctor
55	▲	11.3/19	A	Family Matters

## Week 13 □ Dec. 11-Dec. 17

Rank/rating □ Network □ Show

57	▼	11.2/18	A	ABC Sunday Movie
58	▼	11.1/19	N	True Blue
59	▼	11.0/19	C	Wiseguy
60	▼	10.2/19	C	Falcon Crest
61	▲	10.1/16	A	Young Riders
62	▼	10.0/19	N	Mancuso, FBI
63		9.7/17	N	Baywatch
63	▲	9.7/15	C	Famous Teddy Z
65	▼	9.6/14	N	Sister Kate
66	▼	9.4/14	N	Ann Jillian
66		9.4/17	C	Hallmark Hall of Fame
68		9.1/15	C	Island Son
68	▼	9.1/16	N	Quantum Leap
70	▲	8.8/16	A	Mystery Movie
71	▲	8.5/14	F	Tracey Ullman Show
72	▼	8.2/13	A	Mission: Impossible
73		7.5/13	A	PrimeTime Live
74	▲	7.0/13	A	Mr. Belvedere
75	▲	6.9/11	F	Booker
76	▲	6.8/12	A	Living Dolls
77	▲	6.7/13	C	Sat. Night with Connie Chung
78		6.5/11	A	Trans-Antarctica Expedition
79	▼	6.3/12	F	Cops
80	▼	6.1/11	F	Open House
81	▼	5.8/9	A	Free Spirit
82	▲	5.6/8	F	Alien Nation
83		5.4/8	F	21 Jump Street
84	▼	5.2/8	A	Homeroom
85	▲	4.9/9	F	Reporters
86	▲	2.8/5	F	Beyond Tomorrow

### Guide to symbols

▼ —Down from last week      ▲ —Up from last week

Source: Nielsen and Broadcasting's own research.

■ —Premiere broadcast

## FREEZE FRAMES: Current network standings as of Week 13, Dec. 11-Dec. 17

### Network averages

Prime time	Evening news
NBC: 14.6/24.1	ABC: 11.0/20
CBS: 12.6/20.8	CBS: 10.4/19
ABC: 12.3/20.3	NBC: 10.2/19

### Demographic ratings

	ABC	CBS	NBC
Viewers 2+	7.8	7.9	9.3
Women 18-49	7.9	8.2	9.0
Men 18-49	7.1	5.8	7.2

### Season to date ratings

	1989-90	1988-89
NBC:	14.9	NBC: 16.2
ABC:	13.2	ABC: 13.2
CBS:	12.3	CBS: 12.0

# Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's <sup>1</sup>	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. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10

**Family Matters.** CBS also won 9-10 p.m. when *Dallas* scored a 13.8/24.

The rest of the week: ABC won Monday, Tuesday and Wednesday and NBC took Thursday and Saturday.

In the evening news race, ABC's *World News Tonight* won first place again with an 11.0/20. CBS had a 10.4/19, while NBC had a 10.2/19.

## MarketScope

The Standard & Poor's Industrials fell 11.21 points to close at 391.86 on Dec. 20. That brought the S&P close to its Nov. 29 closing level of 392.67. The advance-decline ratio for the 128 stocks tracked on the Stock Index weighed heavily on the decline side, standing at 20-90, with 18 stocks unchanged. Among the six groups tracked on the Stock Index, the Equipment and Manufacturing group had the worst week, with 20 declines, only two advances (M/A-Com and Matthews Studio Equipment) and three stocks unchanged. The Programming group also had a bad week, with a 2-19 advance-decline ratio and six stocks unchanged; the two advancing stocks were Dick Clark (symbol DCPI) and Video Jukebox (JUKE), which closed at 6¾ and 7½, respectively.

Overall, Disney, Capcities, CBS and Time Warner fell the most, with Disney's stock (DIS) tumbling 18¾, or 14.3%, to close at 112 last Wednesday. As of 2 p.m. last Thursday, DIS had picked up 2½ and was trading at 114½. Capcities (CCB) fell 15¼, or 2.8%, to close at 531 on Wednesday. As of last Thursday, CCB had dropped another five points to 526. CBS, which dropped 15½ to 181¼ as of Wednesday, was holding there on Thursday. Time Warner (TWX) fell 9½ over the seven-day period and closed on Wednesday at 113¾. By Thursday, TWX had picked up slightly and was trading at 119¾.

**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	Market	Closing	Closing	Net	Percent	P/E	Market
Wed	Wed	Change	Change	Ratio	zation	Wed	Wed	Change	Change	Ratio	zation
Dec 20	Dec 13			(000,000)		Dec 20	Dec 13			(000,000)	

### BROADCASTING

### BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities/ABC	531	546	1/4	-15	1/4	-02.79	22	9,557	N (BLC) A.H. Belo	37	37	3/4	-	3/4	-01.98	49	734		
N (CBS) CBS	181	3/4 196	7/8	-15	1/8	-07.68	16	4,294	N (AFL) American Family	17	18	16	7/8	1/4	01.48	16	1,389		
A (CCU) Clear Channel	12	12	1/8	-	1/8	-01.03	120	46	Q (ACCMA) Assoc. Commun.	34	35	-	1	-	-02.85	-82	633		
A (HTG) Heritage Media	3	3				00.00	-2	108	N (CCN) Chris-Craft	36	38	36	1/8	1/4	00.60	53	866		
Q (COR) Jacor Commun.	5	7/8 5	1/2	-	3/8	06.81	-4	58	O (OUCC) Durham Corp.	29	34	32	1/4	-2	1/2	-07.75	26	251	
O (LINE) LIN	119	1/4 120		-	3/4	-00.62	66	6,121	N (GCI) Gannett Co.	41	1/4 41	7/8	-	5/8	-01.49	17	6,655		
O (OBCC) Olympia Broadcast	13	3/2 12	1/2	-	3/2	-18.75		1	O (GACC) Great Amer. Comm.	9	1/4 9	3/8	-	1/8	-01.33	-2	290		
O (OSBN) Osborn Commun.	10	1/2 10	1/8	-	3/8	03.70	6	70	N (JP) Jefferson-Pilot	41	7/8 45		-	3	1/8	-06.94	14	1,574	
O (OCOMA) Outlet Commun.	23	3/4 24		-	1/4	-01.04	29	155	N (KRI) Knight-Ridder	53	7/8 54	3/4	-	7/8	-01.59	12	2,771		
A (PR) Price Commun.	4	1/2 4	7/8	-	3/8	-07.69	-9	41	N (LEE) Lee Enterprises	31	31	5/8	-	5/8	-01.97	18	756		
O (SAGB) Sage Broadcasting	2	3/4 2	3/4			00.00	-2	10	N (LC) Liberty	41	40		1		02.50	23	346		
O (SCRIP) Scripps Howard	67	2	1/2	-	5	1/2	-07.58	34	691	N (MHP) McGraw-Hill	53	7/8 57	3/4	-	3	7/8	-06.70	13	2,619
O (SUNN) SunGroup Inc.	1	7/8 1	7/8			00.00	-2	4	A (MEGA) Media General	30	3/4 32	1/8	-	1	3/8	-04.28	768	791	
O (TLMD) Telemundo	5	1/4 5	1/2	-	1/4	-04.54	-2	119	N (MMDP) Meredith Corp.	30	31	5/8	-	1	5/8	-05.13	17	559	
O (TV) TVX Broadcast	4	4	1/8	-	1/8	-03.03		29	O (MMEDC) Multimedia	88	84		4		04.76	32	994		
O (UTVI) United Television	34	1/4 35	1/4	-	1/4	-02.83	48	374	A (NYTA) New York Times	26	3/8 26	1/4		1/8	00.41	13	2,073		

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# Datebook

■ indicates new listing or changed item.

## This week

**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. 3-7**—"The Best of Kraft Television," screenings at *Museum of Broadcast Communications*, Chicago. Information: (312) 987-1500.

**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, creator and head writer of program; Felicia Minei Behr, executive producer, *AMC*; and Jo Ann Emmerich, senior VP-daytime programs, ABC-TV, Copacabana, New York.

**Jan. 5**—Deadline for entries in *American Women in Radio and Television's* 15th annual National Commendation Awards. Entries in radio, television and cable programming and broadcast advertising must have appeared between Jan. 1, 1989, and Dec. 31, 1989. Information: Diane Walden, (202) 429-5102.

**Jan. 7-12**—*Annenberg Washington Program* faculty workshop in communications policy. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

■ **Jan. 8**—*International Radio & Television Society* newsmaker luncheon. Topic: "Where is Radio Heading?" Panel: Ralph Guild, Interep; Richard

Harris, Group W Radio; Tom Snyder, host of ABC Radio show *The Tom Snyder Show*, and Nancy Widmann, president, CBS Radio Division. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Jan. 8**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: ABC's Barbara Walters. Beverly Hilton, Los Angeles. Information: Murray Weissman, (818) 763-2975.

**Jan. 10**—Deadline for entries in Green Eyeshade Award competition sponsored by *Atlanta Professional Chapter of the Society of Professional Journalists*. Competition is open to journalists and freelancers in Kentucky, Tennessee, Arkansas, West Virginia, Louisiana, Florida, Mississippi, Georgia, North and South Carolina and Alabama. Information: (404) 875-6923.

■ **Jan. 10**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Michael Wheeler, president, Financial News Network, Copacabana, New York.

■ **Jan. 10**—*International Radio & Television Society* Q&A seminar, "Women in News." Panel: Marlene Sanders (moderator), former ABC and CBS correspondent; Jane Hanson, WNBC-TV New York; Rasa Kaye, WLTW-FM, New York; Susan Zirinsky, CBS, and Paula Zahn, ABC. Halloran House hotel, 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. 10-14**—"Chicago on Television/Television on Chicago," screenings at *Museum of Broadcast Communications*, Chicago. Information: (312) 987-1500.

**Jan. 11**—*Federal Communications Bar Association* luncheon. Speaker: Janice Obuchowski, as-

sistant 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. 11**—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

■ **Jan. 11**—*Mississippi Association of Broadcasters* business-to-business seminar and legislative media day. Radisson Walthall hotel and State Capitol, Jackson, Miss. Information: (601) 957-9121.

**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. 17**—*Society of Broadcast Engineers, Chapter 15*, meeting on "Transmitters: From the Old to the New." WQXR auditorium, New York Times

## Major Meetings

**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 3-6, 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, 1990**—*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.

Building, New York. Information: David Bialek, (212) 752-3322.

■ **Jan. 17**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Norm Fein, news director, Rainbow News 12, Copacabana, New York.

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

**Jan. 19**—Deadline for entries in National Awards for Education Reporting, sponsored by *National Education Writers Association*. Information: (202) 429-9680.

**Jan. 19**—Deadline for entries in second annual public affairs awards competition sponsored by *The Cable Television Public Affairs Association*. Event or campaign must have occurred during calendar 1989. Information: Nancy Larkin, (617) 742-9500, or Andy Holdgate, (617) 792-7407.

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

**Jan. 19-21**—"Economics of the Illegal Drug Trade," conference for journalists sponsored by *Foundation for American Communications*. Miami Airport Hilton, (213) 851-7372.

**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.



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## Errata

Scheduled telecast of seven-hour series *Planet Earth* on Discovery Channel next April will not be premiere, as reported in Dec. 11 "Cable-castings" item on Discovery Channel environmental programming for 1990. *Planet Earth*, produced by noncommercial WOED(TV) Pittsburgh, premiered in January 1986 on PBS, which aired it again last January.

**Jan. 24**—"Congress 1990," seminar sponsored by *Federal Communications Bar Association*. Grand Hyatt, Washington. Information: Robert Lewis Thompson, (202) 296-0600.

■ **Jan. 24**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Roger L. Werner, president, chief executive officer, ESPN. Copacabana, New York.

■ **Jan. 25**—*Utah Broadcasters Association, Salt Lake Radio Broadcasters Association and Salt Lake City commercial TV stations* sales seminar. Salt Lake Airport Hilton.

**Jan. 25**—*West Virginia Broadcasters Association* copywriters' workshop. Parkersburg, W.Va.

■ **Jan. 25-26**—"Broadcast Journalism and the Public Interest," Alfred I. duPont forum sponsored by *Alfred I. duPont Center for Broadcast Journalism, Graduate School of Journalism, Columbia University*, featuring Alfred Sikes, FCC chairman; Ed Markey, chairman, House Subcommittee on Telecommunications; Joel Chaseman, chairman, Post-Newsweek Stations; Jeff Greenfield, ABC News, and Linda Wertheimer, National Public Radio. Columbia University, New York. Information: (212) 854-5047.

**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 Television Administrators* seventh annual conference, "Entering a New Decade of Cable Challenges." Scanticon 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**—Roundtable on televised violence, sponsored by *Annenberg Washington Program of Northwestern University*. Speakers include Andrew Barrett, FCC commissioner; Senator Paul Simon; Alan Gerson, NBC VP-programming standards and marketing policy, and Peter Kohler, TV editor-in-chief and VP of Gannett Broadcasting. Willard office building, Washington. Information: (202) 393-7100.

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

**Jan. 31**—Deadline for entries in *National Association of Broadcasters* "Best of the Best" radio promotion contest. Information: NAB Radio Office, (202) 429-5420.

**Jan. 31**—Deadline for entries in Fourth Estate Award of the *American Legion*, awarded annually for excellence in journalism to individual, publication or broadcaster. Information: Lee Harris, (317) 635-8411; American Legion, P.O. Box 1055, Indianapolis, 46206.

■ **Jan. 31**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speakers: Bruce L. Christensen, president and chief executive officer, PBS, and Jennifer Lawson, executive VP for national programming and production services, PBS. Copacabana, New York.

## The Fifth Estate Broadcasting TELEVISION

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# Monday Memo

A broadcasting-cable-sports commentary by James Hedlund, president, Association of Independent Television Stations, Washington

In Washington, one hears a growing chorus of voices urging cable and broadcasting to resolve some of the questions that divide them into armed camps from which neither side benefits. Since no one gains from a state of perpetual hostility for its own sake, the least one can do is to make an effort.

Having worked both sides of the street, I understand and am sympathetic to the problems on each side. From this perspective, I am convinced that we must try, since this is our only chance to achieve a more comprehensive inter-industry cease fire before grievances pile so high that they cannot be resolved.

The perfect place to begin, it strikes me, is to discuss the movement of popular sporting events from broadcast television to cable. (For the moment, let's pretend pay TV isn't a problem.) Broadcasters refer to the problem as "sports siphoning," but by any name the problem is relatively new; the concrete hasn't set yet and positions have not reached the intractable state. The ESPN contract with Major League Baseball, for example, does not go into effect until spring 1990. The New York Yankees' shift to the Madison Square Garden cable network won't kick in until the 1991 season. Both sides should still be able to approach this issue with goodwill, and it should be possible to find some accommodation before a shooting war begins.

I'll even take the first step by promising to refrain from name calling, unnecessary pyrotechnics and gratuitous rhetoric. The "other side," which just happens to include two of the "Big Three" broadcasting networks, plus a subsidiary of one of INTV's largest members, should make a concession to me. Let them at least acknowledge that the migration of games from a free, universal medium to a nonuniversal, pay medium does raise public policy questions that go beyond the marketplace. We may disagree on the extent of the concern, but not over whether the questions are raised.

TCI's John Malone recently gave me hope that we can find common ground. When he testified before Senator [Daniel] Inouye's [D-Hawaii] communications subcommittee in November, Dr. Malone said he felt "vulnerable" to rate hikes by cable program services trying to pass along the cost of exorbitant sports rights packages to their cable clients. Putting "TCI" and "vulnerable" into the same sentence is a curiosity, but I'm willing to take Dr. Malone at his word. On other occasions, Dr. Malone has warned cable programmers—including some in which he holds major ownership interests—against bidding sports rights away from broadcasters, only to try to pass the higher costs on to TCI and its subscribers.



**“ It appears that cable and broadcasters have a common interest in maintaining a balance between sports on broadcast TV and on cable. ”**

Similarly, ever since the must-carry rules were struck down, various cable industry leaders have been declaring that they want to carry local broadcast signals because the subscribers value the programming so highly. Moreover, cable gets those programs virtually without cost. It is in cable's best interest to carry broadcasting's popular programming, including the sports contests.

If ever the three losers had reasons for co-operation, it is now when broadcasters, cable systems and the public interest can be aligned against George Steinbrenner and his chums. And any honest bookmaker will give you splendid odds that the winners will be the public, the cable operators and broadcasters.

Cable, we must recognize, is in a win-win position. The cable-only sports remain exclusively the property of cable, and when sports are broadcast by local stations, cable's compulsory license guarantees it will get those games, also. That's a pretty good deal.

In the near term we might agree that pressure by cable, the broadcasters and the Congress on program services and major sports could lead to amending some existing contracts. I would suggest we begin with these changes:

■ Force the Yankees to sell at least half of their games to broadcasters (continuing a 40-year practice).

■ Delete ESPN's "generic exclusivity" for Wednesday night baseball. Yes, allow

ESPN to have exclusivity to a game of its choosing, but don't black out the local stations carrying other Major League games. While we're at it, also require that on Tuesday and Thursday nights, ESPN's games be blacked out in those markets where the same game is already being broadcast by local stations, which had purchased exclusive rights for same.

■ Prohibit college conferences from selling daypart exclusivity to cable programmers. In short, if Prime Ticket chooses USC-UCLA, the local stations should remain free to carry other Pac-10 games at the same time.

Immediately, it appears that cable and broadcasters have a common interest in maintaining a balance between sports on broadcast TV and on cable program services. The American public, including the millions who cannot or will not buy cable or will never have access to it, share this same interest.

Another element in a binding cable-broadcast friendship is a shared, common enemy: The sports franchise owners, whose monopoly is protected by Federal antitrust exemptions.

Who benefits from TV rights fees that have gone through the roof? Not broadcasters. Not cable services. Baseball limits the number of teams and the number of games each team can play.

So, let's look at the other elements: the public has not benefited; cable grows more sensitive to the criticism of rate increases and wants to avoid further cost-push inflation; broadcasters face the spectre of losing some of their most valued programming. With the possible exception of a handful of cable programmers, whose short-term interests may be served by sports siphoning, everyone loses.

In due time, we shall have to deal with the problems inherent in the dual revenue stream available to cable while broadcasters must survive on advertising alone. This means that the broadcaster cannot match the bids of the double-endowment cable services. Cable, to the surprise of none, hasn't exactly leapt with joy at the suggestion it share revenue with broadcasters, but I would advise that they not reject the idea out of hand. Just over the horizon are the telephone companies, announcing that if allowed into video delivery, they are quite willing to share revenue with broadcasters.

In the spirit of comity, let me suggest, also, that the siphoning of sports events has an explosive effect in the Congress and in much of America. Tread softly, for no office holder is ever going to lose a single constituent's vote by seeing that sports on TV are free. Let us, instead, reason together and find a solution that is acceptable. We are running out of time. ■



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# Broadcasting Dec 25

Vol. 117 No. 26

TOP OF THE WEEK

## Inouye opens door to must-pay plan

The broadcast industry's campaign to establish a second revenue stream by forcing cable operators to pay for carriage of their signals is gaining momentum on Capitol Hill.

Last week, CBS President Laurence Tisch met with Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who, according to some reports, indicated he would "introduce" their pay for carriage proposal if CBS can deliver the entire broadcast industry's support. The senator apparently stopped short of actually promising to push the initiative, but industry sources feel they have a "commitment" from Inouye to at least put it "on the table" for debate when the parent Commerce Committee deliberates cable reregulation legislation next year.

Inouye could not be reached for comment nor would his staff comment on the meeting with Tisch. CBS also was



Inouye



Tisch

keeping mum. Furthermore, some sources insisted that Inouye made no commitment and that he merely said he would take a look at the broadcasters' proposal. The National Association of Broadcasters has assigned a special task force to explore legislative options that would not only require cable systems to carry most local signals but turn over possibly 20% of their basic cable revenues as payment for retransmitting those signals (BROADCASTING, Dec. 4). CBS calls the proposal "if carry, shall pay." Under that scheme, cable systems could either carry no broadcast signals at all, or if they carried even one, they would be required to carry all the signals required by some form of must-carry rules.

CBS, which has been a driving force behind the idea, has been testing the waters on the Hill for some time. And the

*Continues on page 23.*

## Myriad programing moves mark year's end

*While NBC continues its dominant ways in prime time, the network is still in third place in the daytime time period. Last week, NBC executives confirmed they are spending millions on game shows and reality programs to change that situation (see story below). Meanwhile, at CBS, newly appointed entertainment programing chief Jeff Sagansky got off to a running start, making changes in prime time his first week on the job (page 20). In syndication, the November sweeps numbers are in, giving stations their first substantive look at how the crop of new season programs are doing (page 22). Meanwhile, the Fox station group's experimental midday game show block received another blow last week with the cancellation of The Last Word (page 8). And, word surfaced last week that King World is doing a second take on the pilot for Monopoly, a contender for next season's syndication market (page 22).*

## NBC, still playing games

**Network confident in game shows; projects in development include mix of classic formats and new concepts, including one game produced live**

Reports of the demise of daytime game shows on NBC are greatly exaggerated, according to Jackie Smith, vice president, daytime programs, NBC Entertainment. The network is moving full steam ahead with game shows, and to illustrate just how bullish NBC is about the genre, Smith says NBC has allocated more than \$5 million for the development of morning projects, four of which are game shows.

One of the shows, *Live Wire*, will be

"the first live game show in recent history," said Smith. The show will be based almost entirely on news events of the past 24 hours, including the use of satellite cut-aways. "We debated going directly to air with the series, because the run-throughs were so good. But we're going to go the longer route," she said. Smith said five episodes of the half-hour show will be produced and then tested by a cable HUH? testing service. Although the five test shows will not air live, as the episodes of the series will, they will air the same day they are produced or shortly thereafter.

Also, the network is experimenting with inserting a one-minute local window into



NBC's daytime programing chief, Jackie Smith

# Sagansky takes charge at CBS

the show in which NBC affiliates would be able to insert a brief promotional contest, where viewers would answer questions about events that occurred in their local communities. The show is produced by Bill Carruthers Productions, with Bill Carruthers serving as executive producer.

Smith says the network's strategy regarding game shows is not to throw out the baby with the bath water. "We're moving away from game shows that skewed to the 50-plus audience. Some of our game shows may have classic titles, but with a 1990's perspective," she said.

Two such classic titles that will resurface on NBC's daytime schedule are *To Tell the Truth* and *Let's Make a Deal*. "Both will be streamlined for the 90's, designed to attract a young demographic," she said.

One way the network is making the shows more attractive to younger viewers is by selecting hosts that appeal to those target groups. "A deal to hire a young comedian/actor as host of *To Tell the Truth* is very nearly completed," she said.

Both of the shows will be piloted in January and, Smith says, may be "ready to air in the spring." *To Tell the Truth* is a Mark Goodson Production, and *Let's Make a Deal* is produced by Dick Clark Productions.

The other new game show concept is *Photo Finish*, "a sort of question and answer, but with the most incredible pictures," she said. Smith says the network has secured the use of all the clips and still photographs of two huge photo repositories. She hopes to have a pilot shot by February. The show is produced by Bob Kuretsky and Steve Martin, with MVP Films the basic supplier. Although MVP Films is relatively new to the game show genre, the director of the pilot is not. Dick Schneider, who currently is the director of King World's *Jeopardy!*, will handle the same chores for the pilot of *Photo Finish*.

Smith said the network is still exploring hosts for all four of the game projects, and target air dates for the four are anywhere from spring 1990 to 1991. "I'd love to have some of these projects available now, but we're not going to rush them."

NBC could certainly put the new projects to good use on their daytime schedule, which unlike the prime time lineup is routinely in third place. The two game shows now on the NBC daytime schedule, *Scrabble* and *Classic Concentration*, are two of the lowest rated network shows during the day. In addition to the low ratings, the two shows do poorly among certain female demographic groups that are key to success during the daytime. *Scrabble* scored a 1.1 household rating among women 18-49 for the week of Dec. 11-17, and *Classic Concentration* scored a 1.3 rating in that demo group for the same period.

NBC took a gamble earlier in the year when it launched *Generations*, a new soap featuring a cast made up almost entirely of black actors. To date, the show is the lowest rated daytime soap on the air, but it has shown some growth since its premiere in March. The show currently airs opposite CBS's *The Young and the Restless*, usually the highest rated daytime soap. —SC

**New entertainment president debuts with cancellation of 'Snoops,' says CBS post was challenge he couldn't refuse**

Jeff Sagansky is back. "I started my career here, and have always had a fondness for CBS," the newly appointed CBS Entertainment President and former Tri-Star Pictures president told BROADCASTING last week. "After I left here, I spent eight years in broadcasting and it's in my belly. Also, the challenge was one I couldn't walk away from."

On Monday, as expected (BROADCAST-



**“ This is not the kind of situation where you throw out all the shows and start over. I'm just going to have to pick my spots and take my chances. ”**

—Jeff Sagansky

On Monday, as expected (BROADCASTING, Dec. 18), CBS announced that Tri-Star Pictures President Jeff Sagansky was taking over the helm of the entertainment division, left vacant since Kim LeMasters resigned last month (BROADCASTING, Dec. 4). Although Sagansky does not technically take over until Jan. 1, he wasted no time in making his presence felt in the entertainment division. On Monday, CBS canceled the struggling *Snoops* at Friday, 8-9 p.m., and replaced it with *Max Monroe: Loose Cannon*, starring radio personality Shadoc Stevens as an effective "but wildly unconventional" cop. Stringer said the wheels had been in motion before his hiring to pull *Snoops*, but Sagansky had a hand in the decision.

In addition, he has reportedly been sizing up the network's made-for-TV movie pro-

jects and is in the process of determining which will be given the OK to move forward.

Sagansky said, and Stringer concurred, that he will have the autonomy to make the major decisions that many believe will have to be made to turn the network around. "He'll have the freedom to make the radical programing changes he considers necessary," said Stringer. Stringer also said there has been no significant change in his role in regard to the entertainment division, and that a problem never existed with his involvement, as some have suggested. "They run the schedule," he said.

One area over which Sagansky apparently has control is the choosing of his team in the division. "It's completely up to him," said Stringer, referring to possible restructuring on the West Coast. However, Sagansky doesn't expect much upheaval. "There won't be a lot of restructuring. By and large, I'm very much impressed with the people here, and they're all very enthusiastic," he said.

One prominent member of LeMasters's team who will apparently not weather the transition, at least in Entertainment, is Barbara Corday, executive vice president, prime time programs, CBS Entertainment. She has reportedly been offered a position at CBS Productions, but Stringer would say only that she has been offered a position but that no decision has been made. Her status within the halls of CBS is, according to a source, "position TBA."

Sagansky, for his part, welcomes Stringer's involvement. "I hope Howard Stringer plays a large role now that he's my partner. He'll discuss with me what he wants to do and I'll discuss with him what I want to do," he said. "I have a lot of autonomy in terms of development and what I can commit to," he said.

One of the first major changes in programming philosophy Sagansky will likely have to engineer is a change in the network's demographic profile, which is skewing older than ever, and "older than NBC's profile when it was in third place," he said.

Much of what Sagansky says needs to be done to improve CBS's plight is, not surprisingly, what LeMasters and most of the CBS executives had been saying for two years, which is to produce broadly appealing shows with particular appeal to the younger demos, especially at 8 p.m. "8 p.m. hits are the hardest thing to find, and the things that most often turn a network around, he said. "Obviously, they [CBS] haven't been doing it well," said Sagansky, referring to the network's recent efforts at 8 p.m.

"You can't do shows that have no adult appeal. CBS has done some shows that appealed to kids and teens but not to young adults. If you look at the successful shows in history, they had kid and teen appeal as well as the ability to attract audiences from the 18-34 and even the 25-54 groups," he said.

Sagansky says not to expect any widespread cancellations in the current schedule. "This is not the kind of situation where

## ABC gives commitments to new series

you throw out all the shows and start over. I'm just going to have to pick my spots and take my chances," he said.

Sagansky's appointment is expected to improve the network's relationship with the creative community. Although many at CBS have said that any network's relationship with Hollywood suffers as soon as it dips to third place, Sagansky says CBS's problem has been more than just ratings: "There has been a problem in the respect that people were wary of CBS because of what they perceived as a decision-making problem. That's going to change. From now on, the decisions will be made quickly and clearly."

Sagansky has the reputation of being energetic and very involved in his job. "He's liked, by and large, in the industry," said David Gerber, president, television production, MGM/UA Communications, for whom Sagansky worked as vice president, development, David Gerber Company, from 1979-1983. "There are some in the feature business who might not have liked his questioning and frankness, but his hands-on approach is more accepted in television," he said.

"Jeff hates bureaucracy and levels of manpower doing nothing," said Gerber.

The network is also expected to benefit from Sagansky's relationships with many of the industry's producers. Sagansky says the landscape has changed in the five years he has been away from the network business. "Five years ago, there were so many great producers around for the three networks. Now, with cable and even the features using more television producers, there are so many areas where a producer can go," he said. "Leaving the business for five years may have been the best thing in terms of expanding my relationships."

In light of the recent multi-series deal producer Jim Brooks made with ABC (see story, this page), Sagansky says he is already thinking about similar pacts with producers. "I'm already talking about that, but some people don't necessarily need long-term deals but just the knowledge that you're going to be straight with them."

Although the length of time it took for CBS to put someone in place surprised no one, that the third place network was able to come to terms with its top candidate was surprising. Many had speculated during the search that the sad state of affairs at the network made the job less than desirable, especially to the most desirable candidates.

Despite the fact that more than a dozen names were mentioned as being serious contenders for the job, Sagansky was the network's first choice, and one of only two candidates—three technically—who held discussions with CBS, the other being a Marcy Carsey-Tom Werner combination, according to Howard Stringer, president, CBS Broadcast Group. "I don't know where all those other names came from," he said. "We started talking to Jeff, and those discussions were drawn out only because of the extraordinary proposal that was brought to us by Carsey and Werner," said Stringer, "but those were the only people we talked to."

—SC

**Included in mix are new projects from creators of 'Taxi,' 'Wonder Years' and 'L.A. Law'; ABC also has half-hour dramas in development, including treatment of Elvis Presley's early years**

ABC Entertainment President Robert Iger has not addressed, directly, Roseanne Barr's public statement, made three weeks ago on the *Today* show, that she intends to leave television after the current season.

Barr told *Today*'s Jim Brown she was leaving TV to concentrate on her film career, which began with the release of "She-Devil," co-starring Meryl Streep, a few weeks ago. "I took a wait and see attitude," said Iger, at a press conference with reporters in New York last week.

"Roseanne is an immensely talented individual," Iger said of the star of ABC's highest rated series. "And she cares greatly about the quality and success of the program." Iger said he has not discussed at all with Barr her plans for next season, although he said that she is under contract to do the show next year. "I assume she'll be back," he said. "With that in mind, I don't see that much trouble," he said. "I'm not that worried."

Iger also confirmed, for the first time, that he had negotiated a multiple-year exclusive agreement with writer-producer-director James Brooks ("Broadcast News," *Taxi*, *The Tracey Ullman Show*) to develop comedy programs for the network. "We have a signed contract with Jim to create and produce comedy programs for us on an exclusive basis," said Iger. He declined to discuss the agreement in detail, other than to say that it would be "another year" before the network sees programs emerge from the agreement.

Iger also confirmed that ABC had given a minimum of two comedy series commitments to Neal Marlens and Carol Black, the husband and wife creators of *Growing Pains* and *Wonder Years*. Their next project, he said, would probably be independently produced. The two were in negotiations with MCA, but talks broke off.

The next project from Stephen Bochco, who is under a long-term contract with ABC, is a "drama musical" called *Cop Rock*, in which original music will be performed by the cast or guest cast members. The music, said Iger, is intended to advance that program's story lines.

"When I finally discovered in a meeting that he wasn't kidding," quipped Iger, "we talked about it a lot and we've given a green light on the project. We think it will be extremely different." The pilot will be among those shows competing for a fall 1990 slot.

Iger reported that three one-hour dramas and four half-hour projects would get on-air trials before the setting of the 1990-91 schedule next spring. The hours include an MTM show, *Capitol News*, about a big city

newspaper, and a show from Orion, *Equal Justice*, which dramatizes life in a prosecutor's office. Iger said both would probably get to air next March.

The third midseason hour likely to get a March airing is *Twin Peaks*, developed and produced by David Lynch ("Blue Velvet"), said to explore the dark side of a small town in the Pacific Northwest. *Twin Peaks* is a murder mystery that will unfold over the course of the season in serialized form. ABC has ordered a two-hour pilot and seven additional episodes of *Peaks*.

The three hour-long dramas will probably get their shot on Monday nights after *Monday Night Football*. Movies will air on Mondays between the time football leaves the schedule and the new series debut.

ABC also has two half-hour dramas in development, including a docudrama-like treatment of Elvis Presley's pre-superstar years, covering the mid-1950's. Michael St. Gerard stars in the New World-produced show. The rights to it were acquired from the Presley estate, and Presley's widow, Priscilla, is getting an executive producer credit, although her role has been to help select subject matter, Iger said.

Each program, said Iger, will focus on a particular event or story from Presley's early adult life, and each story will be "corroborated" by an actual eyewitness. Iger said the network has ordered eight episodes, and the show will probably debut in February.

The other half-hour drama is *Brewster Place*, from Oprah Winfrey's Harpo Productions, based on the telefilm from last season, *The Women of Brewster Place*. The program may debut in April, said Iger.

The half-hour drama is a form Iger believes may appeal to viewers. "It's an interesting form," he said. And with the multitude of programs viewers are exposed to, they may have more patience with the half-hour drama than with its one-hour counterpart, he said. But the network won't save any money producing half-hour dramas, said Iger. "It's probably the least efficient form," he said.

Two half-hour comedies will also be tested on the air before next season's schedule is set. One is *New Attitudes* from Castle Rock Entertainment. The other is *The Marshall Chronicles*, from Viacom Productions.

Commenting on ABC's Saturday night situation, Iger acknowledged the network had hoped the *Saturday Mystery Movie* would perform better this season than it has. "We would like to see higher numbers" for the show, said Iger. "We may have underestimated the difficulty of programming the night," given NBC's dominant lineup, as well as alternatives such as home video, he said. ABC is committed to the mystery wheel through the current season, with a decision on its future to be made next spring.

—SM

# Kids come on strong in sweeps

No big surprises reported among syndicated shows in Nielsen's November results; children's programs did particularly well

Nielsen's "November Book" charting the performance of the U.S. syndication marketplace during the crucial November sweeps won't officially wrap up until Christmas, but with 75%-80% of the country reporting, "you get a pretty good indication of where things stand," according to Dick Kurlander, vice president, director of programming, Petry Television. Among the markets yet to report at press time were Los Angeles, San Francisco and Sacramento, Calif.

Kurlander and other industry observers agreed that, for the period, the area of children's programming showed particular strength, but that there were no real surprises in terms of program performance. "If there's a story," said Kurlander, "it's that there are few outright failures, especially in access." There are a number of shows, he said, doing well enough to come back, "which translates to a very, very crowded marketplace for access availabilities next fall.

"The reality for new shows [for 1990-91]," Kurlander continued, "is that no one will come in like *USA Today* did two years ago and claim a huge number of access positions." The fact that access is crowded is not a negative story, said Kurlander, since it indicates the number of successful shows already in those slots. But "there's going to be a very big struggle" for time period positioning next season, he said.

"The number of stellar attractions out there is quite limited," said Mike Levinton, vice president, director of programming, Blair Television, referring to the 1989-90 syndication landscape. "The shows performing best tend to be in the kids area." Buena Vista Television's *Chip 'N' Dale's Rescue Rangers*, in its first year, was the number-one syndicated children's show. It received a 12 rating/38 share for the period, which was up 33% over November 1988. (All rating/share numbers cited for children's shows are for children, 2-11.) Buena Vista's returning *DuckTales* received a 4 household rating (an "extraordinary number," Kurlander said), and a 12 share.

Group W's *Teenage Mutant Ninja Turtles* also performed well in its debut strip season, receiving a 9/36, up 50% from the previous year's time period. *Denver the Last Dinosaur*, from World Event Productions, scored a 2/16; Henson's *Muppet Babies* received a 7/34 in its initial season, and *Super Mario Bros. Super Show*, from Viacom, earned a 7/29, up 6% from November 1988.

In terms of magazine shows, Paramount's *Hard Copy*, in its first season, received a 4.6/12. Measured against November 1988, it was flat, meaning there "was no appreciable increase or decrease in the time periods in which it aired," Kurlander explained. King World's *Inside Edition*, a mid-season replacement last year, received



**'Chip 'N' Dale's Rescue Rangers,'**  
number one syndicated children's show  
a 6.8/18 for November 1989, up 13% in terms of rating from last year's comparable period.

*Edition's* access time period rating was 10.2/19, compared to *Copy's* access measurement of 8.1/13. Fox's returning *A Current Affair* received an 8.7/18, up 18% from last November, but among women 25-54, the show went up 25%. Paramount's *Entertainment Tonight* scored an 8.5/15, with a flat reading against November 1988. "There's nothing wrong with that, however," said Kurlander, "because the show had an excellent November book last year."

In the talk show category, Paramount's *Geraldo* posted a 6/18 share for November, compared to its 6/19 last November. *Joan Rivers*, also from Paramount, scored a 3.1/14, and was flat compared to last year. *Everyday With Joan Lunden*, from Michael Krauss Syndication, received a 3.1/7, down 38% in households and down

36% in women 25-54. Buena Vista's *Live With Regis and Kathie Lee*, in its second year, received a 4/19, up from last November 25% in households and 40% in women 25-54.

New syndicated sitcom entrants this season included *Who's The Boss?*, from Columbia Pictures Television, which scored a 6.8/15 for the November 1989 period, up 6% from November 1988 and up 15% in women 25-54. *Boss* also showed a 46% gain in teenagers from the previous year. Warner Bros. Television's *Growing Pains*, also new this season, posted a 5/14 for the period, flat in women 25-54 but up 21% in women 18-34 and up 25% in men 18-34. *Pains* was also up 61% in teenagers. Fox Syndication's *Mr. Belvedere* received a 4.1/10, up 29% in women 18-34 and up 20% in teens.

*The Arsenio Hall Show* (Paramount) continued its successful foray into the late-night arena, posting a 3.7/15 for November, up 85% from last year. The show was up 158% in women 25-54, 215% in women 18-34, and 114% in men 18-34. Worldvision's new late-night entrant, *After Hours*, received a 1.4/6 for November, down 7% from last year's time period, and down 25% in women 25-54. *The Byron Allen Show*, from Genesis, scored a 3/12, up 50% in ratings for the time period from November 1988.

*Rollergames*, from Quintex, received a 2/9 for November, off 33% from last year's time period, while its arch-rival, Goldwyn's *American Gladiators*, showed November numbers of 3/11, up 50% from the November 1988 time period, and up in all demographics. —RG

## 'Monopoly' gets makeover

King World Productions, confronting criticism from the station community toward its new game strip, *Monopoly*, has taken it back to the drawing board. KWP officials declined to comment.

According to sources familiar with the situation, KWP is reshooting the pilot, reducing the role of the much-maligned dwarf who represents the famous Monopoly character Uncle Pennybags.

Last week, the rumors were flying about the future of the program. But one report circulating in New York, that KWP had pulled the show from the market, opting to concentrate on the clearance of its other proposed new strip, *Only Yesterday*, appears premature. Program analysts at several rep firms said they confronted King World officials with those reports and were told, in the strongest terms, they were not accurate.

Of the dozens of station managers contacted about the show over the past few weeks, many complained that the on-air version was too hard to follow. Some station executives said they thought the Uncle Pennybags role was too prominent, and detracted from the game. "It's fine to have him as part of the show," said one station manager, "but not throughout the entire game segment." Another station executive

said KWP officials agreed that the off-camera action made the show more difficult to follow for viewers at home, and that the second pilot would also address that concern.

Meanwhile, there was no official word of any clearances for the program. King World declined to say which, if any, stations had cleared the show.

But the company has made some progress. KOVR-TV Sacramento, Calif., confirmed it picked up the new game in a package deal that includes two other King World shows—*Only Yesterday* and *Inside Edition*. The company's pitch, said sources, was that the reality shows would serve as a good lead-in package to news, which, in turn, is a strong lead-in to games in prime time access.

Meanwhile, KXVR-TV Sacramento, which will give up *Inside Edition* at the end of this season, has acquired Buena Vista's *Challengers* to fill the hole that will be left at 7:30 by *Inside*.

Meanwhile, many stations are simply taking a wait-and-see attitude toward the show. "We were impressed," said Jack Lease, vice president, operations, WXIA-TV Atlanta. "We felt a few things had to be fixed." Lease said he won't make a decision on a clearance until after NATPE. —SM

## 'Must pay'

Continued from page 19

NAB task force will present a formal plan to NAB's television board in January. The specifics are still being worked out, but it is believed the industry will sign off on the plan.

"It is a new idea that is getting some attention, said Roy Neel, administrative assistant to Senator Al Gore (D-Tenn.). Neel sees it as potentially the most controversial item facing the committee. He thinks cable's aversion to the idea is even more potent than its opposition to competition from the telephone industry. "This telco thing is like an atomic bomb" to cable, but "must pay is a hydrogen bomb," said Neel.

Reaction from the cable community to what has been called "must carry, must pay" has been extremely hostile (BROADCASTING, Nov. 27, Dec. 4). That was still the case last week. National Cable Television Association President Jim Mooney was doubtful that CBS came away with a commitment from Inouye. He said there is a "certain amount of pomp and circumstance attendant to a visit" from an executive of Tisch's rank, but that like "Chinese food it does not have a lasting effect." Moreover, he characterized CBS's activity as "all a little too farfetched." Said Mooney: "With all respect, and I have considerable respect for Larry Tisch, I think they would have better prospects if they spent the time on their programing lineup."

Mooney thinks broadcasters will have a "hard time" justifying a payment scheme. All cable is doing is providing an antenna service that improves reception, which is "no skin off CBS's nose," said Mooney. Cable is not making money off broadcaster signals, argued Mooney. They make money from providing consumers with an antenna service. "If we could insert ads into the signal, that would be a different issue, but we can't."

Mooney also cautioned broadcasters to think the proposition through carefully. They should remember the A/B switch, he said. This will have a major effect on affiliates, whom he predicted will be dropped by cable systems in some markets.

A "principal result of all this might be to stimulate total rhetorical warfare between the two industries," warned Mooney. "It is not something we've sought. But given the behavior of the other side, our people might decide that we should start talking about spectrum fees, comparative renewal, the absence of any genuine and specific public interest obligations that seem to apply to broadcasters, etc., etc. I don't know that that would turn out to be in anybody's best interest. Nonetheless, we are closer to that today than we were 60 days ago," he said.

Some Senate staffers also are skeptical of the plan. "You can have one or the other, but to package must carry and must pay together," said one source, is a hard sell.

Cable reregulation is a top priority for the Senate Commerce Committee. Inouye announced he would move legislation next year and hopes to produce a bipartisan measure that not only bears his signature but

that of Senator John Danforth (R-Mo.), the ranking Republican on the Commerce Committee.

Danforth introduced his own far-reaching cable reregulation bill in November with the backing of seven other Commerce members, mostly Republicans. Cable has vowed to fight the initiative, which would restore city authority to regulate basic cable rates, among other things (BROADCASTING, Nov. 20).

Inouye's Communications Subcommittee staff hopes to have legislation ready the first of the year. It is not expected to be as onerous as the Danforth measure. The jury is still out on whether the telcos will succeed during Commerce's markup of a cable bill in modifying or eliminating the telco-cable cross-ownership prohibitions that keep them out of the television business. However, one staffer speculated that there may be an effort to liberalize the FCC's rules permitting telcos to offer cable services in rural areas.

Based on interviews with staff and members, there seems to be a prevailing sentiment among members to keep rate regulation out of the hands of the cities.

Senator Conrad Burns (R-Mont.), a co-sponsor of the Danforth measure, told BROADCASTING that he thinks rate regulation should be dealt with at the federal level and not put back with the cities. Although he disagrees with some aspects of Danforth's initiative, Burns said he feels it is

the best legislative vehicle at this time.

Burns prefers a procompetitive approach to the issue and does not want to "turn the clock back." Nor does he want to "bash cable," he said. "We realize that cable is a very important part of the full picture of communications. It has provided us with a good service, diversity and more programing into areas such as Montana that we wouldn't have gotten any other way."

Burns also believes telco entry is an issue worth examining. And he is intrigued by the pay-for-carriage proposal. "The CBS folks have put forth a little idea that stands more exploration," Burns said. There are other areas the senator feels deserve scrutiny. He favors eliminating exclusive franchises. And he thinks the Senate should look at removing the cable-network cross-ownership rules.

Not everyone on Commerce is convinced that reregulation is necessary. Alaska Republican Ted Stevens tends to be deregulatory. "I generally believe that the cable legislation we've got is adequate and it is a matter of a competitive relationship between the entities involved. But I haven't closed my mind to the whole subject," Stevens told BROADCASTING.

One Senate observer expects cable to fight reregulation in the Senate "tooth and nail. They'll do their damndest to produce the most innocuous bill and hold that in markup." —KM

## Mooney money

National Cable Television Association President James Mooney earned \$376,966 for the year ending Jan. 31, 1989 (NCTA's fiscal 1988), according to NCTA's Internal Revenue Service filing for the year, which was made available for public inspection last week.

Mooney's earnings were considerably less than the \$558,813 he received in fiscal 1987, which made him the third most highly paid trade association executive in Washington for the year. (Jack Valenti, president of the Motion Picture Association of America, was number two with a take of \$633,386.)

According to sources, Mooney's salary for both years was about the same, but the fiscal 1987 compensation was inflated by deferred income from previous years. NCTA was typically tight-lipped about Mooney's earnings. Mooney's "complex multi-year" contract will produce "different results in different years," a spokesman said.

One former NCTA employe said at one time part of the president's salary was tied to the performance of cable stocks: the higher the stock prices, the higher the compensation. The ex-employe did not know whether the stock-performance clause is still a feature of the president's contract.

NCTA's filing also shows (after some adding and subtracting) an operating budget of \$8.9 million for the year. The budget includes all expenses except those stemming from the production of the ACE Awards ceremony and the staging of the annual convention. Salaries were the biggest single expense: \$3.8 million.

The operating budget was supported primarily by two sources of revenue: membership dues and assessments (\$8.3 million) and the net income from the annual convention (approximately \$700,000).

To finance the association's ongoing opposition to the telephone industry's effort to eliminate the statute banning them from offering cable service in the same places they provide telephone service, the NCTA upped dues by more than \$1 million a year beginning with the current fiscal 1989, which ends Jan. 31, 1990. That hike, combined with the increases in dues resulting from rising industry revenues, the addition of programers as full members and higher income from the convention, boosted the operating budget for fiscal 1989 (year ending Jan. 31, 1990) to around \$11.5 million. The budget for fiscal 1990, ending Jan. 31, 1991, which was approved last month at a board meeting in La Quinta, Calif., is \$12.5 million.





## Sikes puts his new team in place

**Chairman says his 'most important contribution' so far is diverse group he has assembled to help him at FCC**

In a speech before the American Women in Television and Radio in Washington last month, FCC Chairman Alfred Sikes said his "most important contribution" during his first 100 days on the job was the diverse "new team" he had assembled to help him make policy and run the agency.

"Not only have outstanding women and men joined me in the senior leadership, but they have brought with them an extraordinarily diverse background," he said. "I am convinced that the FCC's present leadership, which blends experience at the Department of Commerce, the International Trade Commission, the Department of Transportation, EEOC, USIA, the FCC and the private sector, brings a richly insightful perspective to a field which has truly broad and central social and economic implications."

Rather than saying "new team," Sikes could have said "my team." All the senior officials are Sikes appointees, except for Tom Stanley, chief engineer; Ralph Haller, chief of the Private Radio Bureau, and Richard Smith, chief of the Field Operations Bureau. John Haring is another carryover from the previous administration of FCC Chairman Dennis Patrick, but he was shifted from chief of the Office of Plans and

Policy to the purely advisory and newly created post of chief economist.

Prior to being named chairman of the FCC, Sikes was head of the Commerce Department's National Telecommunications and Information Administration. Some of the officials came over with Sikes from the NTIA, mostly notably Chief of Staff Charles Schott, but others were unfamiliar to the chairman when hired on. As Sikes noted in his AWRT speech, they came from law firms, corporations, the lower echelons of the FCC and other federal agencies.

The Sikes team:

■ **Charles Schott**, Sikes's chief of staff, filled much the same role for Sikes at the NTIA, where he was deputy assistant secretary for communications and information and deputy administrator. Prior to joining NTIA, Schott was chief of the FCC Mass Media Bureau's policy and rules division.

■ **Kenneth Robinson**, senior adviser to Sikes, was chairman of Sikes's staff at the NTIA. He began his 20-year career with the federal government as a lawyer in the anti-trust division of the Justice Department. He was a policy adviser for five heads of the NTIA.

■ **Lauren (Pete) Belvin**, mass media legal assistant to Sikes, joined the FCC from the Kansas City, Mo., law firm of Blackwell, Sanders, Matheny, Weary and Lombardi. But she is an FCC veteran whose

resume includes stints as an adviser to former FCC Chairman Mark Fowler and former Commissioner Mimi Weyforth Dawson.

■ **Cheryl Tritt**, common carrier legal adviser to Sikes, was assistant vice president of regulatory affairs for GTE in Washington.

■ **Andrew Fishel**, managing director, joined the FCC from the Equal Employment Opportunity Commission, where he was director of financial and resource management services, Office of Management.

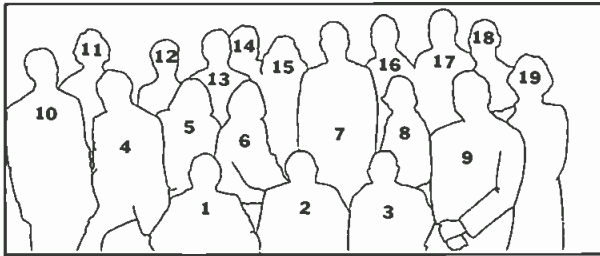
■ **Roy Stewart**, chief, Mass Media Bureau, is a 24-year FCC veteran who was chief of the bureau's video services division when tapped by Sikes for the bureau's top job.

■ **Richard Firestone**, chief, Common Carrier Bureau, came over with Schott and Robinson from the NTIA. Firestone became NTIA's chief counsel in November 1988 when Linda Solheim (see below) moved to the International Trade Commission.

■ **Ralph Haller**, chief, Private Radio Bureau, was appointed to the post by former Chairman Dennis Patrick in December 1987. During his 18-year career at the agency, he has also been deputy chief of private radio and deputy chief of the Mass Media Bureau's policy and rules division. In the latter position, he worked for Schott.

■ **Richard Smith**, chief, Field Operations





*The Sikes team:* 1—Richard Firestone 2—Thomas Stanley 3—Ralph Haller 4—Roy Stewart 5—Bonnie Gay 6—Pete Belvin 7—Alfred Sikes 8—Elaine Lorentz 9—Richard Smith 10—Andrew Fishel 11—Cheryl Tritt 12—Rosa Prescott 13—Ken Robinson 14—John Haring 15—Linda Solheim 16—Robert Pettit 17—Charles Schott 18—Robert Pepper 19—Lorrie Secret

Bureau, has served in the FOB since 1963. Fowler appointed him chief in 1981.

■ **Robert Pettit**, general counsel, was a communications attorney with the Washington law firm of Wiley, Rein & Fielding when he joined the Sikes administration. For four years, he was senior legal adviser to former Commissioner Mimi Weyforth Dawson. When Dawson was deputy secretary of transportation, during the waning days of the Reagan administration, Pettit joined her as associate deputy secretary.

■ **Robert Pepper**, chief, Office of Plans and Policy, was acting deputy chief of the OPP when he was asked by Sikes to succeed John Haring as chief (see below). He has also worked as a staffer to former FCC Commissioner Patricia Diaz Dennis and as a policy analyst at the NTIA prior to Sikes's

administration there.

■ **John Haring**, chief economist, was chief of the Office of Plans and Policy during the administration of Chairman Dennis Patrick. Sikes wanted Robert Pepper to head the office (see below), but also wanted Haring's expertise, so he created the new post of chief economist for him.

■ **Thomas Stanley**, chief engineer and head of the Office of Engineering and Technology, was appointed to the post by Fowler in September 1985.

■ **Linda Solheim**, director, Office of Legislative Affairs. She was counsel to the chairman of the International Trade Commission when she joined the FCC last September. She first crossed paths with Sikes at the NTIA, where she was chief counsel

from 1985 to 1988.

■ **Lorrie Secret**, director, Office of Public Affairs, was special assistant for public liaison at the USIA under former Director Charles Wick. Her seven-year experience with the federal government also includes stints at the Federal Trade Commission and Federal Bureau of Investigation.

■ **Elaine Lorentz**, confidential assistant to Sikes, was confidential assistant to Fowler and Haring, when the latter was chief of OPP.

■ **Bonnie Gay**, confidential assistant to Schott, was recruited from the FCC's Office of Public Affairs.

■ **Rosa Prescott**, confidential assistant to Fishel, was an aide to Fishel's predecessor, Ed Minkel. —HAJ

## Media go to war: Piecing together the Panama story

**Fifth Estaters are initially forced to rely on second-hand accounts, as pictures from Panama pool are slow in coming; some journalists taken hostage, with one, CBS producer John Meyersohn, still captive**

American military might, ready and anxious to go for months, swept into Panama early Wednesday morning and within hours had "decapitated" the country's leadership—in the sense of sending strongman Manuel Noriega hightailing it for parts unknown. To a large degree, the American public had to take the word of American officials, including President Bush, for the victory being claimed. For the American press was either bottled up in the Marriott Caesar Park Hotel in Panama City or at staging areas in San Jose, Costa Rica and Miami, for the better part of two days waiting for permission to fly into Panama City. "It was better than Grenada," said one network news executive. "But from our point of view, it was not good."

The level of the networks' effort at covering the story seemed almost as great as that of the military's in creating it. From the time word of an impending White House announcement regarding military action against Panama began circulating shortly after midnight, Tuesday (Dec. 19), the four networks were on the air continuously through the night and into Wednesday with reports and speculation on developments in Panama. The anchors—ABC News's Peter Jennings, CBS News's Dan Rather, CNN's Bernard Shaw and NBC News's Tom Brokaw—were not in Panama (at least not yet), validating with their presence the impor-



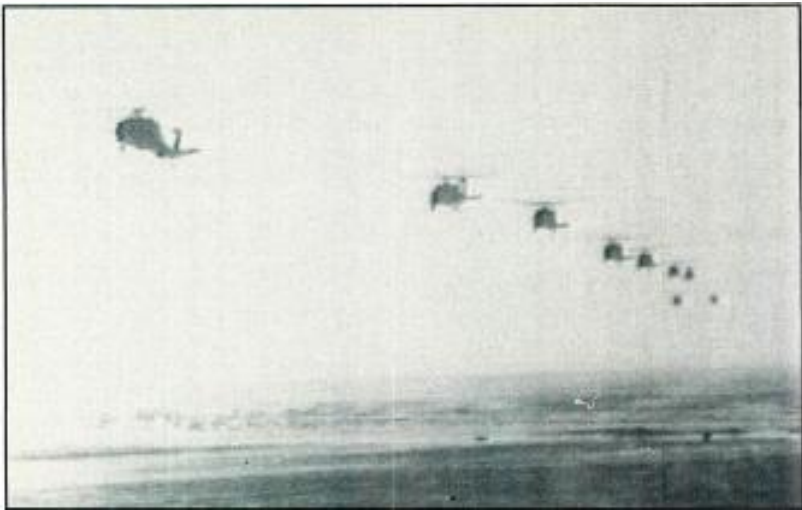
NBC News

tance of the story. But they were putting in long hours (Rather and Brokaw were practically nonstop, so was ABC's Chris Wallace, who had slid into the anchor chair after subbing for Ted Koppel on *Nightline* and shared it with Jennings after 2 a.m.) in their respective studios. The all-news CNN stayed with the Panama story exclusively until 11:30 p.m. Wednesday, 22 hours and 39 minutes after its first report.

But for the most part, the pictures did not match the drama of the story. Throughout the night, viewers saw and heard the anchors reporting on developments. They were reading from wire copy or interviewing colleagues in Panama City by telephone. Personages more accustomed to being interviewed on regularly scheduled morning or evening talk shows found themselves being sought out in the darkest hours

of the morning. ABC News, for instance, had found Admiral William J. Crowe Jr. (ret.), at the Helmsley Palace Hotel in New York, and invited him in for an on-camera chat with Jennings that began at about 3 a.m. and lasted an hour. But it was not until 9:25 a.m. that pictures of the action began showing up.

The pictures were of American helicopters flying in formation, of Marines jumping out of choppers and finding themselves knee-deep in mud, and of transports and reconnaissance planes overhead, and were taken by a Worldwide Television Network crew in Panama City. That first transmission led to the first inter-broadcaster controversy, when NBC News, which does not subscribe to the WTN service, used the pictures without permission. NBC said it was inadvertent, and Brokaw apologized on



ABC News

the air. But after NBC used the pictures again, WTN President Kenneth Coyte complained in a letter faxed to NBC President Michael Gartner, and released to the press. But by that time, ABC News, which owns a majority share in WTN, and the other networks had agreed that, because of confused conditions—and the fact that ABC and CBS personnel were then missing, complicating the coverage efforts of those organizations—all material transmitted on Wednesday would be considered as pool. It was not until late afternoon that pictures taken by the network pool sent to Panama were being transmitted by satellite.

The 16-member pool, including representatives of the wire services, newspapers and magazines, along with John Bascom of ABC radio, Fred Francis of NBC television, and a two-man crew to handle the flyaway uplink that would be used, departed Andrews Air Force Base, outside of Washington, at about 11:30 p.m. Tuesday, an hour and a half before the assault on Panama began, and arrived at Howard Air Force Base, on the outskirts of Panama City, some time after the heaviest fighting had died down, at 5:30 a.m. But the pool members were not able to leave the air base for another three hours. And it was not until 5:40 p.m. that pictures from the pool began arriving, though part of the delay was attributed to technical difficulties with the portable uplink.

To some news executives, the experience recalled the frustrating first days of the invasion of Grenada, in October 1983, when the U.S. military banned all journalists from the island. The resulting furor led to the creation of a government commission that drafted guidelines designed to govern media access to military operations. The guidelines were to assure such access while at the same time assuring the security of the military operation. Several news executives last week were less than pleased with the manner in which the guidelines were applied by the military in Panama. George Watson, chief of the ABC News Washington bureau, said on Thursday, "It was a picture poor story yesterday."

By mid-morning on Wednesday, network and other news executives had begun complaining to the Pentagon and were being told there was a lack of transporta-

tion—journalists were not as high in the military's scale of priorities as military personnel, when transport was in limited supply, the executives were told. They were also told that covering the fighting at close range was "dangerous." The executives said those in the pool were volunteers and would accept the danger. Later, Pentagon spokesman Pete Williams acknowledged fault. He said "incompetence" on the part of military leaders in Panama kept the pool from the scenes of battle for much of the first day.

But Panama was a dangerous place for journalists during the first couple of days. Representatives of a number of print and broadcast news organizations were taken into custody by members of Noriega's so-called "Dignity Battalions" of armed thugs. Lindsey Gruson of *The New York Times*, who was among one group picked up at the Marriott, later told in a telephone interview on *Nightline* and in a story for his newspaper a harrowing story of the muzzle of an AK-47 rifle being thrust under his nose, as the man holding the gun threatened to pull the trigger. Gruson and the others taken with him were released. But one journalist was still in custody as of Friday—Jon Meyersohn, a producer for CBS News.

Meyersohn, 33 and the husband of an ABC News producer, Julie Hartenstein, had been taken into custody at 9 a.m. Wednesday, along with Robert Campos, a

producer for ABC News, as they stood in the lobby of the Marriott.

Being taken prisoner was not the only danger facing journalists on the streets of Panama City. NBC News on Thursday aired a piece indicating another of the dangers—exclusive footage shot by its staffer, Alexes Trieaulard, of 82nd Airborne troops in a firefight with Panamanian forces as the troops secured the Marriott hotel and evacuated Americans and others who had been guests there. The shouting and the shooting made it seem a time to find cover—not to be out on the streets looking for a story. (As a footnote to the WTN-NBC dispute about allegedly pilfered footage on Wednesday, NBC News on Thursday was complaining that ABC News had used 27 seconds of its Trieaulard material on *World News Tonight* without permission. An ABC News spokesman said an editor had mistakenly assumed the pool agreement reached on Wednesday was still in effect.)

As the hours of the action grew, so did a crowd of chartered planes backed up in San Jose, Costa Rica, filled with journalists, waiting for word from the U.S. Southern Command, responsible for the Canal Zone, and the Costa Rican government for permission to take off for Howard Air Force Base. (The commercial airport had been closed during the fighting.) Four charters were occupied by correspondents and crews from each of the networks. The charters started leaving at midafternoon—Sam Donaldson and Judd Rose of ABC News's *Prime time Live* were in the first to take off; they were to do a piece for that night's edition. Later Thursday, at about 11 p.m., an L1011, a 300-passenger airplane, left Miami bound for Howard with 150 journalists and technicians and several tons of the equipment broadcasters need to shoot, edit and transmit taped stories. The trip had been organized principally by NBC News's Miami bureau chief, Susan LaSalla.

So there was the promise of more coverage, more pictures. Still, the interviews with experts and the telephoned reports from correspondents and others on the scene had had their place, as Ed Turner, executive vice president of CNN observed last week: "In the absence of pictures, it will do in a pinch. It's called radio."—LZ

## White House cries foul

The White House expressed outrage last week at the use by three of the four TV networks of split screens to provide coverage of the return of the first bodies of the servicemen killed in Panama at the same time President Bush's Thursday press conference on Panama was being broadcast live. White House spokesman Marlin Fitzwater called the decisions to use split screens "outrageous and unfair," and said he was "flabbergasted" to see it. The plane carrying the bodies of the four Navy SEALs landed at Dover (Del.) Air Force base as Bush was about to take questions from reporters in the White House briefing room. News executives at ABC, CBS and CNN who had been preparing to cover the return of the bodies decided to proceed with those plans and carry both events. It was, as an ABC News spokesman said, "an editorial decision based on what was happening." Fitzwater said he would have scheduled the press conference at a different time if he had known how the networks would cover the two stories. NBC News taped a story on the return of the bodies and ran the footage immediately after the press conference. Lloyd Siegel, executive producer of special coverage for NBC News, said: "I wanted to do justice to both stories. It was my news judgment not to have the unintentional irony of juxtaposing the two stories."

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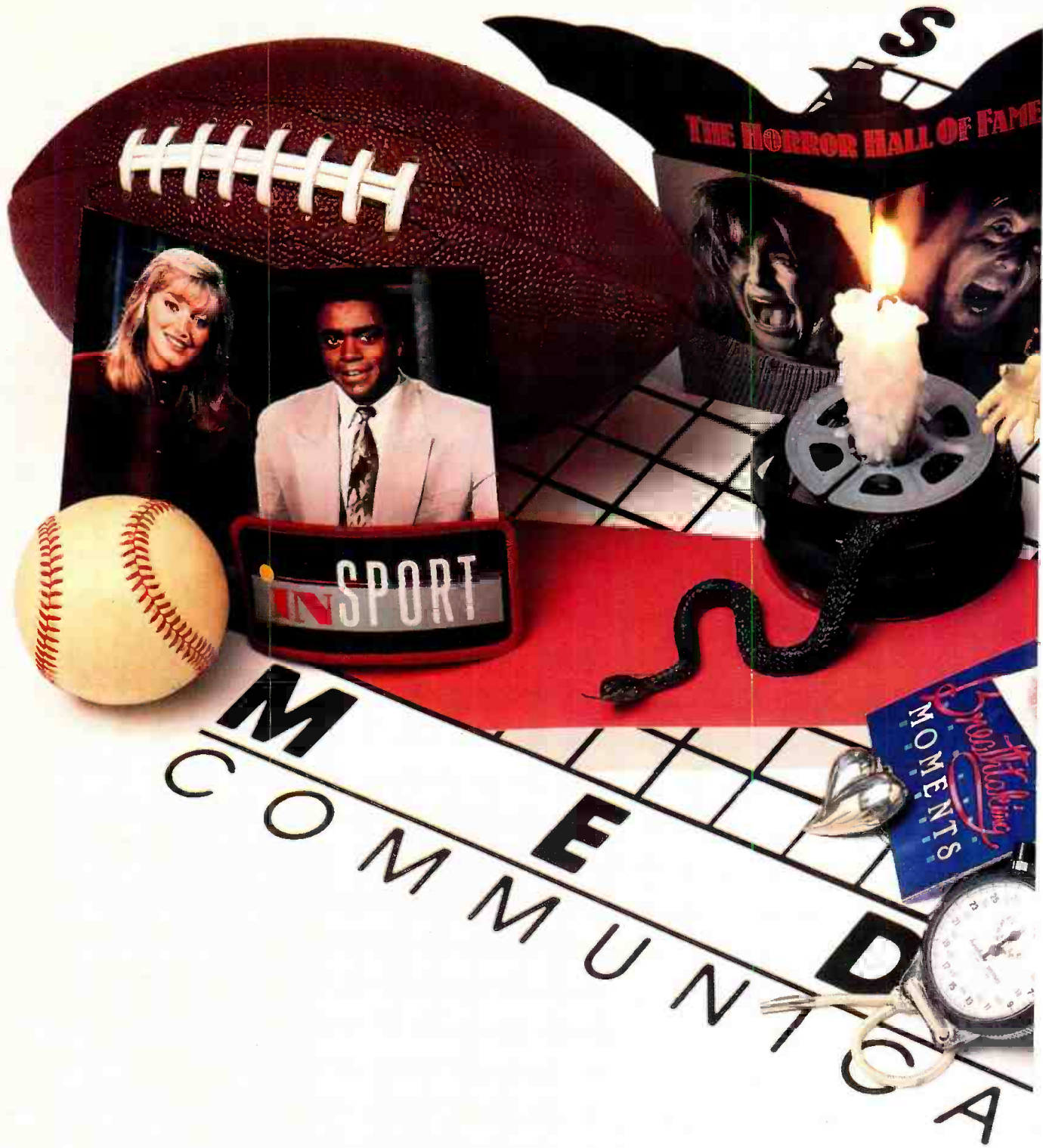
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## NATPE beat

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### Late night: the new frontier

**The dynamics of the late-night daypart have changed, with programers targeting more and more first-run fare to territory once the almost exclusive province of Carson**

Not long ago, the most significant sounds to emanate from late-night television were the words "Here's Johnny." Carson is still king of the talk shows, but the times they are a changin', and late-night television in general is currently undergoing a metamorphosis of which a number of syndicators hope to take advantage. Indeed, with many companies doing battle for highly prized access and early fringe spots, late night is viewed by some as perhaps the final frontier among dayparts.

"What's interesting about late night," said Dick Kurlander, vice president, director of programing, Petry Television, "is that its HUT [Homes Using Television] level can be expanded. If the right show is there, the late-night audience can grow." According to Kurlander, the "right show" for 1989, and the program of most interest to those who pay attention to late-night viewing patterns, is Paramount Television's *The Arsenio Hall Show*.

Hall's syndicated talk show, currently seen on 167 stations around the country, debuted last January, and has continued to shake things up in late night. During his year on the air, he has reportedly moved ahead of both Pat Sajak and David Letterman, becoming the number two late-night talk show behind Johnny Carson, and number one among the under-35 audience.

Since he began, Hall has had at least a .300 batting average compared to lead-in and year-before time periods, according to Seltel. The rep firm's analysis of October 1989 Nielsen numbers for stations in 25 of the top 30 markets shows Hall improving over October 1988 time period averages in 80% of the October NSI markets and over lead-in time periods in 92%, with an overall 4 rating/13 share.

Of the new late-night programs coming to NATPE '90, one of the most eagerly awaited is *My Talk Show*, co-produced by Ron Howard's Imagine Films Entertainment and Second City Entertainment, and distributed by MCA TV. According to Mike Levinton, vice president, director of programing, Blair Television, "It's very reminiscent of *Fernwood Tonight* and *Mary*



'Arsenio'



'My Talk Show'



'Preview'

*Hartman, Mary Hartman*. It's funny and a little irreverent. It's a different point of view."

"The early response has been very, very encouraging," Shelley Schwab, president, MCA, told BROADCASTING. "We took it to the reps, and they felt it was the most creative and innovative program being brought to the marketplace this year." Scheduled for a July 1 debut, *Talk Show* is "the most difficult show I've been involved in to try and describe," said Schwab. "It is not a typical talk show, in that it doesn't have a host and a couch and a sidekick." Instead, he said, expanding on Levinton's observations, "it's a combination of *Fernwood Tonight*, *Mary Hartman, Mary Hart-*

*man, It's Gary Shandling's Show* and *Saturday Night Live*."

Schwab intends to make some station clearance announcements for *My Talk Show* prior to NATPE, and said that he has so far had two offers in New York and three offers in Los Angeles, "and we haven't even finished screening it for the rest of the marketplace. That's the kind of reception we're getting."

According to Janeen Bjork, vice president, director of programing, Seltel, "Everyone that comes in says, 'I've got the companion piece to *Arsenio*, a way to keep his viewers tuned for another half hour or hour.'" Bjork refers to *Talk Show* as "the most notable" entrant in the current late-night sweepstakes. "That's not to say I love it," she explained, "but it's got a youthful, male/female appeal, in that it's so absurd." Bjork does, however, question

the ratings outlook for the program. "They said they need a two rating to remain on the air," she stated. "Tell me who's going to get a two rating this year. Nobody in late night."

At press time, a decision was pending on the future of Worldvision's *After Hours*, the late fringe program which debuted at the beginning of the 1989-90 season. A company spokesman said that the decision would be based on the numbers reflected in the November book.

Genesis Entertainment, which has pushed back plans for the premiere of a late-night show originally announced for 1990-91, has nevertheless done some serious investigation into the viewing preferences of this daypart's viewership. "We did a lot of research on the late-night marketplace," said Phil Oldham, executive vice president, domestic sales, "and found what people want is to laugh. We did ASI and Magid testing, and they both indicated that, overwhelmingly, that's what people were looking for." Late-night audiences prefer comedy two to one over any other genre, said Oldham.

Oldham is one executive who views late-night as among the "last frontiers" for a number of reasons. "Currently, and for a while," he said, "ABC has only had a single half hour, and many stations delay that for a half hour, so there's an 11:30 time period. In the Midwest, of course, it means they have from 11 on."

*Arsenio*, Oldham said, is a "vehicle that can be a lead position for an adjacency. CBS has cut back *The Pat Sajak Show* [from 90 minutes to an hour], and obviously many stations play it. There are a lot of opportunities out there, and I have not found that too many stations have actively pursued them." Genesis is currently represented in the late-night arena by the *Byron Allen Show*, a weekly late-night talk/entertainment program that has already been renewed for the 1990-91 season.

According to Levinton, two different perspectives exist in the late-night forum, that of the independent and that of the affiliate. "The affiliate has certain network restrictions, limitations and pressures," he said, "that have kept them from doing everything they'd like. If you're an NBC affiliate, you've got *Carson* and *Lettman* and *Saturday Night Live*, and those take care of late fringe six nights a week."

CBS affiliates are under "great pressure," Levinton said, to carry *Sajak* live, "which means that an Eastern time zone station really doesn't start thinking in terms of programming until 12:30 a.m. They'd love to carry *Sajak* at midnight, I think, and program locally 11:30 to midnight. In the overall scheme of things, however, there may be other network relationship consequences that don't make that something you push." According to Kurlander, "If things don't improve dramatically for *Sajak*, I think the end is in sight."

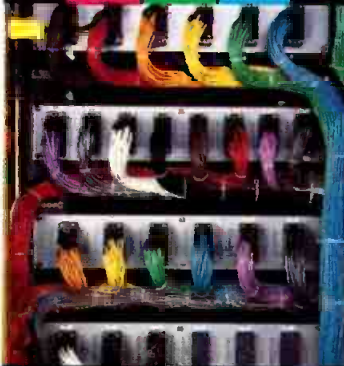
ABC is also pressuring stations, said Levinton, "to do right by *Nightline*, and it's really that first half hour coming out of the late news that's the key to selling effectively in late fringe." For independents, it's a

## East-West negotiations

A high-level delegation representing Rupert Murdoch's News Corp. was in Moscow for the week following Thanksgiving to talk to Soviet officials about possible cooperation in a number of media projects. The News Corp. announcement said the discussions focused "on mutual opportunities" in developing "multi-media production, distribution and advertising capabilities, both within and outside" the Soviet Union. Newspapers, magazines, books, motion pictures, television and videocassettes were among the projects discussed.

The News Corp. delegation was headed by Charles Wick, former director of the U.S. Information Agency and now a director of News Corp. The discussions were conducted under the auspices of the new All-Union Center for Cinematography and Television for Children Youth of the USSR, which is headed by Rolan Bykhov, a well-known actor who is also a member of the Supreme Soviet.

No agreements were announced, but News Corp. said its delegation and the Soviets "agreed to further study and to pursue numerous specific joint venture projects with a view toward their consummation in 1990."



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"whole different ball game," Levinton explained.

Arsenio has turned late night viewing patterns "almost upside down in a lot of markets," said Levinton, and has made "independent stations a factor in late fringe, where they were not before. When you can put a program on an independent station and overdeliver one or maybe two of the affiliates in the market, then you've made yourself a selling force."

Kurlander pointed out that some programs designed for particular time periods won't necessarily end up in preferred slots. "Some of the magazine shows for next fall," he said, "will wind up in late fringe in certain markets, because there are so many of them. If all of them get launched,

there's no way that early fringe and access can support them all." Such shows as Viacom's *Entertainment Coast to Coast*, TPE's *Preview—The Best of the New* and related vehicles may end up in late fringe slots in certain markets, Kurlander said. *Preview*, a magazine strip focusing on news from the world of movies, television, music, and fashion, has been bought in 25 markets, including 10 of the top 20, covering 30% of U.S. television households.

Another "interesting development to watch" in late night, said Kurlander, is the launching by WNYW-TV, Fox's New York station, of a local news interview show, a la *Nightline*. This program will be hosted by Jack Cafferty, who left WNBC-TV's *Live at Five* news to become involved in the new

venture.

"The key to any time period, but very much so in late night," said Oldham, "is that it is very much geared toward people feeling comfortable and relaxed. The key to that is putting on a personality that the audience is willing to stay up and spend some time with."

Late night is a "high demand area," said Levinton. "You're getting a pure adult audience, one that's not filtered down with kids. Programmers can be more creative because they're not under the limitations of, 'Oh, gee, can't let the kids stay up to watch this.'"

"I won't say it's the last frontier," Levinton said, "but it is a little overdue in being exploited the way it should be."—RG

## Turner previews its NATPE lineup

### Offerings include first-run series, animated offering and variety of film packages

Turner Broadcasting System will bring two, and possibly three, new weekly first-run barter series projects to NATPE next month, available for fall 1990.

*Kids Still Say the Darndest Things: With Marc Summers* will offer an updated and expanded version of the well-known segment from the Art Linkletter daytime show of 25 years ago, *House Party*. Linkletter is serving as creative consultant to the show.

Turner will also bring to NATPE a pilot for the long-awaited *Captain Planet*, a half-hour animated weekly show that will have storylines stressing to children the importance of a clean environment.

A possible third pilot is being considered for a weekly half-hour news magazine show, *Update*, which would revisit major news stories.

*Update* would rely heavily on CNN footage, although it would be produced by the documentary unit at superstation WTBS(TV) Atlanta, headed by Ira Miskin, executive vice president, documentary and information programs, Turner Entertainment Networks. Miskin's unit produces programs such as the various *Portrait* series that air on WTBS.

According to Richard Goldfarb, senior vice president, syndication advertising sales, Turner Broadcast Sales Inc., *Kids* is being positioned as "an all-family show, to run on the weekend during early fringe or access time periods. The program is being offered for cash, plus one minute of barter. Among the show's elements will be Summers interviewing children from a studio audience, as well as celebrity guests interacting with the audience.

*Kids* is being produced by Facets/Phillips Entertainment, Los Angeles. Summers will continue his hosting duties with *Double Dare*, the popular children's game show on Nickelodeon.

*Captain Planet* is being offered on a straight barter basis (three minutes each for national and local spots), and is being produced by DIC Enterprises, Los Angeles. How receptive local stations are to the show

remains to be seen. But there is little doubt the show will get on the air next fall on one or both of TBS's entertainment cable services, WTBS and TNT.

The program was conceived by TBS chairman Ted Turner, who has been active in his championing of environmental issues. According to Goldfarb, Turner has earmarked \$450,000 per episode for the show. "It will be an action adventure animation show for kids," he said. It has to be, in order to draw a large children's audience, he said.

Each week Captain Planet and his band of "planeteers" will do battle with villains scheming to foul the environment. "It won't be heavy handed in its delivery of messages about the environment," said Goldfarb.

The shows will be sold to stations by Turner Program Services, headed by Russ Barry. The barter time in the shows is sold by a separate Turner unit—headed by Goldfarb—Turner Program Syndication, a division of TBS.

This season, Turner Program Services entered the first-run barter strip business with the game show *The Last Word*, which was sold to the Fox station group and other stations. That show is being canceled in two weeks. Fox used it as part of a two-hour game show block airing around midday on all seven Fox-owned stations, with mixed results.

The two other first-run projects included a series of summer specials with the Beach Boys called *Endless Summer*, and a weekly anthology series, produced in association with the BBC, called *Secret World*.

Goldfarb said the company was pleased enough with the performance of *Endless Summer* to contemplate a similar series of specials for next season, if the right project can be found. *Secret World* will end its run at the end of the season. "It was really designed as a one-season show," said Goldfarb.

Meanwhile, Turner is also creating a new series of barter film packages under the *Turner Pictures* label, to distribute originally produced off-TNT longform product. *Turner Pictures I: The Legends* is being offered for debut in January 1991 and will

include such recent TNT originals as *Cold Sassy Tree* and *Margaret Bourke White*.

The *Turner Pictures* packages will have two-year license periods, with monthly releases, offered for straight barter (11 minutes national, 11 minutes local). "All original TNT product will be put into the barter market," said Goldfarb. As a rule, he added, that product will have a two-year exclusive cable (TNT and WTBS) and home video run before going into barter syndication.

The *Turner Pictures* pitch to stations, said Goldfarb, will focus on several elements. The straight barter is attractive at a time when many stations are shorter on cash than usual, given the soft national spot advertising market. Goldfarb also said the 22 minutes of commercial time in each two-hour movie bartered by Turner is some two minutes less than the industry average.

Also, stations may want to consider the *Turner Pictures* product as an alternative to fresh film packages that are bypassing the syndication market for cable, he said. Fox, Disney and Orion have sold packages of A-title product to basic cable networks in the last four months.

Meanwhile, Turner will continue to expand its *Color Classic* barter network series



Goldfarb



of colorized films and off-TBS product, which drove the company's barter syndication sales to about \$20 million in 1989, according to industry sources.

*Color Classic Network IV* debuts next month, with between 85% and 90% coverage of the country. At NATPE, the company will also pitch two quarterly barter movie networks—*The Best of Classic Network I & II*, debuting in the fall of 1990 and 1991, respectively. Each series will have eight films offered over a two-year license period.

The off-TBS *National Geographic On Assignment* monthly series will go to a fourth season next fall. The show, which generated about \$4 million in barter sales this year, has been placed on strong stations in several markets, including WUSA-TV Washington, WXYZ-TV Detroit and WFLD-TV Chicago. The show is now cleared in over 90% of the country.

Turner's co-venture with Jacques Cousteau to produce *Cousteau's Rediscovery of the World* was just extended beyond 1990, when it was scheduled to lapse. That program, a quarterly series of specials, is now cleared in over 90% of the country. —SM

## Counting the hours: Some syndicators still see potential in broadcast market for long-form fare

TeleVentures has had success with 'Hunter' in off-network syndication, has plans to go same route with 'Wise Guy' and 'Jump Street'

Despite the general flatness of the broadcast market for syndicated hours and, in contrast, the big ticket licensing deals made by cable for high profile network dramas, there are those who continue to take their long-form, off-network product to the broadcast market. TeleVentures, for one, has sold the hour-long action/adventure *Hunter* to 87 stations this season, and has a fall 1990 off-net distribution plan for *21 Jump Street* and a 1992 syndication window set for *Wise Guy*.

Other syndicators betting on hour action/dramas include Group W and Genesis Entertainment, clearing 153 stations (83% U.S. coverage) for their bartered *Highway To Heaven*. Viacom Enterprises is also considering entering *Matlock* in the syndication market for either the 1991 or 1992 syndication season, but whether it goes the broadcast or cable route is unclear.

Pat Kenney, president and CEO, TeleVentures, attributes his company's confidence in the broadcast market to what he says is Stephen J. Cannell Productions' (which is an equal equity partner in TeleVentures with Tri-Star Pictures) tailoring of its action dramas to that advertiser-revered demographic—the 18-49 age group. "We have distributed shows produced by Cannell that have strong male leads that have appealed to female viewers on the network



TeleVentures' 'Hunter'

and in syndication," Kenney said. "Heavy drama overall does not repeat well," Kenney said. "Steve (Cannell) is very adept at creating characters and plot-lines that provide a humorous and light touch interspersed with the action. He creates sexy male leads that appeal to female and male audiences." You are always faced with budget deficits for hours (on the networks), so Cannell clearly has the syndication window in mind when he thinks about a program's back-end. But he doesn't think about demographic appeal when he creates characters."

Apparently, Fred Dryer's star appeal has paid off in a number of markets that air *Hunter* in early fringe and access periods. According to TeleVenture's vice president of research, Drew Halmann, November book Nielsen ratings for *Hunter* in number two ADI Los Angeles (on independent KTLA-TV at 6 p.m.) translated to a top-rated 8.5 rating/14 share "among off-net product." He also cited Tampa (WFLA-TV at 4 p.m.), where *Hunter* scored a 7/17 and beat *Geraldo* and finished second to *The Oprah Winfrey Show*.

Janeen Bjork, vice president and director

# CANADA WAS LOOKING FOR THE WORLD'S BEST TRAVELERS. SO BLAIR SENT THEM SANTA CLAUS.

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The results? Canada made the Spring buy. And Christmas came early to Blair's client stations.

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## Not interested

The nation's television newscasts and newspapers may be devoting a major share of their time and space to the dramatic political changes sweeping across Eastern and Central Europe, but Americans do not seem to be paying much attention. The Times Mirror News Index for December shows that only 28% of Americans are paying close attention to those changes. That represents a sharp decline in public interest in changes in that part of world since November, when the index showed 50% of the American public closely followed the breaking news about the opening of the Berlin Wall.

The index showed that the story of greatest interest during the weeks of turmoil in Eastern and Central Europe was a national one—abortion. The index indicated 35% of Americans are closely following the story about attempts to change the abortion laws. That level is not in response to a major news event but, rather, to a steady stream of commentary and analysis on the divisive social issue.

Not only was the apparent breakup of the Soviet empire in Central and Eastern Europe of less than compelling interest to Americans, so, too, were efforts at overthrowing the Aquino government in the Philippines and the flare-up of a civil war in El Salvador. The index said only 18% of Americans followed the coup attempts in Manila very closely, while even fewer—14%—followed the news out of El Salvador.

of programing, Seltel, confirmed that *Hunter* is "doing extremely well" in eight of 12 metered markets, improving on its lead-in programing in each of those eight markets. Although she said the "serialized" *Wiseguy* may face the same problems that *Dallas* has faced in syndication, Kenney believes, however, that the multi-episode "story arcs" common to *Wiseguy* will help local stations (namely independents) promote theme weeks with different guest stars to make the program "a unique counter-programing tool."

Kenney says no presales have been initiated yet for the 110 episodes to be offered on a straight cash basis for *Wiseguy*, but he said 34 markets have been cleared for *21 Jump Street*, including recent commitments from Tribune Broadcasting independents WPIX-TV New York and KTLA-TV Los Angeles.

"To have a successful drama work in syndication you have to appeal to men and women age 18-54," stressed Bjork. "Programing in the right time periods and on the right stations where they can meet the right target demographics can mean the kind of success that *Hunter* has had in Los Angeles. They are sometimes hard to find, but there are stations hungry out there for hour shows that can deliver both male and female audiences."

Genesis's *Highway To Heaven* has "achieved a certain degree of success," according to Petry Television VP and Director of Programing Dick Kurlander, with 153 station clearances in 83% of the country. It averaged a 2.8 rating (43rd place) in Nielsen's national weekly ranking of barter product (week ending Nov. 26). *Highway To Heaven* has been one of the few examples of an hour drama offered on a barter basis to stations (seven minutes local and five minutes national advertising) in most markets, apparently a factor in helping stations that became highly leveraged due to big-ticket sitcom acquisitions.

Joe Zaleski, president, domestic syndication, Viacom Enterprises, says different forms of "unique" packaging, like Genesis's barter deal for *Heaven*, is indicative of a strong potential market for hour-long programing. "I remember a time when the networks and stations said that sitcoms

were dead," Zaleski said. "Everything is cyclical. Game shows are up, then they're down; reality shows are up and could be down; the same can be said of hour programs. If an hour show comes on like gangbusters, it could lead the way for other hours back into (local) syndication."

But Viacom's official line on whether

*Matlock* will enter syndication in the 1991 or 1992 season is unclear due to "certain restrictions" in the show's contract with NBC. And Zaleski did not say whether the show will go the local syndication or cable route, conceding it is cheaper and easier for a syndicator to take an off-network hour show to cable, rather than initiating a major marketing effort to individual markets.

Kurlander characterized the current market as "lukewarm, at best" for new off-network hour offerings, in light of the rise and fall of MCA-TV's *Magnum P.I.*, which was sold to stations for the 1983 and 1984 seasons, and after initial success, showed a "continued ratings decline" thereafter.

"I don't see any frenzy for many of the hours, now or in the near future," Kurlander concluded. "*Hunter* is excellent and has shown strength. It is not whether the product is a problem, but rather it is a victim of the changing lifestyle composition in early fringe. The benchmark for the future of hours in syndication could be *Matlock*. I have heard a number of stations who are interested in it, most of them southeastern stations. Hypothetically, if Viacom can get \$400,000-\$500,000 per episode in cable, it's realistic to assume that *Matlock* will go the cable route. —MF

## New on cable

Syndicated political columnist Jack Anderson was featured by The Financial News Network to promote what the basic cable service calls the cornerstone of today's (Dec. 18) launch of a new prime time lineup that includes *The Insiders with Jack Anderson* (8:30-9 p.m., ET), *The American Entrepreneur* (7:30-8 p.m.) and *The Profit Motive with Jim Rogers* (8-8:30 p.m.).

Michael Wheeler, FNN president, introduced Anderson to the Western Cable attendees as "America's greatest muckraker," who, Wheeler said, will bring "a large percentage" of his 50 million syndicated readers over to the new FNN news magazine. Anderson said FNN appeals to an "elite" audience, an audience he says is looking to air its "grievances" against governmental injustice and corruption.

"It is important in this day of computerized form responses that we try to reach those people that have a grievance left unanswered by the government," said Anderson, who also was at ABC News for nine years. "My staff are not going to be like the sheep that follow *The New York Times* and *The Washington Post* stories. We are going to get the inside stories. We are going to see the lobbyists, the people who work for the congressmen and the senators behind the scenes."

While Anderson termed syndicated news shows *A Current Affair* and *Hard Copy* as "shock journalism," one reporter asked why he turned to cable after his stint at ABC. Anderson said he "rubbed against" ABC executives "for being the only one in the news division who did not originate from ABC News."

FNN also announced that it is co-sponsoring *The FNN National Investment Challenge* with daily newspaper *USA Today*. Contestants from "all walks of life" are allotted \$500,000 to invest in the stock market. The "top performer" is eligible to win a \$50,000 prize based on the total of his stock and options holdings.

□

Former NBC News correspondent Jack Perkins has been signed to host *A&E Premieres*, the umbrella title for all new Arts & Entertainment premiere specials or mini-series. The first will be *Around the World in 80 Days*, in which Michael Palin retraces the journey of Phileas Fogg, using only the technology of that era. The first of the seven-week series premieres Jan. 7, 1990.

The next night, A&E will kick off its Monday mystery night with back-to-back episodes of *Agatha Christie Hour* and *Masters of Mystery*. The network has obtained the rights to *The Fugitive*, which will premiere Jan. 1. A&E will carry the 120 episodes weekdays at 10 a.m. and 3 p.m.

Two other new premieres: *David Attenborough's Life on Earth*, a 13-part environmental series beginning Jan. 8, and *Women In War*, a two-part documentary hosted by Pat Mitchell, Feb. 25 and March 4.

## Good news on the HDTV front

### Latest FCC OET computer study says using new Zenith plan, there should be adequate spectrum for current stations to upgrade

It is still hard to estimate when broadcasters will be able to begin using additional spectrum for terrestrial transmission of high-definition television. But when that day comes, according to the best estimates available today, there will be enough spectrum to go around.

The FCC's Office of Engineering and Technology (OET) has been conducting a study of the unassigned portions of the UHF and VHF bands since the commission first began showing serious interest in HDTV in 1987. Using computer models, OET has released two reports with estimates of the probability of finding enough spectrum to accommodate all current TV stations for HDTV transmission. The second report, released this month, paints an optimistic picture.

In August 1988, OET released its first preliminary computer models. They started with the assumption that the current UHF "taboo" channels could be used for allocation, although at the time their availability was doubted. The findings were that 3 mhz

of augmentation could be allocated to 100% of U.S. TV stations, but if 6 mhz were needed, only about 95% could be accommodated, with large markets being affected the most. Also, signal propagation of HDTV channels was predicted to be worse than with NTSC.

The computer models today look quite different because the technology for delivering HDTV is improving and the software for predicting spectrum availability has also been refined. The more rosy models are due, in part, to the introduction of the Zenith Spectrum Compatible HDTV proposal, which includes the use of a partially digitized simulcast HDTV channel that theoretically could be aired on channels previously believed to be untouchable. "Zenith Electronics Corp. and several other parties have suggested that ATV [advanced television] systems could be developed that would pose less of an interference threat to the NTSC signals and be more immune to interference from NTSC signals. This would permit an ATV transmitter to be located closer to a co-channel NTSC transmitter," the second report says.

OET altered its computer program to examine the expected performance of digital ATV signals under several different spacing

scenarios (see chart). It concluded that "ATV to NTSC co-channel spacing is by far the dominant, if not the only significant, factor in determining the availability of spectrum for ATV."

All or nearly all current stations could be provided with up to 6 mhz of additional spectrum if the minimum separation between an ATV and NTSC transmitter is 180 kilometers (112 miles) and if some of the additional spectrum for VHF stations comes from the UHF band. If the commission prefers to keep both the original NTSC channels in the same band with the new ATV channels, it will be able to do so more than 90% of the time if the distance separation is 160 km (100 miles).

The strategy in developing the computer models has been to divide the country into what OET calls "cliques"—groupings of broadcast towers located within 100 miles of each other. The largest of the cliques is centered near Bethlehem, Pa. If that area can be mathematically arranged to handle the necessary extra HDTV spectrum to accommodate all of the stations within that area, the FCC believes it will be able to manage the spectrum throughout the rest of the country as well.

The current mileage separation for NTSC

### Percentage of stations that could be provided additional spectrum

ATV-ATV separation distance	NTSC-ATV separation distance					Conditions
	160 km (100 mi)	180 km (112 mi)	200 km (124 mi)	250 km (155 mi)	300 km (186 mi)	
<b>3 mhz additional spectrum:</b>						
160 km	100%	100%	99.7%	96%	90%	VHF may be augmented in UHF and vice versa; no preference for contiguity
300 km	100%	99.9%	99%	93%	81%	
<b>6 mhz additional spectrum:</b>						
160 km	99.8%	99%	97%	89%	78%	VHF stations augmented in VHF; UHF in UHF; contiguous assignments where possible
300 km	99.2%	98%	93%	78%	65%	
<b>3 mhz additional spectrum:</b>						
160 km	79%	68%	57%	37%	24%	Added spectrum contiguous
300 km	76%	67%	56%	37%	23%	
<b>6 mhz additional spectrum:</b>						
160 km	73%	63%	53%	34%	22%	
300 km	66%	57%	48%	31%	20%	
<b>3 mhz additional spectrum:</b>						
160 km	97%	93%	89%	72%	60%	
300 km	96%	92%	87%	68%	54%	
<b>6 mhz additional spectrum:</b>						
160 km	92%	87%	81%	65%	52%	
300 km	87%	82%	75%	56%	41%	

channels is 300 km (186 miles). Even by reducing the ATV-ATV and ATV-NTSC separations to 160-180 km, there are cases in which not all stations can be allotted additional spectrum in certain cliques. In those cases, some repacking of current NTSC signals (reallotment to new frequencies) will be necessary. But OET finds that "wholesale repacking" will be unnecessary as well as undesirable.

The report also finds that "providing an additional 3 mhz or 6 mhz for ATV does not significantly affect the number of stations that can be accommodated under many circumstances, particularly those in which very high percentages of stations can be accommodated." That is fortunate since it appears that if the FCC does approve a system requiring additional spectrum, 6 mhz will be the more likely requirement. Only one of the systems currently on the schedule to be tested by the Advanced Television Test Center, North American Philips's HDS-NA, is designed to use a 3 mhz augmentation channel. All others demand either no additional spectrum or a 6 mhz augmentation or simulcast channel. Philips has since announced that it is working on a 6 mhz simulcast system which it may submit for testing in lieu of the 3 mhz augmentation proposal.

The only unmanageable situation would be if the 3 mhz or 6 mhz added channel

were required to be contiguous with a station's original NTSC channel. That confirms the findings of the August 1988 report. Following release of that report, the FCC handed down its tentative decisions of Sept. 1, 1988. One of those decisions was that no system requiring more than 6 mhz contiguous spectrum would be considered for terrestrial transmission. NHK's MUSE-E system was eliminated as a terrestrial candidate with that decision. However, OET says in this month's report that it will continue to examine the possibility of applying the Zenith-type digital processing to reduce the spacing between 9 mhz HDTV channels. The results of those models will be released in future reports.

Contrary to earlier findings, the new report also concludes that the current UHF taboo channels will not significantly affect the allocation process. The designs for many older television receivers do not allow for adjacent-channel interference immunity on several UHF channels. Assuming the taboos were eliminated, the first OET report found that up to 100% of current stations could be allotted an additional 3 mhz at 160 km minimum separation and up to 96% could be provided an additional 6 mhz. Looking at the taboos again, OET now finds that if they were retained, "the percentage of stations that could be provided ATV spectrum would decline from our full taboo elimination estimates by

only 2%-4%."

In the meantime, OET says that the technology exists to allow for allocation of the taboo channels some day. It appears likely that the additional spectrum will be allocated to stations gradually over a space of several years, not in a sudden act following approval of a transmission system. During that time, HDTV receivers with interference immunity could be introduced to the market as older receivers are phased out. "If a phased-in approach could be used, it would permit even the image taboos, the least likely candidates for ATV spectrum, to be used," the report concludes.

The earlier report also assumed that channels that have currently been set aside for future allotment to noncommercial stations would be needed to provide HDTV spectrum to currently operating stations. Again, a second look with the new computer software provides more optimistic numbers. "We can generally see that in those cases where our initial study indicated that all or nearly all existing stations could be accommodated, it also appears possible to accommodate all or nearly all of both the existing stations and the vacant noncommercial allotments," OET says. In addition, it is expected that when those vacant allotments are licensed, they will include extra spectrum for HDTV transmission. -RMS

## The Media

### **National League of Cities executive director resigns**

**Beals to join Savannah Chamber of Commerce; what impact departure will have on NLC's Hill activities is unclear**

After a 22-year career with the National League of Cities, Alan Beals, the NLC's executive director, has resigned to join the Savannah (Ga.) Area Chamber of Commerce as president and chief executive officer. Beals, who became NLC's executive director in 1975, is expected to stay until the NLC's annual Washington conference in March.

Just what impact Beals's departure will have on the NLC's activities on Capitol Hill is unclear. The NLC is expected to be a major player next year in the Senate's deliberations on cable television legislation. One NLC source, however, said Beals's departure does not signal any change in direction. The NLC has called for cable reregulation and supports concepts embodied in cable legislation but has not endorsed a specific bill. Beals was executive director when the league and the National Cable Television Association cut a deal which led to passage of the Cable Communications Policy Act, which loosened the cities regulatory grip over cable.

Two weeks ago, Beals told the NLC staff

that he accepted the Savannah position and that he and his wife, Sandi, a Savannah native, bought a second home there more than a year ago. Apparently Beals had talked about retiring someday in Savannah. Nevertheless, his announcement came as a

shock to staff and NLC board members.

There had been a general expectation that the 56-year-old Beals might end his career with the cities sometime, but sources say they had no idea Beals was ready to leave. He first joined NLC in 1957 as director of

#### **Texas settlement**

The FCC approved a settlement agreement in the kwic-AM-FM Beaumont, Tex., renewal proceeding between Pyle Communications and the Beaumont branch of the NAACP and the National Black Media Coalition (NBMC). The NAACP and NBMC filed their initial petitions claiming EEO violations by the stations in 1983 when Pyle filed renewal applications. The commission denied the petitions and granted Pyle short-term renewals. On appeal, the U.S. Court of Appeals in Washington overturned the FCC's action (BROADCASTING, Aug. 22, 1988) and sent the case back to the FCC for a hearing. Meanwhile, while the proceeding was pending, bankruptcy proceedings started against Pyle Communications. The United States Bankruptcy Court for the Eastern District of Texas later approved an agreement that would allow the trustee, John Durkay, to assign Pyles's licenses to William J. Mason. Mason has agreed to pay \$78,561 in back pay to 10 persons who were the alleged victims of discrimination by Pyle. Mason will also pay a sum of no more than \$80,000 for the legal fees of the NAACP and the NBMC. The NAACP and NBMC have submitted a copy of the settlement agreement that includes affidavits from attorneys documenting \$79,610.85 in fees. Mason will also implement affirmative employment procedures and keep in contact with the NAACP. Under the settlement agreement, the NAACP and the NBMC will drop their petitions and not file objections to the assignment applications to Mason.



Beals

publications and director of town affiliations. He went on to other positions outside the NLC, only to return in 1970.

A search committee has not been appointed. "He will be tough to replace, but he has decided to go on to a new career, and I am sure he will be successful in it," said NLC President Bob Bolen, mayor of Fort Worth.

The NLC has been the subject of some controversy since former league lawyer Cynthia Pols filed a sex discrimination lawsuit in federal district court against the league, Beals and Frank Shafroth, director of the NLC's office of federal relations (BROADCASTING, July 3). There seems to be no indication that Beals's departure was anything but voluntary.

Another former employee, Catharine Rice, staff administrator for the NLC-affiliated organization, the National Association of Telecommunications Officers and Advisors, has filed a sex discrimination and EEO complaint against the League. Rice said she was "fired" for attending a press conference on Nov. 15 when Senator John Danforth (R-Mo.) announced the details of his cable reregulation bill, on the grounds that her presence there gave the impression she was supporting the Danforth bill. Rice said she cleared her attendance first with NLC government relations staff and that the League was retaliating because she supported Pols (BROADCASTING, Nov. 27).

According to an NLC press release, Beals also becomes president of the Savannah Convention and Visitors Bureau. The chamber has 1,700 members, a budget of \$2.5 million and 25 full-time staffers.—KM

## Management movement at Multimedia

Several management changes have taken place at Greenville, S.C.-based communications company Multimedia Inc. and one of its divisions, Multimedia Broadcasting Co. in Cincinnati. James T. Lynagh, president of Multimedia Broadcasting Co., has been named president and chief operating officer of Multimedia Inc., succeeding Walter E. Bartlett, who was named chairman and chief executive officer on Oct. 31. William L. Bolster, vice president and general manager of Multimedia's KSDK(TV) St. Louis, will succeed Lynagh. Bolster will also serve as a vice president of Multimedia Inc. Lynagh and Bolster will assume their offices immediately.

Lynagh, who joined Multimedia in 1981, had previously been with Post-Newsweek Stations for 13 years, serving as vice president and general manager of its stations in



Lynagh



Bolster

Detroit, Washington, Miami and Jacksonville, Fla. Before joining Post-Newsweek, Lynagh was with Kaiser Broadcasting Corp. as general manager of its Detroit, Philadelphia and Boston television stations. He is a member of the board and past president of the Television Operators Caucus and recently completed a four-year term as chairman and vice chairman of the NBC-TV affiliates board.

Bolster joined Multimedia in 1983 when the company acquired KSDK. Prior to Multimedia, he had been an executive with Black Hawk Broadcasting Co., serving in various capacities at KWWL-AM-TV Waterloo, Iowa, including president and general manager of both the radio and television divisions. He is currently a member of the NBC television network affiliate board of directors and chairman of the network's sports committee.

In a related announcement, John T. La Macchia, president and chief operating officer of Cincinnati Bell Inc., has been elected to the board of Multimedia Inc.

## INTV to welcome new year, new president

**Annual convention will feature introduction of Jim Hedlund, unveiling of new promotional campaign and celebration of audience gains over last year**

The Association of Independent Television Stations kicks off its annual meeting in Los Angeles next week, Jan. 3-6, 1990. More than 1,500 station executives will be on hand to hear the latest news out of Washington and updates in the marketing and sales arena, and to view INTV's new promotional campaign aimed at advertisers. The ads emphasize the progress independent stations have made in competing for audience.

INTV's new president, Jim Hedlund, will make his debut at the opening session Wednesday morning (Jan. 3), with INTV's former president, Preston Padden, formally stepping down. Hedlund's state-of-the-industry speech will be followed by an unveiling of the promotional campaign, prepared by the Minneapolis ad agency Fallon-McElligott. The theme for INTV's 1990

convention is "Independent Television: Where the Network Audience Has Gone."

Another INTV headliner will be former President Ronald Reagan, who is slated to appear Friday night from 6:30 to 7 p.m. Tribune Broadcasting's Independent Network News is sponsoring Reagan's appearance. Following Reagan's appearance, the association is throwing a gala reception at 7-9 p.m.

Congress and the FCC will be out in force at the INTV meeting. FCC Chairman Al Sikes is a keynoter at a Friday (Jan. 5) luncheon. Senate Commerce Committee members Slade Gorton (R-Wash.) and Conrad Burns (R-Mont.), along with House Telecommunications Subcommittee member Don Ritter, will appear on a Friday morning panel moderated by Maury Povich, host of Fox Television's *A Current Affair*.

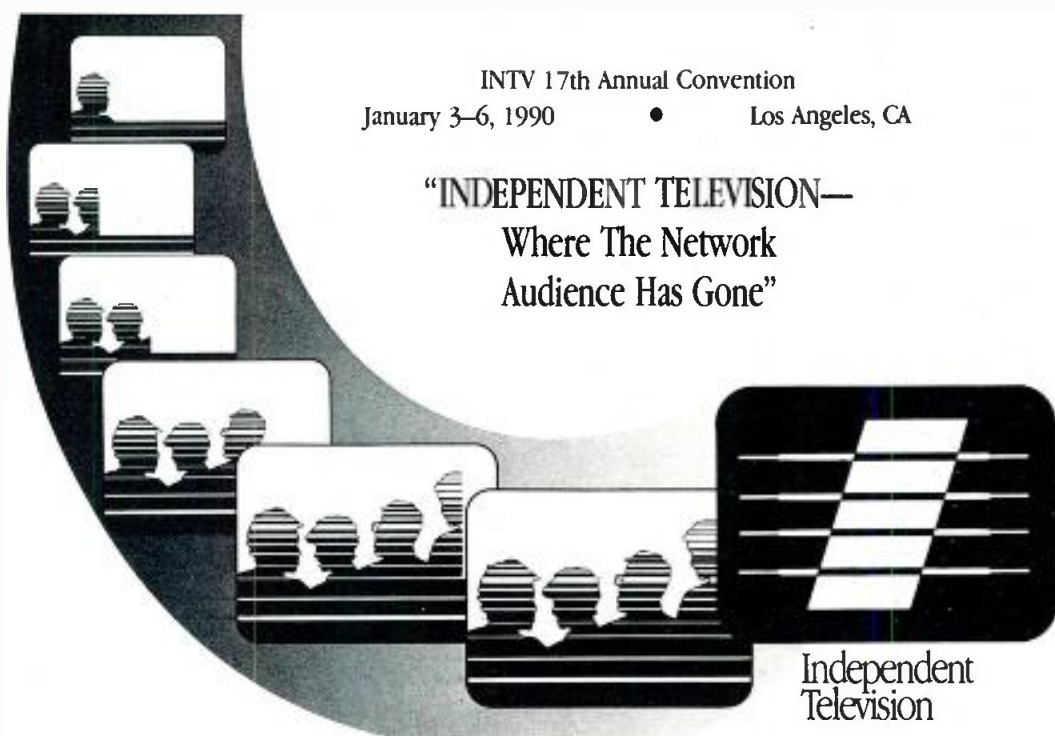
FCC Commissioners James Quello, Sherrie Marshall and Andrew Barrett will participate in a panel called "The Grand Inquisition III" where they will have an opportunity to query industry representa-

tives. Panelists include Milton Maltz of Malrite Communications; Al Rush, chairman of MCA TV; Kent Foster with GTE; Spencer Kaitz, president of the California Cable Television Association, and Ed Durso of ESPN.

Hill and FCC staffers will share their views at a Friday breakfast. From the FCC: Mass Media Bureau Chief Roy Stewart; Charles Schott, chief of staff, office of the chairman; Lauren (Pete) Belvin, mass media aide to Chairman Sikes; Linda Solheim, director of the office of legislative affairs; Bryon Marchant, mass media aide to Commissioner Barrett; Brian Fontes, aide to Commissioner Quello; Steve Kaminer, aide to Commissioner Marshall, and John Haring, chief economist.

From the Hill: Larry Irving, House Telecommunications Subcommittee; Terry Haines, House Telecommunications Subcommittee; David Leach, aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.); Gina Keeney, Senate Communications Subcommittee; Ed Baxter, Senate Copyright Subcommittee;

"INDEPENDENT TELEVISION—  
Where The Network  
Audience Has Gone"



Jim Brenner with Senator John Kerry, and Donald McClellan.

Other convention highlights include a Wednesday (Jan. 3) morning panel on independent programming for the 1990's, featuring moderator Bob Kreek, Fox Television Stations; Rick Feldman, KCOP-TV Los Angeles; Leonard Hill, Leonard Hill Pro-

ductions; Kay Koplovitz, USA Network; Bryan Burns, Major League Baseball; John Orr, WGRC(TV) Rochester, N.Y., and Barry Thurston, Columbia Pictures Television.

On Thursday, INTV members can select from a variety of breakfast sessions, one each for general managers, sales man-

agers and program directors. Later that morning there will be several concurrent sessions, one dealing with the 1990 census, a retail sales seminar, and a session on value-added marketing. INTV's Saturday (Jan. 6) morning program includes two sessions, "Reps vs. Unwired Nets," and "Kids Wars." —KM

## Satellite Footprints

**National interest.** Charles Erwin Wilson's contention that "what's good for General Motors is good for the country" might be said to have been given new life last week when President Bush authorized the export for launch in China of three communications satellites built by GM subsidiary Hughes Aircraft. Citing the "national interest" embodied in Hughes's export of the satellites, the President followed through on White House Press Secretary Marlin Fitzwater's Dec. 12 statement that trade sanctions in protest of China's massacre of pro-democracy demonstrators in Beijing in June were not intended to the bar "normal commercial exports."

The three satellites include two giant-sized HS 601 birds valued together at \$300 million and designated Aussat B1 and B2 by the Australian government, which has contracted China Great Wall Industries to launch them in late 1991 and early 1992. The other satellite is a refurbished HS 376, worth about \$50 million in the current market, according to Hughes Space and Communications spokesman Donald O'Neal. That bird, purchased by Hong Kong-based Chinese-British consortium Asiasat, is scheduled to be launched aboard a Great Wall Long March III rocket in April 1990.

Just as Great Wall received this three-launch go-ahead, Denver-based Martin Marietta Commercial Titan experienced one closed launch window after another last week, as high winds delayed the launch of a Titan III rocket scheduled to carry a Japanese communications bird and a British military bird into orbit. The launch had been delayed the previous week by computer software problems and thunderstorms. When it launches, the rocket will also carry Martin Marietta into the commercial launch business for the first time. With the next space shuttle delayed from Dec. 20 until Jan. 8, Martin Marietta said it will have access to Cape Canaveral this week and next to try again.

**Satellite yuletide.** What do East and West Berlin, symphonic music and hard-hitting American football and U.S. public broadcasting and Europe's Screen Sport have in common? They all will play a part in Christmas week exchanges of TV and radio programs between Europe and the U.S., all to be carried across the ocean by transAtlantic satellite transmission services leader BrightStar Communications. Culminating Jan. 1 with the seven-hour live transmission of the Tournament of Roses Parade and Rose Bowl from Pasadena, Calif., to Screen Sport viewers across Europe, the week will also see PBS stations carrying on Christmas Day a concert from East Berlin conducted by Leonard Bernstein. Other events include American Public Radio affiliates receiving the BBC's two-hour *Festival of Nine Lessons and Carols* concert Dec. 24; PBS carrying the Berlin Philharmonic Orchestra concert live from West Berlin Dec. 31, and PBS and National Public Radio broadcasting a New Year's Day Vienna Philharmonic Orchestra concert from Vienna. In addition to transmitting the concerts in Wegener stereo audio and digitally encoded stereo audio, BrightStar will, for the Vienna concert, send the video and audio across the ocean via separate satellites. Video and single-channel audio, to be converted from PAL to NTSC in Frankfurt, will be carried over one Intelsat bird to New York, where it will be "remarried" with a digitally encoded second audio signal fed via a different Intelsat bird.

□

**Talking turnkey.** Executives at ESPN in Bristol, Conn., were given a firsthand look at Springfield (soon-to-be Youngstown), Ohio-based Sure Shot's newest mobile television production van, Sure Shot One, last week, a vehicle that Sure Shot President John Lewis said is "truly dedicated to sports" event coverage. One

## Financial commitment

The cable industry reaffirmed its commitment to its permanent research and development organization, Cable Laboratories Inc. (CableLabs), Boulder, Colo., by approving a \$3.5 million operating budget for 1990. Out of that figure, about \$2 million will be devoted to specific research projects and \$750,000 is being put into a capital budget for new equipment.

The CableLabs board of directors, which is represented by the major cable MSO's, met during the Western Cable Show in Anaheim to approve the consortium's budget and to settle some personnel matters. Three new staff positions were added—project managers overseeing advanced television, advanced network development and technology assessment research. At the same time, Cable Labs President Richard Green and Chief Operating Officer Baryn Futa were reappointed by the board.

John Malone, president and chief executive officer of TCI, was reelected chairman of CableLabs; James Doolittle, president and chief operating officer of ATC, was reelected treasurer, and Brian

Roberts, executive vice president, Comcast, was reelected secretary. New members of the board are William Schleyer, executive vice president, Continental Cablevision, and James Kofalt, executive vice president and chief operating officer, Cablevision Systems.

## Copy protection

Of particular interest to pay-per-view entrepreneurs, Eidak Corp. is now offering its copy protection system with Pioneer's Laserdisc System, designed to provide cable operators with copy protection for PPV programs and eliminate event interruptions.

Graham Stubbs, Eidak executive vice president, said that the HEP II protection system's compatibility with Pioneer's laser disk system installed at the cable headend allows system operators to encode cable transmissions with "painted stripe protection" from playback units that "promise 60% better picture quality than videotape." He estimated that the Pioneer system will be priced at \$40,000, while Eidak's copy protection system will continue to be offered on a straight subscription basis. The HEP II modifies

video signals by speeding up or reducing frame speed by 3%, which blocks out home VCR recording without any detectable change to the video playback.

Eidak, a Cambridge, Mass.-based company, also announced that CableLabs will join Tele-Communications Inc. and Continental Cable Systems as \$1.5 million minority investors in Eidak Corp. According to an Eidak spokeswoman, CableLabs (of Boulder, Colo.), TCI, Continental and a fourth partner yet to be named will get a 25% stake in the company.

## Discovering the BBC

The Discovery Channel has signed a three-year deal with the BBC, giving it exclusive U.S. rights to the corporation's nonfiction programming. *The Best of the BBC* will include natural history, science, politics and humanities series and will debut next fall. The initial acquisition will include 30 hours of documentary programming.

Included is the 13-part series *America*, hosted by Alistair Cooke, and the six-part series *Making of a Continent*, hosted by Ron Redfern.

day after the van came off the assembly line, it was used to produce ESPN's coverage of the Louisiana Tech vs. Middle Tennessee State basketball game from Rustin, La., and, before it is used to cover Turner Broadcasting's Goodwill Games in Seattle next July and August, it will team up with syndicator Creative Sports Marketing to produce 28 college basketball games.

In addition to talking up the van's "full-blown" Betacam taping



and editing facilities, Sure Shot is emphasizing turnkey services that include remote uplinking, to be provided by Sure Shot A,B,C or D, the company's four transportables, which, said Lewis, boast the largest uncut Ku-band uplinks in existence. Programmers such as ESPN, he said, will need only to bring their producers, cameramen, editors and on-air talent and leave the rest to Sure Shot, whose short-range plans call for a new headquarters and editing studio in Youngstown by July 1 and whose long-range plans call for the construction of four more production vans.

**Uplink survey.** Preliminary results of a Hughes Television Network survey of satellite uplinkers found most respondents not using an automatic transponder identification system (ATIS), with one respondent saying that early attempts interfered with his baseband signal. It was a year and a half ago that the Satellite Operators and Users Technical Committee told the FCC it should allow users to install ATIS systems of their choice to avoid leaving the issue "in a study group situation indefinitely."

In cooperation with the National Association of Broadcasters, which last week said it will conduct its own survey of satellite uplinking practices next year, IDB subsidiary HTN sent questionnaires on the subject to uplink vendors, including 40 of its users and suppliers, earlier this month. Intending to "identify the signal parameters used by satellite uplink providers," the survey itself notes that advances in technology "have placed a greater burden on users to voluntarily coordinate uplink transmissions among themselves." New technologies focused on in the survey include encryption processing, downlink signal measurements, multiple subcarrier configurations and uplinker identification systems. In lay terms, said IDB spokesman Michael Teeling, that means HTN believes the industry needs to set audio and video level standards. The NAB, he said, has indicated it will use HTN results to survey its members in 1990.

□

**Hughes reWords.** Already a Hughes Communications Galaxy satellite customer, The Eternal Word Television Network has signed a long-term agreement for a transponder aboard Hughes's next-generation cable satellite Galaxy IR, to be launched by General Dynamics in the first quarter of 1992. "We have great confidence," said Mother Angelica, founder and chief executive officer of the 15-million-subscriber basic cable service, "in the ability of Hughes to provide the best distribution service for our network well into the 21st century." Terms of the deal were not disclosed.

## Satellite-delivered ads: boom or bust?

**Cyclesat reaches for critical mass of affiliates, but industry appears satisfied with status quo**

More than a decade after satellites came to dominate delivery of network and syndicated television programming, overnight air freight remains the mode of choice for delivering TV advertising. Normally, advertising companies contract dub-and-ship companies to make hundreds of copies of a national spot and to ship them to stations across the nation.

At least one company, Forest City, Iowa-based Cyclesat, believes it is ahead of the curve in establishing the hardware infrastructure for a new industry standard, overnight satellite delivery of television advertising.

Although Cyclesat provides to advertising agencies traditional delivery of videotape, the company is also getting TV stations to accept for free a combination satellite receiver/computer/printer called the Cyclecypher. According to Dick Williams, Cyclesat's vice president, eastern region, the number of Cyclecyphers placed at stations will reach 500 by the end of 1989.

Becoming a Cyclesat "affiliate" could be seen as a virtually no-risk proposition, costing no more than the space taken up by the receiver, computer and printer, the last of which provides traffic information, also via satellite. However, according to several skeptics, satellite delivery of national spots is an old idea that failed a decade ago and whose time has still not come. Questions about comparative broadcast quality and marginal gains in delivery time remain, they said, and a station's accepting the Cyclecypher does not mean the equipment is being used.

Williams conceded there is an "if it ain't broke, don't fix it" attitude about a reliable system of ads on videotape. Studio space is also often at a premium, and, since station group heads rarely dictate equipment decisions, he said, the sales job has been arduous, station-by-station work. Additionally, broadcast technician unions generally object to one of the Cyclecypher's main selling points: ads can be received in off hours by the automated system.

From the ad agencies' point of view, said Williams, Cyclesat's network must reach a "critical mass necessary to experiment," often put in terms of its reaching all, or nearly all, of the stations in the top 125 markets. Large and small agencies in New York, Chicago, Los Angeles and Minneapolis, he said, agreed to experiment with the service when it reached 25% or 50% of the top 100 markets; to others, critical mass has meant 500 or some other number of stations. An optimistic Williams said he

would "be disappointed" if his company did not reach the target 800 stations by the end of 1990.

So crucial is it to establish the end-user network that, for the time being, Cyclesat is paying stations \$1 per ad received and, in many cases, is also supplying Ku-band dishes to stations that need them to receive the service via GE American Communications' K-2 satellite. Nevertheless, anecdotal testimony from stations that have used the service for a year indicates that, so far, actual penetration of satellite delivery (not all by Cyclesat) remains no higher than 15% of the market.

Among agencies signing onto the service is New York-based Lois GGK, which this past fall won *Time* magazine as a new client. Cyclesat "was instrumental in helping us do what we're doing with *Time*," said Lois GGK General Manager Jon Tracosas. "With satellite capability, we're able to pull off something that literally has never been done before"—delivering a TV ad, including *Time*'s latest cover, by Sunday mornings, one day before it appears on newsstands.

In the first week of the experiment, he said, the magazine did not receive its cover photo of the Berlin Wall (the week East Germany opened its doors) until late Saturday. But, said Tracosas, "we were able to finish our commercial without rushing it." Forty stations received that initial "Make time for *Time*" ad in November, and Tracosas said the number could reach 100 by the end of the year. "I think our campaign gives them [Cyclesat] a boost. Five years from now, it could be the mode of choice."

Young & Rubicam's Pat Ball, vice president and traffic department manager, Detroit, said it was time sensitivity that drew one client, the Lincoln-Mercury Dealer Association, to satellite delivery. Ball said annual percentage rate and rebate programs have created "probably triple the volume of ads. When GM comes out with a rebate, the other two manufacturers follow. Usually we're furnishing for next-day consumption."

Using satellite also means savings in videotape for the agency, she said. "The more Cyclecyphers there are, the fewer dubs the supplier has to make."

Tracosas refuted charges that the Cyclesat master reel system adds videotape generations to the process and lowers quality, saying the *Time* ads were "monitored all over the place. And we did our own little test and actually watched at our homes. We felt the quality was excellent. You can," he added, "have problems with a dub" delivered by air freight. Describing ad agencies as "traditionally conservative," he projected that, "as they see the benefits, no wor-

ries about plane schedules, et cetera," agencies will come to see that satellite delivery "is the way to go, a 'Star Wars' approach."

If that is the case, Cyclesat could face immediately heavy competition from dub-and-ship vendors, such as Chicago-based Mediatech, which uplinks an average 15 hours a day to distribute syndicated programs, including *Oprah Winfrey*, *Geraldo* and *Inside Edition*.

Mediatech is also the dub-and-ship shop for Coca Cola, Nestle, Frito-Lay, Pillsbury and a long list of other major advertisers. And according to Mediatech President Thomas Baur, his company is the largest user of videotape in the U.S.

"We have been looking very closely at delivery of ads via satellite," he said, adding that his company often sends ads via satellite within minutes after a station calls with a request for refeed. However, he said, centralized quality control (dubs can be reviewed before delivery), full service offerings—dubbing of both TV and radio ads and delivery all from one vendor—make the 99.5% successful current system hard to replace. "From a quality and service point of view, it [satellite delivery] is an idea whose time has not come."

Whatever the agencies believe, the stations must also come on board. One station that has heard the sales pitch and will, over the next few months, reevaluate it, is NBC's WMAQ-TV Chicago, which moved into a new studio Oct. 1, and which is soon to be NBC's most automated station. "If it's unmanned, that's great," said James Powell, director of broadcast operations and engineering.

However, he said, because the Cyclecypher transmits a variety of ads onto one tape at the receiving end, using it could actually complicate WMAQ-TV's library management database, which separates vendors onto different tapes. Competition for time on a limited number of station satellite dishes might also prove a stumbling block, he said.

However, Robert Struetzel, chief engineer, WGN-TV Chicago, said the Cyclecypher has meant staff and machines are "freed up to do other things. I don't know that it takes anyone's job away," he said, testifying that side-by-side tests of identical spots has uncovered no significant quality problems. His station, he said, has "had our share" of tapes delivered late or flawed.

Added Rex Rickly, chief engineer, Gaylord Broadcasting's WUAB(TV) Lorain, Ohio, which installed the Cyclecypher in 1988: "We have not found any liabilities in the service. I would like to get more ads delivered that way, but that is up to the agencies."

—PDL



## Marriott launches production facility from WCPX-TV

First Media Entertainment has contracts to produce first-run hour, 'Entertainment Coast to Coast,' for Viacom and half hour for Omnivision

First Media Corp., owner of WCPX-TV Orlando, Fla., is starting a full-service production house out of the station, adding to the increasing production competition from Hollywood East, alias central Florida. First Media joins the existing Disney Studios-MGM Theme Park and Studios attraction and the planned Universal Pictures' May 1990 opening of its theme park and studios in central Florida.

The creation of First Media Entertainment marks the production entry of the Marriott family, which owns First Media Corp. Known best for the administration of the Marriott Hotel chain, the family-run company has secured production contracts for Viacom Enterprises' first-run hour offering of *Entertainment Coast to Coast* (BROADCASTING, Dec. 4) and Omnivision's weekly half-hour *Fabian Turns It Loose*. Both programs will be introduced at the NATPE convention in New Orleans next month.

Len DePaniceis, vice president of program development for First Media and general manager of First Media Entertainment's production arm, Studio Six Productions, says that start-up costs for the new production company will be minimal, considering that WCPX-TV will serve as the existing physical plant with occasional use of Universal's partially finished studio facilities. He said the Marriotts are "more like behind-the-scenes supporters," but it can be assumed the production unit will have the capital support to initiate other production ventures.

*Entertainment Coast to Coast*, according to DePaniceis, was an outgrowth of a pilot he developed (*Movie Lot Magic*) about behind-the-scenes moviemaking. DePaniceis said Viacom showed the most interest in making a strip out of the show, mixing the program with celebrity interviews and packaged segments. *Fabian Turns it Loose* will feature the 1950's teen idol playing popular classic rock 'n roll music from the era, mixed with vintage videos and celebrity interviews.

First Media Corp., which acquired WCPX-TV in 1986, was founded in 1974 and is now a holding of the newly formed Richard E. Marriott Group (REMG), an equity partnership of Richard E. Marriott, Ralph W. Hardy Jr. and Glenn T. Potter, all senior executives of First Media Corp.

Hardy, vice president, secretary and director of First Media Corp., said there is no connection between the publically held Marriott Corp. and the privately held REMG. He emphasized that the Marriott Corp.'s decision to sell its restaurant chains was unrelated to the production venture. □

## BottomLine

**Bond swap.** Vestron said it would exchange \$500 principal amount of new 18% senior subordinated debentures due 2004 and 35 shares of common stock for each \$1,000 principal amount of outstanding 9% convertible subordinate debentures due 2011. Latter had been convertible into Vestron common at \$13 per share—stock had recently been trading at 1 $\frac{3}{8}$ —and was trading at \$22.25 per \$100 principal amount. □

**Family business.** E.W. Scripps said it purchased, for \$39.6 million, 581,763 shares (roughly 1%) of Class A common stock and 1,745,287 shares (roughly 8%) of common voting stock from estate of John P. Scripps, who died last March.

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## Broadcasters respond to AM en banc hearing

**According to comments from minority, public, and daytime-only broadcasters, there is room for compromise in improving AM; ABES is among those calling for AM stereo standard**

Reactions by various factions of broadcasters concerned with the expansion of the AM broadcast band from 1605 khz to 1705 khz seem to suggest they are open to a compromise approach to allotting those 10 new channels. Reply comments submitted last week on the FCC's en banc hearing on AM improvement issues last month (BROADCASTING, Nov. 20) suggest that noncommercial broadcasters, minority broadcasters and daytime-only broadcasters—the major contenders for special consideration for stations in the new band—have room in their proposals to accommodate everyone.

"During the course of the AM en banc hearing, Chairman [Alfred] Sikes and several commissioners asked whether there might be a single 'big bang' action the commission should take to advance AM broadcasting," the National Association of Broadcasters said in its comments. "NAB's answer is in the negative." It and other commenters said that many things ail AM, and that a series of actions must be made.

Among other issues that were prominently discussed in reply comments were whether the FCC should again take up the question of standardizing an AM stereo transmission system and whether the commission should encourage Congress to pass legislation setting performance and feature standards for AM receivers.

NAB has been the leading advocate of the AM daytimer homesteading plan for the expanded band. Current AM daytimers would be given preference for establishing stations with night power between 1605 khz and 1705 khz and then given five years to operate both stations. At the end of that period, the license in the conventional band would be returned to the FCC and would not be reassigned. However, in its comments, the NAB restated its willingness to divide the assignments in some agreeable form with minority and public broadcasters.

"NAB recognizes the merit in affording some noncommercial and minority station entry on the expanded band," it said. It also expressed its willingness to share one of the frequencies (1700 khz) with Travelers Information Service. "While we prefer that the majority of the nonTIS frequencies be made available for daytimer and perhaps other existing facility 'homesteading' of the expanded band, it may be that the [FCC] would be on solid ground in insuring that one or more of the band expansion channels

be available for other public policy uses."

The Corporation for Public Broadcasting and National Public Radio, in a joint submission, proposed a modest allocation to fulfill the need for more noncommercial AM stations. "CPB and NPR urge the commission to first reserve no less than one channel in the 1605-1705 khz expanded AM band exclusively for noncommercial educational use," they said. "Once the expanded AM band is divided appropriately between commercial and noncommercial uses, the commission should apply other existing policies...to assure the continued growth of minority- and female-owned broadcast facilities that promise increased program diversity."

But CPB and NPR stopped short of advocating set-asides of spectrum, as had been requested by representatives of minority broadcasters at the en banc hearing. Instead, it urged using the current FCC licensing policies designed to expand station ownership by minorities and women in the comparative application process, which "are proven remedies for continuing racial and gender imbalances and are effective in

achieving the goal of program diversification."

The noncommercial broadcasters also argued against daytimer relief in the form of set-asides of a specific percentage of the spectrum. Instead, CPB and NPR suggested that it "would be more appropriate if it is cast in the form of an extended filing window, during which only daytimers could apply for expanded AM band channels." NAB's homesteading proposal would not be appropriate, they said, "because none of the problems for which reservations are a solution apply to daytimers."

Among minority broadcasters, one voice was from Global Broadcasting System Inc., operator of WNWK(FM) Newark, N.J., which said that special consideration should also be paid to broadcasters that serve non-English speaking audiences. "Although there are existing commercial and noncommercial stations in large metropolitan areas which devote some small percentage of their broadcast weeks to foreign language programming, most target only the larger ethnic populations," Global said. It argued for using the expanded band to reach less com-



**Physician revision.** Michael Hauptman, president, Physicians Radio Network (above) announced that the service will temporarily shut down and then re-launch as a satellite-delivered radio program service for AM stations. Currently, PRN is satellite-delivered in 19 markets via leased subcarrier frequencies to single channel FM radio receivers distributed by PRN to selected physicians in those markets. The daily two-hour program block, which is scheduled to launch March 19, 1990, will consist of a news hour and a talk hour. The news hour will contain information collected by producers and 15 correspondents PRN has based in the U.S. and Europe. The network will design each hour with enough flexibility to allow local program inserts from affiliates.

The target audience for the network's programming will be practicing physicians. The locally produced consumer health programming will be targeted to the stations' regular audience. The talk hour will feature health professionals discussing health-related topics with physicians as well as health authorities. Of the total 16-minute spot load per hour, stations will be allowed four minutes. PRN is owned by Primark Co., and has been in operation for 15 years. Also involved in the development of the project is radio consultant Bruce Marr, president, Reno-based Bruce Marr & Associates.

mon ethnic groups in several markets with diverse populations. Global listed 34 languages regularly heard on WNWK, including: Afghani, Romanian, Yugoslavian, Punjabi, Lithuanian, Ukrainian, Bulgarian, Russian, Farsi and Croatian.

Among the groups calling for the FCC to again consider standardizing an AM stereo standard was the Association for Broadcast Engineering Standards. "ABES remains of the view that the immediate recognition of the marketplace's decision on stereo systems should be mandated by appropriate commission action. AM stereo is an improvement in AM technology," it said. "Action to clear the way for early mass deployment of one or more usable systems will also have important symbolic meaning and will help AM to win back some of the audience that has switched to other aural services on the basis of a perception of AM's inferiority as a source of music programming."

Motorola Inc., developer of the C-Quam system, which has so far dominated the two-way race for AM stereo in the marketplace, but which has had a hard time selling its system to the majority of AM broadcasters in the U.S., agreed with the ABES position that a standard should have been set long ago. "The 1982 FCC system decision, coupled with U.S. antitrust laws, has been causative to both slow broadcaster conversions and to nonautomotive receiver ability. Broadcasters continue to cite lack of receivers and lack of a standard as reasons for not converting. In turn, foreign receiver manufacturers cite lack of stereo broadcasts and lack of a standard as reasons for not participating," Motorola said.

Hazeltine Corp., co-developer of the rival Kahn/Hazeltine system, said that it is perfectly satisfied with the marketplace approach taken by earlier FCC's that have refused to set a standard. That approach "has worked, and has worked well. Two systems remain: one technologically superior, but lacking in marketing power; the other inferior, but marketed with unmatched resources," Hazeltine said. It claimed that the C-Quam approach is inferior to the Kahn system because it is a phase separated system and, therefore, more adversely affected by adjacent-channel interference. "Yet, after almost eight years of sometimes fierce competition, marketing muscle has been unable to overcome superior technology, even though no stereo receivers are currently available for the superior system."

Stereo capability is one requirement that many AM broadcasters would like to mandate for all AM radios sold in this country. Among other features that broadcasters and some on Capitol Hill have discussed are mandatory expanded-band, continuous tuning between the AM and FM bands, and the requirement that all radios be capable of picking up both AM and FM stations. In addition, the engineering consultancy of duTreil, Ludin & Rackerley Inc. urged the FCC also to mandate the National Radio Systems Committee de-emphasis curve.

Just as they did at the en banc hearing, the commentators from the consumer electronics industry protested the proposals to mandate receiver features. —RMS

## CHR, urban formats top Birch ratings in N.Y., L.A.

Just-released fall 1989 Birch ratings reveal continued strength of contemporary hit radio and urban contemporary formats in the country's top two markets, New York and Los Angeles. Also faring well in the Birch survey were album oriented rock FM outlets and news and news/talk AM stations.

Urban radio captured the number one spot in the nation's top radio market. Summit Broadcasting's WRKS(FM) New York scored a 6.3, age 12-plus, average quarter-hour share, Monday-Sunday, 6 a.m.-midnight, up from second place and a summer Birch rating of 5.6.

Malrite Communications' contemporary hit outlet, WHTZ(FM), dropped from a summer rating of 6.6 to a 6.0, and from first to second place. Rounding out the top three spots and up from 5.5 in the summer book was Emmis Broadcasting's contemporary hit WQHT-FM, scoring a 5.6 share.

Group W's new album oriented rock station, WNEW-FM, pulled in a 5.0 share and fourth place, up from the summer book's 4.6. The Inner City Broadcasting urban contemporary station, WBLS-FM, scored a 4.6 share and fifth place, down from its summer Birch book share of 5.5. Group W scored again in the top 10 with its all-news-formatted WINS(AM), with a 4.1 share, up from summer's 3.8. Viacom Broadcasting's soft contemporary WLTW-FM pulled in a 3.7 share, slightly up from the summer book's 3.6.

Park Communications simulcast easy listening stations WPAT-AM-FM are down slightly to 3.7, from the summer share of 3.8. The oldies-formatted CBS station, WCBS-FM, remained constant with a 3.6 share, and Buckley Broadcasting's recent acquisition, news/talk-formatted WOR(AM), was down slightly from summer's 3.6 to a 3.4 share. Rounding out the top 10 were contemporary hit WPLJ-FM (Capital Cities/ABC), down to a 3.4 share from a summer rating of 4.1, and Infinity Broadcasting's WXRK-FM classic rock station, slightly down to 3.3 from a summer rating of 3.6.

The second-ranked Los Angeles market ratings revealed contemporary hit-formatted stations as the leaders. Consistent with the summer Birch survey, Emmis Broadcasting's KPWR-FM topped the market with a 7.7 share (the same as its summer number), and Gannett Broadcasting's KIIS-AM-FM received a 7.2, putting it in second place by improving its summer share slightly. Third place went to Capital Cities/ABC's album oriented rock KLOS(FM), up to a 6.5 share from a summer share of 4.2. Co-owned news/talk KABC(AM) showed up in fourth place with a 5.2 share, up from the summer's 4.6.

The adult contemporary format appears at number five in the Los Angeles market, with Cox Communications' soft contemporary KOST-FM up to a 4.9 share, from a summer rating of 4.3. Westwood One's KQLZ-FM, with its "rock hit radio format," slid from a summer rating of 6.4 and third

place to a 4.8 rating and sixth place. Infinity Broadcasting's album oriented rock KROQ-FM Pasadena dropped to a 4.1 share from a summer rating of 4.5. Another recent Group W acquisition, new adult contemporary KTUV-FM, improved from a summer share of 2.8 to 3.3.

Rounding out the top 10 in Los Angeles were Malrite Communications' country station, KZLA-FM, up to 3.1 from a summer share of 2.4, and urban contemporary KJLH-FM, down to a 2.9 share from a summer share of 3.3.

All results are based on Birch Radio Quarterly Summary Reports for the two markets indicated, for the survey period beginning Sept. 1 and ending Nov. 29. (The time frame includes three survey periods: Sept. 1-30, Oct. 1-31 and Nov. 1-29.) Data used is supplied by Birch/Scarborough Research and is copyrighted. —LC

### RepReport

**KMLE(FM) Chandler, Ariz. (Phoenix)**—To Republic Radio from Durpetti & Associates.

□

**KTUV-FM Los Angeles**—To Group W Radio from Katz Radio.

□

**WYUU(FM) Safety Harbor, Fla. (Tampa-St. Petersburg)**—To Republic Radio (no previous rep).

□

**WXLT(FM) McComb, Miss. (Baton Rouge, La.)**—To Christal Radio (no previous rep).

□

**WKPE-AM-FM Orleans, Mass.**—To Christal Radio from McGavren Guild.

□

**WLLZ(FM) Detroit**—To Group W Radio from Katz Radio.

□

**WODJ(FM) Greenville, Mich. (Grand Rapids)**—To Banner Radio (no previous rep).

□

**WNEW-FM New York**—To Group W Radio from Katz Radio.

□

**WRNQ(FM) Poughkeepsie, N.Y.**—To Katz Radio (no previous rep).

□

**WXXM(FM) Columbus, Ohio**—To Republic Radio (no previous rep).

□

**WMMR(FM) Philadelphia**—To Group W Radio from Katz Radio.

□

**WEPP(AM)-WDSY(FM) Pittsburgh**—To Republic Radio from CBS Radio Representatives.

# Changing Hands

**KKOB-AM-FM Albuquerque, N.M.** □ Sold by Fairmont Communications Corp. to National Media Ventures for \$20 million. **Seller** is headed by Frank D. Osborn and is licensee of three AM's and four FM's. **Buyer** is headed by George Fritzingler, former owner of KFAC-FM Los Angeles, and Pug Winoker, financier. KKOB(AM) is fulltimer on 770 khz with 50 kw. KKOB-FM is on 93.3 mhz with 21.5 kw and antenna 4,150 feet above average terrain. *Broker: Gary Stevens & Co.*

**WKXI(AM)-WTYX(FM) Jackson, Miss., KNAN(FM) Monroe, La., and WSOK(AM)-WAEV(FM) Savannah, Ga.** □ Sold by Love Broadcasting to Opus Communications Group for \$11 million (includes \$500,000 note). **Seller** is headed by James S. Love III and also owns WLOX(TV) Biloxi, Miss., and KDRV(TV) Medford, Ore. **Buyer** is headed by Tom Birch and Ray Quinn and also owns WWAV(FM) Fort Walton Beach, Fla. WKXI is fulltimer on 1300 khz with 5 kw day and 1 kw night. WTYX is on 94.7 mhz with 100 kw and antenna 1,117 feet above average terrain. KNAN is on 106.1 mhz with 100 kw and antenna 1,050 feet above average terrain. WSOK is fulltimer on 1230 khz with 1 kw and WAEV is on 97.3 mhz with 100 kw and antenna 1,000 feet above average terrain. *Broker: Americom Radio Brokers.*

**KHEY-AM-FM El Paso** □ Sold by KHEY Inc. to U.S.

Radio for \$8,425,000 ("In Brief," Dec. 18). **Seller** is headed by Jim Phillips and has no other broadcast interests. **Buyer** is headed by Ragan Henry, who, through various companies, is licensee of WDIA(AM)-WHRK(FM) Columbus, Ohio; WKSG(FM) Mt. Clements, Mich.; WMXB(FM) Richmond, Va.; WWIN-AM-FM Baltimore and WXTR(FM) Marlow Heights, both Maryland; WOOK(FM) South Boston, Va.; KDIA(AM) Oakland, Calif.; WCMC(AM)-WZXL(FM) Wildwood, N.J.; KJOJ(FM) Conroe, Tex., and WOWI(FM) Norfolk and WRAP(AM) Portsmouth, both Virginia. He also has interest in WHYI-FM Philadelphia; WHYI-TV Wilmington, Del., and WGER-FM Saginaw, Mich. KHEY is fulltimer on 690 khz with 10 kw. KHEY-FM is on 96.3 mhz with 100 kw and antenna 1,390 feet above average terrain. *Broker: John Barger.*

**WVAB(AM) Virginia Beach and WKSV-FM Cape Charles, both Virginia** □ Sold by Holmes P. Harden, trustee in bankruptcy to Willis Broadcasting Corp., for \$1,800,101. **Seller** has no other broadcast interests. **Buyer** is owned by L.E. Willis, who through various companies is licensee of WAYE(AM) Birmingham and WSFU-FM Union Springs, both Alabama; KFTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WPDQ(FM) Green Cove Springs, WWBA(FM) Madison and WSVE(AM) Jacksonville, all Florida; WTJH(AM) East Point, Ga.; WESL(AM) East St. Louis, Ill.; WPZZ(FM) Franklin and WWCA(AM) Gary, both Indiana; WBOK(AM) New Orleans; WKJA(FM) Belhaven,

WGSP(AM) Charlotte, WSRC(AM) Durham, WBXB(FM) Edenton, WTNC(AM) Thomasville, WVRS(FM) Warrenton and WGTM(AM) Wilson, all North Carolina; WURD(AM) Philadelphia; WKWQ(FM) Batesburg and WWPD(FM) Marion, both South Carolina, and WOWI(FM) Norfolk, WPCE(AM) Portsmouth and WFTH(AM) Richmond, all Virginia. (All are 100% owned.) WWCA(AM) Gary, Ind., has a CP to change its city of license to East Chicago, Ind. WVAB(AM) is daytimer on 1550 khz with 5 kw. WKSV-FM is on 96.1 mhz with 50 kw and antenna 149 feet above average terrain.

**KJJC(FM) Portland (Corpus Christi), Tex.** □ Sold by JKC Communications of Texas Inc. to Chitex Communications Inc. for \$525,000. **Seller** is headed by Jonathan Cohen and owns WJJC Christiansted, St. Croix, V.I. **Buyer** is headed by Dan Donovan, Chicago attorney, and has no other broadcast interests. KJJC is on 105.5 mhz with 3 kw and antenna 350 feet above average terrain. *Broker: Norman Fischer & Associates.*

*For other proposed and approved sales see "For the Record," page 48.*

## Gilbert sells Gateway

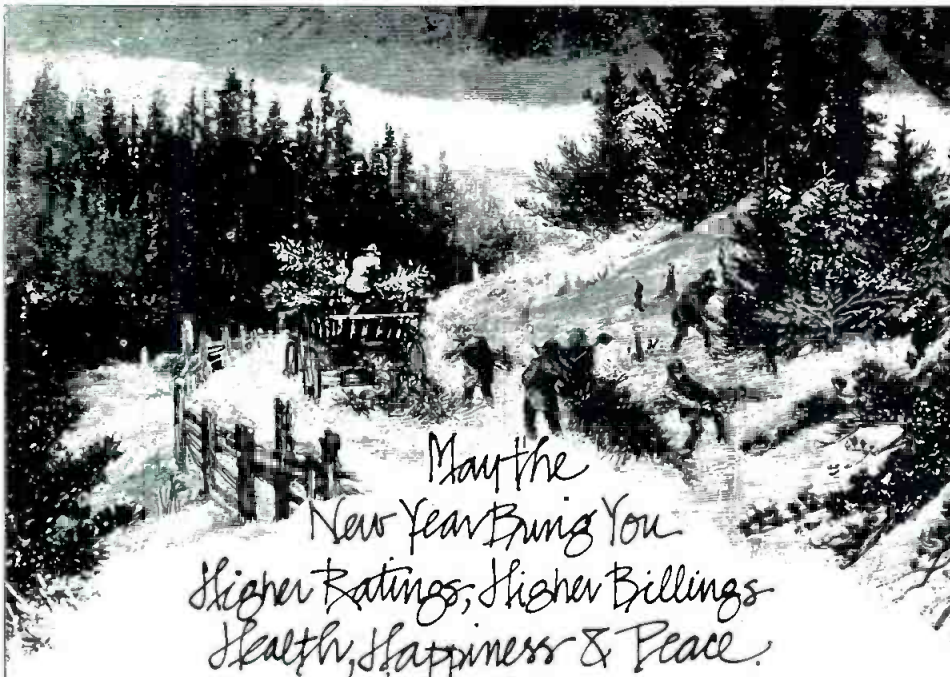
Gilbert Media Associates has agreed to sell its Gateway Cable system to Cablevision Systems Corp. for \$102.5 million. The system serves 40,000 in Newark and South Orange, both New Jersey. It passes 112,000 homes. After the deal closes, Cablevision's New Jersey systems will serve about 95,000 subscribers. Gilbert Media owns half of a system on Staten Island, N.Y., with Cox Cable that serves 57,000 subscribers. Cablevision currently serves about 1.4 million subscribers and is headed by Charles Dolan.

## Done deal

Sonic Communications, Walnut Creek, Calif.-based MSO, has completed the acquisition of a system serving Logan, Utah, and the surrounding communities in Cache County, Utah, from JWB Cable Co. The terms of the transaction were not disclosed, but an industry source familiar with the deal said the system is worth about \$30 million. At closing, the system passed 19,259 homes and served 12,837 basic subscribers.

## Flying solo

Gordon Rice, former vice president and associate broker of R.A. Marshall & Co., has formed his own radio and TV brokerage firm, Gordon Rice & Associates. R.A. Marshall & Co. has temporarily shut down due to health problems of its founder, Robert Marshall. Rice had joined Marshall in 1987 after 26 years with UPI. Rice and Marshall have worked out an agreement to share commissions from listings that Marshall Co. was working on. Rice will also handle details of deals awaiting FCC approval. Rice will be located on Hilton Head Island, S.C.



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# Where Things Stand

Solid box denotes items that have changed since 'Where Things Stand' last appeared.

## AM-FM Allocations

■ FCC received comments last week (Dec. 18) in response to issues raised at Nov. 16 FCC en banc hearing examining ways to improve AM. Among more hotly disputed issues at meeting was how spectrum in AM band expansion to 1705 khz should be allotted. Voices for special consideration for non-commercial broadcasters, minority broadcasters and current daytime-only broadcasters were heard. In reply comments, those various interests seemed to leave room for compromise between them.

Meanwhile, House Telecommunications Subcommittee is expected to look closely at AM improvement legislation. Bill has been introduced by Rep. Matthew Rinaldo (R-N.J.) that deals with expanded band and receiver standards. National Association of Broadcasters endorses bill; Electronic Industries Association opposes it.

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

FCC is also making changes on FM side. At July 13 open meeting, it doubled maximum allowable power of Class A FM stations but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 600 stations were able to increase power as of Dec. 1, but it is not clear how many of 1,500 other Class A's will. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

## Cable Regulation

Senate Commerce Committee leaders say cable reregulation legislation will be on next year's agenda (BROADCASTING, Nov. 20). At cable oversight hearings in November, Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) said some type of cable bill will move, but it is unclear how far measure will go. Committee's ranking Republican, John Danforth of Missouri, has introduced major reregulation bill that would restore city authority to set cable rates, limit cable system owner-

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ship and force cable programmers to sell their product to noncable distributors.

National Association of Broadcasters and Association of Independent Television Stations are backing Danforth (BROADCASTING, Nov. 20). NAB's decision to push for cable reregulation comes at time when negotiations with National Cable Television Association over language for must-carry law are at standstill. Cable and broadcasting are in general agreement on law to require cable systems to carry local broadcast signals, but they remain far apart on issue of channel positioning—assignment of cable channels to broadcast signals.

Operating on parallel track, FCC Chairman Alfred Sikes unveiled at Senate Communications Subcommittee hearings series of initiatives aimed at bringing competition to cable or, in the alternative, reregulating it. He also proposed prompt action on inquiry into cable market, saying he would bring it in by July 1990 rather than October as re-

quired by law, and on rulemaking to decide which cable systems are subject to "effective competition" and, therefore, not subject to municipal rate regulation.

Sikes is committed to doing all he can to induce telephone companies to compete with cable, short of allowing them to control programming.

## Children's Television

Senate Commerce Committee adopted children's TV bill over broadcaster objections (BROADCASTING, Oct. 9). Bill requires broadcasters to air educational and informational programming "specifically designed" for preschool and school age children as condition of license renewal. National Association of Broadcasters says measure is unacceptable and prefers another, less restrictive, version that is identical to bill pending in House.

It is unclear when Senate will take up bill. Congress reconvenes in January but broadcasters are expected to block vote on measure, which has backing of Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

Bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee and by full Senate Aug. 4.

## Comparative Licensing

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

FCC banned all settlement payments in

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

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

In separate proceeding, FCC is considering revamping "renewal expectancy" criteria. Stations awarded renewal expectancy during comparative proceedings are virtually assured renewal.

## Compulsory License

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

Meanwhile, National Association of Broadcasters has assigned special task force to look at idea of charging cable systems retransmission fee for carriage of local signals (BROADCASTING, Dec. 4, June 19 and 26). It has been suggested that cable operators might turn over 20% of their basic cable revenues as payment for retransmitting those signals. Instead of repealing compulsory license, broadcasters may recommend amending retransmission consent provisions of Communications Act and apply them to cable.

## Direct Broadcast Satellites

Tempo Satellite Inc. remains only applicant without grant to operate high-power direct-to-home television service since FCC issued fifth round of channels last Aug. 2. Limited to only eight orbital positions over U.S., complex compromise package granted 11 DBS channels each to new applicants Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. (USSB) and Dominion Video Satellite (which has since requested additional channels), and 27 channels each to permittees Hughes Communications Inc. and Advanced Communications Corp., which had each previously been assigned 32 channels.

Having reserved, but not yet granted, 11 pairs of DBS channels for Tempo, commission continues to review Media Access Project argument that antitrust conviction of Tempo parent company, Tele-Communications Inc., disqualifies Tempo as applicant to operate high-power satellite designed to broadcast services directly to viewers' small home antennas.

Permittees believe "true" high-power (200 watt) Ku-band DBS birds would mean direct-to-home TV reception via downlinks

one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Within weeks after grants, group broadcaster Nationwide Communications and parent Nationwide Insurance company became first nonapplicants to commit "substantial investment" to DBS plan—that of Hubbard Broadcasting's USSB.

Seeking most efficient use of spectrum, FCC adopted policy of allocating orbital slots in pairs—one in East, from which services can reach all 50 states, and one in West, from which only western half of continental U.S. (half-conus) can be reached. Because DBS operators cannot serve whole nation from western slots, commission also asked for comments on alternative uses—regional data, voice or other services—to ascertain, in words of former FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

## High-Definition TV

■ In latest estimates based on computer models developed by FCC's Office of Engineering and Technology, possibilities are high that all currently operating TV stations could be provided additional 6 mhz for HDTV transmission after commission sets standard. Latest figures were based on expected performance of digital HDTV channels, which could operate at lower power than conventional NTSC transmitters and be spaced closer together.

It appears that testing schedule set for proponents of HDTV and EDTV transmission systems by FCC's advisory committee on advanced television service (ATS) will not be met. Tests are scheduled to begin at Advanced Television Test Center (ATTC) facility in Alexandria, Va., in May 1990 with Faroudja SuperNTSC system. Eight other systems are to be tested in following months, with all tests to be completed by fall 1991. But due to delays in development of needed equipment, tests are not likely to start until late 1990.

Member countries of CCIR Study Group 11 have agreed on colorimetry and transfer characteristics for HDTV production systems, as world community works toward world "common image" system in which all parameters of system are agreed upon except for field rate. After this month's meetings, last obstacle to common image standard would be world agreement on active scanning lines.

Additional \$20 million has been allocated by Congress to Defense Advanced Research Projects Agency (DARPA) to fund private-industry projects exploring new methods to display HDTV pictures. Eight research and development proposals have been chosen to receive portion of \$30 million in grants originally set aside for program in early 1989. Pentagon hopes program will lead to mass production of low-cost, high-

resolution screens for consumer and defense applications. Only one of eight proponents, Projectavision Inc., has been awarded contract.

## Indecency

■ Last week, FCC was reviewing responses submitted by two stations that last August received letters of inquiry about allegedly indecent broadcasts—KSJO(FM) San Jose, Calif., and WFBQ(FM) Indianapolis—and by four stations that received letters of inquiry in October—WXRK(FM) New York, KSD-FM St. Louis, KCCL-AM-FM Paris, Ark., and WWWE(AM) Cleveland.

Next step in each case would be either to dismiss complaint against station or to issue notice of apparent liability (NAL) that assesses fine for indecency guideline violation.

At same time, commission is reviewing replies from three of six stations that have received NAL's this year. Fines assessed against WZTA(FM) Miami and KLUC(FM) Las Vegas in late October and fine assessed against WLUP(AM) Chicago earlier this month had yet to be paid or appealed by press time.

Group of 33 senators sent letter last month to FCC Chairman Al Sikes supporting his crackdown on broadcast indecency. Since assuming chairmanship, Sikes has initiated action against 12 radio stations. Of those, six have been fined—heaviest amounted to \$10,000—and remaining six have received inquiry letters that could lead to fines.

As Sikes promised, FCC also cleared backlog of indecency complaints. That meant, in addition to taking action on 12 complaints, dismissing 95 others.

As letter from senators affirms, FCC's prompt action reflects concerns of Congress. At confirmation hearing for Sikes and fellow FCC nominees Sherrie Marshall and Andrew Barrett, members of Senate Commerce Committee made it clear that regulation of indecent and violent programming should be FCC priority (BROADCASTING, Aug. 7).

In response to new law, pushed through Congress last year by Senator Jesse Helms (R-N.C.), FCC unanimously adopted policy that prohibits "indecent" broadcasts 24 hours per day, and has also launched proceeding to build record in support of new law. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington has affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with safe harbor rulemak-

ing. Instead, it will try to justify 24-hour ban.

Sikes has called on broadcasters to reestablish voluntary industry programming code. National Association of Broadcasters is looking into idea (BROADCASTING, Sept. 25).

House has approved TV violence bill. Bill would create antitrust exemption allowing industry to get together to draft programming code. Senate version targets violent, sexually explicit and drug-related programming. House Judiciary Committee Chairman Jack Brooks (D-Tex.) and bill's sponsors are committed to keeping measure free from issues other than violence. It is unknown if Senate will insist that House accept sex- and drug-related provisions. Both measures would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate.

## International

■ British Parliament has introduced long-anticipated media reregulation bill that affects virtually all areas of UK industry. Most controversial aspect is plan to auction regional commercial TV franchises to highest bidder. Bill would also allow new fifth national TV channel, three national radio networks and possibly 200-300 local radio stations, along with new local TV franchises using either microwave or cable transmission. British Broadcasting Corp. will remain largely unaffected by bill.

London's Thames Television will buy Los Angeles-based producer Reeves Communications Corp. for \$7 cash per share, or \$89 million. Reeves President Merrill Grant has agreed to stay with newly merged company in five-year deal.

Chase Enterprises of Hartford, Conn., will construct and operate cable television system in Poland in joint venture with Polish government. Initial investment in project is estimated at \$270, eventually rising to \$900 million.

Several non-U.S. firms, including more than one Japanese company, are bidding to buy RJR Nabisco's 20% of cable's ESPN, in what could be first significant non-U.S. acquisition into U.S. program service.

Paramount has taken 49% stake in Britain's Zenith Productions, making studio first of Hollywood's majors to partner with European-based production company. Paramount bought share from Europe's leading TV service company, Carlton Communications, for an estimated \$15 million-\$20 million, and will gain exclusive worldwide distribution rights to Zenith TV product and certain distribution rights to its theatrical film output.

Capital Cities/ABC has taken minority interest in Spanish TV-film producer Tesauro. Capcities/ABC already owns 25%—through ESPN—of London-based satellite sports service, Screensport, and has taken minority share in Munich TV company Tele-Munchen. Company is known to be negotiating at least two more equity deals on continent, reportedly including one in France.

Warner Bros. has taken its first investment in broadcasting outside U.S., with one-third interest in new Swedish pay-TV service to launch this month. Studio expects similar

deals in second Scandinavian country within few months and third within year.

## Land Mobile

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

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

## Mergers and Acquisitions

■ Completion of merger between Time Inc. and Warner Communications is contemplated for Jan. 10, 1990. Time has already completed \$70-per-share cash tender for 100 million Warner shares, giving Time 59.3% ownership of Warner. Remaining Warner shares will be exchanged for two types of preferred stock in Time Warner along with distribution of Warner-held Class A stock of broadcasting group BHC Communications. Securities and Exchange Commission has declared registration of all three securities to be effective. Time has already changed name to Time Warner, and stock symbol from TL to TWX. In September, company merged cable operations of Time and Warner under direction of ATC Chairman Joe Collins.

□ Board of directors of LIN Broadcasting has recommended shareholders accept revised merger proposal from McCaw Cellular Communications. McCaw is committed to binding agreement negotiated with LIN until Feb. 28, 1990. McCaw offer calls for \$154.11-per-share cash tender offer for 21.9 million LIN shares, giving McCaw control when combined with 9.4% of LIN McCaw already owns (LIN has roughly 54 million shares outstanding). Following tender McCaw would sell \$425 million in McCaw class A stock to LIN, which would distribute stock to remaining LIN shareholders. McCaw would also contribute 5% indirect interest in Los Angeles Cellular Telephone Co. to LIN. McCaw has also kept from previous offer part that commits it to realize private-market value of LIN at some point in future. McCaw, Kirkland, Wash.-based cellular telephone operator, has indicated intention to keep LIN's seven affiliate TV stations at least for near term.

□ Cable systems owned by Jack Kent Cooke are in process of being sold to six-company consortium which agreed in mid-July to pay roughly \$1.6 billion, sum that includes value of minority tax certificate. Sale of 89,000-sub system to TCA Cable was completed in early October. Most of other systems representing roughly 600,000 subs are expected to close near year-end, with systems in Alaska and Syracuse, N.Y.,

to close sometime later.

□ Broadcast industry equipment manufacturers Chyron Corp. and Midwest Communications Corp. have agreed in principle to merge, with Chyron Chairman Alfred O.P. Leubert becoming chairman of to-be-formed holding company and Midwest President and CEO David K. Barnes being named president-CEO. Chyron stock would be exchanged one-for-one with shares of holding company, while Midwest exchange ratio would be one share for each 2.67 shares of holding company. Currently Chyron has roughly 11.3 million shares outstanding while Midwest has three million. Each company would designate five directors. Proposed merger requires negotiation of definitive agreement and shareholder approval, which companies expect to receive in March 1990.

□ Unitel Video said it agreed to postpone until Jan. 15, closing of \$15 per-share \$33.6 million merger at request of acquirer, Kenmare Capital Corp., which Unitel said needed more time to complete financing arrangements.

## Network Rules

Reform of FCC's financial interest and syndication rules is becoming hot item in Washington. TV producers and big three networks opened new round in war of words on subject in November, with series of letters to Congressman John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, in relation to Telecommunications Subcommittee hearing on foreign acquisitions of U.S. entertainment companies. NBC President Robert Wright wrote Dingell to argue that finsyn rules handicap networks as players in global competition between vertically integrated media conglomerates. Motion Picture Association of America head Jack Valenti and Program Producers & Distributors Committee Chairman Ralph Baruch both later wrote Dingell to sharply attack Wright letter.

Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while MPAA has formed coalition whose aim is to preserve rules (BROADCASTING, April 24). No action on Hill or at FCC is anticipated.

In public statements, FCC Chairman Alfred Sikes and other commissioners have been encouraging negotiated settlement.

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

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

Network rules were put on books to limit power of major networks. FCC has taken actions indicating it is disinclined to apply them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

## Public Broadcasting

Under Jan. 31, 1990, deadline to submit plan to Congress assuring most efficient use of national programming dollars, CPB reached compromise with National Association of Public Television Stations and PBS that will, beginning Oct. 1, 1990, aggregate about \$100 million at PBS under authority of chief programming executive, newly created position filled by former CPB Program Fund Director Jennifer Lawson.

Announced Nov. 14, plan will contract out approximately half of CPB Program Fund (about \$20 million initially) to PBS for support

of continuing series), contingent on public TV stations also turning over to PBS management of their Station Program Cooperative (about \$80 million in support of continuing series). Stations, PBS, CPB and minority and independent producers will be represented on 17-member PBS National Programming Policy Committee overseeing Lawson. Along with exercising new "needs assessment" information-gathering role, CPB will devote remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions. PBS announced Oct. 30 that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993. Plans include heavy use of Ku-band capacity to accommodate expanded services reaching small antennas on school rooftops. NPR continues to negotiate with several satellite vendors, and expects to make its own deal for future capacity before end of 1989.

Just before holiday recess, Congress passed bill containing 1992 appropriations of \$251 million for CPB and \$76 million for next-generation public broadcasting satellite.

On Oct. 18, Independent Television Service (ITVS) board of directors met for first time in Washington. CPB has committed to funding ITVS at \$6 million plus overhead and promotion this fiscal year. CPB board in September reelected Kenneth Towery chairman and elected new vice chairman, Daniel Brenner.

## Syndex

■ FCC's new syndicated exclusivity rules are to go into effect Jan. 1, 1990, after U.S. Court of Appeals in Washington rejected cable operators' challenge of rules on constitutional grounds. Three-judge panel unanimously concluded that Congress had decided that question of protecting exclusivity that broadcasters bargain for in securing programming should be resolved by commission. And "on the record before us," panel added, "we should uphold its resolution."

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

# For the Record

As compiled by BROADCASTING from Dec. 14 through Dec. 20 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

■ KPMC(AM) Bakersfield, CA (BTC891122ED; 1560 khz; 10 kw-U)—Seeks assignment of license from Dan B. Speare to Buckley Broadcasting Corp. for \$1 million ("Changing Hands," Dec. 4). Seller has no other broadcast interests. Buyer is headed by Richard D. Buckley and is licensee of KUBB(FM) Mariposa, KWAV(FM) Monterey, KLLY(FM) Oildale, KGIL-AM-FM San Fernando, KKHI-AM-FM San Francisco and KSEQ(FM) Visalia, all California; WDRC-AM-FM Hartford, CT; WYNZ(AM) Portland and WYNZ-FM Westbrook, both Maine and WSEN-AM-FM Baldwinville, NY. Filed Nov. 22.

■ KSKB(FM) Brooklyn, IA (BALH891130HS; 99.3 mhz; 25 kw; ant. 2,967 ft.)—Seeks assignment of license from Randy E. Henry to Florida Public Radio Inc. for no financial consideration. Buyer is headed by Henry and is licensee of WPIO-FM Titusville and WEGS-FM Milton, both Florida. Filed Nov. 30.

■ WAEM(FM) Marseilles, IL (BAPH891120GT; 96.5 mhz; 10 kw-U, HAAT)—Seeks assignment of license

from Thomas H. Moffit Sr. to Don H. Barden for \$30,000. Moffit has interest in WVCH(FM) Cherry Hill, NJ. Buyer is head of Barden Broadcasting of Coal City Inc. and is permittee of WKBM(FM) Coal City, IL. Filed Nov. 20.

■ WCRN(AM) Cherry Valley, MA (BAP891122EE; 830 khz)—Seeks assignment of license from Dale C. O'Hayer to Carter Broadcasting Corp. for \$12,265. Seller has no other broadcast interests. Buyer is headed by Kenneth Carberry and is licensee/permittee of WROL(AM) Boston, WACE(AM) Chicopee, both Massachusetts, WLOB(AM) Portland, WWMR(FM) Rumford, both Maine and WRIB(AM) Providence, RI. It is also licensee of following LPTV stations: W34AD, Key West, FL; W05AX Cape May, NJ; W67CE Chicopee and W45AL Portland, both Maine. Filed Nov. 22.

■ WMVY(FM) Tisbury, MA (BTCH891128HQ; 92.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Robert Forrester to Broadcast Properties Inc. for no financial consideration. Seller has no other broadcast interests. Buyer is owned by Charles J. Burns, Philip T. Kelly and John Morrison. Burns is 50% shareholder of KTPK-FM Topeka, KS. Kelly is 79% shareholder of WDBQ(AM)-KLYV-FM Dubuque, IA; KATE(AM)-KCPJ-FM Albert Lea, MN. Morrison is 12.5% LP of WGTU(TV) Traverse City, MI. Filed Nov. 28.

■ KROL(AM) Laughlin, NV (BTC891128EA; 870 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from Sigmund A. Rogich to Sigmund Rogich Trust, company as trustee, for no financial considerations. Rogich has no other broadcast interests. Filed Nov. 28.

■ WFXI(TV) Morehead City, NC (BALCT891122KG; ch. 8; 316 kw-V; ant. 1,950 ft.)—Seeks assignment of license from John W. Gainey III and Frederick J. McCune to Ramon N. Redford Jr. and Ann T. Munden for \$43,636. Sellers, John W. Gainey III and Frederick J. McCune, are each selling 400 shares valued at \$21,818. Buyers are part of licensee and are acquiring more stock. Stockholders include Gainey, 18.545%; McCune, 17.54%; Robert R. Hilker, 15%; William R. Rollins, 15%; Walter Phillips, 7%; Lockwood Phillips, 15.915%; Ann T. Munden, 15.915% and Redford, 4%. Hilker and Rollins have interest in WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia. Rollins is president, chief operating officer, director and 38.8% shareholder of WYNR(AM)-WPIQ(FM) Brunswick, GA. 37.83%; shareholder of WDIX(AM)-WORG(FM) Orangeburg, SC; 37.83% shareholder of WSTX-AM-FM Christiansted, St. Croix, VI;

33.3% shareholder of WABZ(FM) Albemarle and WEGO(AM) Concord, both North Carolina and 35% stockholder of WJOT(AM)-WGFG(FM) Lake City, SC. Filed Nov. 22.

■ WAST(AM) Ashtabula, OH (BAL891127ED; 1600 khz; 1 kw-D)—Seeks assignment of license from Quest Inc. to Bulmer Communications of Ashtabula for \$5000. Seller is headed by Arthur W. Cervi, who has interest in WVCC(FM) Linesville, PA. Buyer is headed by John A. Bulmer and is licensee of WZOO-FM Edgewood, OH. Bulmer is president, director and sole shareholder of WHZR(FM) Royal Center, IN and WHMQ(FM) North Baltimore, OH. Filed Nov. 27.

■ WEAZ(AM) Philadelphia, PA (BAL891122EC; 560 khz; 5 kw-U)—Seeks assignment of license from WEAZ-FM Radio Inc. to Salem Media for \$6.5 million ("Changing Hands," Dec. 4). Purchase price includes a covenant not to compete of unknown value and buyer shall assume certain liabilities and obligations of seller. Seller is headed by Gerald D. Lee and retains WEAZ-FM Philadelphia. Buyer is headed by Stuart W. Epperson who holds 50% interest on KFAX(AM) San Francisco and 37.4% interest on KKKX(FM) Delano, both California. Filed Nov. 22.

■ WOYE Mayaguez, PR (BTCH891128HB; 94.1 mhz; 25 kw; ant. 2,967 ft.)—Seeks assignment of license from Pepino Broadcasters to Prime Time Corp. for \$2,660,000 ("Changing Hands," Dec. 11). Seller is headed by Felix Alvarez has no other broadcast interests. Buyer is headed by Rafael Oller and J.P. McCloskey. Oller has agreed to acquire all stock of Huella Communications Inc., licensee of WZNT(FM) San Juan, PR; on October 2, 1989, commission granted application. Filed Nov. 28.

■ KHEY-AM-FM El Paso, TX (AM: BAL891122EF; 690 khz; 10 kw-U; FM: BALH891122EG; 96.3 mhz; 100 kw; ant. 1,390 ft.)—Seeks assignment of license from KHEY Inc. to US Radio for \$8,425,000 ("In Brief," Dec. 18). Seller is headed by Jim Phillips and has no other broadcast interests. Buyer is headed by Ragan Henry, who, through various companies, is licensee of WDIA(AM)-WHRK(FM) Columbus, OH; WKSG(FM) Mt. Clemens, MI; WMXB(FM) Richmond, VA; WWIN-AM-FM Baltimore, and WXTR(FM) Marlow Heights, both Maryland; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; KJOJ(FM) Conroe, TX, and WOWI(FM) Norfolk and WRAP(AM) Portsmouth, both Virginia. He also has interest in WHYY-FM Philadelphia; WHYY-TV Wilmington, DE, and WGER-FM Saginaw, MI. Henry is also purchasing WCOS-AM-FM Columbia, SC and KCCV(AM) Indepen-



dence, Mo. ("Changing Hands," July 31). Filed Nov. 22.

■ KSMG-FM Seguin, TX (BALH891120HC; 105.3 mhz; 100 kw; ant. 1,240 ft.)—Seeks assignment of license from Rusk Corp. to Jacor Communications Inc. for \$68.5 million ("Changing Hands," Nov. 20). Purchase also includes KTRH(AM)-KLOL(FM) Houston. Seller is headed by Jay Jones and also owns KWES(FM) Odessa, TX. Buyer is headed by Terry Jacobs and Frank Wood and is also licensee of WMJI-FM Cleveland; WGST(AM)-WPCH-FM Atlanta, WLW(AM)-WEBN(FM) Cincinnati; WYHY(FM) Nashville; KOA(AM)-KRFX-FM Denver and WFLA(AM)-WFLZ-FM Tampa, FL. Filed Nov. 20.

■ WVAB(AM) Virginia Beach and WKSJ-FM Cape Charles, both Virginia (AM: BAL891121EA; 1550 khz; 5 kw-D; FM: BALH891121GI; 96.1 mhz; 50 kw; ant. 149 ft.)—Seeks assignment of license from Holmes P. Harden, trustee in bankruptcy to Willis Broadcasting Corp. for \$1,800,101. Seller has no other broadcast interests. Buyer is owned 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, AK; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSRG(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee, KSNE(FM) Marshall, AK; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuil WVRS(FM) 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% of 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 WWCAL(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Filed Nov. 21.

■ WRZZ-FM Ravenswood, WV (BALH891128HO; 102.3 mhz; 0.92 kw; ant. 184 ft.)—Seeks assignment of license from Randy Jay Communications Corp. to Mediacom Inc. for \$305,000. Seller is headed by Calvin E. Dailey Jr. and son Randy Dailey. Calvin E. Dailey is licensee of WFGM(FM) Fairmont, WV, and has interest in WDXY(AM) Sumpter and WIBZ(FM) Wedgefield, both South Carolina. Buyer is headed by Donald L. Staats and Samuel M. Yoho and has no other broadcast interests. Filed Nov. 28.

## Actions

■ KLFF(AM) Glendale and KONC-FM Sun City, both Arizona (AM: BTC891010EA; 1360 khz; 5 kw-D, 1 kw-N, DA-N; H; FM: BTCH891010EB; 106.3 mhz; 3.5 kw; ant. 400 ft.)—Granted app. of assignment of license from Arthur W. Tifford to Arthur W. Tifford and Steven M. Taslitz for \$300,000. Seller has no other broadcast interests. Buyer is headed by Arthur W. Tifford and Steven M. Taslitz. Taslitz is director of Sterling Communications Inc., licensee of WJDX(AM)-WMSI(FM) Jackson, MS, and WSSL(AM) Greenville and WSSL-FM Grey Court, both South Carolina. Action Dec. 6.

■ KKAM(AM)-KBOS-FM Fresno, CA (AM: BAL891016EC; 1340 khz; 1 kw; FM: BALH891016ED; 94.9 mhz; 16.4 kw; ant. 847 ft.)—Granted app. of assignment of license from Radio Fresno Inc. to Jayveco LP for \$11,750,000 ("Changing Hands," Oct. 30). Sale includes KIST(AM)-KMGQ(FM) Santa Barbara, CA. Seller is headed by Burke Kaplan, James E. Olerich and Alex Sheffell, and also owns KXPT(FM) Oxnard-Ventura, CA. Buyer is headed by Dwight Case, currently president and CEO of Networks America and co-owner of KAZN(AM) Los Angeles, CA. He previously was president of Transtar Radio Networks (now Unistar) and president of RKO radio station group. Action Dec. 6.

■ WMKO(FM) Millen, GA (BTCH891010HH; 94.9 mhz; 2 kw; ant. 122 ft.)—Granted app. of assignment of license from Jerry E. and Cynthia J. Kiefer to themselves and Brian E. and Eleanor L. Tolby, for no financial consideration. Neither party has any other broadcast interests. Action Dec. 7.

■ KSKI(AM) Hailey and KSKI-FM Sun Valley, both Idaho (AM: BAL891004EB; 1340 khz; 1 kw-D, 250 w-

N; FM: BALH891004EC; 93.5 mhz; 56 kw; ant. 2,145 ft.)—Granted app. of assignment of license from Sun Valley Radio Inc. to Silver Creek Communications Inc. for \$950,000. Seller is headed by M. Kent Franden, and also has interest in KBLI(AM)-KLCE(FM) Blackfoot, ID. Buyer is headed by John E. McCaw Jr., who has interest in KYMG(FM) Anchorage, AK, and is also director of Alaska Broadcast Communications Inc. McCaw has interest in KNJO(AM) Juneau, AK; Juneau Broadcasting Co.'s KTKU(FM) Juneau, AK; Sitka Broadcasting Co.'s KIFW(AM) Sitka, AK, and Gateway Broadcasting Co.'s KTKN(AM)-KGTW(FM) Ketchikan, AK. Action Dec. 7.

■ WTAX(AM)-WDBR-FM Springfield, IL (AM: BAL890906GQ; 1240 khz; 1 kw-D, 250 w-N; FM: BALH890906GR; 103.7 mhz; 50 kw; ant. 320 ft.)—Granted app. of assignment of license from Sage Broadcasting Corp. to Lake Shore Communications Corp. for \$4,000,000 ("Changing Hands," Sept. 18). Seller is headed by Jerry Poch and is also selling WLVB(AM) Manchester, CT. Buyer is headed by Thomas L. Booky and Drew M. Horowitz. Booky also owns WYNE(AM) Kimberly, and WROE(FM) Neenahmenasha, WI. These applications presently have license renewal applications pending. Action Dec. 6.

■ WZRQ-FM Columbia City, IN (BALH891010HG; 106.3 mhz; 3 kw; ant. 400 ft.)—Granted app. of assignment of license from Summit Broadcasting Inc. to IRP Inc. for no financial consideration (station is dark). Seller is headed by Myron Marmelstein, and has no other broadcast interests. Buyer is owned by John R. Linn, and Barbara A. Linn (husband and wife). John Linn is 51% shareholder of WKLC Inc., licensee of WKAZ(AM)-WKLC(FM) St. Albans, WV; 75% shareholder of WABQ Inc., licensee of WABQ(AM) Cleveland, OH. Barbara Linn has no other broadcast interests. Action Dec. 8.

■ KWKL-FM Arkansas City, KS (BALH891019GI; 106.5 mhz; 100 kw; ant. 465 ft.)—Granted app. of assignment of license from Kelsey Broadcasting Corp. to Harris Broadcasting System Inc. for \$2,300,000. Seller is headed by Jon Peterson and Mike Levine, and is licensee of KCHX(FM) Midland, TX, and WWGS(AM)-WSGY(FM) Tifton, GA. Buyer is headed by Michael A. Ball, and has no other broadcast interests. Action Dec. 5.

■ WTTT(AM) Amherst, MA (BAL891004EF; 1430 khz; 5 kw-D)—Granted app. of assignment of license from Amherst Broadcasting Inc. to Hampshire County Broadcasting Co. for \$200,000. Seller is headed by Edward Peeby, and has no other broadcast interests. Buyer is headed by Robert A. Morley, Edward F. Perry Jr. and Mark H. Burmeister. Action Dec. 7.

■ WXXV-TV Gulfport, MS (BALCT890907KG; ch. 25; 2500 kw-V; ant. 1,700 ft.)—Granted app. of assignment of license from Four-O Inc. (debtor in possession), d.b.a. Gulf Coast Television, to AM South Bank for \$2,436,355.56 (station is in bankruptcy proceeding). Seller is headed by Lewis Hopper, who has interest in WLNJ(FM) Jackson, MS. Action Dec. 8.

■ WSCM(AM) Cobleskill, NY (BAL891013EG; 1190 khz; 1 kw-D)—Granted app. of assignment of license from Bruce M. Lyons to John Colagrande for \$250,000 ("Changing Hands," Oct. 16). Seller is principal in WSHQ(FM) Cobleskill and WSHZ(FM) Rotterdam, both New York, and WXXX(FM) Newport, NH, and has CP for WSNQ(FM) Danville/St. Johnsbury, VT. Buyer is former owner of WIPS(AM) Ticonderoga, NY and WVNR(AM) Poultny, Vt. Action Dec. 7.

■ WHPY(AM) Clayton, NC (BAL891011EB; 1590 khz; 5 kw-D)—Granted app. of assignment of license from Clayton Broadcasting Co. to Double D Communications Inc. for \$217,000. Seller is headed by John Denning and Billy Ray Kirby, and has no other broadcast interests. Buyer is headed by George Anthony Denton and Jokie Dwayne Dupree and has no other broadcast interests. Action Dec. 6.

■ WDJB-FM Windsor, NC (BALH890908EH; 97.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Bertie County Broadcasting Co. to Willis Broadcasting Corp. for \$190,000. Seller is owned by Jean Stevens, who has no other broadcast interests. Buyer is headed by L.E. Willis, who is also buying WVA-B(AM) Virginia Beach and WKSJ-FM Cape Charles, both Virginia (see above). Action Dec. 7.

■ KHSN(AM) Coos Bay and KOOS(FM) North Bend, both Oregon (AM: BAL891010EC; 1230 khz, 1kw-U; FM: 100.9 mhz; 56 kw; ant. 501 ft.)—Granted app. of assignment of license from Bay Radio Inc. to Bay Broadcasting Corp. for \$675,000 ("Changing Hands," Oct. 23). Seller is headed by Arnold Sias, John Feldman, Arthur Hogan and F. Robert Fenton. Sias, Feldman and Hogan also own KFRD-AM-FM Marysville-Yuba City, CA. Buyer is headed by Laurence Goodman, who has no

other broadcast interests. Action Dec. 5.

■ KDOS(AM) Laredo, TX (BAL891017EE; 1490 khz; 10 kw-D)—Granted app. of assignment of license from Corrie Corp. to Miguel A. Villarreal Jr. for \$250,000. Seller is headed by Corrie Smith and has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 7.

## New Stations

### Applications

#### FM's

■ Dothan, AL (BPH891005MF)—James Wilson III seeks 101.3 mhz; 3 kw; ant.: 328 ft. Address: 2906 Clardy Rd. Dothan, AL 36303, Principal is headed by James Wilson III. Filed Oct. 5.

■ Glencoe, AL (BPH891026MB)—Glencoe Broadcasting Inc. seeks 93.1 mhz; 1.21 kw; ant.: 731 ft. Address: Rte. 13, Box 38, Gadsden, AL 35901. Principal is headed by Mary F. Pollock and has no other broadcast interests. Filed Oct. 26.

■ Glencoe, AL (BPH891026MM)—James Eugene Hodges seeks 93.1 mhz; 0.441 kw; ant.: 833 ft. Address: 122 Riverside Dr., Washington Park, NC 27889. Principal has no other broadcast interests. Filed Oct. 25.

■ Glencoe, AL (BPH891025MH)—Houston L. Pearce seeks 93.1 mhz; 0.713 kw; ant.: 669 ft. Address: 604 9th Ave., Jasper, AL 35501. Principal has no other broadcast interests. Filed Oct. 25.

■ Glencoe, AL (BPH891026MN)—Bussey-Hayes Communications of Glencoe, AL seeks 93.1 mhz; 6 kw; ant.: 328 ft. Address: 188 John Turner Broadcast Blvd., Jacksonville, AL 36265. Principal is headed by William E. Bussey Jr. and Troi L. Hayes, who are sole officers, directors and stockholders of Bussey Communications Inc., licensee of WJXL(AM) Jacksonville, FL. Filed Oct. 26.

■ Glencoe, AL (BPH891025MG)—Joyce H. Henderson seeks 93.1 mhz; 6 kw; ant.: 328 ft. Address: 601 E. Main St., Albertville, AL 35950. Principal's husband, Gordon Henderson, owns 50% of Gadsden Broadcasting Co., licensee of WJBY(AM) Rainbow City, AL. Filed Oct. 25.

■ Hot Springs Village, AR (BPH891016ML)—Caddo Broadcasting Co., d.b.a. KWXL Radio, seeks 92.9 mhz; 3 kw; ant.: 328 ft. Address: P.O. Box 5, Glenwood, AR. Principal is headed by Tom and Polly Nichols (husband and wife), who jointly own 50%, and Joe Ed Hawkins, who owns 50% of KWXL(AM) Glenwood, AR. Filed Oct. 16.

■ Visalia, CA (BPED891117ME)—Community Educational Broadcasting Inc. seeks 88.9 mhz; 1 kw; ant.: 2,646 ft. Address: 8477 E. Clarkson, Selma, CA 93662. Principal is headed by Robert S. Peart and has no other broadcast interests. Filed Nov. 17.

■ Fountain, CO (BPH891006NI)—Freeman Harris seeks 96.1 mhz; 0.14 kw; ant.: 1,984 ft. Address: 1245 E. Colfax Ave., Denver 80201. Principal holds CP for LPV ch. 59, Lubbock, TX, call K59DX. Filed Oct. 6.

■ Jupiter, FL (BPH890914NM)—Jupiter Communications Co. seeks 105.5 mhz; 3 kw; ant.: 328 ft. Address: 125 Worth Ave., Palm Beach, FL 33480. Principal is headed by T.J. Cunningham. Filed Sept. 14.

■ Lake Mary, FL (BPED891128ME)—Hispanic Broadcast System Inc. seeks 88.3 mhz; 1.9 kw; ant.: 1,003 ft. Address: P.O. Box 980, Quebradillas, PR 00742. Principal is headed by Idalia Arzuaga and has no other broadcast interests. Filed Nov. 28.

■ Nashville, IN (BPH891012MZ)—Jacqueline D. Watson seeks 95.1 mhz; 3 kw. Address: R.R. #6, Box 203 Columbus, IN 47201. Principal has no other broadcast interests. Filed Oct. 12.

■ Monroe, NY (BPED891120ME)—Sound of Life Inc. seeks 89.3 mhz; 3.1 kw; ant.: 1,023 ft. Address: Box 380A, Lake Rd., Kingston, NY 12401. Principal is headed by Bruce Winchell and owns and operates WFGB(FM) Kingston, NY. Filed Nov. 20.

■ Oswego, NY (BPED89106MA)—State University of New York seeks 88.5 mhz; 3 kw. Address: State University Plaza, Albany, NY 12246. Principal has no other broadcast interests. Filed Nov. 6.

■ Wilburton, OK (BPH891025MF)—Blue Mountain Broadcasting seeks 103.7 mhz; 6 kw. Address: Box H, Poteau, OK 74953. Principal is headed by V.F. Nowlin. Jeffrey D. Southmayd is officer, director and shareholder in Leverrier Broadcasting Co., licensee of WESI(FM) Strasburg and WAPP(FM) Berryville, both Virginia. He is also shareholder in Austin Broadcast Service Inc., licensee of

KFXI(FM) Marlow, OK. Peter W. Lechman is shareholder in Austin Broadcast Services Inc. and is also permittee of WJNA(FM) Churchillville, VA. Filed Oct. 25.

■ Covington, PA (BPH891012MU)—Kennedy Broadcasting, Inc. seeks 101.5 mhz; 1.95 kw; ant.: 564 ft. Address: R.D. 1, Box 460, Cogan Station, PA 17728. Principal is headed by John A. Kennedy Jr. and is licensee of WHUM (AM) Hughesville and permittee of WMHU-FM Patton, both Pennsylvania. John A. Kennedy Jr. owns LPTV stations W69BO Vero Beach, FL. and WO9BL Williamsport, PA. Filed Oct. 12.

■ Celina, TN (BPH891122MK)—Regional Broadcasting Co. seeks 101.5 mhz; 6 kw; ant.: 328 ft. Address: P.O. Box 427, Monticello, KY 42633. Principal is headed by Stephen W. Staples Sr., who is sole owner of Regional Broadcasting Co., licensee of WFLW(AM)-WKYM-FM Monticello, KY. Filed Nov. 22.

■ Mount Juliet, TN (BPH891012MS)—Michael Grant seeks 106.7 mhz; 6 kw; ant.: 328 ft. Address: 505 Piccadilly Row, Nashville, 37013. Principal has no other broadcast interests. Filed Oct. 12.

■ Mount Juliet, TN (BPH891012MV)—Mt. Juliet Broadcasting Inc. seeks 106.7 mhz; 3 kw; ant.: 328 ft. Address: 4304 Shady Dale Rd., Nashville 37218. Principal is headed by James A. Wade and has no other broadcast interests. Filed Oct. 12.

■ Mount Juliet, TN (BPH891012MX)—David J. and Carrese C. Bott (husband and wife), who seek 106.7 mhz; 6 kw; ant.: 328 ft. Address: 7938 Farnifold, Germantown, TN 38138. Principal is headed by David J. Bott, vice president, general manager and director of Bott Broadcasting Co., licensee of WCRV(AM) Collierville, TN. Carrese Bott has no other broadcast interests. Filed Oct. 12.

■ Mount Juliet, TN (BPH891011MJ)—Lynn Broadcasting seeks 106.7 mhz; 3 kw; ant.: 328 ft. Address: 181 Due West Dr., Mt. Juliet, TN 37122. Principal is headed by Grady Lynn and has no other broadcast interests. Filed Oct. 11.

■ Amarillo, TX (BPH891012MR)—American Indian Broadcasting Group Inc. seeks 105.7 mhz; 3 kw; ant.: 328 ft. Address: Walmart Plaza, Smyrna, TN 37167. Principal is headed by Jack W. Bursack and D. Lynwood Eaton and is licensee of KPOS(AM) Post, TX. American is also 49% partner in Boles-American Indian Partnership, permittee of KKNCFM Post, TX. Jack W. Bursack, American's president, director and 51% shareholder, is president, director and 98.6% shareholder of Smyrna Broadcasting Corp., licensee of WSVT(AM) Smyrna, TN. Filed Oct. 12.

■ Comfort, TX (BPH891026MO)—Nancy K. Hinson Grubbs seeks 95.1 mhz; 50 kw; ant.: 492 ft. Address: P.O. Box 1042, Luling, TX 78648. Principal is 19.8% shareholder as well as officer of New Thinking Inc., licensee of KAPT(FM) Luling, TX. Filed Oct. 26.

■ Comfort, TX (BPH891026MR)—Lynn E. Gerstein seeks 95.1 mhz; 18.884 kw; ant.: 800 ft. Address: 3426 Hopecrest, San Antonio, TX 78230. Gerstein is officer and director of Laredo Broadcasting Corp., holding stock in amounts of 40% and 60% respectively, and are licensees of KRRG-FM Laredo, TX. Filed Oct. 26.

■ Comfort, TX (BPH891026MI)—Comfort Radio Partners seeks 95.1 mhz; 50 kw; ant.: 492 ft. Address: 563 Albany Pl., Longwood, FL 32779. Principal is headed by Cheryl Bryant Sauder, Wanda D. Cooper and Frances W. Larsen and has no other broadcast interests. Filed Oct. 26.

■ Comfort, TX (BPH891026MH)—Pinkman Broadcasting Corp. seeks 95.1 mhz; 50 kw; ant.: 459 ft. Address: 105 Larry Lee Dr., Kerrville, TX 78028. Principal is headed by Richard D. Griffin, who is currently executive vice president, secretary, treasurer, director and .04% shareholder in Griffin Broadcasting Corp., licensee of KERV(AM)-KRVL(FM) Kerrville, TX. Filed Oct. 26.

■ Comfort, TX (BPH891026MG)—Comfort Broadcasting Co. seeks 95.1 mhz; 50 kw; ant.: 450 ft. Address: 839 Timber Cove Dr., Seabrook, TX 77586. Principal is headed by Roy E. Henderson who is licensee of KGLF(FM) Freeport, TX. Henderson, d.b.a. as Spanish Aural Services Co., is permittee of CP for new FM at South Padre Island, TX. He is also permittee of CP for new FM at Caldwell and Mason, both Texas. He is also licensee of LPTV K051L Clear Lake City, TX. Filed Oct. 26.

■ Comfort, TX (BPH891026MF)—DLB Broadcasting seeks 95.1 mhz; 21.382 kw; ant.: 751 ft. Address: P.O. Box 961, Vinita, OK 74301. Principal is headed by David L. Boyd and is licensee of KITO(FM) Vinita, OK. Filed Oct. 26.

■ Bowling Green, VA (BPH891012NA)—Rappahannock Communications Group Inc. seeks 96.9 mhz; 2.8 kw; ant.: 469 ft. Address: P.O. Box 10, Ladysmith, VA 22501. Principal is headed by John Dudley Giles and has no other broadcast interests. Filed Oct. 12.

■ New Market, VA (BPH891026MQ)—Oscar Haynes seeks 103.3 mhz; 3 kw; ant.: 328 ft. Address: 1201 44th Pl. SE, Washington, DC 20019. Principal has no other broadcast interests. Filed Oct. 26.

■ New Market, VA (BPH891026MP)—Jeffrey D. Southmayd seeks 103.3 mhz; 1 kw; ant.: 760 ft. Address: 13604 Glenhurst Rd., Potomac, MD 20878. Principal is vice president, director and 49% shareholder in Leverrier Broadcasting Co., licensee of WESL(FM) Strasburg and WAPP(FM) Berryville, both Virginia. He is also 20% shareholder in Austin Broadcast Services Inc., licensee of KFXI(FM) Marlow, OK. Filed Oct. 26.

■ New Market, VA (BPH891026MC)—John D. Bomberger seeks 103.3 mhz; 6 kw. Address: 955 South Evanson Circle, Aurora, CO 80012. Principal has no other broadcast interests. Filed Oct. 26.

■ New Market, VA (BPH891026MD)—Skyline Radio Inc. seeks 103.3 mhz; 6 kw; ant.: 328 ft. Address: 2700 Copper Creek Rd., Herndon, VA 22071. Principal is headed by Mary Jane D. Bentley and has no other broadcast interests. Filed Oct. 26.

■ New Market, VA (BPH891026ME)—Leo M. Bernstein seeks 103.3 mhz; 6 kw; ant.: 328 ft. Address: Hotel Strasburg, Holiday and Queen Streets, Strasburg, VA Principal has no other broadcast interests. Filed Oct. 26.

■ New Market, VA (BPH891026MT)—Commonwealth Audio Visual Enterprises Inc. seeks 103.3 mhz; 2.1 kw; ant.: 544 ft. Address: P.O. Box 387, Luray, CA 22835. Principal is headed by John D. Cave and is licensee of WRAA(AM)-WLCC(FM) Luray, VA. Filed Oct. 26.

■ White Stone, VA (BPH891018MK)—Windmill Communications seeks 100.1 mhz; 3 kw; ant.: 328 ft. Address: 5501 Kirkwood Dr., Bethesda, MD 20816. Principal is owned by Richard F. and Christine C. Swift (husband and wife) and has no other broadcast interests. Filed Oct. 18.

■ White Stone, VA (BPH891018MJ)—White Stone Broadcasting Co. seeks 100.1 mhz; 3 kw; ant.: 328 ft. Address: 530 N. Monroe St., Arlington, VA 22201. Principal is headed by Millard S. Younis and has no other broadcast interests. Filed Oct. 18.

■ Neillsville, WI (BPH891030MK)—John H. Hackman seeks 92.7 mhz; 3 kw; ant.: 328 ft. Address: 703 N. Hinman Ave., Marshfield, WI 54449. Principal is vice president, secretary and 10% owner of Goetz Communications Corp., licensee of WJPD-AM-FM Ishpeming and WDMJ(AM) Marquette, all Michigan. He is also 40% full owner of Sauk Broadcasting Corp., licensee of WRDB(AM)-WNFM(FM) Reedsburg, WI; and controlling stockholder of Fambelt Radio Inc., licensee of WIXN-AM-FM Dixon, IL. Filed Oct. 30.

## Actions

### FM's

■ Live Oak, FL (BPH891031MN)—Returned app. of Simpson Media for 106.1 mhz; 3.984 kw; ant.: 396 ft. Address: Route 1, Box 735, Camilla, GA 31730. Principal is headed by Pamela K. Simpson and has no other broadcast interests. Action Nov. 28.

■ Tallahassee, FL (BPED880120MG)—Granted app. of The Board of Regents of Florida for Florida University for 88.9 mhz; .2 kw; ant.: 1,243 ft. Address: 2561 Pottsdamer St., Tallahassee, FL 32304. Principal is headed by Joan D. Ruffier and is licensee of WFSU-FM Tallahassee, FL. Action Nov. 30.

■ Dalton, GA (BPH881026ME)—Dismissed app. of Northwest Georgia Communications Inc. for 104.5 mhz; 3 kw; ant.: 328 ft. Address: 560 Randall St., Hixson, TN 37343. Principal is headed by John G. Pope and has no other broadcast interests. Action Nov. 30.

■ Calumet Park, IL (BPED880914MC)—Returned app. of Calumet Park Educational Broadcasting Inc. for 89.1 mhz; 0.5 kw. Address: 12844 S. Halsted St., Chicago 60628. Principal is headed by Richard Singleton and has no other broadcast interests. Action Dec. 4.

■ Emporia, KS (BPH890419MC)—Granted app. of Charles D. Coffelt for 99.5 mhz; 3 kw; ant.: 328 ft. Address: 1512 6th St., Emporia, KS 66801. Principal has no other broadcast interests. Action Dec. 6.

■ Caledonia, MN (BPH881206MB)—Granted app. of Oasis Broadcasting Partners Inc. for 94.7 mhz; 3 kw; ant.: 328 ft. Address: 15251 NE 18th Ave, North Miami Beach, FL 33162. Principal is headed by Russell Oasis and has no other broadcast interests. Action Dec. 6.

■ Campbell, MO (BPH890214MD)—Granted app. of Jack G. Hunt for 107.5 mhz; 3 kw; ant.: 328 ft. Address: 204 Washington, Doniphan, MO 63935. Principal is the licensee of KBMV-AM-FM Birch Tree, KDFN(AM)-KOEAFM Doniphan, all Missouri. James M. Hunt, applicant's son, is permittee of KXOZF(M) Mountain View, MO. Action Dec. 5.

■ La Monte, MO (BPH890313MM)—Granted app. of Val-

kyrie Broadcasting Inc. for 97.1 mhz; 1.35 kw; ant.: 492 ft. Address: Truman Hills Mall, P.O. Box 1420, Warsaw, MO 65355. Principal is headed by Jim McCollum, Joey Anderson, Mark Pearce, Louise McDaniel and Jon Hart, and has no other broadcast interests. Action Dec. 1.

■ Ogdensburg, NY (BPH890222MA)—Granted app. of Thomas Turk for 98.7 mhz; 3 kw; ant.: 328 ft. Address: P.O. Box 57, Clayton, NY 13624. Principal has no other broadcast interests. Action Dec. 4.

■ Nyssa, OR (BPH890324MH)—Granted app. of Robert M. Mason for 98.7 mhz; 3 kw; ant.: 328 ft. Address: 1943 Greenview, Northbrook, IL 60062. Principal has no other broadcast interests. Action Dec. 3.

■ Charleston, SC (BPH860203OL)—Granted app. of Allan A. Jenkins for 100.7 mhz; 3 kw; ant.: 328 ft. Address: 35 Sorrenio Blvd., Hanahan, SC 29418. Principal has no other broadcast interests. Action Dec. 1.

■ Charleston, SC (BPH860203NZ)—Dismissed app. of La Saun Communications for 100.7 mhz; 3 kw; ant.: 328 ft. Address: 1717 Wappoo Rd., Charleston, SC 29407. Principal is headed by William Saunders, who has 57.5% interest in WPAL(AM) Charleston, SC. Action Dec. 1.

■ Crossville, TN (BPH860813MX)—Granted app. of Audio Broadcasters Inc. for 102.5 mhz; 3 kw; ant.: 984 ft. Address: P.O. Box 2525, Crossville, TN 38555. Principal is headed by James Patrick Young, who has 49.9% stocks at WDGHTV) Panama City, FL. Action Nov. 22.

## Facilities Changes

## Applications

### AM's

■ St. Joseph, MI WSJM(AM) 1400 khz—Dec. 1 application for CP to change freq: 1310 khz; increase day power to 5 kw; change night power to 500 watts; make changes in ant. system and change from DA to DA-2.

■ Bloomsburg, PA WJMW(AM) 550 khz—Nov. 21 application for CP to modify monitored radials.

■ Coatesville, PA WCOJ(AM) 1420 khz—Nov. 16 application for CP to modify electrical para to alter night pattern and to correct coordinates to 40 01 21N 75 48 53W.

■ San Juan, PR WIAC(AM) 740.00 khz—Nov. 14 application for CP to reduce night power to 4 kw and make changes in ant. system.

■ Odessa, TX KOYL(AM) 1310 khz—Nov. 29 application for CP to change TL: to 1000 ft N. of S. intersection of FM Band Rd. 2227 and U.S. Hwy. 385 in S. Cowden Oil Field, Odessa, TX; and make changes in ant. system; 31 47 08N 102 22 15W.

■ Sumner, WA KFRS(AM) 1560 khz—Nov. 20 application for Mod of CP (BP870813AA) to increase power to 5 kw.

■ Beaver Dam, WI WBEV(AM) 1430 khz—Nov. 28 application for CP to modify nighttime DA ant. pattern.

### FM's

■ Gladstone, MI WENL(FM) 105.5 mhz—Nov. 1 application for CP to change ERP: 6 kw H&V; ant.: 254 ft. H&V; change TL: 3 km W. of Mouth of Escanaba River; existing tower owned by Range Communications.

■ Westerville, OH WBBY(FM) 103.90 mhz—Nov. 8 application for CP to change ERP: 6 kw H&V; ant.: 328 ft. H&V; TL: 9900 Downing Rd., Johnstown, OH, 43031.

■ Lewistown, PA WCHX(FM) 105.5 mhz—Nov. 15 application for CP to change ERP: .465 kw H&V; ant.: 816 ft. H&V.

■ Lubbock, TX KOHM(FM) 91.1 mhz—Nov. 17 application for CP to change ERP: 50 kw H&V; ant.: 524 ft. H&V; change to class C1.

■ Yoakum, TX KYOC(FM) 102.3 mhz—Dec. 7 Application for CP to change freq: 92.5 mhz; change TL: County Rd., 1 mile S. of State Hwy. 958 near Midway, TX; change to channel 223 (per docket #88-33).

## Actions

■ San Diego KFMB(AM) 760 khz—Dec. 5 application (BMP890717AG) granted for Mod of CP (BP880429AE) to change ant. system and change TL: Mission Gorge Rd., 5 km W. of Santee, San Diego: 32 50 36N 117 01 28W.

■ San Mateo, CA KOFY(AM) 1050 khz—Nov. 20 application (BMP890410AE) returned for Mod of CP (BP860912AM) to increase nighttime power to 5 kw.

■ Spring Arbor, MI KTGG(AM) 1540 khz—Dec. 4 application (BP890213AB) granted for CP to increase power to

490 watts day/200 watts (CH).

■ Camuy, PR WCHQ(AM) mhz 1360 khz—Dec. 5 application (BMP890412AC) granted for Mod of CP (BP870707AB, as Mod) to augment directional pattern.

■ Penuelas, PR WENA(AM) 1330 khz—Dec. 7 application (BMP890518AK) granted for Mod of CP (BP860929AD) to change TL: 2.4 km N. 222 degrees E. from center of Yauco, PR: 18 01 17N 66 51 53W.

■ Alamo Heights, TX KDRY(AM) 1100 khz—Dec. 11 application (BP880404AC) dismissed for Mod of CP (BP860514AA) petition for reconsideration resubmitted nunc pro tunc to increase nighttime power to 1.5 kw and change city of license to San Antonio-Alamo Heights, TX.

■ Littlefield, TX KZZN(AM) 1490 khz—Dec. 9 application (BP891010AC) granted for CP to correct coordinates to: 33 56 17N 102 20 38W.

■ Marion, TX KBIB(AM) 1000 khz—Dec. 6 application (BMP890911AD) granted for Mod of CP (BP840606AC) to augment standard pattern.

## FM's

■ Fayette, AL WTXT(FM) 98.1 mhz—Dec. 4 application (BMP8906091F) granted for Mod of CP (BP870227OM) to change ant.: 905 ft. H&V; TL: 1.85 mile SE of Echola, AL.

■ Talladega, AL 97.5 mhz—Dec. 6 application (BMP890627IC) granted for Mod of CP (BP880706MA) to change ERP: .910 kw H&V; ant.: 574 ft. H&V; TL: Waterworks Rd., Talladega, AL.

■ Harrison, AR KWNQ(FM) 102.9 mhz—Dec. 8 application (BPH891017IC) granted for CP to change ant.: 980 ft. H&V; change class from C to C1.

■ Osceola, AR KMPZI(FM) 98.1 mhz—Dec. 6 application (BMP890601IE) granted for Mod of CP (BP880527ID) as Mod) to change ERP: 100 kw H&V; change to class C (per docket #88-146).

■ Ridgecrest, CA KZIQ-FM 92.7 mhz—Dec. 5 application (BP890606IE) granted for CP to change ERP: 1.50 kw H&V; change ant.: 1295 ft. H&V; TL: 16.5 km SW of Central Ridgecrest, CA, at 189 trac; change to class B1 (per docket #88-458).

■ Santa Ana, CA WIZ-FM 96.7 mhz—Nov. 29 application (BP890905IC) granted for CP to change ERP: 3 kw (v); change ant.: 206 ft. H&V, change ant system.

■ Hartford, CT WLVI-FM 93.7 mhz—Dec. 5 application (BPH890731IB) granted for CP to change ERP: 17.0 kw H&V; change ant.: 849 ft. H&V.

■ Bethany Beach, DE WWTR-FM 95.9 mhz—Nov. 29 application (BMP880620IC) denied for Mod of license to relocate main studio to: 15 miles from Bethany Beach, DE 19930.

■ Bonifay, FL WTTB(FM) 97.70 mhz—Dec. 4 application (BP891010IM) granted for CP to change ERP: 91.66 mhz; change ant.: 1006 ft. H&V; change to class C1; TL: Fountain, FL., 299.3 D.T., 7.5 km from Fountain, FL.

■ Mexico Beach, FL WMQA(FM) 99.3 mhz—Nov. 30 application (BMP880620IA) granted for Mod of CP (BP880711ND) to change ant. location: approximately 2.5 km NE of Overstreet, Gulf County, FL, in NE 1/4 of sec. 33 TWP. 5S, range 11 W.

■ Tallahassee, FL WAMF(FM) 90.5 mhz—Nov. 1 application (BPE880901MD) granted for CP to change ERP: 1.6 kw (V); ant.: 167 ft. (V); TL: Eugenia St. at Wahnish Way; change to vertically polarized radiation only.

■ Kaneohe, HI KANY(FM) 104.3 mhz—Dec. 4 application (BMP890731IA) granted for Mod of CP (BP880712RG) to change ERP: 69.4 kw H and 68.8 kw V; change ant.: 209 ft. H&V; TL: on Wiliwilinui Ridge, 4 km SW of Wainanolo, Oahu, HI; 21 19 49N 157 45 24W.

■ Fort Wayne, IN WLAB(FM) 88.30 mhz—Dec. 4 application (BPE890505MK) returned for CP to change ERP: 0.484 kw H&V; change ant.: 341 ft. H&V; TL: 2602 Cass St., Fort Wayne, IN; 41 05 58N 85 08 43W.

■ Washington, IN WRTB(FM) 106.5 mhz—Nov. 22 application (BP870227OD) returned for CP to change TL: 2.75 miles W. of Bicknell, IN, on Hwy. 67 then 0.55 miles NW; change ant.: 492 ft. H&V; and make changes in ant. system: 38 46 19N 87 22 11W.

■ Emmitsburg, MD WMTB-FM 89.9 mhz—Nov. 30 application (BPE880602IB) granted for CP to change ERP: 1 kw H&V; change ant.: 143 ft. H&V; change TL: College Mountain 0.7 km W. of Hwy. 15, Emmitsburg, MD; 39 41 02N 77 21 25W.

■ Garapan-Saipan, MP KZMI(FM) 93.9 mhz—Dec. 7 application (BP890526IE) granted for CP to change ERP: 3.2 kw H&V; freq: 103.9 mhz.

■ Garden City, NY WDRE-FM 92.7 mhz—Nov. 29 application (BP890403IG) dismissed for CP to change orienta-

tion of existing ant. Petition to deny filed on June 6, 1989. Informal objection filed July 14, 1989.

■ Concord, NC WPEG(FM) 97.9 mhz—Nov. 22 application (BMP880712IN) granted for Mod of CP (BP8830526AD, as Mod) to change TL: W. side of State Hwy. 27, 0.9 mile NW of Alexis, ND, change ant.: 1463 ft. H&V; and make changes in ant. system; 35 24 29N 81 07 50W.

■ Reidsville, NC WJMH(FM) 102.1 mhz—Nov. 30 application (BP8890110IF) granted for CP to change ERP: 99.2 kw H&V; change ant.: 1203 ft. H&V; change to class C (per docket #87-284). Petition to deny and objection filed on March 2, 1989. Informal objection denied Nov. 30, 1989.

■ Winston-Salem, NC WFDD(FM) 88.5 mhz—Dec. 6 application (BPE881230MB) granted for CP to change ERP: 38 kw H&V; change ant.: 1134 ft. H&V; TL: Junction of Meadowview and Reedy Creek Rd.

■ Quebradillas, PR WREI(FM) 98.3 khz—Dec. 11 application for Mod of CP (BP8840817AV as extended) granted to reduce ant.: 1000 ft.

## Actions

■ Commission upholds bureau action imposing \$1,200 forfeiture against amateur radio operator David B. Hodges (report PR-55, Private Radio Action); upheld PRB's imposition of \$1,200 forfeiture against amateur radio operator David B. Hodges for malicious interference (jamming) and for failure to identify, in violation of FCC rules. Action by commission Dec. 12 by MO&O (FCC 89-348).

■ FCC approves settlement agreement in KWIC-AM-FM renewal proceeding; grants request for extraordinary relief; MM docket 89-3 (Report DC-1521, Action in docket case). Commission has approved settlement agreement and request for extraordinary relief concerning renewal of license applications for KWIC-AM-FM Beaumont, TX. Agreement was reached by William J. Mason, Beaumont Branch of NAACP and National Black Media Coalition. Action by commission Dec. 5 by MO&O (FCC 89-335).

■ Clermont, FL. Commission has determined that WKCF(TV) channel 68, licensed to Clermont, FL, should be considered station in Orlando-Daytona Beach-Melbourne-Cocoa, FL, TV market. Inclusion in this market is important for determining extent of exclusivity station may purchase vis-a-vis other stations. If station is not in market, it may not purchase exclusive programming rights against stations in Daytona Beach, Melbourne or Cocoa. (By MO&O [FCC 89-338] adopted Dec. 5 by commission).

■ Pinewood, SC. Denied Pinewood Broadcasting Partnership's request for reconsideration of dismissal of its petition for rulemaking to amend FM Table by allotting channel 238A (95.5 mhz) to Pinewood. (By MO&O [DA 89-1544] adopted Nov. 28 by acting chief, Policy and Rules Division.)

■ Graham, TX. Cable operator fined \$4,000 for signal leakage (Report MM-439, Mass Media Action). Notified Paragon Communications, operator of cable TV system at Graham, that it is apparently liable for forfeiture of \$4,000 for signal leakage violations. Action by commission Dec. 12 by Letter (FCC 89-346).

■ Burlington, VT. Granted application of Lake Champlain Communications Inc. for new TV station on Channel 44 at Burlington; denied applications of six competing applicants. (MM docket 88-352, by ID [FCC 89D-56] issued Dec. 4 by ALJ Edward Luton.)

## Allocations

■ Fruithurst, AL. Effective Jan. 29, 1990, amended FM table to allot channel 274A (102.7 mhz) to Fruithurst. Filing window opens Jan. 30, closes March 1. (MM docket 88-591, by R&O [DA 89-1542] adopted Nov. 29 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Anchorage, AK. Effective Jan. 24, 1990, amended FM Table by substituting channel 275C2 (102.9 mhz) for channel 277C2 (103.3 mhz) at Anchorage, and conditionally modifying license of KXDZ(FM) accordingly. (MM docket 88-29 by MO&O [DA 89-1528] adopted Nov. 22 by Acting chief, Policy and Rules Division, Mass Media Bureau)

■ Coosa, GA. Effective Jan. 24, 1990, amended FM table by allotting channel 237A (95.3 mhz) to Coosa as its first FM service. Filing window opens Jan. 25, closes Feb. 26, 1990. (MM docket 88-390 by R&O [DA 89-1529] adopted Nov. 22 by chief, Allocations Branch.)

## Call Letters

### Applications

#### Existing AM's

KVOG(AM) KZKZ Greenwood Community Broadcasting Corp., Greenwood, AR  
KIDZ(AM) KCCV Tavastock Inc., Independence, MO  
KDFL(AM) KLAY Public Radio Association, Lakewood, WA  
KTGN(AM) KLAY Mom-N-Pop Radio, Lakewood, WA

#### Existing FM's

KSKE(FM) KVMT Vail-Aspen Broadcasting Ltd., Vail, CO  
KOCOD(FM) KSSC-FM Saturn Communications Inc., Columbus, KS  
KIXA(FM) KCIL Royal Broadcasting of Louisiana, Houma, LA

### Grants

#### New AM's

WBWP(AM) Algoma Broadcasting Co., Sault Sainte Marie, MI  
WGHK(AM) Fairlawn Broadcasting Inc., Fairlawn, VA

#### New FM's

KAFR(FM) Moreno Valley Broadcasting, Angel Fire, NM  
KAIR(FM) Albert L. Crain, Crane, TX  
KDYC(FM) Don R. Davis, Grants, NM  
KEAL(FM) Winton Broadcasting Co., Winton, CA  
KFRJ(FM) Armadillo Broadcasting Inc., San Saba, TX  
KGHR(FM) Tuba City High School Board Inc., Tuba City, AZ  
KGKB(FM) Tyler FM Inc., Tyler, TX  
KGYU(FM) New Visalia Broadcasting Inc., Visalia, CA  
KHS(A) Taft Community Radio, Taft, OK  
KLDN(FM) Board of Supervisors Louisiana State University, Lufkin, TX  
KMBH-FM RGV Educational Broadcasting Inc., Harlingen, TX  
KQKZ(FM) Q Prime Inc., Greenfield, CA  
KTOQ-FM Tom-Tom Communications Inc., Rapid City, SD  
KWMB-FM Interstate Communications Inc., Wabasha, MN  
KZR(X)FM Marco Inc., Chaffee, MO  
WAYP(FM) 98.7 Partnership, Holmes Beach, FL  
WGNJ(FM) FM 108 Corporation, Alberta, VA  
WHLC(FM) Wayne L. Dilucente, Solana, FL  
WJHT(FM) Cedar Bluff Broadcasting Co., Cedar Bluff, VA  
WMHI(FM) Mars Hill Broadcasting Co., Cape Vincent, NY  
WNHX(FM) SFB Corporation, Moultonborough, NH  
WPIR(FM) Coastal Broadcasting Co., Nags Head, NC  
WQKZ(FM) Catskill FM Ltd., Catskill, NY  
WTUZ(FM) Edward Alan Schumacher, Uhrichsville, OH

### New TV

WEWV(TV) Ralph D. Albertazzie, Martinsburg, WV


#### Existing AM's

KCDV(AM) KRQZ KMO Inc, Dungeness, WA  
KFON(AM) KOKE Keymarket of Austin Inc., Rollingwood, TX  
KGHF(AM) KRYT MarTec Broadcasting Corp., Pueblo, CO  
KIIM(AM) KCUB Rex Broadcasting Corp., Tucson, AZ  
KIPO(AM) KLNH Hawaii Public Radio, Pearl City, HI

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- KKIS(AM) KIXA Diamond Broadcasting of California Inc., Pittsburg, CA
- KZZK(AM) KKVU Northern Utah Broadcasting Co., Tremonton, UT
- WGNC(AM) WBIG C&C Broadcasting Inc., Gastonia, NC
- WIRE(AM) WMLA McLean County Broadcasters Inc., Normal, IL
- WMSH(AM) WSTR Forum Communications Inc., Sturgis, MI
- WQMX(AM) WFIG Morris College, Sumter, SC
- WTKX(AM) WBOP Holt Communications Corp., Pensacola, FL

## Existing FM's

- KFMY(FM) KNNS Kirvin Spilman Broadcasting Inc., Grand Rapids, MN
- KIPO-FM KIPO Hawaii Public Radio, Honolulu
- KAWC-FM KWCC Arizona Western College, Yuma, AZ
- KBXQ-FM KRVU-FM Northern Utah Broadcasting Co., Tremonton, UT
- KGRQ-FM KCSJ-FM Rainbow Communications of Pueblo Inc., Pueblo, CO
- KIIM-FM KIIM Rex Broadcasting Corp., Tucson, AZ
- KPUR-FM KHWK Holder Broadcast Service of Texas Inc., Canyon, TX
- KTHQ(FM) KVAO Rex K. Jensen, Eager, AZ
- WAPQ(FM) WHOH WHOH Inc., Crestline, OH
- WAVW(FM) WCXL Media VI, Vero Beach, FL
- WBKL(FM) WXDZ Martin Communications of Bay County, Callaway, FL
- WBLM(FM) WTHT Fuller-Jeffrey Broadcasting Corp., Portland, ME
- WBRX(FM) WHUM-FM Kennedy Broadcasting Ltd., Patton, PA
- WBVD(FM) WFOT WJPJ Inc., Huntingdon, TN
- WCXL(FM) WAVW Treasure Coast Media Inc., Vero Beach, FL
- WHKS(FM) WNSY L-Com Inc., Port Allegany, PA
- WCAA(FM) WSPX Irvin County Broadcasting Corp., Ocilla, GA
- WMSH-FM WMSH Forum Communications Inc., Sturgis, MI
- WOUL-FM WOUL Ohio University, Ironton, OH
- WPHD(FM) WGVC Anita L. Clark, Togo, PA
- WQSF(FM) WQSF-FM Keymarket of Virginia Inc., Williamsburg, VA
- WQTX(FM) WHOR Judith A. Selby, Roanoke, IN
- WTHT(FM) WBLM Beacon Broadcasting Corp., Lewiston, ME
- WTKX-FM WTKX Holt Communications Corp., Pensacola, FL
- WWBB(FM) WLKW-FM Wilks-Schwartz Broadcasting, Providence, RI

## Existing TV

- WDAU(TV) WSDW Samuel Durwood Judah, Sr., Ozark, AL

## Call letter applications or assignments deleted or rescinded by commission

### Existing AM

- KCWW(AM) KNIX Buck Owens Production Co. Inc., Tempe, AZ

### Existing FM

- KRAX(FM) Tom-Tom Communications, Inc., Rapid City, SD

### New FM

- KRGF(FM) Q Prime Inc., Greenfield, CA

### New TV

- WHHW(TV) WHIS Unlimited Inc., Gulf Shores, AL

## Call letter requests withdrawn at applicant's request

### Existing FM

- WDRZ(AM) WCPH Bvack Broadcasting Inc., Etowah, TN

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# Classified Advertising

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## RADIO

### HELP WANTED MANAGEMENT

**General manager/general sales manager.** Combo in small scenic Big 10 college town needs energetic, bottom line manager to train/lead sales staff, direct programming/promotional efforts, become active member of community. Great facility, staff and competitive salary to one with proven successful skills in general/sales management, expense control, creating revenue. If you have sound attitudes, want to give up the high blood pressure of large/medium markets and still maintain the drive to succeed, send resume and salary requirements to Box N-28. EOE.

**California market** (SF Bay Area) seeks GSM/SM with CRMC credentials (or comparable) to recruit, train, lead sales team. Salary, override, bennies, immediate opening. Reply Box N-32. EOE

**San Diego calling:** Medium size broadcast group, headquartered in San Diego seeks controller. Newly created position to assist managing partner in the day-to-day financial operations of four stations. Please include resume with salary requirements and past history to: Managing General Partner, Commonwealth Broadcasting Companies, 2550 Fifth Ave., Suite #1100, San Diego, CA 92103. EOE. M/F.

**Local sales manager:** Top rated Jersey Shore station seeks individual with leadership and quality. Must carry a list, motivate, sell and oversee 8 sales persons. Garden State Broadcasting, PO Box 8826, Trenton, NJ 08650. EOE.

**Leading Youngstown AM/FM Combo** seeks strong, street-smart, goal oriented local sales manager capable of leading and training by example a sales staff of top professionals. Send resume and basic sales philosophy to GM, PO Box 530, Salem, OH 44460. EOE. No calls, please.

**General manager** for well-established CHR market leader in fast-moving Gulf Coast market of 375,000. Experienced sales team needs skilled trainer to lead them to higher performance. Excellent compensation. Opportunity to prove you can build good performance into great performance. Box N-35. EOE.

**Energetic sales-oriented AM station manager** needed for fast growing Central Florida market. Strong sales track record a must. Resume and references please. Equal opportunity employer. Box N-36.

**WOLY Radio**, A Christian station in Battle Creek, Michigan, is looking for a sales-oriented general manager and a jock/talk show host. If you're a team player who would like to help lend a hand to our radio ministry, send a tape and resume to: WOLY Radio, 15074 6 1/2 Mile Rd., Battle Creek, MI 49017 or call 516-965-1515. EOE.

**Station manager** for Florida Gulf Coast 100,000 watt FM. Must carry personal account list, and lead sales department. Successful GSM's looking to move up are urged to apply. Send resume, letter and success stories to Ron Kight, 3101 West Highway 98, Panama City, FL 32401. EOE. M/F.

**GSM/AE's/AT's:** Midwest group owner in Southern Illinois seeks aggressive people with proven track records for hi-power, turn around FM. EOE. Send resume/references: Box N-46.

### HELP WANTED SALES

**Hudson Valley:** #1 station has list available. Rare opportunity. Experience necessary. Don't hesitate, immediate availability. WCZX-FM, Poughkeepsie, NY 914-454-7400. Robert DeFelice, GSM. EOE. M/F.

**Sales/station manager:** Experienced #2 man for sales in small market, top priority. Able to do remotes, production, air work. Long term. WHOD, John, 205-246-4431. EOE.

**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.

**AE/Sales:** Leading Phoenix AM/FM Combo seeks experienced "on the street" goal oriented account executive. Must be motivated self starter. Radio sales experience only. Resumes to PO Box 21223, Phoenix, AZ 85036. EOE.

**Account executive.** Vermont's only Oldies station seeks qualified candidates for sales positions with forward thinking, dynamic organization. On air since August, and growing daily. Want the biggest opportunity of your career? Send resume to Phillip A. Maglione, General Manager, WSBH, RR Box 34, Warren, VT 05674. EOE.

### HELP WANTED ANNOUNCERS

**Afternoon/night DJs with sales, news experience.** Small market, major market sound and needs. Only pros willing to work hard, good money. Oldies, South Alabama. John, 205-246-4431. EOE.

**Announcer/host wanted** for International music program. Foreign accent a must, world music knowledge a big plus. Send tape and resume immediately to Joseph - Fox Communications, 73 Spring St., New York, NY 10014. EOE.

**Fast-growing Southeastern** radio group interested in exciting, professional morning show for 100,000W FM - Adult format. Good production, bright mature air sound, heavy community involvement. Send resume only to Box N-51. EOE.

### HELP WANTED TECHNICAL

**Broadcast engineer:** Midwest Combo, 50,000 watt FM & 5,000 watt directional AM seeking experienced engineer. Will maintain transmitters, studio/production equipment, STLs, satellite receivers, micro processor equipment. Knowledge of PC computers & FCC compliance. Competitive pay & benefits. Will have good transition support. Operation guided by Christian principles. Contact Ed Moore, GM, WFRN/WCMR, Box 307, Elkhart, IN 46515. 219-875-5166. EOE.

### HELP WANTED NEWS

**News/air/sales/everything** person. Small station near Phoenix. Hard work, low pay, entry level. Learn it all by doing it all. Tape/photo, KQSS, Box 292, Miami, AZ 85539. EOE.

**News director.** One person department. Can you follow a tough act? Must be highly motivated, self-starter, 3+ years experience in radio news, good public relations, degreed; do own research, writing, production, voice, for aggressive station in desirable SW Florida. Send resume, non-returnable tape now to WKII, 3151 Cooper St., Punta Gorda, FL 33950. EOE.

**Traffic reporter** for All-News WTOP/Washington. Prior on-air traffic experience a must, news anchor/reporter or public safety agency resume desirable. If you can describe The Capital Beltway in one minute using words fit to be broadcast, rush tape, resume, references to Holland Cooke, Operations Manager, WTOP NewsRadio 15, 3400 Idaho Ave., NW, Washington, DC 20016. No calls. Outlet Broadcasting is an equal opportunity employer.

**WSLB/WPAC** seeks afternoon drive-time news reporter-anchor. Individual would also be responsible for covering county government beat. Tape and resume to Jack Miller, Box 239, Ogdensburg, NY 13669. Tel: 315-393-1100. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Traffic manager.** Two years experience with computer traffic system. Great station, #1 in market. WCZX-FM, 319 Mill St., Poughkeepsie, NY 12601. 914-454-7400. EOE; M/F. Immediate.

**Radio promotion manager:** Physicians Radio Network, the unique news and information radio program service for physicians is expanding and will soon begin programming to AM radio stations nationwide. We are seeking an experienced, radio station or network promotion professional to work with our affiliates, our advertising and public relations consultants, and in-house staff to develop and produce quality advertising, promotion and publicity for the new PRN. Knowledge of medicine and the pharmaceutical industry helpful, but not required. We are located in Princeton, NJ. Send resume, salary requirements and samples (will be returned) to: Human Resources Director, Physicians Radio Network, 13 Roszel Rd., Princeton, NJ 08540. EOE.

### SITUATIONS WANTED MANAGEMENT

**Former station owner** with extensive sales and financial background seeking station management position. Oscar Silver, PO Box 222032, Carmel, CA. 93922.

**Sick AM or FM,** Northeast or Florida? The Broadcast Doctor will make it well - OR BUY IT! Box 13344, Albany, NY 12212-3344, Call 518-456-2980.

### SITUATIONS WANTED ANNOUNCERS

**Young Colorado sportscaster** (with Illinois roots) looking to move on after basketball season (OR SOONER). Has experience, knowledge, and work ethic. Baseball, anyone? Steve, 719-336-2312.

### 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.

### 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.

**Job Fair:** Indiana Associated Press Broadcasters sponsoring job fair for employment or intern positions in Indiana radio/television stations. Saturday, Jan. 20, Eli Lilly Campus Center, Franklin College, Franklin, TN. Call Mari Brown, 317-639-5501 to schedule interviews.

## TELEVISION

### HELP WANTED MANAGEMENT

**General sales manager.** Top 40 ABC affiliate looking for proven local sales producer. We're looking for the best at producing revenue increases and maintaining a high degree of morale. Send resume and references to Box N-40. EOE.

**National sales manager** for Fox affiliate in top 50 market. Ideal candidate should have 2-4 years rep. experience. Excellent opportunity for growth with major television group. Contact: Tom Hurley, GSM, KRRT-TV, 6218 NW Loop 410, San Antonio, TX 78238. EOE.

**Station manager:** Second ranking staff member in charge of operations in absence of general manager. Supervises development & programing/production departments, & personnel activities. Participates in budget preparation/oversight. Represents station in public settings. Requires ten years television experience, of which five must have been in supervisory capacity. Broad understanding of principles of public broadcasting, & generalized understanding of component functions of public television station operations. Resumes & cover letter to: Lillian Lazovick, KCOS-TV, PO Box 650, El Paso, TX 79968. Closing date: January 15, 1990. KCOS is an equal opportunity employer.

**General sales manager:** Fox Television, KRIV Houston's number one Independent is seeking an experienced GSM with a well-rounded background of local and national sales management, minimum 5 years management experience. College degree. Must be goal-oriented, strong leadership and organizational skills, heavy on conceptual planning, able to motivate. Thoroughly familiar with vendor and co-op programs. Send resume with salary requirements and references to Jerry Marcus, Vice President/General Manager, KRIV-TV, Fox Television, PO Box 22810, Houston, TX 77227. No phone calls. EOE.

**Wanted:** General sales manager, local sales development and success a must. Please send resume and salary requirements to William L. Service, General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. No phone calls, please. EOE.

**General sales manager** for top 50 Midwest affiliate. We seek leadership, inventory control, development, experience. Resume and salary history to Box N-48. We are an equal opportunity employer.

**General sales manager:** Act III Broadcasting's Fox affiliate Independent in Dayton is seeking an experienced sales manager. This opportunity exists due to promotion of GSM to GM at sister station. Position requires supervision of all sales, positive leadership and marketing and research skills. Become part of our winning team by sending your resume to Dave Miller, GM, WRGT-45TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE.

**Program support:** Entry-level professional to assist in program underwriting, primarily client relations and credit production. Must have excellent communication and organizational skills, exhibit initiative and interest, and have background and/or education in PR, journalism or marketing. Send resume and salary requirements: Channel 10/36 Friends, Inc., PO Box 122, Milwaukee, WI 53201. EOE.

**Local sales manager:** Miami TV station seeking experienced local sales manager to direct the activities of sales personnel in achieving revenue goals. Must have ability to plan and execute overall sales program including inventory control, new business development, training, knowledge of competition, research, expense control, marketing knowledge and pricing. Extensive national/local sales experience desired. Knowledge of Miami market important. Ability to lead and motivate sales personnel. Send resume to: Personnel Department, WPLG-TV-10, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

#### HELP WANTED SALES

**Local sales manager:** Dominant West Texas affiliate seeks a proven sales leader to motivate a team of 6 marketing professionals. Candidates need strong promotions background, degree and/or 3 to 5 years of demonstrated local street experience. Send detailed resume and salary requirements to: General Manager, KLST, PO Box 1941, San Angelo, TX 76902. EOE.

**Account executive:** Immediate opening for aggressive, experienced account executive at dominant NBC affiliate in Central California market. Send resume to: Local Sales Manager, KSBW-8, PO Box 81651, Salinas, CA 93912. EOE.

**KMPH Fox 26, Fresno-Visalia,** has an immediate opening for a creative, experienced broadcast salesperson, who is strong on new business development, highly motivated, detail-oriented and desires a very rewarding challenge. Established list and excellent growth opportunities with one of America's strongest independent, a Pappas Telecasting station. Send resume and references to: Steve Yourakis, Retail Marketing Manager, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 1/15/90. An EOE. M/F/H.

**Account executive:** Excellent career opportunity for the right person with a minimum of 4 years TV sales experience. We are an NBC affiliate on the move, and need a dynamic individual to manage account activities, and develop new business. Send resume to: Hope Brown, WCNC-TV, PO Box 18665, Charlotte, NC 28218. EOE.

#### HELP WANTED TECHNICAL

**Maintenance engineer** for UHF TV station. Need technician with experience repairing studio equipment. Send resume to: Gary King, WXON-TV, 2777 Franklin Rd., Suite 708, Southfield, MI 48034. Equal opportunity employer.

**Maintenance technician,** 4 years experience with studio and ENG equipment necessary. RF experience desirable. Send resume to Myron Oliner, KUSA-TV, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

**Maintenance engineer.** Hands-on experience repairing studio equipment required. Prefer background with one inch, Beta, switchers, 3/4 inch. No beginners. Don Ready, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93405. 805-541-6666, ext. 7410. EOE.

**Denver station** seeking qualified applicants for full-time and part-time technical operations positions. Responsibilities include master control, on-air operations, tape dubbing, video control, camera, TD, audio and computer editing. Send resume and salary history to Kent Grateau, KWGN-TV, 6160 S. Wabash Way, Englewood, CO 80111. EOE/AA.

**Chief engineer:** Top 50 market TV station in Southeast seeking experienced chief. Must have strong equipment and transmitter maintenance skills and the ability to manage engineering and operator staffs. Please send resume and salary requirements to Box N-49. EOE.

**Assistant chief engineer.** Northeast network affiliate. Individual will supervise and perform ENG and general studio maintenance. Ideal for technical person ready to move up. Minimum 2 years maintenance experience. Transmitter experience a plus. Box N-50. EOE/M/F.

**Engineering manager:** Top 25 market station with new facilities and equipment. Heavy emphasis on news, studio and remote production. Responsibilities include management of maintenance staff, videotape, air control, VHF & UHF transmitter personnel. Resumes to Will Davis, WTTV, 3490 Bluff Rd., Indianapolis, IN 46217. EOE, M/F.

**Channel One** seeks highly qualified and experienced technicians to staff their New York City production center. Open positions include technical director, on-line editor, audio, studio camera, videotape operator, maintenance engineer, field crews, and A/B roll editors. All candidates should have a minimum of five years network or top 20 market experience. Excellent benefits. Salary commensurate with experience. Send resume and demo tape to: Channel One, 529 Fifth Ave., 17th Floor, New York, NY 10017. Attn: Janet Morgan. EOE.

**Television/AV repair services manager** for University of Idaho. Starting pay \$24,000-\$30,000. Closes Jan. 15. For copy of job description and application procedures call 208-885-7755. EOE/AA.

**Director of technical services** and support. Telecom Broadcasting, Inc. (TBI), the leader in the horse racing broadcasting services industry, is seeking an experienced engineer to be responsible for all of TBI's technical support. You will need at least 3 to 5 years of hands-on experience in the troubleshooting and maintenance of transportable C-band video uplinks to a component level. Experience with B-MAC encryption a plus. Strong verbal and leadership skills essential in assisting field station personnel in resolving problems. You will be responsible for implementing and conducting all maintenance related activities for our nationwide network of uplink stations. If you feel you have the technical skills and desire to advance, forward your resume to: Mrs. Helen Huster, Telecom Broadcasting Inc., 1930 South Hill St., Oceanside, CA 92054. Fax #: 619-439-8838. EOE, M/F.

#### HELP WANTED NEWS

**Weathercaster:** One of the top news stations in the Southeast is looking for one of the best weather forecasters in the country to fill position of weekend weathercaster. The person hired will also be the primary evening backup. We're looking for someone who understands meteorology yet knows how to translate it to those who don't. We're equipped with Doppler radar, ColorGraphics and ESD and we're known for our weather forecasting accuracy. Non-returnable tapes and resumes to: Mike Cavender, News Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE, M/F. Absolutely no calls, please.

**One of the Southeast's top news organizations** is accepting applications for anticipated openings next year. We're looking for: REPORTERS: Hard news experience, investigative background helpful. Excellent writing and production skills and solid live experience required. PRODUCERS: Ability to lead and motivate newscast staff. Writing and organizational skills and knowledge of contemporary TV production techniques required. PHOTOGRAPHERS: The demonstrated ability to "tell" the story in pictures, not just shoot "cover video". Heavy breaking news experience and live work. Series and feature background helpful. We do more news than any other station in the market. We have the tools to do the job right, including SNG, Beta and NEWSTAR. You'll also work in a brand new facility. We're looking for talented, motivated news professionals who understand that one of the secrets to success is a commitment to the community. Send resumes, non-returnable tapes and references to: Mike Cavender, News Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE. Absolutely no phone calls, please.

**General assignment reporter** for Western Pennsylvania station. Minimum two (2) years experience reporting, writing, tape editing. Weathercast experience helpful. Equal opportunity employer. Send resume to: Box N-38. No tapes.

**News director:** KNTV, San Jose. Need someone with solid background in television news, good management skills and excellent leadership ability. Should have college degree in radio/TV journalism and 8 years of television news production experience with 3 years as news director or assistant news director in medium to major markets. Send resume and references to: General Manager, KNTV, 645 Park Ave., San Jose, CA 95110. EOE.

**We want reporters** who can write. Blond hair and blue eyes not required. We want reporters who can think. Blue blazers and penny loafers not required. If you are a journalist, please send your resume and tape to: Robert Stoldal, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. We broadcast two and a half hours of news a day so we also want reporters who can work. EOE.

**News director:** No. 1 newscast in market. Must be able to anchor, report, recruit and train. Staff of 7 full-time and 4 part-time employees. Set annual budgets, control monthly costs. Report to General Manager. College degree and at least 3 years TV news experience preferred. Send resume and videotape to General Manager, KXLF-TV, PO Box 3500, Butte, MT 59702. EOE.

**6AM newscast producer:** Minimum two years producing experience required. You must be able to lead your team, make the big decisions in the dead of night and produce a cast the viewer wants to see first thing in the morning. We are Gannett owned/NBC affiliate. Resumes and tapes to: Gloria McDonough, WTLV-TV-12, Ass't News Director, 1070 E. Adams St., Jacksonville, FL 32202. Women and minorities urged to apply. EOE.

**Weather anchor:** 5-6-10PM. Personable, authoritative, knowledgeable. Tape and stamped, self-addressed return mailer to: Jerry Mayer, KTVF-TV, 2909 Kilpatrick Blvd., Monroe, LA 71201. An equal opportunity employer encouraging minority applications.

**KTUL-TV weekend anchor:** Tulsa's #1 news operation is seeking an aggressive, creative reporter with strong anchor potential. Would co-anchor weekends and report 3 days a week. Tape should demonstrate strong reporting skills and on-air ability. Rush resume, tape and references to Michael Sullivan, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE, M/F. No phone calls, please.

**Reporter: (2 Positions):** Immediate opening for experienced television journalists. KTUU-TV offers excellent salary and benefits. Solid reporting and storytelling skills a must. No shooting or editing required. No glitz, no fluff, no beginners. One position open for Anchorage's leading newscast. Another position open for investigative television news magazine. No calls. Tape and resume to: John Tracy, KTUU-TV, 630 W. 4th Ave., Anchorage, AK 99501. EOE.

**Photojournalist:** Position for award-winning #1 station in the state. Individual will compliment a team of six who photograph some of the most extraordinary assignments seen on television. Good salary and benefits. Take home equipment. Must be a solid photographer and editor. No calls. Send tape and resume to: Russ Weston, KTUU-TV, 620 W. 4th Ave., Anchorage, AK 99501. EOE.

**Are you super creative?** Medium market Southeast affiliate looking for the world's best assignment editor. Minimum three years experience. Reply Box N-33. EOE. No tapes.

**Reporter/backup anchor needed** for dominant CBS affiliate with computerized newsroom and Betacam. Successful candidates will be self-starters with ability to dig out hard news stories and the skills to fill in as anchor of our noon or weekend newscasts. Tapes, resumes, and salary requirements to: Rick Gevers, News Director, WTOL-TV, 730 N. Summit St., Toledo, OH 43604. No phone calls, please. EOE.

**Co-anchor/reporter:** KRBK-TV, Sacramento, CA seeks experienced anchor/reporter to work with male co-anchor. Must have excellent writing skills. Send 3/4" resume tape and cover letter to Mike Espinoza, News Director, KRBK-TV, 500 Media Place, Sacramento, CA 95815. No phone calls, please. EOE.

**General assignment reporters:** Northeastern market now soliciting resumes only for possible upcoming openings. Minimum three years experience in television news. Ability to think creatively and visually. Familiarity will live shots and on-set presentations. Must be available nights and weekends. Box N-47. No tapes. EOE.

**Reporter.** Small market station with large market format and approach. Number one station on all newscasts for past four years. Must want to be reporter. People with anchor interest not needed. Must have good story telling skills and total interest in news gathering. Must be team player. Send resume and tape to Skip Watson, Box 2190, Lubbock, TX 79406, by Jan. 5th. EOE.

**WSAV-TV, Savannah** is still looking for just the right person to co-anchor our 6 and 11 pm newscasts. If you're a great writer and communicator and are committed to be the best, send tape and resume to: News Director, WSAV-TV, Box 2429, Savannah, GA 31402. EOE.

**Weekend anchor/reporter.** WCBD-TV in Charleston, SC is looking for a person with two years reporting experience and anchor potential. Candidate must have strong writing and reporting skills. Resume tape should include live shots, reporting and anchoring. Send tape to WCBD-TV, Personnel Department 676, PO Box 879, Charleston, SC 29402. Absolutely no phone calls! EOE, M/F. Applicants drug screened.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Graphic designer:** The 90's are here! If you're ready to make your mark on the decade and need a fun and innovative setting in which to do it, WMAR-TV is it. This NBC affiliate in Baltimore is looking for a creative, ambitious, team-oriented artist to do computer graphics as well as print design. AVA-3 paintbox experience is preferred. Send your tape and resume to Dave Horner, Art Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE.

**Director of Programing & Production:** Responsible for public & instructional service including quality & quantity of acquired/produced programs. Supervises program promotion activities. Responsible for needs assessments. Evaluates production personnel & equipment needs & communicates same to Director of Engineering. Develops broadcast schedule & production proposals. Requires: Combination of broadcast industry experience equivalent to graduation from 4-year college. (Two years full-time experience will be accepted as equivalent to one year college.) Five years experience in broadcast television beyond the above requirement. Three years experience must have been in production. Previous supervisory experience in programing or production required. Resumes to: Lillian Lazovick, KCOS-TV, PO Box 650, El Paso, TX 79968. Closing date: January 15, 1990. KCOS is an equal opportunity employer.

**Commercial director:** Applicant must have three years experience in local commercial production and be able to work closely with sales and clients. Send resume and 3/4" demo tape to Production Manager, KOLO-TV, PO Box 10,000, Reno, NV 89510. KOLO-TV is an equal opportunity employer.

**Promotions:** Public service writer/producer/photographer. Minimum two years experience in television production or public service. Responsibilities include writing, shooting, editing and post production of topical news promos, news image campaigns and public service announcements. Strong writing skills a must. Submit tape and resume to: Wayne Cunningham, Creative Services Director, WPTV 5, 622 N. Flagler Dr., West Palm Beach, FL 33401. No phone calls. WPTV is an equal opportunity employer.

**Videographer:** WXXI-TV, Rochester New York seeks experienced shooter for documentaries, features and specials. Minimum one year ENG/EFP production experience required. Send tape and resume to WXXI, Personnel Director, PO Box 21, Rochester, NY 14601. EOE.

**Chyron operator:** The Consumer News & Business Channel is looking for an experienced and highly-motivated candidate to operate Chyron Super Scribe for live programs as well as Still Store and Chyron for generation of data displays. Please send resume to Manager, Personnel, CNBC, 2200 Fletcher Ave., Ft. Lee, NJ 07024. EOE.

**Promotion writer/producer:** Looking for bright energetic person with ability to create, write & produce radio ads, print & outdoor ad copywriting & conceiving. Strong creative media strategies. TV producer background preferred. College degree. Reels & print samples will be requested of final candidates. Send resume to: Promotion Manager, TTV4, 3490 Bluff Rd., Indianapolis, IN 46217. EOE.

**On-air promotion producer.** WGBS-TV in Philadelphia is looking for a writer/producer for movies, sports, specials and program promotion. Candidate should have excellent writing skills, good organizational abilities, outstanding work attitude and knowledge of production facilities. Send resume and tape to Mark E. Cooper, WGBS-TV, 420 N. 20th St., Philadelphia, PA 19130. No calls, please. EOE.

**WSMV Nashville seeks award-winning talent.** People-oriented, highly organized designer. Join a leading broadcast team. Send demo to Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. No calls, please. EOE.

**Promotion writer/producer:** Looking for creative genius to handle entertainment and event promotion for major market NBC affiliate. Must have previous experience, great imagination, and terrific writing and producing skills. Send tape and resume to: Personnel Dept., WFLA-TV, 905 E. Jackson St., Tampa, FL 33602 EOE M/F.

#### SITUATIONS WANTED SALES

**Dynamic college grad,** interested in media sales, internship experience, NYC area. Paul 201-239-8039, leave message.

#### SITUATIONS WANTED TECHNICAL

**Technical EIC/video engineer.** SNV engineer. 16 years experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior certified for television. For resume and information: 412-264-4756.

#### SITUATIONS WANTED NEWS

**Attractive Black female,** selected for NAB's Minority in Broadcast Career Training Program, seeks FT reporter position. BA. Newsroom experience. Relocate immediately. Miss. Williams, 213-257-0572.

**Excellent, experienced sportscaster** looking for a good station in which to work. 216-929-0131.

**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.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Quantel Paintbox artist.** 3 years experience. Excellent design, illustration skills. Ampex ADO, Harris DVE, animation experience. Reply Box N-45.

#### MISCELLANEOUS

**1:30 Productions:** Want to be the best reporter but no one has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

**John Caso,** formerly with Holt Corporations; Winchester, Virginia/WTKX, Pensacola, Florida please contact D.E. Gerber, MDM Broadcasting, 216-264-3511.

**Primo People needs specialists!** Investigative, consumer, medical and feature reporters. Send 3/4" tapes and resumes to Steve Porricelli or Fred Landau at Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Bill Slatter 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.

**Job Fair:** Indiana Associated Press Broadcasters sponsoring job fair for employment or intern positions in Indiana radio/television stations, Saturday, Jan. 20, Eli Lilly Campus Center, Franklin College, Franklin, IN. Call Mari Brown, 317-639-5501 to schedule interviews.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Los Angeles University** seeks assistant professor, tenure track, to teach beginning and intermediate screenwriting and television production. Conduct research and creative activities. Terminal degree (PhD or MFA) required. Teaching at university or college level desired. Professional experience in screenwriting and television production desired. \$30,270 - \$41,840 per academic year. Nominations to Dr. Michael J. Stanton, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline March 1, 1990. An Equal Opportunity/Affirmative Action, Title IX, Section 504 employer.

**Los Angeles University** seeks assistant professor, tenure track, to teach beginning, intermediate and graduate courses in radio/TV/film management, mass media law and regulation, broadcast/cable operations and programming, elementary research methods and computer applications for Radio/TV/film. Conducting research and creative activities. Terminal degree (PhD or MFA) required. Teaching experience at university or college level desirable. Professional experience in media management needed. Computer literacy desirable. \$30,270-\$41,840 per academic year. Nominations to Dr. Emory Johnson, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline March 1, 1990. An Equal Opportunity/Affirmative Action, Title IX, Section 504 employer.

**Los Angeles University** seeks assistant professor, tenure track, to teach beginning and intermediate courses in film production. Promotion will require conducting of research and creative activities. Terminal degree (PhD or MFA) required at the time of appointment. Teaching at university or college level desired. Professional experience in film production needed. \$30,270-\$41,840 per academic year. Nominations to Frederick Kuretski, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline: March 1, 1990. An Equal Opportunity/Affirmative Action, Title IX, Section 504 employer.

**Ross Beach Chair** for Mass Communications, chaired full professor, full-time, tenure track to join a staff of five faculty in R/TV to serve as a leader in teaching and research activities in the area of electronic media. Responsibilities include assisting in established a Master's specialty in non-broadcast video coordinated with the Regents' Educational Communication Center, a federally funded video production and satellite uplink center under construction on campus. Requires PhD and significant research, publication, and professional/academic service. Send letter of application, resume, and three letters of recommendation by February 15 to Dr. Paul Prince, A.Q. Miller School of Journalism and Mass Communications, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501. An equal opportunity employer.

**Media news teacher,** full time, tenure track, assistant professor. Will teach in Journalism Sequence as the broadcast news specialist. Teach beginning and advanced journalism courses as part of the Journalism option. News outlets include local cable TV and full time student FM. Professional broadcast news experience required. PhD preferred; ABD considered. Send letter of application, resume, and three letters of recommendation by February 15 to Paul Prince, A.Q. Miller School of Journalism & Mass Communication, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501. An equal opportunity employer.

**Assistant Professor** of Theatre Arts. To begin in Fall, 1990. Teach courses in Fundamentals of Acting, Scene Study and Acting for TV. Design and administer a new production course in TV Serial Drama. Direct one major theatre production per year, to alternate with Scene Study. Opportunity to teach in interdisciplinary curriculum of general education. MFA in Theatre Performance &/or Television Production required. Some professional experience in TV studio work, with emphasis on TV acting and make-up, and script-writing. Teaching experience at college/university level in acting and directing is assumed. Applicants should submit a letter of application, a current curriculum vita, and information regarding access to transcripts and to three professional references. Screening will start by Feb. 12, 1990, and will continue until position is filled. Address applications to: Dr. Gerald Forbes, Chairman, Dept. of Theatre Arts, University of Hartford, West Hartford, CT 06117. The University of Hartford is an equal opportunity/affirmative action employer and specifically invites and encourages applications from women and minorities.

**Graduate assistants (4),** Miami University, 1990-91, WMUB-FM. Full time 30 kw NPR affiliate, Big Band-Jazz-News format. Graduate Assistants are graduate students working towards a Masters Degree in Mass Communication, who work twenty hours per week in a professional capacity at WMUB in the following areas: NEWS: 2 graduate assistants needed to work in the award winning news departments in news reporting, writing and anchoring. Experience necessary. OPERATIONS: 1 graduate assistant needed for general radio station operation/programming, including quality control, studio and remote production, traffic, promotion copy writing and board operation. DEVELOPMENT: 1 graduate assistant to assist the Development Manager in membership, membership campaigns, corporate underwriting, promotion, monthly program guide, press releases and special events. Experience in desk top publishing necessary. Required: Acceptance into the Masters degree program in Mass Communication at Miami University, 3.0 GPA. Stipend at least \$6,134 plus fee waiver. Additional summer stipend possible. Qualified only. No phone calls. Immediate letter of application necessary, deadline: February 15, 1990, Contact GA Search Committee, WMUB, Miami University, Oxford, OH 45056. EOE/AA.

### HELP WANTED MANAGEMENT

**Manager of membership services,** Wisconsin Public Television, Madison. Manage membership services department for Wisconsin Public Television. Coordinate and supervise on-air, direct mail, telemarketing, and other fundraising activities. BA degree, 3 years experience in marketing and fundraising in positions of increasing leadership and public broadcasting experience required. Television production: Database, fiscal and personnel management experience preferred. Salary \$28,000 min. + benefits. Call 608-263-2813 for application which is due by January 12, 1990. EOE.

**VP of Program Development:** Varied Directions Inc., one of the nation's leading producers of PBS programming and corporate communications, is seeking a dynamic, creative individual who can develop and manage diverse programming opportunities in a fast-paced environment. Duties: Administers Development Department developing revenues for the production of national programming; serves as company spokesperson in dealing with corporate clients, foundations, PBS and PTV stations; acts as promotion manager in creating innovative ways to promote the company and increase visibility. Considerable professional experience in fundraising, public relations, corporate communications and marketing desired. Excellent writing, phone and organizational abilities a must. Position reports directly to President. Salary commensurate with experience, good benefits package. Company located in Camden, Maine, where we live and play in a place of beauty, but work and travel as if we were in Manhattan. Please submit handwritten letter of interest along with a resume and salary requirements to: Andree Duggan, Varied Directions, 69 Elm Street, Camden, ME 04843. EOE.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000, Ext. R 7833 for current federal list.

**Attention:** Earn money reading books! \$32,000/year income potential. Details: 1-602-838-8885. Ext. BK. 8435.

### 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. Group workshop January 20. 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.

**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. Group workshop Jan. 20. 212-921-0774. Call Eckhart Special Productions (ESP).

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Used 1" videotape.** Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

### 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), CCA FM 20,000DS (1972), RCA BTF20E (1976), 3.5Kw McMartin (1985), 5Kw Gates FM 5G(1967), RCA 5D(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.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order call Carpel Video Inc., toll free, 800-238-4300.

**1" editing system,** \$16,000. 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.

**Anixter Marx 5-meter transmit/receive C-band satellite dishes,** power amplifiers. 702-386-2844.

**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.

**Scientific Atlanta,** model 8005, 4.6 meter satellite antennas \$2,500. Broadcast quality receivers, SA414 \$1975. 702-386-2844.

**Kline tower 645 ft.** with two platforms, has been dismantled. 205-322-6666. WBRC-TV.

**RCA TP-66 film projector and RCA TP-15 multiplexer for sale.** 205-322-6666. WBRC-TV.

**Satellite Teleport for sale** with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land. 1-800-328-2546.

**Ampex ACR-25B.** Six (6) complete machines along with stereo upgrades. Tape and numerous spare parts available also. All six machines still in use. Contact Viacom Networks Group at 516-435-4913 for more information.

**96 - AM/FM transmitters.** All powers. All manufacturers. All in stock. All spares. All inst. books. All complete. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. Robert Malany, 214-630-3600. Fax: 214-226-9416.

**Harris 9000 automation system.** 6 reels, 2 instacart 48's, logging printer, CRT and console. Must move. Brent Harmon, 813-754-9191.

**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.

**Used/new TV transmitters,** full power - LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

**2.5 Kw Harris FM transmitter** with MS-15 exciter. 1982 model. Excellent condition. On air now. Available January 704-437-0521.

**ACR carts,** several thousand available. Some new, mostly :60 loads. New carts \$9 ea., Used carts \$5 ea. Claude, 805-946-2612.

**ACR 25B's,** 3 available. 2 complete sets of spare boards and many other spares. \$25,000 takes all. Claude, 805-946-2612.

**Cellwave three bay antenna.** 300 ft of 7/8 inch coax. 3 thousand watt transmitter, can be increased for higher power. Roto phase unit. 320 ft. of a Rohn 55 G. tower, and guy wires. Contact: Mike Robinson at 314-437-4175.

## RADIO

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**EXCEPTIONAL OPPORTUNITY FOR A PRO AT TOP RATED FAYETTEVILLE, NC FM POWER HOUSE. EXPANDING CHAIN OFFERS GROWTH AND OPPORTUNITY.**

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Dominant double digit CHR in Midwest market of 400K seeks dynamic, disciplined leader. Proper candidate must be motivated, supercharged and organized. Outstanding staff and physical plant in a great quality of life market. Your response will be treated in confidence and no background calls will be made without your permission. Great opportunity with group broadcaster for GM or GSM on the way up. EOE.

Please respond to  
**Mr. Steve Winters,**  
Broadcasting Services,  
1650 Tysons Boulevard,  
Suite 790,  
McLean, Virginia 22102

### Situations Wanted Management

**IF YOU BELIEVE QUALITY WINS, MOMENTUM BREEDS SUCCESS, TRAINING IS CRUCIAL, AND TALENT IS A MUST... 39 YEAR OLD AWARD WINNING GM WITH 17 YEARS MANAGEMENT EXPERIENCE LOOKING FOR GROUP MANAGER OR MANAGEMENT WITH EQUITY POSITION. HOWARD JOHNSON. 505-899-1403**

#### 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.**

**Deane Johnson 503-472-1221**

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## TELEVISION

### Help Wanted News

#### EDITORIAL NEWS RESEARCHER

Candidate will work with assignment desk developing long and short term stories. Should have one to three years of newsroom experience. Please send resumes to **Henry Florsheim,** Assistant News Director, **WABC-TV,** 7 Lincoln Square, New York, NY 10023. We are an Equal Opportunity Employer.

### Help Wanted Technical

**KHOU**  
HOUSTON

#### ASSISTANT CHIEF ENGINEER

KHOU-TV IS SEEKING AN ASSISTANT CHIEF ENGINEER TO JOIN AN ENGINEERING TEAM NOW PLANNING A MAJOR TECHNICAL UPGRADE OF STUDIO AND TRANSMITTER FACILITIES INCLUDING C.P. ANTENNA AND TALL TOWER. IF YOU ARE ENTHUSIASTIC, EXPERIENCED, CAPABLE AND ENERGETIC, SEND YOUR RESUME TO:

**JOHN ROSS**  
CHIEF ENGINEER  
KHOU-TV  
1945 ALLEN PARKWAY  
HOUSTON, TX 77019  
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## ALLIED FIELDS

### Help Wanted Technical

#### IDB COMMUNICATIONS GROUP, INC.

A LEADING SUPPLIER OF SATELLITE COMMUNICATIONS SERVICES SEEKS VIDEO CONTROL CENTER OPERATORS AND AUDIO CONTROL CENTER OPERATORS FOR ITS STATEN ISLAND INTERNATIONAL TELEPORT. CANDIDATES SHOULD HAVE 3-5 YEARS EXPERIENCE IN SATELLITE OPERATIONS, OR BROADCAST MASTER CONTROL IN A MEDIUM-TO-MAJOR MARKET. SEND RESUME AND SALARY HISTORY TO:



**SCOTT SMITH,**  
DIRECTOR OF OPERATIONS  
IDB BROADCAST GROUP, INC  
5 TELEPORT DRIVE  
STATEN ISLAND, NY 10311

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### Miscellaneous

#### 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, tps, train). 203-787-4589. Major credit cards welcome.

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and a special thanks  
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Here's to a better 1990 for all of us!

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FCC SPECIFICATION: FREQUENCY 1380 KHZ; POWER: 5000 WATTS DAYS, 2500 WATTS NIGHTS, DIRECTIONAL: FORMAT: TRADITIONAL COUNTRY; MARKET: VOLUSIA COUNTY TO INCLUDE DAYTONA BEACH AND PALM COAST; REAL ESTATE: PRIME HIGH VISIBILITY LOCATION FRONTING APPROX. 130' ON THE WEST SIDE OF SOUTH NOVA ACROSS FROM RENAISSANCE RETAIL CENTER ON ORMOND BEACH. THE TRACT HAS APPROX. 100' OF DEPTH AND IS IMPROVED WITH A 1560 SQ FT BLDG BUILT AS A RADIO STATION AND ACCOMPANIED BY PAVED PARKING. TOWERS ARE LOCATED ON AN ADJACENT TRACT THAT IS CURRENTLY LEASED FOR A 73 YEAR TERM.

TERMS: LICENSE TRANSFER BY FCC 314 APPLICATIONS AT RISK AND EXPENSE OF BUYER. \$50,000.00 NON REFUNDABLE EARNEST MONEY IN CERTIFIED FUNDS DAY OF SALE. BALANCE DUE NO LATER THAN 2-15-90. COMPLETE EQUIP. LIST AVAILABLE FROM AUCTIONEER UPON REQUEST. THE STATION WILL BE OFFERED IN ITS ENTIRETY (REAL ESTATE - EQUIP).



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## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

## Media



Carriere

**Joseph Carriere**, VP and general manager, KELO-TV Sioux Falls, S.D., joins KWTW(TV) Oklahoma City as executive VP and general manager.

**Kevin LeRoux**, manager of television operations and general sales manager of television and radio, KCRG-AM-TV Cedar

Rapids, Iowa, joins WGGW-TV Springfield, Mass., as general manager.

**Doug Armstrong**, business manager, KHNL(TV) Honolulu, named general manager.

**Jack Daniel**, program director and afternoon air personality, WRFX(TV) Kannapolis, N.C. (Charlotte), named general manager.



Gault

**Michele Gault**, VP, cable, Frank Boyle & Co., Greenwich, Conn.-based media brokers, joins Group W Television, New York, as director of cable relations.

**William J. Rosendahl**, VP, corporate affairs, Century Communications Corp., Los Angeles, and producer-

host, *Century Cable TV Press Conference*, Century's public affairs program, adds duties of VP, operations, Century Southwest Cable Television there.

Appointments at QVC, West Chester, Pa.-based home shopping channel: **William F. Costello**, president, COO, and director, Best Products Co., Richmond, Va., to executive VP, treasurer and chief financial officer; **Peter Barton**, senior VP, programming, Tele-Communications Inc., Denver, elected to board; **Edwin W. Hamowy**, senior VP, strategic planning, Warner Communications, Dublin, Ohio, elected to board.

**Jim Coury**, director of customer service, American Express Cable Services Group, Omaha, named VP of cable operations.

**Tony Ruopoli**, sales and marketing manager, Cablevision of Chicago, named assistant general manager.

**Stephanie Storms**, counsel, Viacom Cablevision, Pleasanton, Calif., named VP, law and government relations.

**John E. Fogarty**, VP and general counsel, Manhattan Cable Television, joins parent company, American Television and Communications Corp., Stamford, Conn., as associate general counsel.

**Randall Wells**, operations supervisor, Wells Investment, Hutchinson, Kan., joins Daniels & Associates, Denver, as VP.

**Theodore W. Browne II**, VP and corporate counsel, Cencom Cable Associates, St. Louis, named senior VP, legal and corporate secretary.

**Genevieve Howse**, head, Genevieve Howse, CPA, Boulder-based accounting firm, adds duties of chief accountant, CableLabs there.

**Mary S. Ledding**, business affairs executive, Pathe Entertainment, Los Angeles, joins Act III Television, Century City, Calif., as VP, business affairs.

**Don Lacy**, creative director, KCPQ(TV) Tacoma, Wash. (Seattle), named operations manager.

**Jim Withers**, director of station operations, KDNL-TV St. Louis, joins KABB-TV San Antonio as director of operations.

**Paul Nugent**, VP and general manager, WZGC(FM) Atlanta, joins WAAZ(AM)-WQEN(FM) Gadsden, Ala., as general manager. He succeeds **Rish Wood**, who has joined Baptist Health Services there as director of communications.

## Sales and Marketing

Appointments at BBDO, New York: **Dennis Berger** and **Art Mellor**, senior VP's, to senior creative directors; **John Berg** and **Stuart Martin**, account supervisors, to VP's.

**John V. Seaton**, executive producer, DMB&B, St. Louis, named VP, broadcast producer. **Katina Gase**, buyer, N.W. Ayer, Los Angeles, joins DMB&B, St. Louis, as media buyer.

**Scott Fox**, VP, Earle Palmer Brown, Philadelphia, named senior VP, media director, Earle Palmer Brown & Spiro there.

**Arthur Mitchell**, VP, creative group supervisor, W.B. Doner & Co., Baltimore, named creative director, W.B. Doner Direct there. **Jim Mochnsky**, creative group supervisor, W.B. Doner & Co., Baltimore, named VP.

**Patricia Cuda**, VP, group media buying broadcast director, Ross Roy Group, Bloomfield Hills, Mich., named senior VP.

**Kris Early**, assistant broadcast producer, Bozell Ellis Diaz, Tampa, Fla., joins Backer Spielvogel Bates, Columbus, Ohio, as associate broadcast producer.

**Bernard Hirsch**, VP, sales and marketing,

# Broadcasting

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NBC Television Stations, New York, named executive VP, sales and marketing.

**Phyllis Ross**, account executive, ABC Radio Network Sales, Los Angeles, named manager, marketing sales.

Appointments in sales department, KCPQ(TV) Tacoma, Wash. (Seattle): **Dan Jensen**, station manager, to sales development manager; **Mark Libby**, general sales manager, KJEO(TV) Fresno, Calif., to marketing manager; **Chippis Monahan**, account executive, KSCH(TV) Sacramento, to marketing specialist.

**Dominick Garaffa**, regional sales manager, Cablevision of Connecticut, Norwalk, named director of sales and marketing, Cablevision of Connecticut and Cablevision of Southern Connecticut.

Appointments at Cable Networks Inc., spot cable representative: **Gene Moran**, senior media planner, Asher/Gould Advertising, Los Angeles, to research manager, Western division there; **Gary Michaels**, account executive, Heritage Media, Echo Park, Calif., to same capacity, Los Angeles; **Frank L. Fittano**, advertising sales manager, Carnaby Communications, Atlanta, to account executive there; **Maggie Lechter**, account executive, National Cinema Network, Atlanta, to same capacity there; **Sid Tufts**, general manager, WTTT(AM) (formerly WBIV(AM)) Natick, Mass., to account executive, Atlanta.

**Angel Morales**, manager of dealer sales, Home Dish Satellite Networks, New York, named VP, dealer sales and services.

**Hank Oster**, VP, general sales manager, KHJ-TV Los Angeles, joins TV Rep, Beverly Hills, Calif., as Western regional sales manager.



**Marla Massman**, account executive, KQLZ(FM) Los Angeles, named local sales manager.

**Barbara Larson**, local sales manager, KIIJ-AM-FM Los Angeles, joins KSDO-AM-FM San Francisco in same capacity.

**Mark Durkin**, general sales manager,

KWSS(FM) Gilroy, Calif. (San Jose), joins KSJX(AM)-KSJO(FM) San Jose, Calif., in same capacity.

**Michael Schiefer**, local sales manager, WDFX(FM) Detroit, named general sales manager.

**Peter Carnes**, local sales manager, WXIA-TV Atlanta, joins WCIV(TV) Charleston, S.C., as general sales manager.

**Linda Lynch**, director of sports marketing and sales, WNYB-TV Buffalo, N.Y., joins WGRZ-TV there as sales manager.

**Linda Lyke**, account executive, WKQX(FM) Chicago, named local sales manager.

**Michael L. Johnston**, account executive, WISH-TV Indianapolis, named local sales manager.

**Charlie Hogetvedt**, local sales manager, KTVD(TV) Denver, joins KTSP-TV Phoenix in

## Frankly, they do give a damn



The original cast members of "Gone With the Wind" were brought together again in Atlanta during the 50th anniversary celebration of the premiere of the movie. Turner Broadcasting System and Coca-Cola co-sponsored the December 15 premiere

re-creation. Above, ten of the original cast members join Ted Turner during the celebration. Seated: Butterfly McQueen (Prissy). Standing (l to r): Ann Rutherford (Carreen O'Hara), Patrick Curtis (infant Beau Wilkes), Cammie King Conlon

(Bonnie Blue Butler), Gregg Geiss (infant Bonnie Blue Butler), Evelyn Keyes (Suellen O'Hara), Fred Crane (Brent Tarleton), Rand Brooks (Charles Hamilton), Turner, Mickey Kuhn (Beau Wilkes at age six), and Ric Holt (Beau Wilkes).

same capacity.

**Joe Chaplinski**, sales operations manager, WNEV-TV Boston, joins WFTV(TV) Orlando, Fla., as national sales manager.

**Len Randazzo**, assistant sales manager, KZKC(TV) Kansas City, Mo., named national sales manager.

**Judy Brown**, national/regional sales manager, KSLA-TV Shreveport, La., joins KATV(TV) Little Rock, Ark., in same capacity.

**Michael A. Piazza**, account services manager, Serpente Communications, Mount Laurel, N.J., joins Letven/Diccicco, Horsham, Pa.-based advertising and public relations firm, as senior account executive.

Appointments at Seltel rep firm: **Richard Benincasa**, account executive, MMT Sales, New York, to same capacity there; **Daniel E. Donovan**, account executive, WSBK-TV Boston, to same capacity, New York; **Sherrie Mouchette**, account executive, MMT Sales, Los Angeles, to same capacity there.

**Andrew A. Eder**, director of sales, Select Media Communications, New York, joins Group W Satellite Communications there as account executive.

**Sherry Makela**, account executive, WLIT-FM Chicago, joins WMAQ(AM) there in same capacity.

**Renee Wegner**, account executive, WLUM-FM Milwaukee, joins KISW(FM) Seattle in same capacity. **Bob Norberg**, account executive, KEZK-AM-FM St. Louis, joins KISW in same capacity.

**Bruce Coney**, sales representative, WTOG(TV) St. Petersburg, Fla., joins KWGN-

TV Denver as account executive.

**Denis J. LeClair**, account executive, WACH(TV) Columbia, S.C., joins WTOG(TV) St. Petersburg, Fla., in same capacity.

**Arlana W. Pollard**, special events coordinator, Peabody Orlando, joins WHJX-FM Jacksonville, Fla., as account executive.

**Missy Cox**, national sales assistant, WATE-TV Knoxville, Tenn., named account executive.

**Andy Lipset**, media buyer/planner, Vitt Media International, New York, joins HNWH there as account executive. **Julie Gonzalez**, sales receptionist/sales assistant, HNWH, New York, named administrative assistant to president.

## Programming

**Martin Dugan**, Southwest regional sales manager, Univision, Dallas, named West Coast sales manager, Los Angeles. **Jack Hobbs**, account executive, Univision, New York, succeeds Dugan.

**Danielle Claman**, story editor, television series development, Aaron Spelling Productions, Los Angeles, named manager, television series development. **Jeffrey Miller**, story editor, television long-form development, Aaron Spelling Productions, named manager, television long-form development.

**Gail Schenbaum-Lawton**, independent producer, Los Angeles, joins Witzend Productions there as executive VP, development.

**Andrew R. Hubsch**, director of finance and controller, Cannell Studios, Los Angeles,

named VP and controller.

**Christy Welker**, head of Gillian Productions, Los Angeles, joins ITC Productions there in exclusive long-term agreement to produce feature films, mini-series and series programming for television and cable. Welker is wife of Jeff Sagansky, newly appointed president of CBS Entertainment (see "Top of the Week").



Berkowitz



Simpson

**Alan I. Berkowitz**, executive VP and general manager, Blair Entertainment, New York, named president. **Clare L. Simpson**, creative consultant, Blair Entertainment, New York, named senior VP, development and production.

**Fred Bierman**, VP, creative services, Twentieth Television, Los Angeles, named senior VP, marketing, domestic television.

**Jonathan Axelrod**, co-owner Camden Artists Ltd., Los Angeles-based talent agency, joins Ventura Entertainment Group there as executive VP.

**Roni Goldberg Selig**, executive producer, *Attitudes*, Lifetime, New York, and **Karen Katz**, program executive, Lifetime, named directors of original programming.

**Lynne Buening**, sales manager, Playboy Video Programming Distribution Co., Los Angeles, joins Viacom Cablevision, Pleasanton, Calif., as director of programming.

Appointments at CBS Radio Networks, New York: **Robert Leeder**, district director, to senior district director; **Susan Jacobi**, district director, CBS RadioRadio, to senior district director; **Kate Welch**, manager, affiliate clearance, to district director; **Pat Ryan**, manager, affiliate sales, to director, CBS Radio Programs; **Suzanne Drolet**, coordinator, affiliate clearance, CBS Radio Programs, to manager, affiliate clearance; **Carol Schwam**, manager, affiliate clearance, CBS Radio Programs, to same capacity; **Tara Meyers**, coordinator, affiliate clearance, to manager, CBS Radio Sports.

**Andrea King**, field technician, C-SPAN, Washington, named Midwestern representative. **Christine Appleby**, affiliate coordinator, The Discovery Channel, Landover, Md., joins C-SPAN as Northeastern representative.

**Thana Johnson**, manager of acquisition, Phoenix Cable, joins A&E, New York, as account manager, Canadian affiliate sales.

**Rich Bryan**, air personality, Niche 29 format, Unistar Radio Networks, Colorado Springs, adds duties of program director, Niche 29.

**Tom Marshall**, program director, KNAC(FM) Long Beach, Calif. (Los Angeles), joins WYNN(FM) Tampa, Fla., in same capacity.

**Vic Braden**, founder, Vic Braden Tennis College, Coto de Caza, Calif., adds duties of analyst, Mizlou Sports News Network, New York. **Harvey Pack**, director of promotions, New York Racing Association, New York, adds duties of analyst, Mizlou Sports News Network.

**Maud Hicks**, research analyst, WWOR(TV) Secaucus, N.J. (New York), joins WJKS(TV) Jacksonville, Fla., as research director.

**Kenneth S. Kagen**, director of research, ITN, New York, joins Group W Satellite Communications there in same capacity.

## News and Public Affairs



Highsmith

managing editor.

**Beverly J. Ornstein**, director, news/current affairs department, noncommercial KQED(TV) San Francisco, named director of national current affairs project develop-

**Steve Highsmith**, morning anchor and managing editor, WCAU(AM) Philadelphia, named news director. He will continue as morning anchor.

**Bruce Cramer**, special projects producer, WMAR-TV Baltimore, joins WCIV(TV) Charleston, S.C., as

ment.

**Steve Largent**, recently retired Seattle Seahawk and NFL's all-time leading receiver, joins Turner Broadcasting System as Seattle feature reporter, Goodwill Games.

Appointments in news department, KTUL-TV Tulsa, Okla.: **Alice Johnson**, producer, KJRH(TV) Tulsa, to same capacity; **Cindy Bear**, reporter, KSNF(TV) Joplin, Mo., to same capacity; **Doug Wilson**, reporter, Sun World Satellite News, Washington, to report.

**Nancy C. Burnett**, reporter, noncommercial WSKG-FM Binghamton, N.Y., named producer noncommercial WSKG(TV).

**Phil Johnson**, weekend sports anchor, WOTV(TV) Grand Rapids, Mich., named weekday sports anchor.

**Bill Henly**, weathercaster, KNTV(TV) San Jose, Calif., joins WJXT(TV) Jacksonville, Fla., as weekend weathercaster.

## Technology

Appointments at WCCO-TV Minneapolis: **Steven A. Smith**, president and founder, Broadcast Technology Consultants, Overland Park, Kan., adds duties of director of engineering and operations; **John Seidlitz**, photographer, to chief photographer; **Brian Halliday**, news photojournalist, to chief editor.

**Steve Hendren**, freelance broadcast engi-

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  - 7. Commercial Television Broadcaster
  - 8. Cable TV Component Manufacturer
  - 9. Cable TV Investor
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  - 11. Law Firm or Government Agency
  - 12. Program Producer or Distributor
  - 13. Advertising Agency
  - 14. Educational TV Station, School or Library
  - 15. Other \_\_\_\_\_ (Please describe)

neer, Rolla, Mo., joins Information Transmission Systems, McMurray, Pa., as field service engineer. **Ron Brett**, transmitter engineer, BBC, joins ITS as field service engineer.

**Dale Werner**, technical manager, WJXT(TV) Jacksonville, Fla., joins WFSB(TV) Hartford, Conn., as engineering manager.

**Stuart M. Lefkowitz**, VP, operations and engineering, Lifetime, New York, named senior VP, operations and engineering.

**Thomas Herron**, director, CNBC, Fort Lee, N.J., named coordinating director.

**Beatrice Bloom**, manager post-production, East Coast, ABC, New York, named editor, post-production.

**Tab Butler**, technical manager, NBC Sports, New York, named manager of Brooklyn studio operations, operations and technical services.

**Richard Mandelberg**, director of operations, effects animation design group, Editel, Chicago, named VP, general manager, of Editel. **Ron Anderson**, supervisor of film services, Grace & Wild Studios, Farmington Hills, Mich., joins Editel, Chicago, as colorist.

**R. Craig Bailey**, art director, KUSA-TV Denver, joins KCPQ(TV) Tacoma, Wash. (Seattle), in same capacity.

**Wendy Beth Lambert**, director of marketing, Electric Picture Works, New York, joins Palace Production Center, South Norwalk, Conn.-based video post-production and electronic graphic design facility, as VP of marketing.

**Jeanie Forray**, sales manager, Varitel Video, Los Angeles, named director of sales.

## Promotion and PR

**Howard R. Mitchell III**, director, Keller-Crescent, Evansville, Ind., named VP, public relations.

**Nancy B. Larkin**, VP of corporate communications, Continental Cablevision Inc., Boston, named VP of community programs.

**Paul Nichols**, director of creative services, Group W Productions, Los Angeles, joins Lippin Group, public relations agency there, as senior account executive.

**Cathy Fischer**, president, The Fischer Group, Los Angeles, joins HBO there as manager, affiliate public relations and pro-

gramming publicity.

**Barbara A. Crouse**, director of advertising and promotion, WROR(FM) Boston, joins WCAU(AM) Philadelphia as director, information services.

**Debbie Alpi**, promotion director, WZOU(FM) Boston, joins WROR(FM) Boston in same capacity.

**Holland McDaniel**, promotion manager, KDNL-TV St. Louis, joins WTIC-TV Hartford, Conn., in same capacity.

**Ivonne Brown**, promotion coordinator, non-commercial WMFE-FM Orlando, Fla., joins WPRD(AM)-WJYO(FM) there as promotion coordinator.

**Jill de Vlaming**, promotion coordinator, WRJA-TV Sumter, S.C., joins noncommercial WSFP-FM Fort Myers, Fla., as promotion manager.

**Ronne Sellers**, promotion assistant/special projects coordinator, KOCO-TV Oklahoma City, named senior promotion producer.

## Allied Fields

**Rob Stoddard**, Washington Bureau Chief of Cardiff Publishing, Denver-based publisher of telecommunications and defense magazines, including *Cable TV Business*, joins Community Antenna Television Association, Fairfax, Va., in newly-created position of VP for communications.

**Samuel B. Stelk**, FCC's Kansas City regional director, who has been with commission since 1955, announces his retirement.

**Gene Millard**, general manager, KFEQ(AM) St. Joseph, Mo., has been appointed to radio board of National Association of Broadcasters, Washington.

**Felix Gutierrez**, dean of student academic services and special programs and professor of journalism, University of Southern California, Los Angeles, named VP for journalism programs, Gannett Foundation, Arlington, Va.

**Ralph J. Roberts**, chairman, Comcast Corporation, Philadelphia, has been named recipient of 1989 Brotherhood Award from National Conference of Christians and Jews.

**W.T. Doar Jr.**, chairman of board, Midwest Communications Inc., Minneapolis, announces his retirement. **Joseph E. Murphy**, director, Midwest Communications, succeeds Doar.

**Michael Pelaia**, client service representative, Arbitron, New York, joins Coleman Research, Raleigh, N.C.-based marketing and programing consulting firm, as research analyst.

**Adele M. Nathan**, data systems coordinator and senior broadcast negotiator, Grey Advertising, New York, joins Marketing Resources Plus, Palo Alto, Calif., as manager of client support for Media Management Plus, software system for advertising industry.

Elected members, Kansas Association of Broadcasters, Topeka: **Stu Melchert**, KSCB-AM-FM Liberal, to president; **Lyle Butler**, KGNO(AM)-KDCK(FM) Dodge City, to president-elect. Directors: **Al Buch**, KSNW-TV Wichita; **Mike Cutchall**, KNSS(AM)-KRZZ-FM Wichita; **Jim Gustafson**, KFDI-AM-FM Wichita; **Ed Klimek**, KQLA(FM) Manhattan; **Marty Melia**, KLOE(AM) Goodland.

Elected officers, Connecticut Cable Television, New Britain: **Jayson Juraska**, Cox Cable of Greater Hartford, to president; **Joseph Azznara**, Cablevision of Connecticut, Norwalk, to VP; **Ernest Magaro**, Sammons Communications, Waterbury, to secretary; **William Ryan**, Comcast, New Haven, to treasurer. Board members: **Paul Hancock**, Housatonic Cablevision, New Milford; **Jonathan Anderson**, Continental Cablevision of Connecticut, Enfield; **Thomas Gallagher**, Heritage Cablevision, Branford; **James Reynolds**, Valley Cablevision, Seymour; **Ronald Roe**, United Cable Television of Connecticut, West Hartford; **Robert Huber**, former president, Mystic.

Appointments to board, noncommercial WNYC(TV) New York: **Aida Alvarez**, VP for public finance, The First Boston Corp.; **Tom A. Bernstein**, executive VP, Silver Screen Management Inc.; **Donald A. Pels**, chief executive officer, LIN Broadcasting; **Bobby Short**, musician and president and founder, Duke Ellington Memorial Foundation; **Daniel E. Siff**, managing partner, Bowler and Gardner, law firm.

## Deaths

**Jim Gosa**, 58, air personality, KKGO-FM Los Angeles, died of cancer Dec. 18 at his home in Venice, Calif. Gosa had been air personality with jazz-formatted KKGO-FM since February 1968, and prior to that had been with KBIG(FM) Los Angeles. He had also served as on-air host for yearly Playboy Jazz Festival. He is survived by his wife, Laura Lee, who is midday air personality at KKGO-FM.

**Arthur G. Trudeau Jr.**, 59, retired VP, marketing manager, Television Bureau of Advertising Pacific, Los Angeles, died of pneumonia Dec. 12 at his home in Santa Fe, N.M. Trudeau joined TVB Pacific in 1972 as VP. He retired in September 1989. He is survived by his daughter, Katherine, and son, Bradford.

**Joseph R. Cloutier**, 82, owner and president, WKJG-TV Fort Wayne, Ind., died Dec. 11 at his home in Terre Haute, Ind., of heart attack following long illness. Cloutier purchased WKJG-TV in 1984. He is survived by his daughter, Patricia, and son, Joseph.

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## Dan Gammon and the Americom way

Station broker Dan Gammon keeps a small carbide cannon under his desk. After a big commission comes in, the cannon goes off and the crew of Americom Radio Brokers gathers to celebrate. The cannon has been going off a lot lately.

This year, according to Gammon, the company has brokered over \$800 million in radio deals, more than all of his competitors combined.

Calculating, methodical, deliberate, confident...young. Those are descriptions that come to mind when sizing up the Americom president. Americom has dubbed itself the "new breed of brokers." Since its inception in 1984, this collection of young, business-oriented brokers has risen from fourth to first in sales brokered—the position it has held for the last three years.

Gammon, who founded the firm with his younger brother Tom ("Fifth Estater," Sept. 22, 1986), is not a man easily satisfied. "Americom," he says, "is becoming a very significant force." When asked about the choice of the word "becoming," given its top spot for three years running, Gammon's reply is that Americom is "about 10% of where it can be." To that end, the firm is planning a major expansion in January.

How does Gammon account for the company's success? Hard work and good timing, for starters. Americom opened its doors at the peak of the deregulation-prompted buying spree, when prices were soaring and banks were lending. "The banks were waking up to the industry," explains Gammon, and "we were speaking their language."

Another reason, according to Gammon, is that Americom helped "professionalize" the brokering business. "When we got into this business," recalls Gammon, "it was 'Here's five pieces of Xerox copy. Make a decision now.'" Americom, says Gammon, took a different tack. "If we take the time to do it properly upfront, then the buyers have all the information to make the decision, and when they go to finance it, the banks take our book and have all the information they need to make a decision. So you've just helped the process immeasurably, which, hopefully, is what we're in business to do." Gammon also credits much of Americom's success to the help of other people, especially the broadcasters who "took us under their wing and taught us how they really value stations."

Despite the fact that he comes from a broadcasting/brokering family (his father, James Gammon, is a lawyer-turned-broker), Gammon's route to the business was not as foreordained as it might appear. He



DANIEL TENCH GAMMON—president, Americom Radio Brokers, Washington; b. June 14, 1958, Washington; BA, St. Mary's College of Maryland, 1980; Washington College of Law, American University, Washington, 1982; law clerk, Gammon & Grange, 1980-83, Washington; broker, Gammon & Ninowski Media Brokers, Washington, 1982-84; vice president, Americom Radio Brokers; present position since December 1987; m. Beth Owens, Aug. 18, 1979; children—Malt, 9, and Christiana, 7.

studied sociology and history in college and did not consider broadcast brokering, he says. However, he married young and had a child and, after living for a while in a house with no running water, concluded that you need to make money to get along in life. So he and his wife, Beth, "decided to move to the city and make money."

Of course, it was not quite that simple. Gammon spent a year in law school at American University and worked as a clerk for his father's firm. In fact, much of his youth was spent in the FCC reference room looking at contracts and engineering filings. However, the idea of living by "billable hours" wasn't all that appealing to Gammon. But after his father went into brokering, and after Dan and his wife had a second child, Dan, with his brother Tom, joined the firm and became the radio branch of Gammon & Ninowski Media Investments.

It wasn't long before Dan and Tom began to think about forming their own firm. Gammon explains: "We saw that there was an opportunity here. We were the only young guys doing the business, so we formulated a business plan that said we could be number two or three in a few years." They presented the plan to the owners, who said they were too young and should sit back and learn the business. Dan and Tom sat back for all of two weeks before decid-

ing to strike out on their own. And, with the firm's blessing, the two went across the street to form Americom.

If there is one myth that Dan Gammon would like to clear up about brokering it is the one about it being easy money. "The business is a lot harder than people think," says Gammon. "That's why there are so few successful brokers." His office reflects that. The walls are covered with maps and charts marking out stations and signal powers. His computer, with access to every kind of database imaginable, sits ready to crank out any statistic on any market at the blink of a cursor. Americom also closely monitors station ratings and programing trends. As for the trials and tribulations of the business, Gammon does not elaborate on the downside of brokering, saying only that there is "a lot of pain in this business."

There may be pain in the brokering business, but Gammon sees no such pain for radio in the 90's. He believes television will see fragmentation in the years ahead. "But radio has gone through that [fragmentation] already, and radio's demographically targeted sell is meeting the retailers where they are." Improved technology will also help radio flourish in the next decade, according to Gammon. "The studio of the future will be on a computer with a CD library and you won't need board operators and big time disk jockeys. You'll have all this material available, and morning shows will be created with technology's help." The technological advances, Gammon says, will also drive operating costs down, which means more cash flow.

How does a top radio broker relax? Gammon spends much of his free time exercising (he ran in Washington's Marine Corps Marathon), playing guitar and spending time with his family. Some of his favorite games to play with his children are Monopoly and Life. Both are money games, and Gammon, in an effort to let his children know what he does for a living, changed the highest paying job in Life from lawyer to "media broker."

Dan is also very different from his brother and partner Tom. A story well traveled in the industry is the one about Tom Gammon paying cash for a Rolls Royce. Dan, on the other hand, prefers his Chevy Nova. Gammon explains the contrasts: "Tom always charged hard into the business arena and I was always taking care of the people." Gammon says that if he wasn't a broker he'd probably be a psychologist or college professor. But for now Gammon is "having a good time."

Dan Gammon has never been one to rest on his laurels. "When you're a good broker you sit on the top of a pyramid and everybody is looking for you to make it happen. It takes a certain skill to be able to do that."

**WVL-TV New Orleans was sold last week for \$102.9 million**, subject to FCC approval, to Rampart Broadcasting Co., headed by station's general manager, Michael Early. Other investors include Sandler Media Group and 61 Associates, New York-based investment firm managing money for Scheuer family. Station's current owner, Loyola University, will retain 5% ownership, and station's news personnel and other employees are to be offered stock as well. Senior and senior subordinate debt financing is being provided by division of Prudential. For year ended July 31, 1988, WVL-TV and previously sold radio stations WWL-AM-FM reportedly had combined cash flow—operating income plus depreciation and amortization—of \$9.5 million, on gross revenue of \$42.9 million. WVL-TV is CBS affiliate on ch. 4 with 100 kw visual, 10 kw aural and antenna 1,000 feet above average terrain.

**Fox Broadcasting reported its best ratings performance to date on Sunday, Dec. 17**, which included debut of animated half-hour, *The Simpsons*, which placed second in its time period (8:30 p.m.), beating both *Sister Kate* on NBC and *Homeroom* on ABC. CBS's *Murder, She Wrote* was first. Fox's *Married with Children* was first in its time period (9 p.m.) same night, with 18.7/24, placing 13th among all network programs for week ended Dec. 17. For night, FBC averaged 11.4 rating, new record.

**GTG Marketing spokeswoman confirmed that syndicator is dropping plans to distribute first-run strip *Celebrity Update* for fall 1990 syndication.** Pending split between producer Grant Tinker and Gannett Co. (BROADCASTING, Dec. 11) and ending of production for *USA Today on TV* on Jan. 5 is

apparently causing number of changes for Culver City, Calif.-based company. Spokeswoman said magazine strip will be "retooled" for possible distribution in spring 1990 or fall 1991. Company has acknowledged that lack of prime access slots for new fare brought on *Celebrity's* delay. Still planned for fall 1990 first-run is half-hour game strip *Love Thy Neighbor* and talk strip *Just Between Us* (hosted by Diahann Carroll). Tinker is seeking equity partner in Culver studio operation before dissolving partnership with Gannett, according to spokeswoman.

**Washington law firm Cohn & Marks intends to continue its effort to extract from FCC internal memos setting forth guidelines FCC employes use in evaluating whether broadcast is indecent or not.** In Dec. 7 response to firm's second Freedom of Information Act request, Mass Media Bureau Chief Roy Stewart claimed that FCC could not produce any such memos because they do not exist. Roy Russo, Cohn & Marks attorney, said next step will likely be appeal to full commission. "It may be necessary to refine our request to get what we are looking for—the missing link," he said. If there are no written guidelines, he said, it may mean that there is unnamed "indecency czar" making "gut" decisions on indecency. That would be "anathema to us," he said. "It gives broadcasters no guidance and it is fraught with First Amendment difficulties."

**Pacific Telesis has begun process of obtaining government permission to buy majority interest in Group W's Chicago cable system.** In 22-page filing, it asked Justice Department last week to support its bid for waiver of provision of 1982

## Radio goes to war

Virtually all U.S. radio networks began covering the invasion of Panama (see page 25) shortly after midnight, Tuesday night, and, through the week, devoted heavy resources to coverage of Washington. Regularly scheduled news shows and updates were dominated by the story and often expanded beyond their usual length, as the networks fed hundreds of reports from dozens of bureaus and remote sites in the first 24 hours.

It was, however, the challenge of gaining reports directly from Panama that called most on their resourcefulness. Few radio correspondents were in Panama before the invasion began, but stringers, newspaper reporters and, often, civilians with access to a telephone, took up the slack.

One of the few radio veterans in Panama, Jon Bascom, aided by fellow ABC Radio News correspondent Tomás Cabal, served as the pool reporter for all the networks. Cabal telephoned from his home about 500 yards away from the Marriott Hotel, where, on Dec. 21, he reported: "Security is so tight around the Marriott that U.S. troops are shooting anything that moves."

Mutual Broadcasting Central America correspondent Laura Brooks got even closer to the action only one day after her Dec. 19 arrival at the Marriott. Brooks told BROADCASTING that she was taken away Dec. 20 by "people in black," apparently, she said, part of an "elite division." She was subsequently released and told not to return to the Marriott, which by Thursday was surrounded by U.S. soldiers. "Glad to be alive," she moved to a private home to file stories and, eventually, ended up at the Reuters Panama City office, where, late in the week, she described rioters smashing windows along "extremely dangerous" streets.

Mutual also used reports from NBC-TV, and, as was the case for most networks, had another reporter (Joyce Hackel from El Salvador) still waiting to cross into Panama from Costa Rica at week's end.

Wire correspondents performed double duty for the Associat-

ed Press and United Press International radio networks. According to UPI Radio Network News Director David Oziel, stateside anchors talked regularly with Panama wire correspondent John Otis. And Spanish-language UPI Radio Noticias, based in Washington, also used the telephone to reach contacts inside Panama.

AP reports from Panama were taken from three wire correspondents—Mexico City Bureau Chief Eloy Aguilar, Candace Hughes (who was held hostage for four hours at the Marriott) and Panama City correspondent Alina Guerrero—as well as Guerrero's husband, Peter Cox, said Ed Tobias, assistant managing editor, AP Network News.

National Public Radio relied somewhat on Newsweek writer David Adams in Panama but relied more on the private telephone book of correspondent John Dingus in Washington. Author of a soon-to-be-published book on Panama and Noriega, Dingus's contacts inside the country led to telephone interviews, including one with an American lieutenant colonel who had trained Panamanian Defense Forces and, at one point, with Americans in a hotel at that moment under fire from opposing forces. "It was very exciting, live radio," said William Buzenberg, executive editor, NPR News, which devoted three-quarters of Wednesday's Morning Edition, a two-hour national call-in show and the first hour of Wednesday's All Things Considered to the story. CBS Radio relied on coverage provided by CBS-TV's Panama correspondent, Juan Vasquez. Handling the broadcasts out of New York were Mitchell Krauss, Dick Reeves, Bill Whitney and Mike Pulsipher, and, out of Washington, Rob Armstrong, Wyatt Andrews and David Martin.

So jammed with traffic were telephone lines that stateside reporters for Unistar Radio Networks (formerly United Stations and Transtar) made no contacts inside Panama the first day. However, affiliate WINZ(AM) Miami did provide to Unistar interviews from a Panama City hospital.

—PDL, JF



## Character concerns

Prompted by the payola and drug indictments handed down by a federal grand jury in Los Angeles (BROADCASTING, Dec. 11), House Energy and Commerce Committee Chairman John Dingell has let the FCC know that he would like to see the character qualifications for owning broadcast stations tightened up.

In a six-page letter to FCC Chairman Alfred Sikes dated last Monday (Dec. 18), Dingell asked numerous questions about the current qualifications, implying that they are too lenient. At one point, Dingell asks: "Do I correctly understand commission policy to be that it does not ordinarily consider crimes of violence to be potentially disqualifying?" According to an aide, Dingell believes that the 1985 character policy statement, which liberalized the character qualifications, "represents one of the excesses of the last eight years." In revamping the admittedly flawed character policy four years ago, Dingell said, then-Chairman Mark Fowler's FCC "went way too far."

Concerns about the policy have been brewing for a long time and are shared by many members of Congress, he said, but it was the payola-drug indictments that prodded Dingell to act. The character policy, which is open to wide interpretation, limits the behavior that the FCC may consider in awarding and renewing broadcast licenses. Under the policy, the FCC is limited to considering only convictions or civil judgments for FCC-related misconduct or for misconduct that calls into question the truthfulness or reliability of a licensee or prospective licensee. On its own initiative, the commission of Chairman Alfred Sikes has been adopting stricter qualifications. It announced that it deemed involvement in drug trafficking as potentially disqualifying and began revocation proceedings against a licensee convicted of trafficking.

consent decree that bars seven regional Bell holding companies from providing cable television and other "information services." Pactel argued that Pactel would have neither ability nor incentive to use revenue from its telephone businesses on West Coast to subsidize its cable business in Chicago. "The cable business will be separate from the local exchange business both in a geographic and corporate sense," it said. Consent decree or modified final judgment (MFJ) ended Justice's antitrust suit against AT&T, but required it to spin off Pactel and six other RHC's. Decree also imposed restrictions on RHC's business activities, barring them from manufacturing and providing information services. District Court Judge Harold Greene, who presided at antitrust trial and who now oversees consent decree, will make final determination on whether to grant Pactel information-services waiver. However, precedent calls for Justice to provide Greene opinion of waiver requests. With waiver, Pactel would be able to acquire 62% interest in Chicago system, which is last of Group W's cable holdings. Prime Cable, Austin, Tex.-based cable operator, would be Pactel's partner with 38% interest. Because of legal hurdles, Prime and Pactel have arranged for Transamerica to stand in as Prime's partner so \$198-million deal can be closed promptly—as now planned, by April 1. After closing, Pactel will have four years to buy out Transamerica. Chicago system serves two of five Chicago franchises in northwest part of city.

NCTA is once again in need of top public relations person in wake of resignation of its VP, industry communications, Sue Richard, after just seven months on job. Her resignation, effective Feb. 1, was attributed to "personal reasons. Richard's resignation leaves cable industry's senior public rela-

tions helm unattended at awkward time; Congress and FCC are moving to reregulate cable and encourage competition. NCTA President James Mooney offered no clue on how association would go about finding replacement, but said it would probably conduct search without aid of head hunter.

John (Jay) Levergood, president and director of Scientific Atlanta since 1983, announced intention to leave company after more than 18 years to become president and part owner of Dowden Communications, Atlanta-based cable operator now claiming 6,000 subscribers in Illinois and Wisconsin. After selling systems with 50,000 subs last year, Dowden has submitted bids to acquire systems with about 30,000 subs in four states.

Worldvision Enterprises will launch Hanna-Barbera's animated *The Greatest Adventure: Stories from the Bible*, for first-run syndication in fall 1990. Fifteen-week series will include two runs each of first seven half-hours and eighth episode, "The Nativity," set to air as Christmas special. *Adventure* is being offered on barter basis, with Worldvision retaining 2½ minutes of commercial time and stations retaining 3½.

Group W Productions has set up new international division to market Group W programming and programs from other companies. Catherine Malatesta of Group W Videoservices has named director of international sales and marketing of new Los Angeles-based Westinghouse Broadcasting International unit, which will sell range of titles, including shows already on international market, to foreign television, cable and home video.

## Marti mission

Members of a delegation that included Representative Al Swift (D-Wash.) and five broadcasters or their representatives returned from a meeting with Cuban officials in Havana last week convinced the establishment of a TV Marti would not only be jammed by the Cubans but would lead the Cubans to retaliate in some manner, possibly by stepping up their interference with American AM stations.

The 12-member group, organized by John S. Nichols, associate professor of communications at Pennsylvania State University, who has opposed both Radio Marti, which went on the air in 1985, and the proposed TV Marti, not yet under construction, made it clear in their talks that they were "not there to negotiate," as Swift put it last week, "but to learn." What he learned was "useful," Swift said. Now, he added, he would confer with the State Department, Voice of America and others in the administration.

The Cuban officials—who included the minister of communications Manuel Castillo Rabaso and the vice ministers of foreign relations Ramon Sanchez Parodi and Ricardo Alarcon de Quesada—were said to have told the Americans that while Cuba finds Radio Marti offensive, the government has "accommodated" itself to it but would find TV Marti an unacceptable violation of Cuban sovereignty. Swift appears convinced that the Cubans have made such an issue, domestically, of TV Marti, that they could not tolerate it, as they have Radio Marti.

Swift, noting that TV Marti is scheduled to undergo testing to determine its technical feasibility, said he would want to weigh whether the gains to be achieved with a station sending television programming into Cuba would outweigh the losses. Those, he said, could include Cuban jamming of Radio Marti—which he has come to believe serves a useful purpose—and, in addition, American AM stations.

# Editorials

## Must consider

Cable's reregulatory ratchet moved another notch higher last week with the disclosure that CBS President Larry Tisch secured an agreement from Senate Commerce Subcommittee Chairman Daniel Inouye to make consideration of the so-called "must carry/must pay" proposal part of the discussion of any new cable bill. There's no companion assurance that Inouye will support the idea; nevertheless, an important door has been opened to the possibility.

There was one caveat in the Inouye agreement: that broadcasters themselves indicate support prior to the Senate committee's consideration. Expressions from the National Association of Broadcasters, the Association of Independent Television Stations and the Television Operators Caucus would presumably fill that bill, and are expected to be forthcoming.

Cable is likely to view the must pay initiative as little short of an act of war—compounded by broadcasters' support for the Danforth bill, which among other things would reimpose rate regulation and control by the cities. That medium is already calculating how much reregulation it can take. To be threatened with the loss of up to 20% of its basic revenues (to cite the CBS proposal) can only add injury to insult.

A journey of a thousand miles, it's said, begins with a single step. Last week's was the second or third—or perhaps the fourth or fifth—major step toward a fundamental reordering of the relationship between broadcasting and cable. 1990 is going to be a pivotal year. Both sides will require all the wit and vision they can muster to capitalize on its opportunities and avoid its pitfalls.

## Spirit of the season

There is a scene in the film "The Russians are Coming" in which the escalating mistrust and misunderstanding between opposing sides—in this case stranded Soviet sailors and suspicious New England townfolk—is instantly set aside when a crisis arises. All work together—literally hand in hand—to resolve it, and in doing so begin to better understand and appreciate one another. It is a message of hope appropriate to this holiday season, and a spirit echoed in a real life story of cooperation from the Fifth Estate.

In that spirit, and in the hope that in life, as well as in the movies, cooperation does indeed foster understanding, we raise a glass of nog to CBS, CBN, Cox Cable Hampton Roads, WHRO-TV Hampton-Norfolk, Va., and WTRK-TV Norfolk.

On Dec. 10, an ice storm and thaw threatened the transmitter and associated equipment of CBS affiliate WTRK-TV, which pulled the plug on itself to avoid further damage and danger. The station was off the air for three and a half days, but thanks to the combined efforts of broadcasters and cablecasters, the station was back on the wire, serving some 60% of its ADI audience, within a few hours. To achieve that end: Broadcast network CBS unscrambled its feed so that noncommercial TV station WHRO could receive it, then retransmit it via an ITFS channel to commercial TV station WTRK-TV, so that the station could microwave it to local cable system Cox Cable, so that WHRO could take it and retransmit via another ITFS channel to other area cable systems. Added to that scenario was cable programming service CBN of Virginia Beach, which ultimately picked up the unscrambled CBS feed and delivered it directly

via landline to the station, with the WHRO-provided CBS feed maintained as backup. It was truly a group effort, and, commented a WTRK-TV spokesman, "nobody once mentioned syndex." (Also to the point of cooperation, one of the engineers who helped set up the Rube Goldberg operation pointed out that the cable and broadcast engineers in the market have joint meetings and regularly exchange phone numbers, which gives them a jump on such situations, as well as a leg up in the understanding department.)

WTRK-TV took out full-page print ads to explain what had happened, and to give credit to the cable and broadcast "stars" of the complicated production. The ads began: "Sometimes it takes something bad to make you appreciate something good." And sometimes it takes appreciating something good to get people working together to preserve it.

## Separation of powers

In the "killing the messenger" department, we were saddened if not too surprised to see that a few ABC affiliates were having to pay an economic price for a segment of the network's 20/20 that dealt with some of the problems of buying a car through a dealership, including the ethically questionable tactics some dealers may employ ("Top of the Week," Dec. 18). Considering that auto dealerships represent the second largest category of local TV advertiser, there was certainly opportunity to ruffle important feathers. That should not, and obviously did not, play a part in the decision to produce or air such a story.

Some dealers who disliked the story (not necessarily the same "some dealers" mentioned above), did in fact pull their advertising from several local affiliates in retaliation. It is an occupational hazard of independent, advertising-supported media that they run the risk of biting the hand that feeds them when making decisions based on editorial merit, irrespective of the latest sales report.

Most advertisers realize—although in the heat of the moment they may sometimes forget—that in the long run they are better served by a medium that makes its own calls than one that can be pressured into doing their bidding or, more to the point, their competitor's.



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