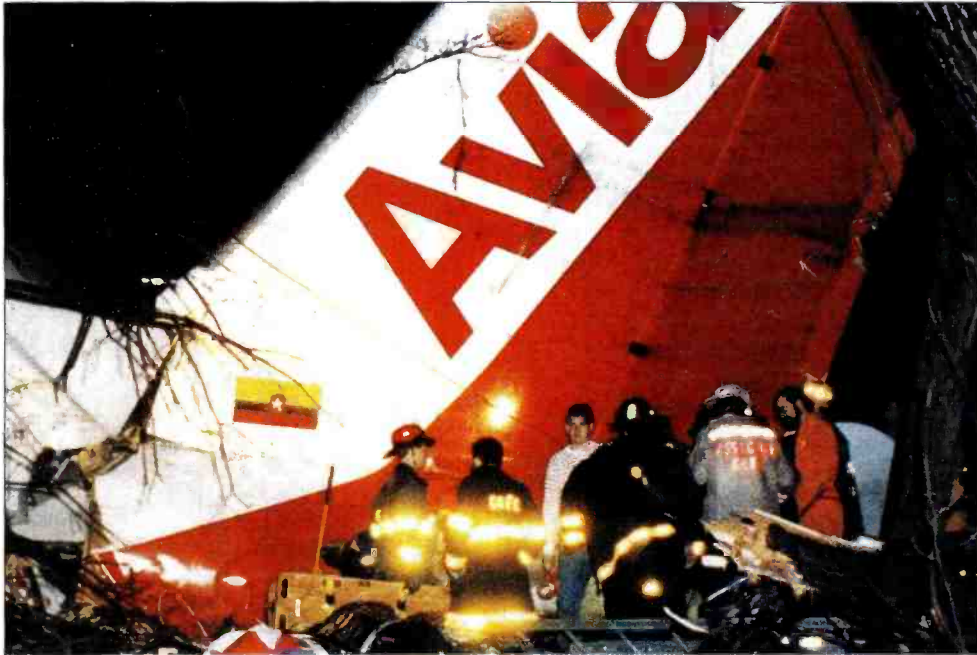


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 26

OTTERBEIN LIBRARY



We caught what went down in New York.

When an Avianca jetliner crashed in a New York suburb, News 12 Long Island hit the air. Through Conus, they transmitted over 70 live feeds to fellow members. Including two hours of continuous coverage immediately following the crash.

This is just one example of the kind of coverage our member broadcasters expect. Because our members are part of an extensive newsgathering network.

Which means they have more independence. More opportunities for exclusive, breaking news. And more control over their most important programming—news.

If you'd like to know more, call Conus at 612/642-4645. And catch more of what goes down in the world.



VISIT OUR NAB HOSPITALITY SUITE
AT THE WESTIN HOTEL, SUITE 6711

© Conus Communications 1990

MAR 26 1990

59th Year 1990

NAB NAB NAB NAB NAB NAB
The Pre-Convention Issue
Shaky start for fin-syn summit
Sikes calls a new tune
for HDTV-EDTV

*****5-DIGIT 43081
43081A27-2F0163 JVK DEC/90
A27-202
OTTERBEIN COLLEGE
LIBRARY



Thanks to our clients and friends for trusting us to broker over \$868,000,000 in radio station sales in 1989.

KJOI(FM), Los Angeles, CA	}	\$101,500,000	WSOM(AM)-WQXK(FM), Salem-Youngstown, OH	\$5,500,000	
KHOW(AM)-KSYX(FM), Denver, CO			KMPZ(FM), Memphis, TN	\$6,000,000	
WSIX(AM/FM), Nashville, TN		\$16,000,000	WEEX(AM)-WQQQ(FM), Easton - Allentown, PA	\$10,100,000	
KODA(FM), Houston, TX (to Command Comm.)		\$22,000,000	KKBB(FM), Bakersfield, CA	\$3,300,000	
KJQY(FM), San Diego, CA (to Command Comm.)		\$15,000,000	WDAN(AM)-WDNL(FM), Danville, IL	\$2,350,000	
WFBR(AM)-WLIF(FM), Baltimore, MD		\$32,000,000	WKMI(AM)-WKFR(FM), Kalamazoo, MI	\$11,000,000	
WFOG(FM), Norfolk, VA		\$8,000,000	WYNG(FM), Evansville, IN	}	
WFTQ(AM)-WAAF(FM), Worcester, MA		\$15,000,000	WFTC(AM)-WRNS(FM), Kinston, NC		\$18,600,000
WNEW(FM), New York, NY	}	\$370,000,000	WYAV(FM), Conway - Myrtle Beach, SC		
KTWV(FM), Los Angeles, CA			KJQY(FM), San Diego, CA (to Westwood One)	\$19,000,000	
WMMR(FM), Philadelphia, PA			KTRH(AM)-KLOL(FM), Houston, TX	}	\$70,600,000
WCPT(AM)-WCXR(FM), Washington, DC			KSMG(FM), San Antonio, TX		
KILT(AM/FM), Houston, TX			WMYU(FM), Knoxville, TN	\$11,600,000	
WLLZ(FM), Detroit, MI	WSOK(AM)-WAGU(FM), Savannah, GA	}	\$11,000,000		
WGKT(AM)-WPHD(FM), Buffalo, NY	KNAN(FM), Monroe, LA				
KVKI(AM/FM), Shreveport, LA	WKXI(AM)-WTYX(FM), Jackson, MS				
KBFM(FM), McAllen- Brownsville, TX		\$7,000,000	KRLD(AM)-TSN, Dallas, TX	}	
KQLH(FM), San Bernardino, CA		\$7,700,000	KODA(FM), Houston, TX (to Evergreen Media)		\$86,500,000
WNOE(AM/FM), New Orleans, LA		\$7,250,000			
KZTR(AM/FM), Oxnard-Ventura, CA		\$5,200,000			
			Total 1989 Sales	<u>\$868,600,000</u>	

Call one of us today to confidentially discuss your plans for 1990.



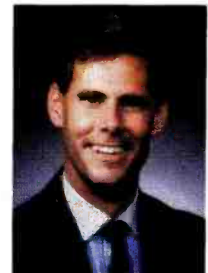
Bill Steding
Top - 25 Markets



Dan Gammon
Northeast and Central



Paul Leonard
Southeast



Peter Handy
West

AMERICOM



Radio's New Breed of Professional Brokerage and Financing Specialists

1130 Connecticut Avenue, N.W.

Suite 500

Washington, DC 20036

(202) 737-9000

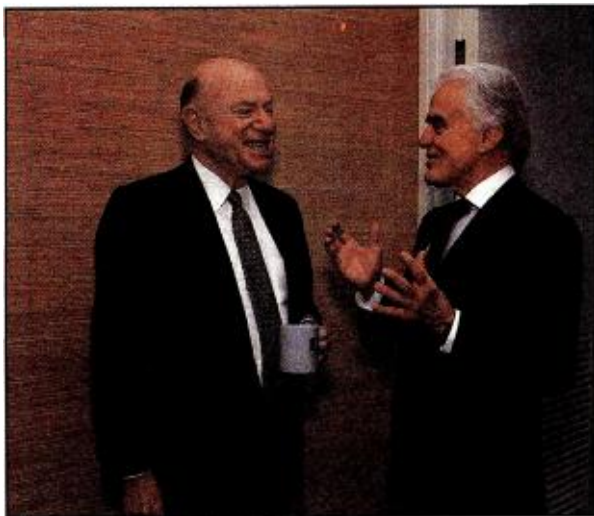
Congratulations
to ABC and Vin DiBona
on the huge success of
"America's Funniest
Home Videos"...



**TOKYO
BROADCASTING
SYSTEM** INC.

WHICH LICENSES THE CONCEPT
AND PROVIDES ITS VIDEOS
FOR THE PROGRAM THROUGH
ITS REPRESENTATIVE
BELLON ENTERPRISES LTD.
137 FIFTH AVENUE
NEW YORK, NY 10010
(212) 477-2850

Best laid plans on fin-syn...FCC Chairman Sikes's



CBS's Laurence Tisch (l) and MPAA's Jack Valenti in Washington

summons to top network and Hollywood executives draws too few of latter to satisfy NBC President Bob Wright. His complaint becomes big news of week.

PAGE 35.

Setting HDTV standard...

FCC says it intends to approve simulcast HDTV standard in spring of 1993. At same time, FCC will consider enhanced-definition TV systems. PAGE 38.

Gearing up for NAB...

President Bush, 35 congressmen, all FCC commissioners and chief network executives are among newsmakers scheduled to address National Association of Broadcasters convention in Atlanta. PAGE 45. Daily agendas for BEA conference and NAB gathering begin on PAGE 46. Highlights of world's foremost annual broadcast equipment exhibition begin on PAGE 62. Listing of exhibiting companies and hospitality suites starts on PAGE 70.

37/ DILLER FIN-SYN ALTERNATIVE

Fox Inc. Chairman Barry Diller offers new approach to

resolve fin-syn negotiations that includes permitting networks to produce and syndicate up to 50% of their own programming.

40/ GM'S BACK

General Motors puts about \$35 million back in prime time.

85/ NBC MAY ADD SATURDAY NBA SHOW

Network's Saturday children's lineup may be shortened to accommodate half-hour NBA sports magazine.

86/ FOX'S SATURDAY A.M. LINEUP

Fox Children's Network unveils six programs expected to make up Fox's Saturday morning lineup next fall.

90/ CLASSIC ROCK: GROWING FAST

According to statistics compiled by BROADCASTING, classic rock is fastest growing format in industry.

95/ SYNDEX SUBJECT OF SENATE HEARING

Broadcast and cable industry executives present opposing views at Senate hearing on FCC's syndicated exclusivity and network nonduplication rules.

86/ NBC NOSTALGIA PROGRAM

NBC News's new weekly nostalgia series *Memories Then*



'Memories' hosts Kathryn Kinley and Chuck Scarborough

and *Now* gets commitment from NBC-owned station executives and 28 others.

100/ REVIEWING MEDIA ROLE IN PANAMA INVASION

Department of Defense report says media coverage of Panama invasion was

hampered by department's obsession with secrecy and poor planning.

103/ ADVERTISER REACTION TO SHOWS

Advertising executives give this season's slate of possible future series higher marks than last year's lineup. However, reaction is mixed as to whether there are any breakout concepts in works.

127/ ABC DIPLOMAT

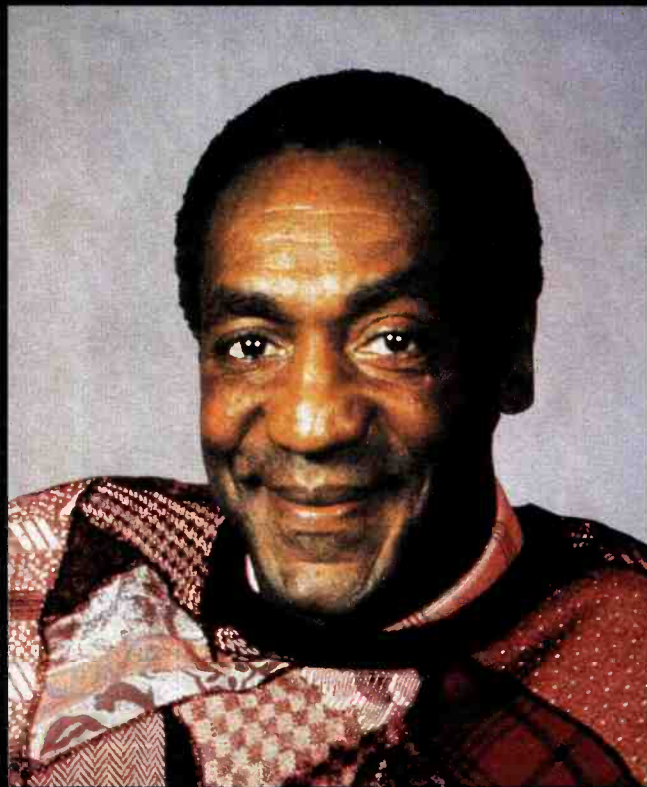
George Newi, executive vice president in charge of affiliate relations for ABC-TV, has found his niche as link between network and affiliates.

DEPARTMENTS

Advertisers Index	126
Business.....	103
By the Numbers	14
Cablecastings	105
Changing Hands	97
Closed Circuit	8
Datebook	20
Editorials	130
Fates & Fortunes	123
Fifth Estater	127
For the Record	108
In Brief	128
Journalism	100
Masthead	30
The Media	98
Monday Memo.....	32
On Radio.....	90
Open Mike	30
Programming	85
Riding Gain	94
Special Report	45
Stock Index	16
Technology	108

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115, *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

The face of
television..



MARRIED

WITH
CHELSEA



Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.

has changed.



LOS ANGELES

Mouse to join Fox?

Pappas Telecasting, licensee of 3 Fox affiliates, in comments supporting company's petition for relief from FCC's financial interest and syndication rules, suggested Walt Disney Co. should be supporting rather than opposing Fox's efforts to loosen up rules so that emerging networks will have room to grow.

Reason is simple, according to Pappas. Under strict reading of rules, said Pappas, Disney will become "network" this fall and be in violation of prohibition against networks being in syndication business. Rules apply to any entity that distributes at least 15 hours of programming on regular basis to at least 25 affiliates in 10 states. Disney's syndication arm, Buena Vista Television, now distributes programs to more than 25 stations in more than 10 states. And beginning this fall, the amount of programming it distributes is expected to exceed 15 hours a week. "Rather than having indulged in a lengthy individualized attack on Fox, Disney might have done better had it reflected upon the ramifications of Fox's petition," Pappas said.

Piece by piece

Tribune Entertainment, which originally was looking to syndicate half-hour strip *The Puzzle Game* for fall 1990, is awaiting word on possible daytime network clearance with co-production partner CBS, further delaying syndication launch until mid-season 1991. George Paris, vice president of programming, Tribune Entertainment, said "tremendous interest" was shown from station executives to clear game show on multi-tier basis for fall 1990, but Tribune has "hold" on those plans pending May decision from CBS on placing *Puzzle Game* on network's daytime schedule this July.

"We're in a partnership with CBS, and our arrangement clearly prevented us from making multi-tier deals if CBS places the program on their daytime schedules," Paris said.

"A lot of distributors were pitching multi-tier clearances to get their shows rolling out of the [INTV and NATPE] conventions, but we feel that a network-run would give us the needed exposure and credibility to clear the show in access and early fringe for syndication. If they [CBS] don't pick it up, then we'll have the freedom to possibly consider multi-tier deals for January 1991."

This new house

Look for word soon from Group W Productions that *Home Again with Bob Villa* is firm go for 1990-91 season. Weekly half-hour home repair show, with former host of PBS's *This Old House*, has been cleared in over 70% of country, according to Derk Zimmerman, president, Group W Productions. WCBS-TV New York and KCBS-TV Los Angeles have both cleared show. Last week, Zimmerman was not prepared to say definitively that second new show, companion program to *Missing/Reward* called *On Scene: Emergency Response*, would proceed as planned. But with 55% of the country cleared to date, Zimmerman remains optimistic about *On Scene's* chances of going forward. Both *Reward* and animation strip *Teenage Mutant Ninja Turtles* will return next season, he said.

WASHINGTON

Blackout brouhaha

Viewer unrest in Scottsbluff, Neb., over programming blackouts of imported network signals is likely to remain political hot potato. Not only was it major focus of Senate syndex hearing last week (see story, page 95), but Scottsbluff mayor, Donald Overman, happens to sit on National League of Cities transportation and communications steering committee and plans to bring up issue when committee meets May 18-19 in San Jose, Calif. "I've never seen the populace so angry," said Overman. He said blackouts are "talk of the town...you can do anything to people but don't take away their TV programs."

Figuring fees

FCC empowered to collect retransmission fee from cable operators and distribute funds to broadcasters and networks? That is scenario outlined in proposed if carry/must pay legislation National Association of Broadcasters was to deliver late last Friday or today (March 26) to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who has promised to introduce it.

FCC would have discretion to determine fee cable should pay for retransmitting local signals. Proposal also requires that cable operators who choose to retransmit one station must carry most local signals. Legislation would give broadcasters channel positioning rights and require cable to provide converter boxes for second-set hookups. Under proposed distribution formula, about 80% of pool would go to stations and networks based on each one's share of viewing in cable households, with the remainder going to copyright holders. Public stations are given special treatment, with their share of fees doubled.

Mr. Showbiz

You can't look it up, but FCC Chairman Alfred Sikes must have set some kind of agency record for media exposure during his first seven months in office. For Sikes, it is all part of job. To advance agenda, he says, "you must be an effective advocate."

Since assuming chairmanship last August, he has delivered more than two dozen speeches, roaming as far as London in December for *Financial Times* conference. Most were delivered in person, but five to state broadcasting associations were given via satellite.

In addition, chairman has chalked up national television appearances on ABC's *Business World*, *World News This Morning* and *Good Morning America*; CBS's *This Morning*; CNBC's *McLaughlin* and *Media Beat*; FNN's *Focus* and CNN's *Moneyline*. He also received national exposure from C-SPAN's coverage of his speech before American Women in Radio and Television in November. And that's not all. FCC's three cable field hearings this year have generated numerous broadcast and newspaper stories in which Sikes figured prominently.

Jockeying at DBS gate

TCI-controlled Tempo Satellite Inc. has asked FCC to invalidate channel

Working on the waiver

Amid all the hullabaloo over fin-syn at the FCC last week, it appeared increasingly likely that Fox would receive a waiver from the rules that would allow it to expand its weekly programming schedule beyond 15 hours this fall.

However, it also appeared likely that the waiver would be less than what Fox had asked for—the ability to expand the network to 30 hours a week over 18 months.

FCC staffers have been kicking around all kinds of ideas for Fox waivers, including, for instance, limiting the number of hours, restricting the types of programming Fox could offer under the waiver or tying it somehow to Fox's audience reach. They are also trying to decide whether the waiver should extend to the prime time access rule.

What is far less certain was when the FCC will act. Fox has asked for the waiver in May so that it can join in the upfront selling of advertising time for the fall schedules during the first week of June.

The agency received the final round of comments of Fox's petition last Monday. It is now up to Sikes to put the waiver on the FCC's agenda.

All in all, said Preston Padden, Fox senior vice president, affiliate relations, "I'm encouraged."



**THE BUCKS
START HERE**



And Go Straight to Your Bottom Line!

That's right. Home Shopping Clubsm and Home Shopping Spreesm programming can give you immediate returns. Available every day . . . (24 hours) or by the hour . . . by the day . . . by the night. We're programming that pays!

For more information, contact Jim Boccock at (813) 572-8585.

WHILE AT NAB, STOP BY OUR SUITE



Where Everyone Profitssm

assignments of two competing direct broadcast satellite proponents, hanging argument on warnings commission itself issued two years ago.

In petition claiming that Advanced Communications Corp. and EchoStar Satellite Corp. have not met spacecraft construction requirements, Tempo cited 1988 FCC statement: "Inability to proceed in a timely manner with satellite construction may weigh more heavily against allowing any permittee to maintain its specific orbit/channel assignment or its permit if new permittees can clearly and convincingly demonstrate that they have definitely and significantly passed the permittee."

Tempo signed contract with Ford Aerospace to construct its system three weeks ago. FCC has reserved but not granted 11 channels for Tempo, whose own DBS application hangs on claim that TCI antitrust conviction disqualifies it. Most industry experts agree that only 96 of 256 DBS channels are optimal for reaching entire U.S. with direct to home TV service.

NEW YORK

'Party' over?

Group W and NBC insiders say if *House Party* daytime program doesn't show signs of life in next several weeks, it will be pulled before May sweeps. While there doesn't appear to be much optimism that show will turn around, partners agreed to give Betsy Wagner, new executive producer of program, shot at it. Wagner, from WKYC-TV Cleveland, replaced Barry Sand. According to one source, problem with show has partly been failure to take advantage of host Steve Doocy's talents as interviewer and personality. "He was a person who wandered through every segment, almost like a messenger," said source. "He had no role of substance." But, regardless of fate of *House Party*, NBC and Group W still believe their venture is right way to go. Source at one of companies said they are

working on "two or three" other projects at this time. "Most shows fail," source said. "We see no reason for the venture to end. We'll stick it out for now."

Needed boost

Well-placed source within Viacom Enterprises told BROADCASTING that WCBS-TV New York and KCBS-TV Los Angeles have requested additional presentation pitch of hour drama *Matlock*, scheduled for "next couple of weeks." Ed Spray, acting VP, programing, CBS Station Group, confirmed stations were looking at show, but said no group buy was planned at present.

If *Matlock* should lock up deals in at least those top two markets, it could be momentum needed to announce national syndication rollout for fall 1991. Although source couldn't confirm syndication nod, talk has apparently subsided at present on cable network carriage deal. Show would have over 100 episodes in can for 1991-92 stripping in syndication.

Deadline

ABC television network is nearing do or die on scrambling of signal. Ten days ago, affiliate board sent out forms committing stations who returned them to financially supporting scrambling through purchase of decoder. In prior survey, over 90% had indicated support for principle of scrambling. Network's own financial commitment, said one source, might work out to just under one million dollars. If ABC executives give final go-ahead, actual scrambling might take place by fall of 1991.

Status quo

Now that NFL television contracts have been signed, question of whether networks will ask station affiliates to help pay for significantly higher rights fees is being asked. Word from ABC is that it will continue same arrangement with affiliates, whereby network provides one hour of compensation for affiliates in markets one hundred-plus. Nor is ABC

scheduled to ask affiliates for return of any commercial inventory within games.

Promo push

Although results of stepped-up network-advertiser co-promotions—such as past NBC-Sears and CBS-K Mart efforts—probably won't be announced until June station affiliates meeting, there are, it is said, over dozen such projects under way. One project, integrating promotion with traditional media buy, is said to be scheduled for Saturday morning daypart and to include cable participation. Another, environmental presentation in conjunction with *U.S. News & World Report*, is in process of rounding up corporate advertiser.

RALEIGH

Dark days for Sunrise

Now that prosecution of communications attorney Thomas Root is set in Washington (see "Top of the Week"), prosecution of his major source of income over past several years may be forthcoming in North Carolina. State securities investigation there into Sunrise Management Services' dealings is "in its final stages and near conclusion," said North Carolina state securities chief enforcement attorney, Gene Cella.

State has identified more than 1,000 investors recruited there by Sunrise to form partnerships applying for FM radio applications and has estimated investments totaled about \$8 million. More than 400 of those investors have returned questionnaire issued by Cella's office, most saying they are prepared to testify against Sunrise. Whether Root could also be named in any indictment there could not be ascertained.

LONDON

London link

Comsat Video Enterprises is making a move overseas. Company, headed by ex-Turner Broadcasting executive Bob Wussler, will announce this week new partnership with

London-based HIT Communications to explore opportunities in programing and distribution services in Europe. HIT is headed by Peter Orton, former top executive of Jim Henson's before Henson's company was sold to Disney, and now has backing of leading UK oil and gas firm Flextech. In U.S., Comsat Video provides hotel entertainment services and recently acquired controlling stake in Denver Nuggets basketball team.

SAN FRANCISCO

Balk

Negotiations continue, but little progress appears to have been made, in SportsChannel Bay Area carriage discussions with cable operators. Operators are balking at guaranteed minimum payments for carriage of pay service that will carry San Francisco Giants and A's this year. One offer on table requires operators to pay \$5 wholesale rate and provide minimum 10% guarantee on their basic subscriber base. At retail rate of \$10, operator would need only 5% penetration for breakeven, network calculates. As mini-pay service, numbers on table are 20% guaranteed minimum, \$2.25 wholesale rate with 10% penetration needed for operator breakeven.

SportsChannel feels minimums are needed to assure that operators will actively market service. Operators say no other pay service asks for minimum guarantee and that track record of Giants PPV doesn't indicate 10% or even 5% penetration is assured.

ATLANTA

Thanks, but no thanks

ABC, Westwood One, Unistar, UPI, AP and CBS Radio networks will be conspicuous with their absence from exhibit floor at upcoming NAB Convention in Atlanta. CBS, AP and UPI will host hospitality suites, but spokesmen for all networks said companies were saving budgets for Radio '90 show in Boston in September.

Have You Had About All the Local Advertising You Can Take?

© The Arbitron Company 1990



Of course not. That's why over 129 local stations use Custom Target AID every day to bring in new advertising dollars from retailers. At the push of a button, CTA lets you create customized retail trading areas to give you ratings for the same locations as retailers' trading areas. With CTA, you can demonstrate to retailers just how many of their potential customers they can reach using television.

Custom Target AID is just one more

example of the Arbitron commitment to the business of local market television. So when you want local market tools that solve local market problems, turn to the champion who's been at it since 1949. Contact your local Arbitron representative and see how much local advertising you can take.

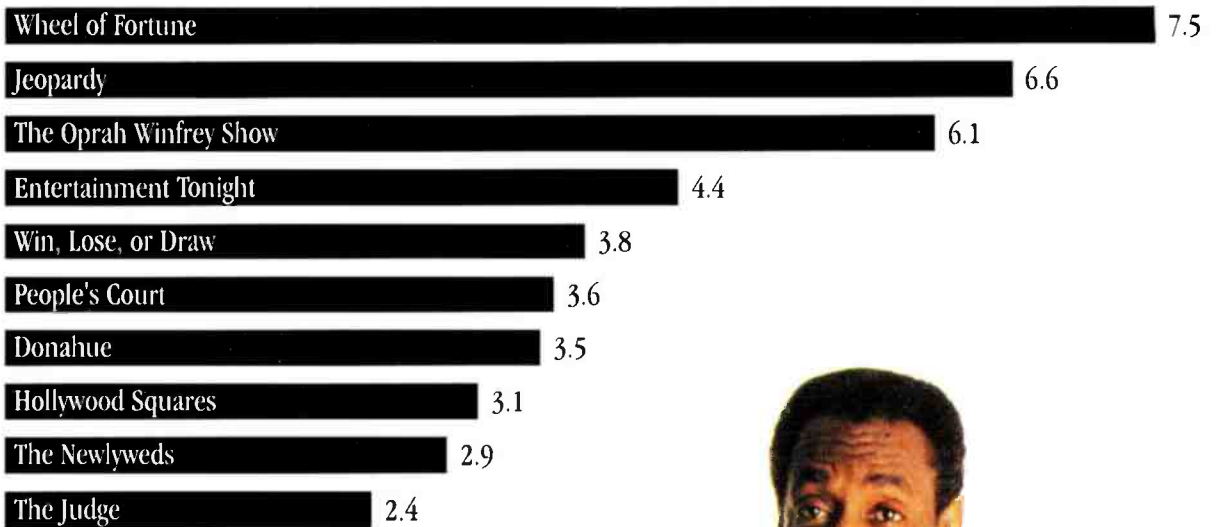
ARBITRON
The Local Market Champion

COSBY AND

Before Cosby, there was only Wheel, Jeopardy, and Oprah.

Top Ten First Run Strips

Women 18-49 Ratings, November 1987



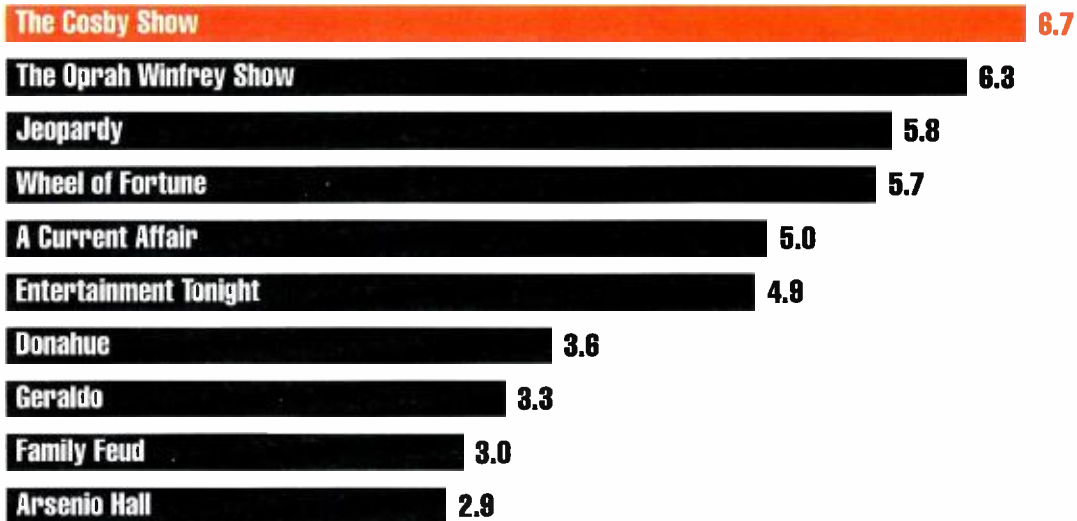
Source: NTI 4 weeks ending 11/29/87

EFFECT!

Now, Cosby beats them all.

Top Ten First Run Strips

Women 18-49 Ratings, November 1989



Source: NTI 4 weeks ending 11/24/89

VIACOMTM

VIACOM is a registered trademark of Viacom International Inc.
© 1990 Viacom International Inc. All rights reserved.

BY THE NUMBERS 1

NBC's *Cheers* was the number-one ranked show for the week ended March 18. But ABC's *America's Funniest Home Videos* continues to tickle America's funny bone—it was ranked number two overall, with a 24.1/37, far outdistancing the competition on NBC (*ALF*) and CBS (*Murder, She Wrote*).

For the first time in its short history, Fox ended a week with two shows among the top 20 ranked programs. *The Simpsons* finished 11th overall and first in its Sunday 8:30 p.m. time period, with



a 17.5/26. *Murder, She Wrote* was second (14.8/22), followed by NBC's movie (12.9/19) and ABC's *Elvis* (10.1/15).

Fox's *Married...With Children* finished 20th overall with a 15.4/23. The show was second in network competition in the Sunday 9 p.m. time period, behind CBS, which averaged about a 19/28. *Married* beat out movies on both NBC and ABC in the time period.

NBC was number one in prime time for the "By the Numbers" continues on page 16.

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	22.1/35	N	<i>Cheers</i>
2	▼	22.0/33	A	<i>Amer. Funniest Videos</i>
3		21.9/34	A	<i>Roseanne</i>
4		21.8/36	N	<i>Cosby Show</i>
5	▲	20.4/34	C	<i>60 Minutes</i>
6	▼	20.3/32	N	<i>A Different World</i>
7		19.7/32	C	<i>Sunday Movie: Gunsmoke</i>
7		19.7/30	A	<i>Wonder Years</i>
9	▲	18.1/29	A	<i>Who's the Boss?</i>
10	▼	17.9/27	N	<i>Heat of the Night</i>
11	▲	17.5/26	F	<i>Simpsons</i>
12	▼	17.4/31	N	<i>Golden Girls</i>
13	▲	17.1/29	N	<i>Unsolved Mysteries</i>
14	▼	17.0/31	N	<i>Empty Nest</i>
15	▼	16.7/26	A	<i>Couch</i>
15	▲	16.7/29	N	<i>L.A. Law</i>
17	▼	16.0/26	N	<i>Grand</i>
18	▲	15.7/25	C	<i>Designing Women</i>
19	▲	15.5/23	C	<i>Murder, She Wrote</i>
20	▲	15.4/23	F	<i>Married...With Children</i>
21	▲	15.3/25	A	<i>Head of the Class</i>
22	▲	15.1/26	A	<i>Growing Pains</i>
23	▼	14.8/23	C	<i>Murphy Brown</i>
24	▼	14.7/26	A	<i>Full House</i>
25	▲	14.5/24	N	<i>Monday Movie: Hill, Strangler</i>
25	▲	14.5/22	C	<i>Rescue 911</i>
27	▲	14.1/23	A	<i>Doogie Howser, M.D.</i>
28	▲	14.0/22	N	<i>Hogan Family</i>
29	▲	13.8/26	A	<i>20/20</i>
30	▼	13.5/24	A	<i>Family Matters</i>

Rank/rating □ Network □ Show

31	▼	13.4/21	N	<i>Night Court</i>
32	▼	13.3/26	N	<i>Hunter</i>
32		13.3/24	N	<i>News Special: Change</i>
34	▼	13.2/20	N	<i>Mallock</i>
35	▼	13.1/22	C	<i>Newhart</i>
36	▲	12.8/21	C	<i>Major Dad</i>
37		12.7/21	C	<i>Jake and the Fatman</i>
37		12.7/22	A	<i>Perfect Strangers</i>
39	▼	12.4/21	C	<i>Knots Landing</i>
40	▼	12.3/22	N	<i>Amen</i>
40	▼	12.3/20	N	<i>Dear John</i>
40	▼	12.3/19	N	<i>Sunday Movie: Phantom, Pt. 1</i>
43	▲	11.9/21	A	<i>Just the 10 of Us</i>
43	▼	11.9/19	A	<i>MacGyver</i>
43	▼	11.9/19	N	<i>My Two Dads</i>
46	▲	11.6/18	A	<i>Sunday Movie: Love & Lies</i>
47		11.5/18	N	<i>Sunday Movie: The Gifted One</i>
48	▲	11.3/22	A	<i>China Beach</i>
49		11.0/19	N	<i>Nasty Boys</i>
50	▲	10.8/18	A	<i>Anything But Love</i>
50	▲	10.8/18	C	<i>Tuesday Movie: K. Carpenter</i>
52	▼	10.7/19	C	<i>Dallas</i>
52	▼	10.7/17	A	<i>Father Dowling</i>
54	▲	10.6/19	N	<i>Baywatch</i>
55	▼	10.2/19	N	<i>ALF</i>
55	▼	10.2/19	N	<i>Quantum Leap</i>

Week 25 □ Mar. 12–Mar. 18

Rank/rating □ Network □ Show

57	▼	10.1/15	A	<i>Elvis</i>
57	▼	10.1/18	C	<i>His & Hers</i>
59	▼	10.0/16	A	<i>Young Riders</i>
60		9.8/15	C	<i>City</i>
60	▼	9.8/17	A	<i>thirtysomething</i>
62		9.7/18	N	<i>Mancuso, FBI</i>
63	▼	9.5/16	A	<i>Monday Movie: Brewster, Pt. 2</i>
64	▼	9.2/18	C	<i>Wiseguy</i>
65		8.7/16	C	<i>Why, Charlie Brown?</i>
66		8.6/15	C	<i>B. Bunny: Battle-Video</i>
66	▼	8.6/16	C	<i>Falcon Crest</i>
68		8.4/13	C	<i>Island Son</i>
68	▲	8.4/13	F	<i>Open House</i>
70		8.3/13	F	<i>America's Most</i>
71	▼	8.2/13	C	<i>48 Hours</i>
72		8.0/15	F	<i>Cops</i>
73	▼	7.9/14	A	<i>Primetime Live</i>
74		7.6/15	C	<i>Paradise</i>
75	▼	7.3/14	A	<i>Mystery Movie: Kojak</i>
76	▼	7.1/13	A	<i>H.E.L.P.</i>
77		7.0/13	F	<i>Totally Hidden Video</i>
78	▲	6.6/10	F	<i>Alien Nation</i>
79	▼	6.0/10	C	<i>Grand Slam</i>
80	▼	5.7/9	F	<i>21 Jump Street</i>
81	▲	5.6/9	F	<i>Tracey Ullman</i>
82	▼	5.2/9	F	<i>Booker</i>
83		4.7/8	A	<i>To Be Free: Nat'l. Lit</i>
84	▲	4.1/7	F	<i>Gary Shandling Show</i>
85	▼	4.0/7	F	<i>Night at the Movies: Wisdom</i>
86	▼	3.9/7	F	<i>Reporters</i>

Guide to symbols

▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast

Source: Nielsen Media Research

—No ranking change

FREEZE FRAMES: Syndication Scorecard *

Week ended Mar. 12

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.2	233	99	10	Mama's Family, syn. (Lorimar)	5.8	174	91
2	Jeopardy! (King World)	13.4	215	98	10	Star Search (TPE)	5.8	156	96
3	Cosby Show (Viacom)	9.4	204	98	13	Family Feud 2 (LBS)	5.5	136	88
4	Current Affair (20th Century Fox TV)	9.2	192	96	14	Inside Edition (King World)	5.4	105	79
4	Wheel of Fortune, wknd. (King World)	9.2	206	93	14	People's Court (Warner Bros. Domestic TV)	5.4	174	90
6	Star Trek: Next Generation (Paramount)	9.1	235	98	14	Warner Bros. Prem. Edition	5.4	119	91
7	Oprah Winfrey (King World)	8.7	213	98					
8	Entertainment Tonight (Paramount)	8.5	177	96					
9	Donahue (Multimedia)	6.4	223	99					
10	Geraldo (Paramount)	5.8	190	95					

The following shows were rated, but not ranked

Wrestling Network	7.4	173	93
World Wrestling Federation (WWF)	9.1	246	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

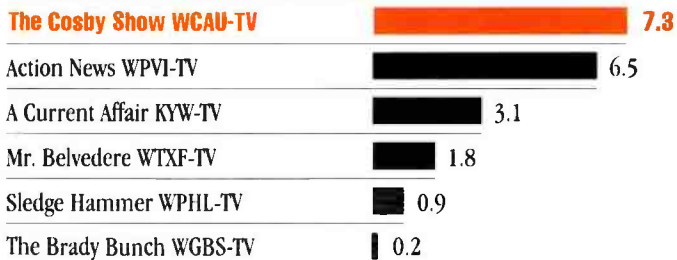
COSBY AND EFFECT

WCAU-TV's 5:00 PM audience has grown by 142% with The Cosby Show.

Household Ratings, M-F 5:00-5:30 PM



Women 18-49 Ratings, November 1989 M-F 5:00-5:30 PM



Cosby beats all of its time period competition among women 18-49.

With Cosby as a lead-in, WCAU-TV's 5:30 PM News has more than doubled its women 18-49 ratings, moving from #5 to #2.

Women 18-49 Ratings, M-F 5:30-6:00 PM



Source: Nielsen

VIACOM

VIACOM is a registered trademark of Viacom International Inc.
© 1990 Viacom International Inc. All rights reserved.



BY THE NUMBERS 2

Summary of Broadcasting & Cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,977	253	5,230
Commercial FM	4,273	834	5,107
Educational FM	1,424	270	1,694
■ Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	186	736
Educational VHF TV	123	5	128
Educational UHF TV	224	23	247
■ Total TV	1,446	233	1,679
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,815	318	2,133
VHF translators	2,722	125	2,847
UHF translators	2,205	403	2,608

C A B L E †	
Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.4%

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

"By the Numbers" continues from page 14.

week, averaging a 13.8/23. CBS nudged out ABC for second place with an 11.7/20, followed by ABC's 11.5/19. It was the second time in three weeks CBS placed second.

Season to date, NBC leads with a 14.7/24, followed by ABC, 12.9/21, and CBS, 12.3/20.

In the network evening news standings, ABC was first for the week with a 10.6/21, followed by NBC with a 9.2/19 and CBS with 9.1/18.

MarketScope

Most media stock groups were mixed the past week, during which the overall market rose slightly. But cable operator issues continued to be hurt, presumably by reregulation concerns. A number of MSO stocks reached new 52-week lows, including Jones Inter-cable, down 12% for week to 9% and Cablevision Systems which closed Wednesday at 25%. Short interest in Cablevision grew 16% from Feb. 15 to March 15, to 272,200 or 37 times average daily volume. Other MSO stocks affected included TCA Cable, down to 12%; Telecommunications A stock, down to 13%, and United Artists Entertainment, down to 13%. On the cable service side, Burnup & Sims also hit a new low and closed Wednesday at 14. Reaction to MCAs purchase of Geffen Records was said to have caused a slide in that stock to 50%, just shy of a 52-week low. In the other direction, King World Productions hit a 52-week high and closed Wednesday at 43% on renewed rumors of a possible sale of the company. Meanwhile, short interest in Spelling for the period ending March 15 was up 85% to 202,207 or nine times daily volume. For the week, Spelling stock was flat at \$10.

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	Ratio	Closing	Closing	Net	Percent	P/E	Ratio
Wed	Wed	Change	Change	Ratio	(000,000)	Wed	Wed	Change	Change	Ratio	(000,000)
Mar 21	Mar 14					Mar 21	Mar 14				

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities/ABC	523	1/2	508	15	1/2	03.05	21	9,422	N (BLC) A.H. Belo	35	1/8	34	1	1/8	03.30	40	693				
N (CBS) CBS	174	1/4	179	1/4	-	5	-02.78	16	4,120	N (AFL) American Family	15		15		00.00	14	1,217				
A (CCU) Clear Channel	13	3/4	14	-	1/4	-01.78	-114	53	O (ACCMA) Assoc. Commun.	31	5/8	32	1/4	-	5/8	-01.93	-71	583			
O (UCOR) Jacor Commun.	5	1/8	5	7/8	-	3/4	-12.76	-3	50	N (CCN) Chris-Craft	33	3/4	33		3/4	02.27	1	804			
O (LINB) LIN	83		85	1/2	-	2	1/2	-02.92	44	4,278	O (DUCO) Durham Corp.	29	1/2	31		-	1	1/2	-04.83	29	249
O (OBCCC) Olympia Broadcast	1	8	1/8			00.00			N (GCI) Gannett Co.	39	3/4	40	3/4	-	1	-02.45	16	6,415			
O (OSB) Osborn Commun.	10	1/8	9	3/4		3/8	03.84	-48	70	O (GACC) Great Am. Comm.	7	5/8	8	1/4	-	5/8	-07.57	-1	287		
O (OCOMA) Outlet Commun.	19	1/4	19	1/2	-	1/4	-01.28	12	126	A (HTG) Heritage Media	3	3/4	3	5/8		1/8	03.44	-3	167		
A (PR) Price Commun.	4	7/8	5	1/8	-	1/4	-04.87	-3	44	N (JP) Jefferson-Pilot	39	1/4	39	3/8	-	1/8	-00.31	11	1,476		
O (SAGB) Sage Broadcasting	2	1/4	2	1/4		00.00	-2	8	N (LEE) Lee Enterprises	27	1/2	28		-	1/2	-01.78	16	677			
O (SCRP) Scripps Howard	60		60			00.00	30	619	N (LC) Liberty	47	3/4	47	3/8		3/8	00.79	24	404			
O (SUNNC) SunGroup Inc.	1	1/4	1		1/4	25.00	-1	2	N (MHP) McGraw-Hill	53	1/2	52	3/4		3/4	01.42	13	2,608			
O (TLMD) Telemundo	5	3/4	5	5/8		1/8	02.22	-2	131	A (MEGA) Media General	29	1/2	28	5/8		7/8	03.05	-155	78		
O (TVXG) TVX Broadcast	5		4	3/4		1/4	05.26		36	N (MDP) Meredith Corp.	32		31	1/4		3/4	02.40	18	597		
O (UTVI) United Television	33		32	1/2		1/2	01.53	5	359	O (MMEDC) Multimedia	79	1/2	78		1	1/2	01.92	27	893		

COSBY AND EFFECT

The Cosby Show dominates its time period among women 18-49, outdelivering its combined competition by 43%.

Women 18-49 Ratings, November 1989 M-F 5:00-5:30 PM

The Cosby Show WHAS-TV	10.9
Geraldo WLKY-TV	3.3
Crimewatch Tonight WAVE-TV	2.6
Fun House WDRB-TV	1.6
Various WBNA-TV	0.1

Household Ratings, November 1989

Rank	Program	Station	Time Period	Rtg
1	The Cosby Show	WHAS-TV	5:00P M-F	16.5
2	Hee Haw	WHAS-TV	7:00P SAT	14.8
3	Star Trek—The Next Generation	WAVE-TV	7:00P SAT	14.3
4	PM Magazine	WHAS-TV	7:30P M-F	13.9
5	Entertainment Tonight	WHAS-TV	7:00P M-F	13.9
6	Wheel of Fortune	WLKY-TV	7:00P M-F	13.4
7	Jeopardy	WLKY-TV	7:30P M-F	12.9
8	A Current Affair	WAVE-TV	7:00P M-F	10.6
9	Family Feud	WAVE-TV	7:30P M-F	10.4
10	Star Trek	WAVE-TV	11:00A SUN	10.0

In Louisville, The Cosby Show is the #1 syndicated program among households.

Cosby's lead-out dominates the time period, delivering 50% more households than it did prior to Cosby's premiere.

Household Ratings, M-F 5:30-6:00 PM

November 1987 M*A*S*H #1	14.3
November 1988 Action 11 News #1	15.7
November 1989 Action 11 News #1	21.4

Source: Nielsen

VIACOM

VIACOM is a registered trademark of Viacom International Inc. © 1990 Viacom International Inc. All rights reserved.



Datebook

■ indicates new listing or changed item.

This week

March 26—"Washington Issues Day," sponsored by *Telecommunications Industry Association*. J.W. Marriott, Washington. Information: (202) 457-4987.

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

March 26—"Women in the Media," one in American Forum series sponsored by *American University School of Communication*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

March 27—"Corporate Culture and Gender Styles: A Gender Dynamics Seminar," sponsored by *New York Women in Cable*. Viacom Conference Center, New York. Information: (718) 482-4079.

March 27—"An Evening with Carl Reiner," sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818) 763-2975.

■ **March 27**—*Tampa Bay Interconnect* and *Florida Hurricane chapter of American Women in Radio and Television* panel. Rusty Pelican at Rocky Point, Tampa, Fla. Information: (813) 872-0822.

March 28—"Meet the Media: How to Work with Television Business News Programs," sponsored by *Public Relations Society of America, New York chapter*. Gramercy Park hotel, New York. Information: (212) 228-7228.

March 28-31—*National Association of Black*

Owned Broadcasters 14th annual spring broadcast management conference. Marriott Marquis, Atlanta. Information: (202) 463-8970.

March 28-April 1—"Produced by David Susskind," screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

March 29—46th annual dinner of *Radio and Television Correspondents Association*. Washington Hilton, Washington. Information: (202) 828-7016.

March 29—"Update on AIDS Coverage," seminar sponsored by *Gannett Center for Media Studies*. Speaker: James Kinsella, author of "Covering the Plague: AIDS and the American Media." Gannett Center, Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

March 29—"Mergers and Downsizing: Coping with the Upheaval," sponsored by *American Women in Radio and Television, New York City chapter*. MMT Sales, New York. Information: (212) 456-3770.

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

March 30—*Wireless Cable Association* seminar on wireless cable. Hyatt Atlanta Airport, Atlanta. Information: (202) 452-7823.

March 30—"Representing Your Local Broadcaster: A Practical Workshop for Lawyers," ninth annual legal forum sponsored by *American Bar Association Forum on Communications Law and National Association of Broadcasters*. Atlanta Hilton hotel, Atlanta. Information: (312) 988-5580.

March 30—"The Greening of Soviet Communication," seminar sponsored by *Center for Communication*. Center, New York. Information: (212) 836-3050.

March 30-April 1—"The 1990's: New Dilemmas in Journalism," conference sponsored by *Society of Professional Journalists, region four*. Sheraton at Station Square, Pittsburgh. Information: Debra Meyer, (412) 881-4433.

March 31—*Association of Maximum Service Telecasters* annual membership meeting, during NAB convention. Room 364, Georgia World Congress Center, Atlanta.

March 31-April 3—*National Association of Broadcasters* 68th annual convention. Atlanta Convention Center, Atlanta. Information: (202) 429-5300.

April

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

■ **April 1-4**—*Association of National Advertisers* business to business marketing communications conference. Biltmore hotel, Coral Gables, Fla. Information: (212) 697-5950.

April 2—*Association of Maximum Service Telecasters* engineering breakfast, during NAB convention. Marquis ballroom, Marriott Marquis, Atlanta. Information: (202) 462-4351.

■ **April 2-4**—*Advertising Research Foundation* annual conference and exposition. Speakers include: CBS's Connie Chung, Young & Rubicam President Peter Georgescu, and Ted Turner of Turner Broadcasting System. New York Hilton. Information: (212) 840-1661.

April 3—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's Restaurant, Los Angeles. Information: (213) 652-

Major Meetings

March 31-April 3—*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—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

April 5-9—Annual public radio conference, coordinated by *National Public Radio*. Sheraton Washington hotel, Washington. Information: 822-2090.

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

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

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

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

June 3-6—*NBC-TV* annual affiliates meeting. Washington.

June 9-12—*American Advertising Federation* national conference, featuring presentation of Adly Awards. Marriott Pavilion, St. Louis.

June 10-13—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

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

June 17-21—The 1990 PBS meeting, sponsored by *Public Broadcasting Service*. Loews Anatole, Dallas.

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

June 26-29—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

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

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

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

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

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

225-8183.

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

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

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

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

Nov. 14-16—*Television Bureau of Advertising* annual meeting. Dallas.

Nov. 28-30—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

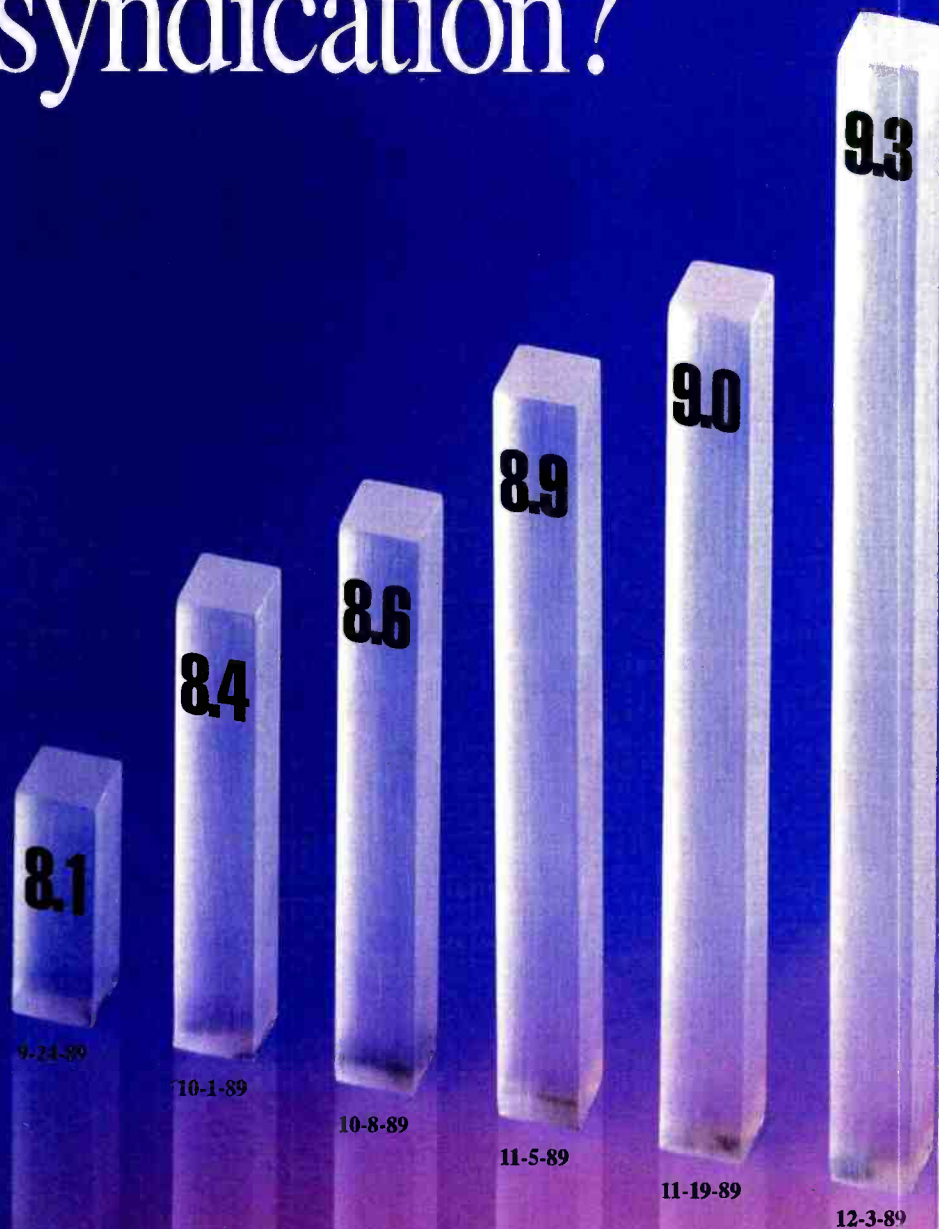
Jan. 7-10, 1991—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

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

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

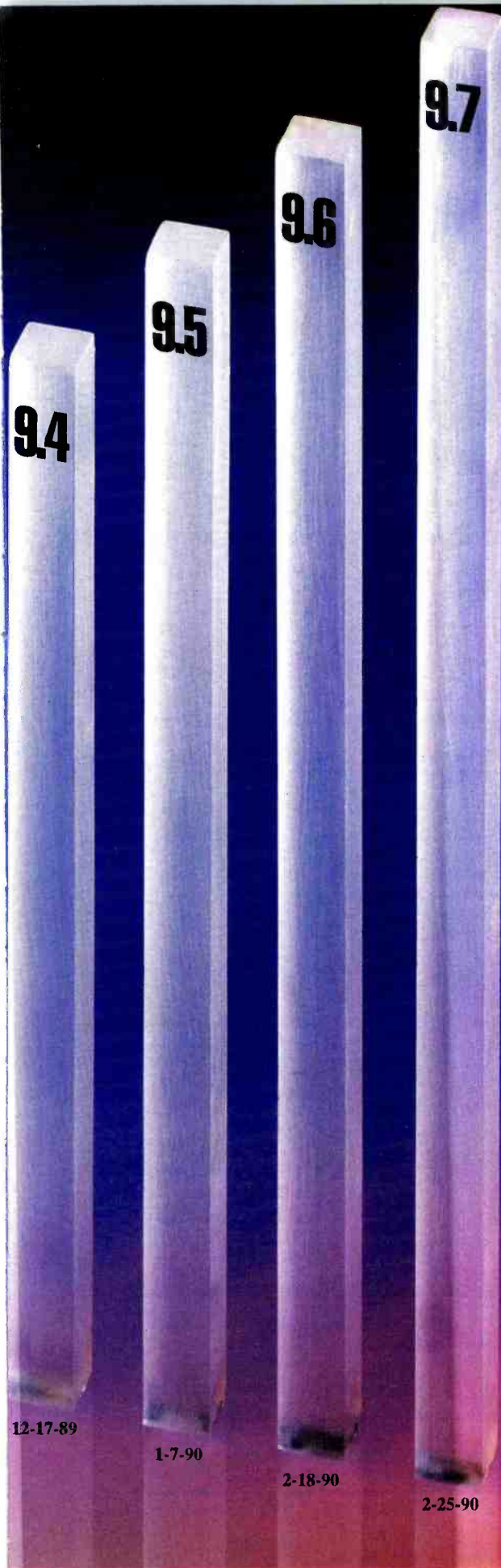
Answer:
A Current Affair

Question: What is the next #1 show in syndication?



**TWENTIETH
TELEVISION
CORPORATION**
TM

Source: NPD Research Report
Week ending 12/3/89 based on (GMA Rating)



The Only Answer:

- A **Current Affair** posts an all-time high **9.7** national rating!
- A **Current Affair** breaks its own ratings' record **10** times since September!
- A **Current Affair** continues its phenomenal growth—up **24%** vs. Feb. '89!
- Wheel of Fortune and Jeopardy are down again—declining **7%** and **6%**, respectively, vs. Feb. '89!
- A **Current Affair**. The next **#1** show in syndication.



Any Questions?

Year-to-year comparisons are Jan. 30–Feb. 26, 1989 vs. Jan. 29–Feb. 25, 1990

**A
Current
Affair**

The Original. The Best.



**INTERNATIONAL
TELEVISION
FESTIVAL OF
MONTE-CARLO**

**AWARDS
1990**

**GOLD
NYMPHS**



*to the best
News Reportage :*
"CHINA :
TIANANMEN SQUARE"
B.B.C. (Great Britain)

*to the best Magazine or
Current Affairs Programme :*
"THE BLACK CITY WITH
THE WHITE HOUSE"
S.V.T. (Sweden)

to the best Television film :
"ONE WAY OUT"
B.B.C. (Great Britain)
to the best Mini-Series :
"LES GRANDES FAMILLES"
Antenne 2 (France)

**SILVER
NYMPHS**



**IN THE NEWS
CATEGORIES**

to a News Reportage :
"PANAMA :
DIE GESTOHLENE WAHL"
Z.D.F.
(Federal Republic of Germany)

*to a Magazine or Current
Affairs Programme :*
"SOUS LE REGARD
DE LENINE"
Antenne 2 (France)

**IN THE MINI-SERIES
COMPETITION**

to the best script :
DAVID LODGE for
"NICE WORK"
B.B.C. (Great Britain)

*to the best direction and
participation in the script :*
MARIANNE AHRNE for
"DANDELION CHILD"
S.T.V. (Sweden)

**IN THE FICTION
COMPETITION**

to the best script :
ALISON CROSS for
"ROE vs. WADE"
N.B.C. (U.S.A.)

to the best direction :
PETER DEUTSCH in
"DER WEG NACH LOURDES"
A.R.D./S.R.
(Federal Republic of Germany)

*to the best performance
by an actress :*
HOLLY HUNTER in
"ROE vs. WADE"
N.B.C. (U.S.A.)

*to the best performance
by an actor :*
FRANKIE SAKAI in
"SANTOKA"
N.H.K. (Japan)

**SPECIAL
PRIZES**

**SPECIAL PRIZE OF
H.S.H. PRINCE RAINIER III**
"PANORAMA : THE POISONED LAND,
THE DYING SEA" - B.B.C. (Great Britain)

**PRIZE OF THE MONACO
RED CROSS**
"A PATH ACROSS THE DANUBE"
C.S.T. (Czechoslovakia)

For all information : **FESTIVAL INTERNATIONAL DE TELEVISION**
C.C.A.M. - Boulevard Louis II
MC 98000 MONACO
Tel. (33) 93 30 49 44 / 93 50 93 00
Tlx 469 156 MC - Fax (33) 93 25 06 00

0222.

■ **April 3-4**—Broadband/Sonet conference: "The Platform for Next-Generation Networks," sponsored by *Telecommunications Reports*. Washington. Information: (800) 822-6338.

April 4—Deadline for entries in 42nd Annual Prime Time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, for entries aired June 1, 1989, through April 4, 1990. Information: ATAS, (818) 763-2975.

April 4—"Speaking with Power," presentation skills workshop sponsored by *American Association of Advertising Agencies*. Hyatt Regency hotel, Chicago. Information: (212) 682-2500.

April 5—20th annual Matrix Awards luncheon, sponsored by *New York Women in Communications*. Waldorf-Astoria, New York. Information: (212) 532-3669.

April 5—"Careers in Broadcast Television: Good Morning America," seminar sponsored by *Center for Communication*, featuring Charles Gibson, host of *GMA*. Center, New York. Information: (212) 836-3050.

April 5-8—Tenth annual Health Reporting Conference, sponsored by *American Medical Association, division of television, radio and film services*. Westin hotel, Tabor Center, Denver. Information: (312) 645-5484.

April 5-9—Annual public radio conference, coordinated by *National Public Radio*. Sheraton Washington hotel, Washington. Information: 822-2090.

April 6—"Winning New Business: Strategies That Sell Your Agency," professional development seminar sponsored by *American Association of Advertising Agencies*. Cincinnati hotel, Cincinnati. Information: (212) 682-2500.

April 6—Deadline for entries in Awards for the Advancement of Learning through Broadcasting, sponsored by *National Education Association*, designed to "encourage broadcasters to focus on the pursuit of excellence." Information: (202) 822-7484.

April 6-7—*Society of Professional Journalists, region six*, conference. Panels and workshops on covering Indian treaty rights, stress, personal ethics in the newsroom, RSI/Carpal Tunnel Syndrome, open records update and balancing home and career. St. Paul hotel, St. Paul, Minn. Information: Lucy Dalglish, (612) 228-5490.

April 6-7—"Covering the Outrageous," conference of *Society of Professional Journalists, region nine*. Panels and workshops on covering radical fringe groups, sex, child abuse, spousal assault, rape and abortion. Warwick hotel, Denver. Information: Wait Cooper, (303) 939-6430.

April 6-7—*Society of Professional Journalists, region 12*, conference. Speakers: Murray Baron, president, Accuracy in Media; DeWayne Wickham, past president, National Association of Black Journalists, and Bill Clinton, governor of Arkansas. Little Rock Hilton Inn, Little Rock, Ark. Information: Dennis Schick, (501) 374-1500.

April 6-8—*AP Television-Radio Association of California-Nevada* 38th annual convention and awards banquet, including seminars on ethics, radio and TV writing and tape editing. Hyatt Regency, Long Beach, Calif. Information: Rachel Ambrose, (213) 746-1200.

April 7—*Virginia UPI/Radio-Television News Directors Association* region 13 conference. Speaker: Virginia Governor Doug Wilder. Virginia Beach. Information: Georgeann Herbert, (804) 446-2711.

April 9—Deadline for comments on the domestic telecommunications infrastructure to *National Telecommunications and Information Administration*. U.S. Department of Commerce, NTIA, Washington. Information: (202) 377-1551.

April 9—*Pittsburgh Communications Foundation* eighth annual media month luncheon. Speaker: Carole Simpson, ABC News correspondent and anchor. Vista International hotel,

**CLEARED IN
OVER 50% OF
THE U.S.
IN JUST
8 WEEKS!**

REUNION

These are only a few of the
stations who've signed up
for "Reunion."

KCAL LOS ANGELES
WPHL PHILADELPHIA
KTVU SAN FRANCISCO
WXON DETROIT
KDAF DALLAS
KHTV HOUSTON
WSB ATLANTA
WSVN MIAMI
KTVI ST. LOUIS
WTTX HARTFORD
KQVR SACRAMENTO
WFTV ORLANDO
WSYX COLUMBUS
KENS SAN ANTONIO
WAVY NORFOLK
WLNE PROVIDENCE

For station sales
call Michael Weiser:
(212) 603-5954

For advertiser sales
call Howard Levy:
(212) 603-5950

BLAIR ENTERTAINMENT 
TAKE A CLOSER LOOK!

Pittsburgh. Information: (412) 244-4528.

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

April 12—Regional cable sports panel, sponsored by *International Radio and Television Society sports division*. Mark Goodson Theater, New York. Information: (212) 867-6650.

April 12-13—"Newsroom Technology: The Next Generation," technology studies seminar for media professionals sponsored by *Gannett Center for Media Studies*. Gannett Center, New York. Information: (212) 280-8392.

April 13-14—12th annual Black College Radio Convention, sponsored by the *National Association of Black College Broadcasters*. Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 13-14—National Association of Hispanic Journalists job fair, during NAHJ eighth annual conference and expo. San Francisco. Information: (202) 783-6228.

April 15—Deadline for entries in awards contest for diplomatic correspondence, consumer journalism, newsletter journalism, Washington correspondence and regional reporting, sponsored by *National Press Foundation*. Information: (202) 662-7523.

April 16—Deadline for applications for *BROADCASTING-Taishoff* seminar for mid-career radio and television professionals. Information: Deborah Colky, (312) 922-7424.

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

Errata

In March 5 story on Lorimar's development projects, **The Danger Team** is identified as hour drama, show is half-hour. **Rob Lieberman**, executive producer and director of *Gabriel's Fire* was omitted from story.

□

Story in March 12 issue incorrectly reported that *Golden Girls* and *227* beat *The Joan Rivers Show* in New York in February. By Nielsen's count, they were actually tied.

□

Name of **Sony Magnetic Products Corp.**'s vice president, professional tape division, **Andrew Mougis**, was misspelled in March 19 "On the Road to NAB" story. □

Albert Halprin, one of members of FCC's advisory committee on 1992 World Administrative Radio Conference, is partner in Washington law firm **Verner Liipfert Bernhard McPherson & Hand**. Story in March 19 BROADCASTING had repeated inaccurate information in FCC news release identifying Halprin with Myerson, Kuhn & Sterrett. That was first firm with which Halprin was associated, in 1987, after leaving FCC, where he had served as chief of Common Carrier Bureau.

NO. 1 IN A SERIES

If I'm going to go with an investment banker, wouldn't I be better off getting one of the big Wall Street firms?



“No!

We focus strictly on the communications industry, specializing in broadcast and print media. This intense focus makes it possible for us to give you better ideas, better access to capital, and a higher priority. And if you take the time to inquire, you will discover that the Wall Street firms' communications divisions are not staffed any deeper than Crisler Capital Company. They have no advantage whatsoever in the private placement market.”

R. Dean Meiszer, President and Managing Director of Crisler Capital Company, investment bankers specializing in mergers and acquisitions by communications organizations, answers many more questions like this in our brochure. Write or call for your copy.

CRISLER CAPITAL COMPANY

600 Vine Street, Suite 2710, Cincinnati, OH 45202
(513) 241-1844



MEMBER: NASD

3100.

■ **April 17**—Second annual Upfront '90 conference, sponsored by *Advertiser Syndicated Television Association*, offering advertisers and their agencies look at new fall first-run programming. New York Hilton, New York. Information: (212) 210-0716.

April 17—"Upfront '90," ASTA syndication conference, sponsored by *Advertiser Syndicated Television Association*. New York Hilton, New York. Information: (212) 245-0840.

April 17—"Scoop or Snoop? The Press and Private Lives," one in American Forum series sponsored by *American University School of Communications*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

April 17—*New Jersey Broadcasters Association* annual engineering conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—*New Jersey Broadcasters Association* semi-annual sales seminar. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—Digital audio production demonstration by New England Digital, sponsored by *Society of Broadcast Engineers*, chapter 15. New York Times building, New York. Information: David Bialik. (212) 752-3322.

April 18-19—*Center for Communications* seminar, "Doing the Right Thing: Minorities in the Communications Industries." Center, New York. Information: Lisa Weaver, (212) 836-3050.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (708) 296-0200.

April 18-20—*Virginia Cable Television Association* 24th annual convention. Cavalier hotel, Virginia Beach. Information: (804) 780-1776.

■ **April 18-20**—*Indiana Broadcasters Association* spring conference. Holiday Inn, Terre Haute, Ind. Information: (317) 638-1332.

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

April 18-22—*Religious Communication Congress* "once-a-decade international/interfaith event," featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

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

April 19-20—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

April 19-20—"Cable Television Law: Revisiting the Cable Act," seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Hotel Meridien, San Francisco. Information: (212) 765-5700.

April 19-21—*New Mexico Broadcasters Association* annual convention. Ramada Classic hotel, Albuquerque, N.M. Information: (505) 299-6908.

April 20—*NATPE Educational Foundation's* fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin hotel, Chicago. Information: (213) 282-8801.

April 20-21—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

April 20-21—*Radio-Television News Directors Association* region six conference. Speakers include Douglas Edwards, formerly of CBS News, and Bob Priddy, past RTNDA chairman. Holiday Inn on the Lake, Lake of the Ozarks, Mo. Informa-



Is your newsroom slowed by miscommunications? Gridlocked

by inefficiency? Drowning in a sea of paper and printer ribbons? If it is, relax. UPI and BASYS have teamed up to offer newsroom software that any station can afford.

PC NewsDesk is the most advanced multi-wire, multi-user PC software. It's designed specifically for broadcast, with powerful editing, communications and security features you won't find in any other PC newsroom software.

THE WIRE SERVICE OF THE FUTURE ANNOUNCES THE END OF THE NEWSROOM OF THE PAST.

time received. It alerts you instantly when a bulletin crosses the wire. Its unique split-screen feature lets you edit a story or build a newscast on one side and monitor the latest UPI news on the other.

PC NewsDesk helps you produce a more current, more accurate newscast. Turn copy into scripts, add late-breaking details to the top of the broadcast, insert commercials. PC NewsDesk even times the copy auto-

PC NewsDesk sorts UPI and other wires by category, by key-

word or by

matically after each change is made.

PC NewsDesk has an Assignment Desk to streamline scheduling. Electronic Mail to improve staff communications. Security log-on and secure files to keep an exclusive story from leaking.

How much does the future cost? Less than you'd imagine. And you'll save a small fortune in paper and ribbons, besides.

If you're tired of working in the past, wire into the future today — with PC NewsDesk, from the

UPI/BASYS team.

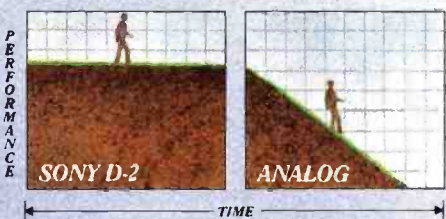
UPI WIRE INTO THE FUTURE.

The newsroom of the future, today!
See UPI/BASYS PC NewsDesk® software in action at NAB. Come to UPI Booth 3023 and BASYS Booth 1256. Or call 1-800-UPI-8870.

Not long ago, these facts would have been fiction. Then Sony introduced D-2 composite video.

D-2 takes the amazing possibilities of digital technology and makes them a practical reality.

In fact, revolutionary is the only way to describe it. D-2's digital world is a place where performance is consistently extraordinary. Where every tape copy is as good as the original. Where audio is as



D-2 maintains consistently high performance.

important as video. And where machines operate without the need for constant adjustments.

In the digital world, a D-2 VTR does its job just about perfectly. So you can too.

D-2 effectively eliminates dropouts.

And it's all a matter of fact.

D-2's picture quality is exceptional from the start, and it stays that way consistently. Here's why:

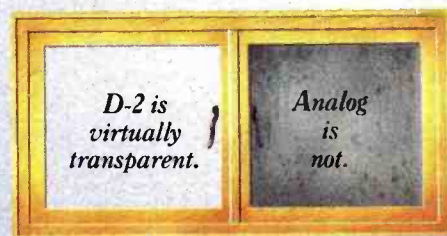


D-2 effectively eliminates dropouts.

To everyone with their video it's time to

D-2's unique error correction and concealment system means you'll never have to worry about dropouts.

D-2's digital transparency is another



clear advantage.

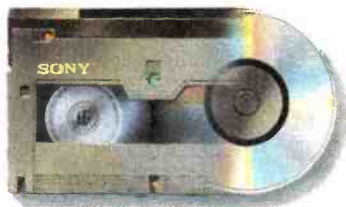
And copies of D-2 tapes aren't dubs.



They're "clones." Digital replications indistinguishable from the original.

As for audio, D-2 VTR's have broadcast sound quality previously unheard of.

who's satisfied tape recorders, face the facts.



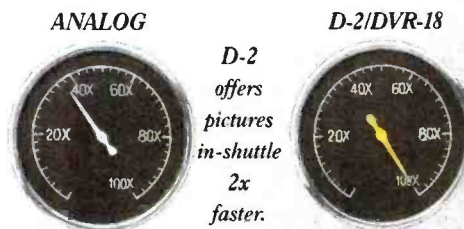
*D-2
combines
digital
audio
with
digital
video.*

Four independently editable channels of CD quality digital sound. In stereo that never needs a phase adjustment.

Fact is, no other composite VTR performs as well as D-2. In both video and audio. You might think such a high per-

formance machine would be hard to work with. But in fact, D-2 is quite easy to use.

For example, D-2 shows you pictures-



in-shuttle faster and in color. So you can

work more quickly and efficiently. And one person can comfortably operate up to eight D-2 VTRs. Which makes it a lot easier to do a lot more.

Given all this intelligence, you'll have to agree. Sony D-2 sets a new standard in recording technology. After all, you can't argue with the facts.

*D-2
lets one
person
easily
operate
up to eight
VTRs.*



For more information call (800) 635-SONY.

SONY

B R O A D C A S T P R O D U C T S

Sony Communications Products Company, 1400 Owen Avenue Road, Ivesdale, IL 07644. ©1989 Sony Corporation of America. Sony is a registered trademark of Sony.

tion: Nan Siemer, (314) 449-4141.

April 20-21—Florida Associated Press Broadcasters 42nd annual meeting and awards luncheon. Airport Holiday Inn, Orlando, Fla. Information: Chris MacGill, (305) 594-5825.

April 20-22—"Urban Poverty in the 1990's," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation* and *Los Angeles Times*. Los Angeles Midtown Hilton, Los Angeles. Information: (213) 851-7372.

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

April 21—Radio-Television News Directors Association region two conference. Speakers include RTNDA President David Bartlett. Los Angeles. Information: Bill Yeager, (213) 462-6053.

April 21—13th annual Great Lakes Radio Conference. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-7173.

April 21—"Press Problems of the 90's: A Project Watchdog Debate," sponsored by *Society of Professional Journalists, Washington chapter*, and *National Press Foundation*. National Press Club, Washington. Information: Phil Robbins, (202) 994-6225.

■ **April 21**—Communications Day, sponsored by *Washington chapter of American Women in Radio and Television*. Biznet Studio, Chamber of Commerce, Washington. Information: Lisa Tate, (202) 662-7460.

April 22-25—First national pay-per-view convention, sponsored by *Cable Television Administration and Marketing Society*. Theme: "Creating the Reality." Hilton, Walt Disney World Village, Orlando, Fla. Information: (703) 549-4200.

April 23—NATPE Educational Foundation's

fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin hotel, Dallas. Information: (213) 282-8801.

April 23—*Royal Television Society* Alistair Cooke inaugural lecture, to be delivered by Robert McNeil, of *McNeil-Lehrer NewsHour*, on "The Made-for-TV World." Cooper Union Great Hall, New York. Information: (212) 603-6565.

April 24—"Innovation in Telecommunications: Is It Working?" Marconi Fellowship symposium sponsored by *Smithsonian Institution*. National Museum of American History, Carmichael Auditorium, Washington. Information: (718) 260-3280.

April 24—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, featuring BCT/E testing. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

April 24-25—Ohio Association of Broadcasters spring convention. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

April 25—*International Radio and Television Society* newsmaker luncheon. Panelists: Paul Tagliabue, commissioner, National Football League; Francis Vincent Jr., commissioner, Major League Baseball; David Stern, commissioner, National Basketball Association. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 25—"Keeping Secrets: Justice on Trial," conference sponsored by *Society of Professional Journalists and Association of Trial Lawyers of America*. Westin hotel, Washington. Information: Marsha Hahn, (312) 922-7424.

■ **April 25-26**—"Cable Insights," technical seminar for non-technical cable personnel co-sponsored by *General Instrument's Jerrold Communications and Cable Television Administration and Marketing Society*. Loews Anatole, Dallas. Information: (215) 674-4800.



Clarification

EDITOR: It is very disturbing to discover that your publication, among the most reputable in the industry, has printed a story with data that is so inaccurate that it breaks every basic rule of television research. I am referring to your March 5 article on the syndication rankings.

In reporting the deliveries of several shows, BROADCASTING compares one week of Nielsen Television Index ratings from the week ending Feb. 18, 1990, to the February 1989 or November 1989 Cassandra Ranking Report numbers. These are two separate studies with two completely different samples and methodologies whose only common attribute is that they are produced by the same company.

The result is a completely invalid analysis which undermines the dominant February performances of King World's *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show* with nonexistent drastic declines. Even more distressing is your book-to-book (rather than year-to-year) comparison that depicts *Inside Edition* as declining, when in fact its week ending Feb. 18, 1990, rating is up 10% from February 1989 and 12% from November 1989 on an NTI basis, the latter of which generated a larger increase than *Hard Copy* achieved during that same period.—Allyson Kossow, vice president,

public relations, King World Productions, New York.

Editor's note: The story did compare apples and oranges in trying to provide a snapshot of syndicated performance in anticipation of the release of the Cassandra numbers.

Prediction's coming true

EDITOR: Many thanks for the opportunity to contribute a "Monday Memo" (BROADCASTING, Feb. 12). I am most hopeful that it will bring the attention of at least some multi-national advertisers and agencies to the need for a worldwide identity standard for TV material and perhaps even lead to this item becoming an agenda item of an appropriate advertiser/agency committee.

By way of follow-up, the "Monday Memo" prediction of "every country establishing its own method" was not premature. We have just received from the Japan Advertising Agencies Association a copy of Japan's "CM Common Codes" booklet covering a system now in use in Japan. Unlike the Australian, Canadian and UK systems, which are "approval" and "verification" codes, Japan's seems to be (we are awaiting completion of more translation) an identity code, somewhat similar to ISCI. The U.S. needs to move to protect its ISCI investment. Time's a wastin'!—David W. Dole, ISCI Inc., Northfield, Minn.

The Fifth Estate Broadcasting TELEVISION

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

Lawrence B. Taishoff, publisher.

Editorial

Donald V. West, managing editor.
Mark K. Miller, Harry A. Jessell,
assistant managing editors
Leonard Zeidenberg, chief correspondent.
Kira Greene, senior news editor.
Matt Stump, Kim McAvoy, John S. Eggerton,
associate editors.
Susan Dillon, A. Adam Glenn (international),
assistant editors.
Randall M. Sukow (technology), Peter D. Lambert,
staff writers
Janet Sullivan, Marsha L. Bell, editorial assistants.
Todd F. Bowle, editorial production supervisor.
Ed Kaitz, production.

Broadcasting □ Cable Yearbook

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

Advertising

Washington
202-659-2340
Kenneth W. Taishoff, vice president, sales and marketing.
Robert (Skip) Tash, Midwest and Southern regional sales
manager.
Doris Kelly, sales service manager.
Debra DeZarn, classified advertising manager
New York
212-599-2830
Joseph E. Ondrick, East Coast regional sales manager.
Randi B. Teitelbaum, sales manager.
Yindra Crawford, advertising assistant.
Lewis Edge & Associates, (East Coast equipment and
engineering): 609-683-7900; fax: 609-497-0412.
Dave Berlyn & Associates: 914-631-6468.
Mattilyn Calloway, receptionist.
Hollywood
213-463-3148
John R. Russel, West Coast regional sales manager.
Sandra Klausner, editorial-advertising assistant.
Schiff & Associates (Western equipment
and engineering): 213-393-9285; fax: 213-393-2381.

Circulation

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

Production

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

Administration

Philippe E. Boucher, controller.
Tracy Henry, assistant controller.
Albert Anderson, office manager.
Nancy Miller, personnel administrator.
Rhonda Moore, accounting assistant.
David N. Whitcombe, publishing consultant.

Corporate Relations

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

Bureaus

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

Advertising Representatives

Pattis/3M: Chicago 708-679-1100; fax: 708-679-5926.
Los Angeles 213-462-2700; fax: 213-463-0544.
Hawaii 808-545-2700; fax: 808-599-5802.
London (01) 427-9000; fax: (01) 427-5544.
Japan (06) 925-4452; fax: (06) 925-5005.

Broadcasting Publications Inc. A Times Mirror Business Publication

Lawrence B. Taishoff, president.
Kenneth W. Taishoff, vice president.
Donald V. West, vice president.
Founded 1931. *Broadcasting-Telecasting* introduced
in 1946. *Television* acquired in 1961. *Cablecasting*
introduced in 1972 □ Reg. U.S. Patent Office. □
Copyright 1990 by Broadcasting Publications Inc.

TELEREP
NOW REPRESENTS

WHBQ-TV
MEMPHIS



TELEREP

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

Monday Memo

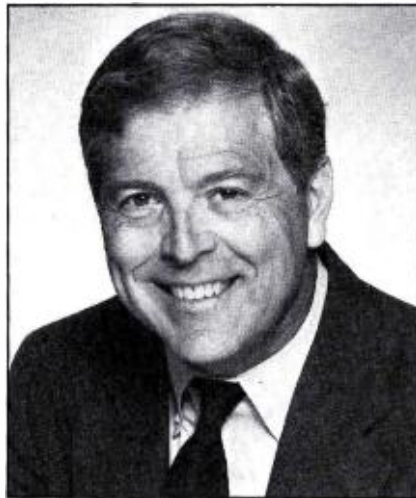
A TV viewing commentary by Darrel Cunningham, president, Sigma Broadcasting Inc., Fort Smith, Ark.

While broadcasters are hailing the arrival of the syndex and modified network non-duplication rules to start the new year, many small market affiliates still will be unable to protect their network signals or syndicated programs from encroaching adjacent markets. The reason is FCC rules which use 1971 data to establish which stations are significantly viewed in each U.S. county. Network non-duplication protection has not been a priority in recent years. Since the loss of must carry provisions in 1985, cable systems could simply drop any station which pressed a non-dup request. But the new rules close this loophole by giving non-dup protection even if the requesting station is not carried by the cable system.

The original intent of the county-by-county significantly viewed stations list was to show which stations had to be carried by cable systems. Network affiliates that achieved a 3% share and 25% net weekly circulation in non-cable homes were considered "significantly viewed," and had to be carried. In 1980, the FCC amended its non-dup rules to relieve cable systems from providing protection for local network affiliates against adjacent market affiliates that met the significant viewing test. The effect of "grandfathering" 1971 viewing levels was to insulate larger market network affiliates against audience erosion to adjacent affiliates in smaller, emerging markets.

In 1971, there were only 179 commercial UHF stations on the air. In 1990, there are 540, many of them small market affiliates trying to attract local audiences to local news and to the local station's version of the network signal. Even if such a station succeeds in changing viewing habits, it cannot get non-duplication protection for its network signal. The FCC clings to the 1971 significant viewing list, ostensibly to avoid being swamped by petitions for exceptions. No station has ever been dropped from the list, although several stations have been added.

An illustration of the FCC's resolve is provided by the long fight of the San Diego NBC affiliate. After almost eight years and appeals to the U.S. Courts of Appeal for both the Fourth Circuit and the District of Columbia, KCST-TV was granted a waiver of the rules to enable it to regain network non-duplication protection. The FCC pointed out in its 1986 Memorandum Opinion and Order that the waiver did not delete KNBC-TV from the 1971 significantly viewed list. It also said that stations seeking similar waivers would face "...a high hurdle even at the starting gate."



“ The syndex and revised non-dup rules are a great step forward in allowing broadcasters to protect program rights for which they have contracted. But small market network affiliates are effectively barred from protecting their programming by FCC reliance on 1971 viewing data. ”

Small market broadcasters find the prospect of expensive, lengthy proceedings hurdle enough and do not seek such waivers. There is a way to handle this situation that would be fair and efficient. It would also follow the FCC's announced preference for marketplace rather than administrative solutions.

Each year Arbitron and Nielsen publish their new Area of Dominant Influence and Designated Market Area listings showing the television market assignments of all U.S. counties. The results and the prospect of change are eagerly awaited in those markets, and the economic effect can be much more profound than the question of network non-duplication protection. This past year, for example, Benton County in Arkansas was shifted from the Joplin, Missouri, ADI to Fort Smith, Arkansas. Fort Smith moved from ADI size 140 to 115 while Joplin moved from 121 to 148. Arbitron and Nielsen procedures for these assignments are published, closely monitored and well accepted by broadcasters. At the same time each company also shows county-by-county viewing levels by market and by station in both cable and non-cable homes. These data are well-suited for the determination of which stations should get or retain significantly viewed status.

In the Fort Smith market, viewing patterns have changed dramatically since 1971. New network affiliates signed on in 1971 and 1978. Satellites and translators were added in 1978 and 1989. In the 11-county ADI, five counties comprising 72% of the ADI TV households are shown in 1971 as significantly viewing the Tulsa ABC affiliate. Not one of those counties gives the requisite viewing to a Tulsa station today; some have not met the standard for five years or more.

Cable operators no doubt would drop some distant affiliates who lost significantly viewed status. But why should a local cable operator be required to carry a distant affiliate based on viewing the station had in 1971? Why should the local, significantly viewed network affiliate have the burden of defending its network franchise in its home market with expensive, special pleading before the FCC?

The syndex and revised non-dup rules are a great step forward in allowing broadcasters to protect program rights for which they have contracted. But small market network affiliates are effectively barred from protecting their programming by FCC reliance on 1971 viewing data. In its *KCST-TV* decision, the FCC said that stations who want to show that a particular station is no longer significantly viewed will be expected to use community or cable system-specific data to one standard error and to show that the station has not met the 3% share and the 25% circulation test for two years. It is time to drop the requirement for special pleadings and special studies. Any station which does not meet the test for two years in one of the rating services should automatically lose its significantly viewed status. ■



That rock star's foul language during the recent live network telecast of a music awards show was bad news for broadcasting. But here's the good news: There is an effective way to police your live television programming to protect against obscenities ever reaching the air.

Eventide's BD1000 Video Delay is a solid-state RAM-based system that delays both audio and video signals for up to ten seconds. Plenty of time for your producer to catch any obscene language, gestures, or libelous statements and—by pressing a single button—keep those “no-no’s” off your air. Fox's WNYW in New York, Cox's WKBD in Detroit, the Family Network and the Armed Forces Network are just some of the facilities that have already used the BD1000 to successfully police their television programming.

Eventide is the leader in broadcast obscenity protection. In fact, most talk radio stations around the world have relied on Eventide broadcast delays for obscenity protection for years. Now, Eventide brings the same measure of security to TV. The full-bandwidth BD1000 Video Delay has superb video and audio specs. And since it operates without tape, hard disks or any moving parts, it's highly reliable. Versions are available with from 1.6 to 10 seconds or more of delay, so you can economically configure a system to your specific requirements.



See BD1000 at NAB, Booth #6706

Sure, you don't carry music awards shows every day. But you do air live talk shows, call-in programs, panel discussions, even live sports and news coverage—they all expose you to the risk of broadcasting language that can offend viewers, violate FCC regulations or trigger a libel action.

Call Eventide today for more information about the BD1000 at 201-641-1200. After all, you can't be sure that everyone who appears live on your airwaves will behave like a Boy Scout. But with an Eventide Video Delay, you'll always be prepared.

Eventide
the next step

One Alsan Way • Little Ferry, NJ 07643
Telephone 201-641-1200
Fax 201-641-1640

Watching the Skies... to Put Your Mind at Ease



August 7, 1989

Mr. Gene Rubin
Enterprise Electronics Corporation
1115 Morningside Place
Atlanta, GA 30306

Dear Gene:

I want to let you know how pleased we are with the Doppler radar your company installed this past February. Even though our severe weather "season" isn't over yet, the radar has far surpassed my expectations. This marvelous machine has allowed my staff and me to "look" into those nasty thunderstorms and see just how nasty they really are without relying solely on ground-based observations!

This spring and summer we have had many instances of powerful squall lines blasting through our viewing area, accompanied by an ugly looking shelf cloud. This usually results in many public sightings of funnel clouds. With the Enterprise Doppler, we were able to immediately see the gust front, locate the areas of strongest winds, and confirm the downburst winds. We then pass this information on to our viewers. The zoom and scroll capabilities of the radar allow us to zoom into a "neighborhood" and give out very specific information regarding the area of town that will sustain the greatest damage.

Needless to say, our viewers have responded with enthusiasm! They love the fact that we can pinpoint the most dangerous areas of the storm. The day of the "turbulence detector" is over. Now we have the real thing!

Sincerely,

Vince Condella
Chief Meteorologist
WITI-TV6 Weather

A CBS AFFILIATE • GILLET COMMUNICATIONS OF MILWAUKEE, INC.
WITI-TV • 901 NORTH GREEN BAY ROAD • P.O. BOX 17600 • MILWAUKEE, WISCONSIN 53217 • (414) 355-6888

DWSR-90CTV Doppler Weather Surveillance Radar

ECC ENTERPRISE ELECTRONICS CORPORATION

1115 Morningside Place • Atlanta, Georgia 30306 • TEL: (404) 874-4774 • FAX: (404) 874-4774

NAB Booth 6047

Broadcasting Mar 26

Vol. 118 No. 13



Media Mohammeds come to the mountain □ Jerry Leider, Caucus of Producers, Writers, and Directors; Frank Mancuso, Paramount; Michael Gardner, Coalition to Preserve the Financial Interest and Syndication Rules; Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS; Steve Weiswasser, Capcities/ABC; FCC Chairman Alfred C. Sikes; Jack Valenti, MPAA; George Vradenberg, CBS; Barry Diller, Fox Broadcasting; Robert Daly, Warner Bros.

Fin-syn summitry off to acrimonious start

NBC president's remark at FCC meeting that Hollywood should be represented by heads of major studios viewed by producers as 'callous' and 'discouraging'; Sikes tells networks again that they have more to gain from negotiated settlement than from commission review of rules

FCC Chairman Alfred Sikes called a critical mass of the nation's chief entertainment executive officers into his office last Wednesday for a stern talking-to about renegotiating the financial interest and syndication rules that have been at issue between the networks and Hollywood for 20 years. But the sterner talking-up by NBC President Bob Wright stole the show.

Wright—who was held up in traffic and arrived late for the 45-minute meeting—dashed Sikes's hopes of fostering more cordial and productive negotiations by asserting that the production community should be represented by the chief executives of the major Hollywood studios rather than by independent producers when talks resume next month. The producers immediately seized upon Wright's comments as evidence of NBC's recalcitrance and lack of good faith.

Wright's complaint was called "very discouraging" by Robert Daly, chairman and chief executive officer of Warner Bros. and

chairman of the eight-person Hollywood negotiating team, who met with reporters at a prearranged lunch/press briefing at the Motion Picture Association of America headquarters following the meeting with Sikes.

For Wright to assert that the fin-syn reform is a matter between the networks and the big studios that belong to MPAA "is misguided, to say the least, offensive to say the worst," said Jerry Leider, chairman of

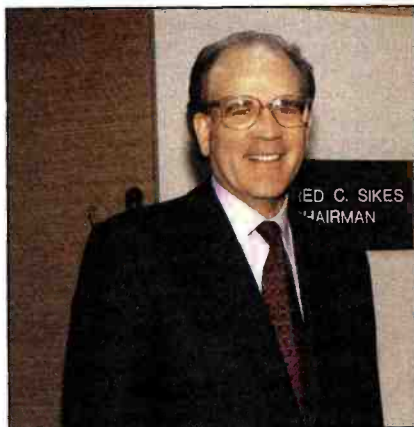
the Caucus for Producers, Writers and Directors, which represents more than 200 independent producers, and is a member of the Hollywood negotiating team.

"It's unfortunate that one individual with an attitude going in" could cause the negotiations to fail, said Frank Mancuso, chairman and chief executive officer, Paramount Pictures Corp.

The producers said they had no intention of changing or expanding the composition of their negotiating team to appease Wright. "We are principals and we will continue to be principals," said Leider, speaking for the independents. "And we would certainly hope that Wright would acknowledge that to us soon."

Shrugging off the acrimony generated by his comments, Wright told BROADCASTING he was somewhat pessimistic about the negotiations because Hollywood's negotiating team, despite its protestations to the contrary, is not empowered to cut a deal. "It is like trying to deal with 50 unions," he said. "You could not find one individual to speak for them all."

For the talks to bear fruit, Wright said, the principals of the MPAA member-studios have to be involved. During the chairman's meeting, he said, he named 14 major studio executives associated with the big seven MPAA studios and noted that most of them were not in the room. "Here we [all



Center of the storm

NBC's Bob Wright: Last, but not least

Brooks threatens intervention on fin-syn

House Judiciary Committee Chairman Jack Brooks (D-Tex.) is taking a dim view of the FCC's decision to review its fin-syn rules. In a letter to FCC Chairman Al Sikes, the congressman chastised the agency for creating "confusion and instability."

The letter was being circulated by the Motion Picture Association of America, and one network source saw it as an attempt by MPAA to "undermine the negotiation process." The networks claim Valenti has been "scurrying" around for Hill support but that his letter writing campaign could prove counterproductive. "It is not terribly appreciated at the commission," said a network representative.

Still, one observer noted that Brooks's intervention is a "useful reminder" that other agencies such as the Justice Department are likely to get involved. Brooks's committee has jurisdiction over Justice which oversees the consent decree that now limits the amount of programming the networks may produce in house. The decree expires in November.

"Should the commission fail to proceed carefully and responsibly in restoring the confidence of the interested parties to find a resolution of the competitive questions in this area, then I stand ready as chairman of the House Judiciary Committee to give immediate consideration to utilizing the antitrust statutes and the committee's oversight power as necessary and effective tools to do so," warned Brooks.

He appears convinced that the FCC will fail. "The FCC has thus structured a process almost certainly designed to fail in facilitating conflict resolution by the parties involved prior to the commencement of the abruptly announced new rulemaking."

the networks] are and where are they."

Rick Cotton, NBC executive vice president and general counsel, later told BROADCASTING that Wright was making two separate points. Without all the major studios present, and with all these other interests involved, "it becomes very difficult for the negotiators to do anything other than put very narrow proposals on the table that can achieve acceptance only with a broad range of groups. You wind up negotiating within a very narrow range." He expressed the belief that it will take a "major effort by the studios to overcome the inherent difficulties the way things are structured now."

Cotton characterized the Hollywood protests as "talk and smoke—diversions that have nothing to do with the negotiations."

But despite the controversy, Warner's Daly said, "I have to come to the table with a very positive attitude...Bob Wright showed his hand today...[but] the other two networks, I think, do want to make a deal and I am hopeful that [the] majority wins."

When talks resume, Daly said, the producers expect to have a new position for the networks to consider. "We certainly will review our present situation and we will make some modifications in it—I hope we will be able to," he said. "We have some thoughts on some things we can do."

The producers registered their concerns about Wright with the three other commissioners they visited later Wednesday morning—Ervin Duggan, Sherrie Marshall and Andrew Barrett. (Commissioner James Quello begged off from seeing the parties, saying he had nothing to add to what Sikes told the parties. "The chairman represents my views," he said.)

Sikes was unavailable for comment on the turn of events. Daly said Sikes's only response to Wright's comments during the

meeting was that determining who represents the sides is "not his problem."

Of the three other commissioners who talked to the parties, only Duggan betrayed any point of view, albeit slight. There is "some presumption of validity" in the fact that the FCC promulgated the rules in the first place, he said. Therefore, he said, "the burden of proof is on those who would want to change them."

CBS President Laurence Tisch downplayed the significance of Wright's remarks, saying they "were taken out of context." But, he said, he did not share Wright's view that the major studios had to be brought into the talks. "I think we both have good negotiating teams," he said.

Tisch also dismissed the suggestion that NBC was playing a waiting game, hoping to take its case before the FCC. "NBC is entering negotiations in perfectly good faith," he said.

Asked about the producers' claim that NBC lacks the other networks' desire to make a deal, Thomas Murphy, chairman of Capital Cities/ABC, said: "That would be [Hollywood's] perception."

Murphy declined to elaborate, but Mark

More history

BROADCASTING's Short History of Fin-syn Rules in March 19 issue erred in not tracing fin-syn back to its deepest roots. The rules got their formal start 25 years ago last Monday (March 19, 1965) when the FCC, led by Chairman E. William Henry, launched a proceeding aimed at promulgating rules to curtail network control of programming. That proceeding sprang from an inquiry that was started in 1959.

MacCarthy, Capcities/ABC vice president, government affairs, said Hollywood's talk about "hawks and doves" on the networks' side of the table was "a transparent attempt to divide the networks and it's not going to work...The time has passed for posturing in public. It's time to go into a room and strike a deal."

The producers said they were as encouraged by what they heard from the chairman and the other commissioners as they were discouraged by what they heard from Wright. According to MPAA President Jack Valenti, the commissioners made it clear that the networks were putting themselves in jeopardy if they drag their feet during the negotiations and wait for the FCC to reform the rules.

If the negotiations fail to produce a settlement by June, Valenti said, the commissioners said they are prepared to review not only "the latticework" of the fin-syn rules, but also the networks' ability to produce their own programming, which will expand significantly this fall with expiration of an antitrust consent decree, and other questionable practices of the networks in their dealings with Hollywood.

One such practice is the "one-year" rule, said Daly. The networks have an unwritten rule that if a producer brings a show to one of the networks but fails to strike a deal, he or she cannot take it to another network for a year. Even though their audience share has dwindled from 80% to 65%, he said, the networks are just as powerful today in their dealings with producers as they were when the rules went into effect 20 years ago.

Valenti acknowledged the networks may now have the upper hand because of the FCC's commitment to take up fin-syn should the negotiations fail. "The networks are kind of cocky right now," Valenti said. "They think they are a couple of furlongs ahead."

The networks said they received the same message as the producers. "We are at risk," MacCarthy said. "If we do not negotiate a deal, the FCC will take charge and modify FISR in a way that gives us less than what we could have expected through negotiations."

□

Sikes's meeting and the brouhaha that ensued were the highlights of a week of vigorous lobbying at the FCC as parties from all sides of the issues sought one last meeting with FCC officials before the agency's temporary ban on such contacts went into effect Friday evening. "I'm tired of fin-syn," said one beleaguered FCC source at week's end. "And you don't have to quote me; you can quote the eighth floor."

The Hollywood producers were led last Friday by MCA Chairman and Chief Executive Officer Lew Wasserman who, according to FCC officials, argued that the major studios would survive relaxation of the fin-syn rules, but that the independents would be badly hurt. (One estimate holds that independents account for 14% of prime time programming, with the MPAA majors accounting for most of the remainder.)

Jeff Sagansky, president, CBS/Entertainment, and Jay Kriegel were also making the

Diller proposes 50% fin-syn solution

Convinced that the current network-Hollywood financial interest and syndication negotiations are destined to fail, Fox Inc. Chairman Barry Diller unveiled for reporters and Washington policymakers late last Wednesday (March 21) a new approach for the parties to consider under which networks would be permitted to produce and syndicate up to 50% of their own programming.

"I'm not saying this is it," said Diller. "But it is an idea and it's an idea that could produce talk."

In essence, the plan would keep intact the financial interest rule that prohibits broadcast networks from acquiring interest in programs they license from unaffiliated producers, but would relax the syndication rule that bars the networks from domestic syndication to permit them to syndicate programming they produce. The plan would also put a 50% cap on the amount of programming they can produce.

The negotiations need a spark, Diller said. The meeting in FCC Chairman Al Sikes's office "did not produce a group of people who said 'Let's go into another room and roll up our sleeves and make a deal,'" said Diller. "These people have, in a sense, been talking too long."

"I've thought for a long time...that the negotiations were empty," Diller said. "The two sides could not trade the issue. Of course, they can still do it, but you won't find me the only one who believes the FCC is going to begin the process on June 14." The FCC has warned that it would commence a fin-syn reform rulemaking if the parties do not reach a settlement by June 14.

"I am not optimistic, but I don't think anybody is optimistic," Diller said.

Preston Padden, Fox senior vice president, affiliate relations, said the proposal was well received by policymakers. "It's being seriously considered as a different way to approach the problem."

Several FCC officials and congressional aides contacted by BROADCASTING declined to comment on the proposal, saying they had not had a chance to fully evaluate it.

"It's a fine proposal if you come to the network business from the studio business," said one network source. "It's less of a fine proposal if you come to the programming business from the tradi-



tional network business. But as an opening card, it's a good card to play. It's useful."

Motion Picture Association of America President Jack Valenti declined comment.

As a major syndicator and network operator, Diller said, Fox understands the interest of each business and thus is particularly qualified to proffer a fin-syn solution.

Diller said the Fox solution is relatively simple. "If you're in the network business and want to be a producer and make the investments, don't go and ask people for a third or a half or a quarter of their creative work. Do it yourself, do it to 50% of your schedule, and you have clean hands."

Capping in-house production at 50% would guarantee that independent producers will still have access to the networks, Diller said. With just three networks, he said, such guarantees are necessary.

When an antitrust consent decree expires next fall, the networks will be able to produce all of their programming. But they are discouraged from doing so because they cannot syndicate it, Diller said. "They have to play games. They have to

determine the value and sell it off on a one-time basis," he said.

"If you are going to allow the networks to produce their own programs, then you might as well allow them to distribute it," Diller said. "What's wrong with that?"

Other elements of the Fox plan:

- Preserve the prime time access rules, which restrict affiliates to three hours of network or off-network prime time programming each evening.

- Preclude warehousing of network programs and require that such programs be made available within four years of their network debut.

- Prohibit network affiliates from receiving "favorable treatment" in licensing off-network syndicated programming.

- Change the current definition of networks so that rules apply to networks that possess "market power." (Fox did not define market power, but Fox officials have argued that none of the rules should apply to Fox until it approaches parity in revenue or audience with the major broadcast networks.)

—HAJ

rounds Friday, arguing for relaxation of the rules and against special treatment for the Fox network, whose petition for relief from the rules triggered the fin-syn activity.

On Thursday, Fox Inc.'s Barry Diller visited a few of the commissioners to pitch Fox's solution to the fin-syn issue (see box, above).

Other visitors to the FCC last week included Ralph Baruch, who wanted to make sure the interests of the syndicators he represents are considered in any fin-syn actions; Jim Hedlund, president of the Association of Independent Television Stations, who kept up his campaign to win a seat for independents in the negotiations, and a group representing independent broadcasters unaffiliated with Fox (Tribune, Chris-Craft and Gaylord, among others) who, like the networks, opposed special treatment for Fox. —HAJ

NBC's foreign fin-syn angle

NBC, which last week formed an ambitious new programming partnership with British broadcaster Yorkshire TV, turned news of the deal into a slap at financial interest and syndication.

The NBC-Yorkshire joint venture, the London-based Tango Productions, plans to develop as many as 10 TV movies a year, along with drama and comedy series. But under fin-syn rules, said NBC International General Manager J.B. Holston III, Tango would not be able to supply its programming to NBC unless the network sacrificed revenues from international syndication.

As a result, Holston said, Tango would

focus its U.S. efforts toward cable network buyers. If Tango had a project in which the network was interested, he added, the deal would have to be to make NBC sole producer, allowing NBC both to air it on the network and to participate in worldwide sales.

Network overseas syndication has apparently been on the table in ongoing fin-syn talks between the big three networks and Hollywood producers, but the networks have so far failed to get hoped-for concessions.

Yorkshire Managing Director Clive Leach also said further cooperation between NBC and Yorkshire, although not yet in discussion, is possible, including a potential joint bid next year when Yorkshire's broadcast franchise comes up for bid.

Running Tango in London will be former NBC director of comedy Tom Gabbay, now creative director, NBC Europe. —AAG



FCC Chairman Sikes addressing HDTV 'blue ribbon committee' last week

FCC to take simulcast route to HDTV

Sikes announces commission's goal of selecting standard compatible with current NTSC by 1993

FCC Chairman Alfred Sikes last week stated the commission's exact goals for the implementation of a high-definition television transmission standard. "The commission's intent is to select a simulcast high-definition television standard that is compatible with the current 6 mhz channelization plan but employing new design principles independent of NTSC technology," Sikes said. The target for the standardization is the second quarter of 1993.

Sikes announced the decision during a meeting of the parent "blue ribbon" committee of the FCC's advisory committee on advanced television service (ATS), held at the commission's headquarters last Wednesday (March 21). That committee, chaired by Richard Wiley, partner of the Washington law firm of Wiley, Rein & Fielding, includes many of the top executives in the broadcast, cable, television production and consumer electronics industries, including the presidents of the three commercial TV networks. The FCC vote was done on circulation just before the blue ribbon committee meeting; all the commissioners concurred except Andrew Barrett, who abstained.

In stating the commission's intention to standardize a simulcast system, Sikes eliminated the possibility of approving an augmentation system. "We find that the substantial spectrum availability and utilization problems that selection of an augmentation-type system would entail indicates that further testing of such systems is not warrant-

ed," the chairman announced.

Sikes did not rule out possible consideration of enhanced-definition television (EDTV) transmission systems for future approval. It is "advisable to be fully apprised of all aspects of an enhanced-definition television system including its technical attributes, its consumer acceptance and its cost effectiveness," he said. However, the chairman said that standardization of a simulcast system is the FCC's primary goal and that it would not make a decision on an EDTV system "prior to reaching a final decision on an HDTV standard." He added that, in his own estimation, an acceptable simulcast proposal is likely to be available by spring 1993.

The timetable the FCC set for the advisory committee will be tight. Sikes called for all of the group's work, including laboratory and subjective testing, to be completed by Sept. 30, 1992, so that standardization proceedings could be completed approximately six months later. "You certainly have set forth a challenging schedule for the advisory committee," Wiley told Sikes. "But working together as we have so effectively in the past, I believe we can get the job done."

In order to meet that schedule, laboratory testing of the systems would have to begin by late this year. Those tests had originally been set to start this May, but were delayed because necessary equipment was still not available at the Advanced Television Test Center (ATTC), the lab established by organizations in the broadcast and consumer electronics industries to test the proposed transmission systems. Wiley said that a meeting would be held next month between

members of the advisory committee and proponents to set a new schedule. He speculated that testing would probably begin in October.

The new timetable could be a difficult target for the committee, which has been plagued by several unforeseen delays in its organization of systems tests. Following the Sikes announcement, the blue ribbon committee began discussing an issue that could lead to more delays, the disagreement over who should pay to produce videotapes for tests of the performance of moving pictures for each system by the ATTC. According to the advisory committee's third interim report, which was approved by the blue ribbon committee during the meeting: "Although much of the resources needed to produce these materials have already been made available, it has been estimated that roughly \$800,000 in cash may still be required." During the meeting, it was estimated that the figure would be closer to \$850,000.

Sikes drew a distinction in his comments between HDTV and EDTV for what is believed to be the first time for an FCC official. He did not, however, endorse specific definitions of the two approaches. His comments did seem to jibe with widely accepted definitions of HDTV and EDTV that were approved by the Advanced Television Systems Committee (ATSC) last year. HDTV was defined as any system providing at least double the resolution of the current 525-line NTSC system on a 16:9 screen with digital audio stereo sound.

EDTV was defined as a system that might provide some but not all of the enhancements of HDTV. Currently proposed

EDTV systems would deliver enhanced pictures to specially built TV sets, and the same signal could also be decoded on a conventional NTSC set.

A third definition set at the same time was for improved-definition television (IDTV), which was described as any system that improves the NTSC without substantially changing it, such as ghost canceling or line doubling systems for TV receivers or systems that filter out cross-color artifacts in transmission. "It is my understanding that there are improvements that can be made in NTSC now without the commission taking any action at all," Sikes said.

"Augmentation" and "simulcast" are two approaches to terrestrial transmission of HDTV. By the now ruled-out augmentation approach, the currently allocated TV channels would continue to transmit NTSC over their assigned channels. Each station would be assigned a second channel of between 3 mhz and 6 mhz which would be used to transmit additional information, including augmentation to the picture resolution of the main NTSC channel and sidepanels to provide a 16:9 image. Current NTSC TV sets would continue to receive the same picture while HDTV sets would be built with circuitry to receive and decode both the NTSC and augmentation signals and merge them into HDTV images.

The simulcast approach also involves continuing the NTSC broadcasting in the current allotments. Each station would be allotted a second 6 mhz channel to transmit a compressed HDTV signal. While current TV sets would pick up the NTSC channel, they would not decode the HDTV signals. Consumers would have to buy new HDTV sets to receive HDTV service.

Some of the proposed simulcast systems are considered superior to augmentation by many because they have more efficient radio frequency management plans. Most notable among these systems is Zenith's Spectrum Compatible HDTV system with a hybrid analog-digital signal, which in the-

ory would allow for closer spacing between TV stations and use of the "taboo" channels in the UHF band which cause intolerable interference when used under the current system. Many engineers warn, however, that these RF schemes are so far untested and could possibly not work.

Simulcast systems are also considered superior to augmentation by many because the simulcast channels will be designed differently and unrelated to NTSC. "It allows you to start over with an incompatible system and not be constrained by any of the NTSC artifacts" if simulcast can be made to work, said Joseph Flaherty, vice president and general manager, CBS Engineering and Development, who also serves as chairman of the advisory committee's planning subcommittee.

The commission's elimination of the augmentation approach will not greatly affect the status of most of the proponents scheduled to be tested by ATTC. ACTV-II, sponsored by the Advanced Television Research Consortium (ATRC), a co-venture of NBC, North American Philips, Thomson Consumer Electronics and the David Sarnoff Research Center, was still technically in the running last week. When ATRC was formed earlier this year (BROADCASTING, Jan. 29), the principals said they would discontinue development of ACTV-II, which was originally developed by the Sarnoff Research Center, and work together to develop two versions of a simulcast HDTV system, one with a hybrid analog-digital signal and another all-digital system. However, if ATRC were to find itself unable to develop a simulcast system in time for testing by ATTC, the group planned to send ACTV-II to the lab in its place.

Michael Sherlock, NBC president, operations and technical services, said after the meeting that he was neither surprised nor disappointed by the FCC's elimination of augmentation as a consideration. The ATRC's decision to recommit its efforts toward simulcast development was probably one of the main factors leading to the

action, he said. Another proposed augmentation system that was eliminated last week was the Vista system developed by the New York Institute of Technology, which is not on the ATTC testing schedule but had been actively petitioning for inclusion. Development work on two other augmentation systems, MUSE-9 by Japan's NHK and HD-SNA by North American Philips, was abandoned last year.

Besides the Zenith and ATRC proposals, other simulcast systems under consideration before the advisory committee include NHK's Narrow-MUSE and the Massachusetts Institute of Technology's "channel compatible" system. EDTV systems now on the testing schedule include the ATRC's ACTV, NHK's MUSE-6, the Faroudja Laboratories' SuperNTSC, Production Services Inc.'s Genesys and MIT's "receiver compatible" system.

Sikes did not rule out the possibility that approaches other than simulcast, augmentation or NTSC-receiver-compatible EDTV might be proposed before 1993. He gave the advisory committee "the flexibility to include in the testing program any new advanced television developments that offer important new benefits to the American public." If such a case does arise, the FCC will consider adjusting its timetable if the new technology "is sufficiently concrete and developed to the point that it can be tested," he said.

Spokesmen for all three of the networks also had words of praise for the Sikes comments. CBS fully supports the move, Flaherty said. If simulcast systems can be demonstrated as feasible, the FCC's action "really simplifies the problem of channel assignments. I think Chairman Sikes has made a major contribution to the completion of this work in a timely way," he said.

Julius Barnathan, corporate senior vice president, Capital Cities/ABC, also agreed that standardization of a simulcast system is preferable to an EDTV system. From a broadcaster's perspective, it will involve significant additional costs to implement ei-



Listening during FCC Chairman Sikes's announcement of FCC HDTV decision were blue ribbon committee members (l to r) Burton Staniar, chairman and CEO, Westinghouse Broadcasting; Thomas Murphy, chairman and CEO, Capital Cities/ABC, and William Connolly, president, Sony Advanced Systems (representing Neil Vander Dussen, president, Sony Corp. of America).

ther EDTV or a simulcast HDTV system, so he said broadcasters may as well opt for HDTV first. "We as an industry should not be saddled with EDTV on one channel," Barnathan said.

After the meeting, some suggested that the ATRC was the biggest loser as a result of the FCC's action because it eliminated consideration of ACTV-II and deemphasized the importance of EDTV systems like ACTV. But NBC, a key member of the consortium, viewed the Sikes comments in a positive light. "When I really sat down and thought about it, I couldn't think of practically what more we could have asked for," Sherlock said.

ATRC had already independently come to the conclusion that simulcast was the best approach, he said.

The ATRC's position has been that ACTV and the consortium's simulcast system should be adopted at the same time, Sherlock said. Under such a scenario, broadcasters and consumers would be able to buy less expensive EDTV technology immediately and evolve into HDTV.

One potentially dangerous threat to the new timetable is the question of who will pay the \$850,000 that will be needed for the production of videotapes in each proponent system's chosen production format to be used to test for resolution and all other attributes of moving pictures under each transmission scheme. The need to develop a format converter to produce equivalent pictures in each system was a main factor in causing the first delay in the test schedule from May to the fall of this year. If the test materials are not produced by the end of this summer, another delay in the start-up of the lab tests is almost certain.

"I have looked at this very, very hard and I don't see the funds as forthcoming unless they come from the proponents," Wiley said. Government funds did not appear to be available for the project, he said. But proponents represented at the meeting, including Sarnoff Research Center, Philips, MIT and Zenith, protested that money taken from them for this process would be taken away from their research and development budgets, which will be needed to optimize their systems. Nonproponent members of the committee from the broadcasting and cable industries protested that they have already contributed millions to the operation of the advisory committee, ATTC and the HDTV testing project within Cable Television Laboratories, Boulder, Colo., and that unlike the proponents, they are not likely to see a direct return from their investments.

Sherlock, Flaherty and others at the meeting expressed support for a "winner-take-all" compromise. All of the proponents would be asked to contribute toward the needed \$850,000. After a system is chosen by the FCC, the winner would then reimburse the other proponents with the royalty money that would follow the system's standardization. Wiley said that he hoped some compromise could be arranged to pay for the materials during the April meeting with the proponents to set the new test schedule.

Sikes provided one factor that might speed the testing process significantly. In his comments, Sikes directed the FCC staff "to work closely with the advisory committee's testing laboratories, including actually participating in the testing process. Commission staff have also been instructed to investigate the possibility of performing some tests at the commission's [Laurel, Md.] laboratory."

"It's very useful for the commission to get involved in the testing," said Greg DePriest, vice president, Association of Maximum Service Telecasters, and planning subcommittee vice chairman. "The commission has expertise in a number of areas which [ATTC] doesn't have, and the commission can bring that expertise to bear on the problem." —RMS

GM's horsepower strengthens scatter market

Top network advertiser said to be putting \$35 million back into prime time; Fox is getting ad boost out of strong ratings performance

General Motors last week decided to put back most of the roughly \$50 million of prime time buys it withdrew in January (BROADCASTING, Jan. 22, 1990). The decision helped calm the concerns of agency media buyers worried about a soft second-quarter scatter (week-to-week) market.

A GM spokesman confirmed the increased order but would not comment on the \$35 million figure estimated by media buyers and network sales executives, who said the amount was enough to tighten the scatter market. As one network sales head put it: "If there was any softness in the market that the advertisers felt, General Motors will take care of it."

According to an agency media buyer, NBC, with more inventory left still to sell, could have been one of the networks most adversely affected on the scatter market if GM, and a few other car makers, had failed to exercise their upfront options. Depending on how advertisers pick up or drop options on existing upfront buys, ABC will have the least inventory to cover with 98% already sold out going into the third quarter, followed by CBS with 94%, NBC at 74% and Fox at 75%, according to an agency source's estimates.

Larry Hoffner, senior vice president, sales, NBC, was pleased with the GM news. "It helps fill the void created when GM pulled out," Hoffner said. NBC had sold "some" of the prime time buys that GM had withdrawn from, but Hoffner said that the network would get GM back "pretty close to where they were."

As for the overall scatter market outlook, Hoffner told BROADCASTING that the net-

work had "slightly larger than normal cut-backs," but is now getting back on track. "It's not a robust market but it's liveable," he said. "Scatter rates did average more than 20% higher than upfront last year," one agency buyer said, "but a slightly softer scatter market for the second quarter has brought it to where it's almost equal to upfront rates."

Among the top-rated prime time shows, *Cheers* is commanding scatter rates in the \$325,000-\$350,000 range, while it earned \$310,000-\$320,000 per 30-second spot on the upfront market, the agency source estimated. ABC's surprise hit of the season, *America's Funniest Home Videos*, increased the value of its 8 p.m. Sunday time period from the \$90,000 in upfront when *Free Spirits* aired in the slot to a strong \$225,000-\$250,000 scatter rate. Meanwhile, *Roseanne* and *The Cosby Show* have performed slightly above upfront rates, with \$370,000 and \$330,000-\$350,000 scatter rates, respectively.

John Rohr, vice president/associate director of programing, Blair Television, says highly rated shows like *Cheers*, *Roseanne* and *The Cosby Show* may attract much of the advertising sales in the upcoming market; it's those shows that are "paying the freight for more marginal programs" in the scatter market, he said.

"It's really hard to generalize what advertisers are paying or how they are targeting their buys," said David Cassaro, vice president, Eastern sales, FBC. "If they [analysts] are trying to say the market is weak, I wouldn't believe it and neither would the executives here at Fox. Actually, we had upfront sales of \$320 million, and that's more than triple last season's sales [see accompanying story], although I can't deny that GM's buyback will not have a significant impact on the network marketplace."

A senior network sales executive said there hasn't been "one big wave of buying," but rather "inconsistent waves of buying" to match the more recent holding back of 15%-20% of prime time inventory for the scatter market. As regards the prospect of surpassing the \$4.2 billion upfront figure next season, the executive said "there is nothing that says it is not repeatable, but I don't necessarily think it is beatable."

Ad dollars chase Fox

Riding on the recent ratings successes of *The Simpsons* and *Married...with Children* in prime time, Fox Broadcasting Company is yielding fatter advertising revenues, enough so as to raise the attention of competing network executives who are viewing Fox's FCC waiver request as an ambitious grab for a larger share of the network advertising market.

"The demos are through the roof," said Janeen Bjork, vice president and director of programing, Seltel. "Advertisers are less specific about ratings with Fox as they continue to see men and women 18-34 and teens and kids bring in the highest demo numbers. Right now it is the advertiser's most optimum audience...the young people who are most hip to being brand change-

ers.”

Young demographics aside, Fox's animated half-hour, *The Simpsons*, won Sunday 8:30 p.m. for the second week straight (March 18) with a 17.5 rating/26 share, its personal best and FCC's second highest rated show ever (behind *Married...with Children's* 18.4/27 for a Christmas special Dec. 17, 1989). It also marked the first time that *Simpsons* and *Married* finished together within the top 25-rated shows.

Scatter rates are usually higher than upfront prices, and Fox is no exception. The ratings boost has translated into solid scatter market advertising sales, where *Simpsons* went from \$125,000-\$135,000 for a 30-second spot on the upfront market (when it replaced *Totally Hidden Video* in the Sunday 8:30 p.m. slot) to more than \$225,000 per half-minute commercial. Filling out its traditionally stronger Sunday lineup is *Married...with Children*, which commands a \$200,000 spot rate, \$30,000 more than the original upfront rate. Monday night programs *21 Jump Street* (\$90,000-\$100,000 on the scatter market) and *Alien Nation* (\$90,000-\$95,000) have also shown increases of \$10,000-\$15,000 against their upfront rates.

According to Fox's Cassaro, the programming service realized a three-fold increase from its \$100 million upfront revenues in 1988-89 to more than \$320 million in upfront grosses for this season. If Fox programs an extra evening next season (possibly Tuesdays), Cassaro said it isn't unimaginable for Fox to expect \$450 million in upfront revenues. When asked about two added evenings, he said \$600 million in total upfront is possible. —MF, JF

Carsey-Werner wants NBC to foot bill for 'Cosby' show

Part of negotiations for return of perennial powerhouse sitcom is reportedly that network pay production costs as well as multimillion-dollar bonus

Negotiations currently under way between Carsey-Werner and NBC for the renewal of *The Cosby Show* could radically change the financial structure of network programming purchases.

The crux of the talks is a "renewal bonus" that the producers are asking of the network—a bonus that was at one time \$100 million—for the return of *The Cosby Show* for a seventh season. According to reports, the figure is now down to around \$25 million, with the producers also demanding that the network assume the costs of producing the show, expenses said to be in excess of \$1 million an episode. These fees would be in addition to the millions of

dollars that NBC pays to Carsey-Werner in licensing fees for the sitcom.

A spokesman for Carsey-Werner would only say that negotiations were ongoing and that there was no timetable for resolution of the talks. He also said that the unusual negotiations were predicated on the fact that Cosby is interested in doing a seventh season. "The locomotive in this is Bill Cosby saying 'I'm enjoying what I'm doing and I want to continue,'" said the spokesman. Cosby originally had planned to do only five years of the series, but the spokesman said because the show remained at the top of the ratings, he has decided to do a sixth and seventh season.

NBC's only response was that they would not comment on "negotiations that are ongoing."

The show, which fetches one of the highest rates per 30-second spot, as high as \$350,000, will gross in excess of \$130 million in advertising revenues for this season alone. Not only has the show been a sure-fire winner in its Thursday 8-8:30 time slot, it has also launched a successful, top-20 spinoff in *A Different World*, which follows *Cosby*. The show, which people generally credit with keeping NBC atop the ratings for the past five years, also anchors NBC's Thursday night, which the network has won handily for five years. The network has traditionally used the Thursday night showcase to launch new series, giving the new show the best possible exposure and sampling.

One network source likened the producers' demand to the escalating rights fees and salaries in professional sports. "It's absolute lunacy. Clearly the networks don't want it to happen. It's going to drive a wildly overpriced market even further," said the source.

While the possible precedent-setting talks would appear advantageous to the production community, one network production executive at a major studio said, "It's gun to the head time." The executive, who said those kinds of demands were only for those interested in short-term profits "while the rest of us are in it for the long haul," said even from a supply standpoint, "it's scary. What you're doing is taking the network out of it. You're taking the studio, the financing arm out of it and giving these

ridiculous signing bonuses to producers and stars," he said.

While some observers have noted that ABC may be faced with the same demands from Carsey-Werner, since the company produces the popular *Roseanne* series for the network, the studio executive doesn't think that the demands represent a trend. "There are very few *Cosbys*," he said. As for the strength of *Roseanne*, and Carsey-Werner's ability to make the same kinds of demands of ABC, he said, "An 8 p.m. locomotive is very different from a successful 9 p.m. show; it's just not the same thing." —SC

U.S. to reexamine role of international broadcasting

New political environment requires new look at U.S. government radio-TV in context of foreign policy, says Representative Fascell

The White House last week endorsed Representative Dante Fascell's call for a study of the future of U.S. international broadcasting: "The dramatic opening of Eastern Europe and the Soviet Union requires us to look afresh at all our broadcasting activities," including the Voice of America and Radio Free Europe/Radio Liberty. However, the White House did not appoint a bipartisan commission to do the study, as recommended by the Florida Democrat, chairman of the House Foreign Affairs Committee.

National Security Adviser Brent Scowcroft, in a letter to Fascell, said: "A National Security Review"—a study by an interagency group—"will be undertaken expeditiously to examine and make recommendations on the role of all U.S. government radio and television broadcasting activities in the context of overall U.S. foreign policy objectives." The National Security Council will chair the review,

ABC revamps Saturday morning

ABC's Saturday morning schedule will feature three new series this season, including an animated spinoff of *Roseanne* titled *Little Rosey* about the adventures of 10-year-old Roseanne Barr. Also new to the schedule are *The Wizard of Oz* and *New Kids on the Block*, a live-action/animation series about the teenage pop group.

Being replaced are *Gummi Bears* at 8:30-9, which had an earlier run on NBC, and *Animal Crack-ups* at noon-12:30. *ABC Weekend Specials* will return to the network in January 1991 with two new programs, *Ralph S. Mouse* and *Otherwise Known as Sheila the Great*.

The network's fall Saturday morning schedule, set to premiere Sept. 8, comprises *The New Adventures of Winnie the Pooh* at 8-8:30, *The Wizard of Oz* at 8:30-9, *Slimer and the Real Ghostbusters* at 9-10, *Beetlejuice* at 10-10:30, *New Kids on the Block* at 10:30-11, *The Bugs Bunny & Tweety Show* at 11-noon, *Little Rosey* at noon-12:30, and *A Pup Named Scooby Doo* at 12:30-1.

which, Scowcroft said, "will seriously consider" Fascell's recommendation regarding a bipartisan commission "as it approaches longer-term issues."

Fascell, in testimony before the House International Operations Subcommittee considering legislation to establish a study commission, did not appear disappointed that the White House did not move promptly to name the bipartisan commission. He said it seems "appropriate" that the White House—in establishing the interagency group—"should want to establish the President's position on these matters before proceeding any further." House Foreign Relations Committee staffers expect the NSC to complete its work in May; that would leave time for a commission to be appointed and to complete its work before the end of the year.

Scowcroft's letter indicated the White House was interested in considering the future of more than the principal radio services, VOA and RFE/RL. He said broadcasting has been "among the most effective instruments for advancing American interests and the cause of political and economic freedom throughout the world." And he said, "We must insure that it remains effective in the future." But the study will probably also include Radio and TV Marti, as well as the radio station in Berlin (Radio in the American Sector of Berlin), and the U.S. Information Agency's international television service, Worldnet.

The bill on which Fascell provided testimony—a conflict in appointments prevented him from appearing in person—is not one he endorses, even though it seems to call for the kind of commission Fascell is seeking and was introduced by the chairman of a Foreign Affairs subcommittee, Mervyn M. Dymally (D-Calif.), of International Operations. For one thing, Dymally's bill (H.R. 4013) calls for a bipartisan commission only seven of whose 11 members would be appointed by the President. The remaining four would be named by the Democratic and Republican leaders of the Senate and House. More important, the bill would also call for an evaluation of the \$300 million radio transmitter facility being built in Israel for the use of RFE/RL and the VOA, a project Fascell strongly backs but whose utility Dymally continues to question.

Fascell's testimony did not specify his position on the bill. But there seemed little chance it would get out of the subcommittee. The only administration comment on the bill specifically was negative. Eugene P. Kopp, deputy director of USIA, said the Department of Justice has advised the agency that the measure raises constitutional policy concerns "because it proposes to establish a hybrid advisory commission that does not clearly reside in any one branch of government."

Although the administration is clearly behind the study of the future of U.S. international broadcasting, the establishment of an interagency group could be the first step in a battle among existing services to protect their respective turf. Kopp

said that, despite the vast changes under way in the world, the U.S. will need "a voice in the world" as long as it is committed to involvement in the world. And "because conditions vary," he said, "that voice takes several forms.... Our several radios and television have different valid purposes. They have not been overtaken by events. On the contrary, they are more important than ever."

But Fascell points out the problems—and hints at the controversy—ahead. "Adapting to the new international environment, in which we must remain a vocal participant, will entail changes in mission which in turn may involve a review of the current organization of U.S. government activities," he said, adding, "At one point or another, somebody will have to evaluate the current division of labor and sanction its future. Should BIB and VOA be merged? Should the separation be maintained but under new stewardship? What about television, where would this growing activity be placed? What ought to be the relationship between all of these activities? How should broadcasting relate to public diplomacy?" —LZ

Jury indicts Thomas Root for fraud

Saga continues of Washington lawyer rescued last summer after plane he was piloting went down in ocean; if found guilty, Root faces 200 years in prison, \$8 million in fines

A federal grand jury in Washington handed down a 33-count indictment last week charging communications attorney Thomas Root with fraud "during the course of representing clients in Federal Communications Commission proceedings."

Facing up to 200 years in prison and \$8 million in fines, Root is charged with wire and mail fraud, forging an FCC administrative law judge's signature, obstructing the grand jury investigation and counterfeiting Federal Aviation Administration approval of at least two broadcast towers.

"We will address all of the charges in open court," Root told BROADCASTING, declining to characterize his guilt or innocence of the charges.

The indictment was the first public event in Root's murky story since last July, when he was pulled from the Atlantic Ocean with a gunshot wound in his abdomen, following a 700-mile airborne blackout (BROADCASTING, July 24, 1989). As medical and law enforcement authorities publicly doubted his explanations for the errant flight and the wound, within days, Root's association with Columbus, Ga.-based Sonrise Management Services—the organizer of 170 partnerships, most represented by Root, ap-

plying for 80-90 FM radio channels—came under heavy scrutiny from local and federal justice, securities and revenue service authorities.

In last week's indictment, five partnerships originally organized by Sonrise and represented by Root were named as victims of Root's criminal activity, which U.S. Attorney for the District of Columbia Jay Stephens said constituted "a tangled web of fraud, falsehoods, deceit and forgery calculated to defraud his clients and to corrupt the processes of government."

Specifically, Root is alleged to have filed fraudulent FAA approval of broadcast tower plans in 1988-89 for two clients: Kirksville, Mo.-based Northern Missouri Christian Broadcasting and Long Island, N.Y.-based CM Broadcasting Ltd. In the latter case, he was also charged with counterfeiting a lease-option agreement for property on which to build CM Broadcasting's tower.

In conjunction with a hearing during that same period on competing FM applications, said the indictment, Root dismissed Raleigh, N.C.-based Holy Spirit FM's application without its knowledge or approval; later, the grand jury found, Root forged the hearing judge's signature in an attempt to reinstate the application.

And in the case of Raleigh, N.C.-based Louisburg FM Limited Partnership, said the U.S. attorney's office, "Root is alleged to have falsely agreed to a \$10,000 settlement with a competitor" to dismiss the application. As with the Holy Spirit application process, the grand jury found, one misstep led to another. Root is alleged to have later agreed to pay Louisburg FM the \$50,000 settlement it had expected, then delivered—two days before his flight into the open seas—a check for that amount that was not covered by sufficient funds. And yet later, it was alleged, Root offered Louisburg's general partner "an inducement not to press the settlement matter further."

Last August, the FCC launched its own investigation into whether Sonrise was a real-party-in-interest behind more than 50 dismissed FM applications and was, therefore, guilty of abuse of process (BROADCASTING, Aug. 14, 1989). Neither Charles Kelley, chief of the FCC's enforcement division, nor Charles Dziedzic, chief of the FCC's hearing branch, would comment last week on when that investigation might come to a close. But when asked about ramifications of the indictment for Sonrise-organized partnerships whose applications are still pending, Kelley noted that, "I think Tom Root is not representing applications from the Sonrise stable at this time."

Root, however, said he is indeed continuing to represent "a number of them...decent people who may not happen to be rich," although some have been able to raise enough funds to continue pursuing their FM applications, despite the fact, he said, that "the money Sonrise set aside [for legal fees] seems to have disappeared with Sonrise [which] created a morass when it went under."

Sonrise executives could not be reached for comment. —PDL



Steve Pontius
General Manager
WBBH-TV, Fort Myers



Rich Herbst
General Manager
KGAN-TV, Cedar Rapids



Jack Connors VP
General Manager
WICS-TV, Springfield



Carolyn Catlin VP
General Manager
WCJB-TV, Gainesville



Dick Jolliffe
General Manager
KWHY-TV, Los Angeles



James Conschafter VP
General Manager
WLOS-TV, Asheville



Darrel Cunningham
General Manager
KHBS-TV, Fort Smith



Bill Beindorf, President
General Manager
WVEC-TV, Norfolk



John Williams VP
General Manager
WPSD-TV, Paducah



J.A. Schlegel
General Manager
WWAY-TV, Wilmington



Garry Ritchie VP
General Manager
WYOU-TV, Scranton



Brent Feulner VP
General Manager
KXIV-TV, Salt Lake City



Ralph Gabbard
General Manager
WKYT-TV, Lexington

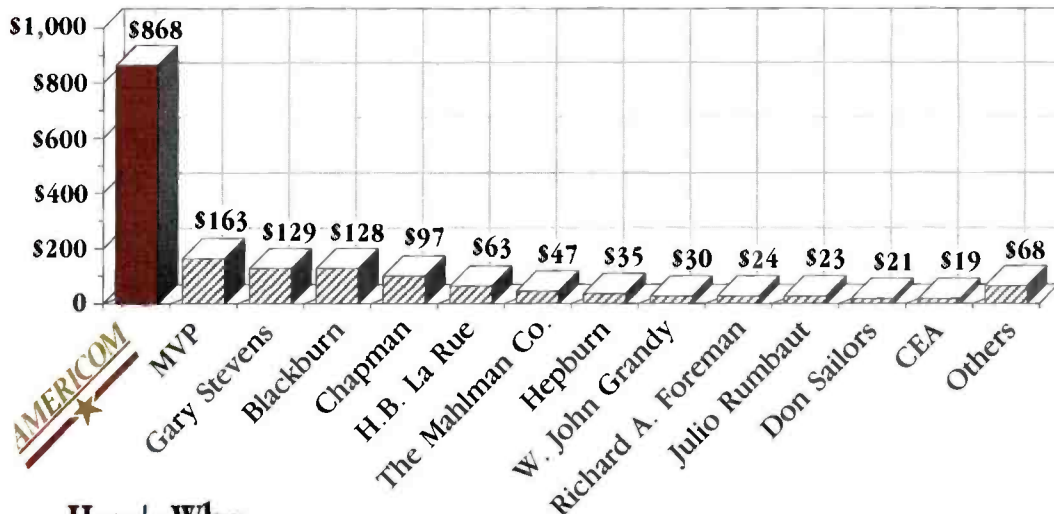
These demanding general managers
insisted on the most efficient
play-to-air cart machine available.
They chose Odetics.

Odetics Broadcast

1515 South Manchester Avenue, Anaheim, California 92802-2907 Phone (800) 243-2001 or (714) 774-2200

Why did Americom broker more radio station sales in 1989 than all other brokerage firms combined?

1989 Radio Station Sales (in millions) by Brokerage Firm:



Here's Why:

1. **Quality Inventory for Buyers to Choose From** -- "Americom doesn't market losers. They concentrate on those properties that are successful or can be successful."
Al Kaneb, President, Barnstable Corporation.
2. **Americom Helps Sellers Get the Highest Prices for Their Radio Stations--**
"Americom gets some of the highest prices in the industry and yet the prices can be financed."
Ed Christian, President, Saga Communications, Inc.
3. **Through Trust Earned by Maintaining Confidentiality and Performing--**
"Americom's technical competence, perseverance, and commitment to our success have earned the respect of all of us at Group W Radio."
Richard Harris, Chairman, Group W Radio, Inc.

Call one of us today to confidentially discuss your plans for 1990.



Bill Steding
Top - 25 Markets



Dan Gammon
Northeast and Central



Paul Leonard
Southeast



Peter Handy
West

AMERICOM

Radio's New Breed of Professional Brokerage and Financing Specialists

1130 Connecticut Avenue, N.W. / Suite 500 / Washington, DC 20036 / (202) 737-9000



NAB's Atlanta home: The Georgia World Congress Center

Bush, network chiefs set for NAB convention

HDTV exhibit, 35 congressmen, all FCC commissioners on tap for annual meeting in Atlanta; 50,000 are expected

Broadcast industry leaders and the nation's chief executive are among the newsmakers scheduled for the National Association of Broadcasters annual convention in Atlanta March 31 to April 3. President George Bush is slated to speak next Monday (April 2), and on Tuesday, April 3, ABC's Thomas Murphy, CBS's Laurence Tisch and NBC's Robert Wright will discuss television's future in the 1990's.

NAB is putting together the largest HDTV exhibit ever and more than 60 management, sales and promotion panels for radio and television operators. Of course, much of the action at NAB transpires on the exhibit floor where more than 700 exhibitors will be on hand. Another highlight of the convention is a Tuesday morning address (April 3) by FCC Chairman Al Sikes.

The Georgia World Congress Center will be teeming with some 50,000 broadcasters and exhibitors as NAB President Eddie Fritts kicks off the meeting Saturday (March 31) at an all-industry luncheon which will also serve as a backdrop for the presentation of the association's "Distinguished Service Award" to Oregon broadcaster Bill Smullin, chairman and founder of California Oregon

Broadcasting Inc.

Congressional attendance at this year's NAB is substantial, with 35 members slated to attend the show. Among the speakers is Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), who will appear Saturday morning (March 31) at a special breakfast. NAB's government relations agenda includes a variety of panel sessions covering such topics as telco-cable, campaign advertising and radio license renewal legislation. And on Sunday morning (April 1), FCC Commissioners James Quello, Sherrie Marshall, Andrew Barrett and Ervin Duggan join Janice Obuchowski, head of the National Telecommunications and Information Administration, for a public policy roundtable.

Other convention speakers include Coca-Cola President and Chief Executive Officer Donald Keough, who will discuss management techniques at the Monday, April 2, television luncheon. "Megatrends" author John Naisbitt is slated to appear at a radio brunch Sunday, April 1, and former NFL star Fran Tarkenton, who is now a business consultant, is slated to speak to radio operators on Monday, April 2.

This year NAB is also launching a special program for foreign broadcasters. Scheduled for March 31, the afternoon sessions will cover such topics as who is buying commercial radio and TV in

Europe and how to market commercial television in Europe. The convention wraps up with a gala black-tie dinner Tuesday night, April 3, for the 50th anniversary presentation of the George Foster Peabody Awards. This is the first time NAB has hosted the event. The awards are given annually by the University of Georgia for excellence in broadcast and cable programing. NBC's John Chancellor will be the master of ceremonies.

Radio operators can attend a variety of sessions on topics ranging from AM radio to station trading and value added marketing. Radio Advertising Bureau President Warren Potash will look at radio's

financial prospects this decade during a session on Saturday, March 31.

A study commissioned by NAB and the National Association of Public Television Stations on cable-broadcaster relations will be released. Called "Building Bridges," it looks at some of the joint ventures broadcasters and cable have undertaken in program production and promotion. NAB will also release a study on sports programing during a Monday, April 2, session. NAB says it is not a "sports siphoning" study, but that it looks at the current marketplace and national contracts. —KM

Broadcast Education Association conference agenda

All events are in the Georgia World Congress Center meeting rooms, unless otherwise noted.

Thursday, March 29

8 a.m. □ **Registration**, conference center lobby.

8 a.m. □ **Reception**, room 265. Sponsored by Georgia State University (*host*: Al Moffett) and Indiana University (*host*: Susan Eastman).

9 a.m.-5 p.m. □ **Convention welcome**: Lawrence Lichty, chairman, BEA board of directors; BEA placement center, room 260. *Co-chairs*: Clay Waite, Radford University; Alice Tait, Central Michigan University.

□ **Textbook fair**, conference center concourse. *Co-chairs*: Richard Gershon, Western Michigan University; Haney Howell, Winthrop College.

9:15 a.m.-10:30 a.m. □ **Concurrent sessions**: *May/June 1989: Reporting from China*, room 254. (Sponsored by BEA international committee.) *Moderator*: Douglas A. Boyd, University of Kentucky; *Panelists*: Alan L. Heil Jr., Voice of America; CNN representative.

□ **Minority committee papers competition**, room 255. *Moderator*: Howard Myrick, Temple University. First place: *The FCC and Minority Ownership: For Better or for Worse?*, James L. Serno, University of Wisconsin-Platteville; Second place: *The Route to Broadcast Management for Minorities*, Finis E. Schneider, Hampton University.

□ **Research committee papers competition**, room 256. (Business meeting of research committee will follow.) *Moderator*: Joey Reagan, Washington State University. Debut papers, first place: *Ideological and Psychological Motivations of the Religious Television Viewer*, Teresa Bowden, Denise Fillo, Jennifer Harman, Diane Negra, Edward Patterson, Seth Finn. Presented by Teresa Bowden, University of North Carolina.

Second place: *AIDS, Information Flow and the Knowledge Gap*. James Kenny, Boston College; Jung-Sook Lee, Michigan State University; Wen-Ling Chiu, Boston College. Presented by James F. Kenny, Boston College.

□ **Open papers**, first place: *Linear and Nonlinear Models of Agenda Setting in Television*. Hans-Bernd Brosius and Hans Mathias Kepplinger, Institut für Publizistik, Johannes Gutenberg-Universität.

Second place: *Effects of Disturbing Televised Events on the Recall of Subsequently Presented Commercials*. Norbert Mundorf, University of Rhode Island; Dolf Zillman, University of Alabama; Dan Drew, Indiana University. Presented by Dolf Zillman.

□ **Student paper**: *Can the Media Kill? Incitement and the Law*. John W. Williams, Southern Illinois University.

9:15 a.m.-10:30 a.m. □ **Production showcase**, room 257. State-of-art production demonstrations of Hi8 video and digital audio tape by Sony Corp. *Hosts*: Ken Spelke, Queens College; Warren Pease, University of Arizona.

10:45 a.m.-noon □ **Concurrent sessions**, room 261. □ *Personalities of broadcast history*, sponsored by BEA history committee. *Moderator*: Donald G. Godfrey, Arizona State University. *Panelists*: Robert W. McChesney, University of Wisconsin-Madison, "Robert M. Hutchins and Debate Over Broadcast Policy in 1930's"; Norm Tarbox, Brigham Young University, "Philo T. Farnsworth: The Forgotten Father of Television"; Mary Ann Watson, University of Michigan, "There'll be Some Changes Made: The Regulatory Spirit of the New Frontier, JFK, Newton Minow and LeRoy Collins"; Betty Houchin Winfield, Washington State University, "We Have Nothing to Fear but Fear Itself"; "A Day of Infamy," and "My Little Dog Fala: FDR and Radio."

□ *Preparing for HDTV: What every educator should know*, room 262. Sponsored by BEA production committee. *Moderator*: August Grant, University of Texas at Austin, "HDTV: A Critical Mass Perspective." *Panelists*: Barry Rebo, president, Rebo Studio, NYC, "HDTV as a Production Technology"; Corey Carbonara, Baylor University, "HDTV: A Historical Perspective." Participant to be announced. "HDTV: Hardware Update"; Warren Pease, Arizona University, "Teaching HDTV."

□ *Current issues in law and policy*, room 255. Sponsored by BEA law and policy committee. *Moderator*: Louise M. Benjamin, Indiana University.

□ *Student TV newscasts: a kaffee klatch*, room 254. Sponsored by CNN Newsroom and BEA news committee. Opportunity for faculty members who have responsibility for student-produced live TV newscasts to discuss informally opportunities, resources and problems. Materials concerning CNN Newsroom Award Program will be distributed and explained. *Discussion leaders*: Rick A. Cumings, University of Wisconsin-Oshkosh; Robert Schussler, vice president, Turner Program Services.

10:45 a.m.-1:30 p.m. □ **Production showcase**, room 257. Student showcase of computer animation. Hands-on demonstration of animation. *Hosts*: Alan Powell, Temple University; Connie Coleman, University of the Arts, Philadelphia.

12:15 p.m.-1:30 p.m. □ **Concurrent sessions**, room 254. *Leadership: Women in the media and the academy*. Sponsored by BEA leadership challenge committee. *Moderator*: Jannette Dates, Howard University; *Participants*: Susan Eastman, Indiana University; Dyhana Ziegler, University of Tennessee; Marsha Stanback, Georgia State University; Xerona C. Brady, vice president, CNN; Catherine Egan, Brigham Young University.

□ *Toward a history of our association*, room 261. *Moderator*: Chris Sterling, George Washington University. *Panelists*: Ken Harwood, University of Houston, "Creation of APBE/BEA"; John M. Kittross, Emerson College, "Development of the Journal of Broadcasting"; Tom Bolger, Madison, Wisconsin, "BEA and Broadcasters in the 1970's."

□ **Law and policy committee papers competition**, room 255. (Business meeting of law and policy committee to follow.) *Moderator*: Louise M. Benjamin, Indiana University. Debut papers: *Colorization and Moral Right: Should the United States Adopt Unified Protection for Artists?*, Roger Cooper, Indiana University; *Fairness or Confusion?: Interpreting the Cullman Doctrine*, Jay Balpezore and Elizabeth Krueger, Washington State University.

1:45 p.m.-3 p.m. □ **Production showcase**, room 257. Student news magazine production. *Hosts*: Lee Kobus, SUNY-New Paltz; Joe Bridges, Wheaton College.

1:45 p.m.-3 p.m. □ **Concurrent sessions**, room 254. News committee papers competition. *Moderator*: Bill Davie, University of Texas-Austin. Debut papers, first place: *Video Clipping Services and Copyright Considerations*, David B. Schock, Central Michigan University.

Second place: *The Acceptance and Value of Cable Television News Services Among Cable Subscribers*, Marianne Barrett, Michigan State University; *Grounded Reception: Network News Narratives of Iran-Contra Rendered Meaningful by Historically and Socially Situated Viewers*, Jill Dianne Senson, University of Georgia.

□ **Open papers**, first place: *Predicting Viewer Station Preference for Local Television News: An Exploratory Discriminant Analysis*, Kate Hanizeski and Ken Ksobiech, Marquette University.

Second place: *Trends in Network News Production: An Update*, Ray Carroll, University of Alabama.

□ *Video program management in a multi-channel environment*, room 262. Sponsored by BEA management and sales committee. *Moderator*: Michael Wirth, University of Denver. *Panelists*: Susan Eastman, Indiana University, "Program Promotion and Selection"; Donald M. Davis, University of Georgia, "The Negotiation and Bidding Process for Product"; Vicky Gregorian, program and operations manager, WSVN-TV Miami, "Program Scheduling, Barter Syndication and the Bidding Process"; Robert Rierson, director of programing, Turner Program Services, "Cable Programing and News Syndication."

□ *The new television personal viewing diary*, room 256. Sponsored by BEA research committee. *Moderator*: James Fletcher, University of Georgia. *Panelists*: Gary Chapman, president, LIN Broadcasting, NYC; Carrie Heeter, Michigan State University; Richard Ducey, senior vice president, research and planning, NAB.

3:15 p.m.-4:45 p.m. □ **Town meeting**, room 255. *Taking out the garbage: cleaning our curricular house*. Sponsored by BEA courses and curriculum

How to take control of a broadcast station.



MCS-2000 Master Control Switcher

Go ahead, be ambitious. Controlling a broadcast station is no small potatoes, but these advanced products from BTS make it easy by giving you total control of all on-air programming from two workstations.

The MCS-2000 Master Control Switcher together with the BTA-2300 Automation System automate many of the routine operations that are currently handled by staff, which makes both your people *and* your equipment more efficient and productive. Computerizing your station also drastically reduces programming errors. Since that prevents make-goods, the system quickly pays for itself.

You simply pre-program the BTA-2300 Automation System to air all programs, station and



BTA-2300 Automation System

commercial breaks exactly as you want, in real time. The Master Control Switcher accesses material from whatever sources you select: Betacarts, character generators, live feeds or satellite systems, for instance.

The MCS-2000 is user configurable, so you can select (and change) which buttons access which sources. Since it uses the existing outputs from the routing switcher, you don't need a second router. And its on-air bypass feature lets it serve as a simple production switcher if necessary.

The computer system is not only powerful, it's extremely flexible, allowing you to revise the program on a moment's notice. And there's no more reliable automation system available. Both products go through 100% computerized factory testing and have a 5-year warranty.

So take a controlling interest in the station. Find out more about the MCS-2000 Master Control Switcher and the BTA-2300 Automation System. For complete information and technical specifications, call BTS at 1-800-562-1136, ext. 31.

BTS
The name behind
what's ahead.

Faster Than A Speeding Bullet, Able



Perform super-human feats of news and information management with AP NewsDesk, the super-powered software system from AP Broadcast Services.

Designed to run on any IBM-compatible personal computer, AP NewsDesk captures the AP news wire, and allows you to review, edit and print only the information you want.

Tired of spending hours sifting through reams of copy? Now you can store all incoming copy on your PC and let AP NewsDesk do the sorting according to your instructions. Select from RTNDA news categories, or create your own with simple keyword phrases.

Interested in cutting the time it takes to create a local newscast? AP NewsDesk comes with a full-featured word

To Leap Tall Stories In A Single Keystroke.



processor that helps you rewrite and package wire stories in a flash. AP NewsDesk also calculates the time it takes to read your copy, sends specific stories to the printer when you're not there, has an atlas of 40,000 U.S. cities, and features a pronunciation guide of names and places in the news. But that's not all.

To find out more about the super-powered software

system that puts news management productivity at your fingertips, contact your AP representative, or call Rosie Oakley at 800-821-4747.

AP Associated Press
Broadcast Services

committee. Debate and straw vote on elimination of all courses in broadcast announcing, mass communication theory, sales, research methods (including statistics) and core courses from all broadcast undergraduate curricula. **Moderator:** William G. Christ, Trinity University; **Alternate/Timer:** Donna Walcovey, Framingham State University.

Broadcast announcing, pro: Byron Renz, St. Mary's College; con: Janette Dates, Howard University.

Mass communications theory, pro: Jeff Guterman, University of Pittsburgh; con: David Tucker, University of Toledo.

Sales, pro: Charles Warner, University of Missouri; con: Leo Kivijarv, Winthrop College.

Research methods, pro: James Potter, Indiana University; con: Richard Goedkoop, La Salle University.

Core courses, pro: Robert Moore, Elizabeth University; con: George Quenzel, Emerson University.

5 p.m.-6 p.m. □ BEA district meetings.

District I—James R. Smith, SUNY-New Paltz. *District:* Conn., Me., Mass., N.H., N.J., N.Y., Pa., R.I., Vt., room 261.

II—Raymond Carroll, University of Alabama. *District:* Ala., Fla., Ga., Ky., La., Miss., N.C., S.C., Tenn., room 254.

III—Peter Oriik, Central Michigan University. *District:* Del., Ind., Md., Mich., Ohio, Washington, D.C., Va., W.Va., room 262.

IV—Lawrence Lichty, Northwestern University. *District:* Ill., Iowa, Minn., Neb., N.D., S.D., Wis., room 255.

V—Robert Eubanks, Sam Houston State Univ. *District:* Ark., Kan., Mo., Okla., Tex., room 257.

VI—Val Limburg, Washington State University. *District:* Alaska, Ark., Calif., Colo., Hawaii, Idaho, Mont., N.M., Ore., Utah, Wash., Wyo., room 256.

VII—Neil Nullin, Gadsden State Community College. *District:* All two-year colleges in U.S., room 260.

7:30 p.m.-9 p.m. □ BEA reception.

Friday, March 30

9 a.m.-noon □ **Placement center**, room 260. **Textbook fair**, conference center concourse.

9 a.m.-10:15 a.m. □ **Concurrent sessions.** International committee papers competition, room 254. **Moderator:** Douglas A. Boyd, University of Kentucky. **Discussant:** Manfred Wolfram, University of Cincinnati. First place: *The Effects of International News Exposure on Knowledge, Stereotype and Social Distance: How Influential Are the Media?*, Milton J. Shatzer, University of Kentucky.

Second place: *Silvio Berlusconi and the Growth of Commercial Television in Italy*, John R. Turner, Towson State University; *International Advertising and the Direct Broadcast Satellite*, Donna M. Vincent, Southeastern Louisiana University; *Adult Use of the Mass Media in Nigeria*, Osabuohien P. Amienyi, Arkansas State University.

□ *Recent advances in television effects research*, room 256. **Moderator:** Randall K. Scott, University of Alabama at Birmingham. **Panelists:** Jennings Bryant, University of Alabama; James Weaver, Auburn University; Dolf Zillmann, University of Alabama.

□ *Management and sales ethics*, room 262. Special panel on teaching of ethics in broadcast management courses. **Moderator:** Charles Warner, University of Missouri, "Integrating Ethics into Telecommunications Sales Courses." **Panelists:** Barry Sherman, University of Georgia, "Integrating Ethics into Telecommunications Management Courses"; Robert Finney, California State University-Long Beach, "Specific Emphasis in Ethics During Recent Rash of LBO's in Broadcasting and Cable"; Andy Fisher, vice president and general manager, WSB-TV Atlanta, "What Managers in Telecommunications Expect the People They Hire to Know about Ethics."

9 a.m.-10:15 a.m. □ **Production showcase**, room 257. Student drama and comedy productions, script production comparisons. **Hosts:** Suzanne Williams, Trinity University; Lynn Spangler, SUNY-New Paltz; Prudence Faxon, California State Polytechnic University-Pomona.

10:30 a.m.-11:45 a.m. □ **Concurrent sessions.** Courses and curriculum committee papers competition, room 255. **Moderator:** Robert Musburger, University of Houston. First place: *Comprehending Television News: A Case for Theory in Broadcast Education*, Craig Allen, University of Alabama.

Second place: *Broadcast Education and Liberal Arts: What Are the Facts?*, Leo Kivijarv, Elizabethtown College.

□ Open paper: *Computer-Interactive Media in Video Production Education: Embracing the Technology*, Timothy J. Hudson, University of Oklahoma.

□ *Viewer responses to broadcast news: an international perspective*, room 254. Sponsored by BEA news committee. **Moderator:** Norbert Mundorf, University of Rhode Island. **Panelists:** Dan Drew, Indiana University, *Audio-Visual Redundancy in Television News*; Hans-Bernd Brosius, University of Mainz, West Germany, *Format Effects on Comprehension of TV News*; Betsy Leebron, Temple University, *The Television Viewer: Curiosity Seeker*; Kenn Venit, Primo Newservice Inc., Old Greenwich, Conn., *Applied Research in Broadcast News*; David Keighley, controller, public affairs, TV-am Ltd., *Breakfast News in the United Kingdom*.

□ History committee papers competition, room 261. (Business Meeting of

history committee will follow.) **Moderator:** David Ostroff, University of Florida. Debut papers: first place: *A History of AM Stereo Broadcast Authorization in the U.S.*, Mark J. Braun, University of Minnesota.

Second place: *Is History Repeating Itself? Development of the Licensing Policy of Low Power Television*, Eddith A. Dashiell, Indiana University.

Third place: *Bradley Kincaid, the Kentucky Mountain Boy in Early Radio*, Charles Ganzder, Ohio University.

□ Open paper: *The Project Nassau Controversy*, F. Leslie Smith, University of Georgia.

10:30 a.m.-11:45 a.m. □ **Production showcase**, room 257. LPTV/cable programming and production options. **Hosts:** Norm Medoff, Northern Arizona University; Michael Stanton, California State University-Northridge; John Kompas, *LPTV Report* magazine, Milwaukee.

Noon-2:15 p.m. □ **Awards luncheon**, room 265. Presiding: Louisa Nielsen, BEA executive director. **Welcome:** John M. Palms, president, Georgia State University.

□ **Presentation of Mal Beville Award:** "The State of BEA," Lawrence Lichty, chairman, BEA board of directors.

□ **Election of district directors.** Competitive Paper Awards. Announcements of student scholarships.

□ **NAB research grant winners:** Richard Ducey, senior vice president for research, NAB.

□ **NAB/BEA Book Award:** Susan Hill, vice president, library and information center, NAB.

□ **Annual Distinguished Education Service Award.**

2:30 p.m.-3:45 p.m. □ **Special presentation**, rooms 260 and 261. *The future of broadcasting and cable relations.* **Moderator:** Gerald E. Udwin, vice president, Westinghouse Broadcasting. **Participants:** Joel Chaseman, vice president, The Washington Post Co.; Edward R. Madigan (R-III); James O. Robbins, president, Cox Cable; Roy J. Stewart, chief, FCC's Mass Media Bureau; Al Swift (D-Wash.).

4 p.m.-5 p.m. □ **George Foster Peabody Awards showcase**, room 257. *Fifty years of the best of broadcasting.* Excerpts from Peabody collection. **Host:** Barry Sherman, University of Georgia, associate director, Peabody Awards

4 p.m.-5:15 p.m. □ **Concurrent sessions**, room 254. *Revolution in European media.* (Business meeting of international committee to follow.) Sponsored by BEA international committee. **Moderator:** Phillip O. Keirstead, Florida Agricultural and Mechanical University. **Panelists:** Carlo Terzani, engineer coordinator for international technical relations, Radio Televisione Italiana (RAI), Rome; Fergal Ringrose, director and editor, *Playback, The Magazine for Ireland's Audio Visual Professionals*, Dublin; Jeremy Tunstall, director communications, policy research centre, City University of London; John N. Catlett, consultant to London Jazz Radio and Atlantic 252, Dublin, and former general manager of pirate radio station, Laser.

Ethics in journalism: A case study approach, room 255. **Moderator:** Robert J. de Maria, Washington and Lee University. **Panelists:** Louis Hodges, Washington and Lee University; Chester Burgess, producer, *The Big Story*, CNN, Atlanta; Ernie Ford, KDFW-TV Dallas.

□ Production committee papers competition, room 262. (Business meeting of international committee to follow.) **Moderator:** Suzanne H. Williams, Trinity University. Debut papers, first place: *Meaning in Form: The Visual Composition of Television Images*, Jeffrey C. Guterman, The University of Pittsburgh at Bradford. Second place: *Schools of Journalism/Mass Communication and Campus Broadcasting: Sharing Production Resources*, Frederic A. Leigh, Arizona State University.

5:30 p.m.-6:45 p.m. □ **Concurrent sessions**, room 261. Management and sales committee papers competition. (Business meeting of management and sales committee to follow.) **Moderator:** Charles Warner, University of Missouri. Debut papers: first place: *The Financial Interest and Syndications Rules: An Examination*, Marianne Barrett, Michigan State University. Second place: *The Phenomenon of Employee Turnover: How Television Station General Managers and Department Heads Cope with Transition*, Thomas Berg, Creighton University; *Achievement Motivation of Top Management in Television and Film*, John Graves, Central Missouri State University.

□ Courses and curriculum committee business meeting, room 255. **Chair:** William G. Christ, Trinity University.

□ Production committee business meeting, room 262. **Chair:** Bob Spires, Middle Tennessee State University.

□ Leadership challenge committee business meeting, room 256. **Chair:** Janet Dates, Howard University.

□ Minority committee business meeting, room 254. **Chair:** Dhyana Ziegler, University of Tennessee.

Saturday, March 31

Joint NAB/BEA Sessions

9 a.m.-10:15 a.m. □ **Academic research in the broadcast industry**, room 255. Presentations by 1989 NAB research grant recipients:

Effects of Peplemeters on Prime Time TV Ratings, William J. Adams, Kansas

BUILT TO SURVIVE THE MORNING ZOO

Don't let its stylish chassis fool you: Micromax® is engineered from the inside out to handle everything your crew can throw at it. The way DJs in a hurry sometimes "slam-start" carts, for example. Ordinary cart machines can't always keep up with that kind of treatment. But Micromax's belt drive flywheel/capstan and DC servo pinch roller motor roll with the punches—they deliver smooth, wow-free starts in as little as 60 milliseconds.

PR&E engineers designed Micromax to the same high standards of dependability and efficiency as a Pacific Recorders console. In fact, it actually runs so efficiently that cooling vents are unnecessary. Cooler components are longer-lived components—and this is the coolest cart machine made.

It's loaded with standard features, too: Replay Inhibit, three cue tones, cue erase, auto fast re-cue and many more. Including Pacific Recorders'

Maxtrax® tape heads* with matched electronics for outstanding audio quality.

On performance, features and reliability, Micromax will go head-to-head with any cart machine you can name (except, of course, our own Tomcat®). Yet its manufacturer-direct price will make extremely efficient use of your equipment budget. So if things sometimes get a little wild in your studio, your next step should be clear. Call PR&E for more detailed information on the cart machine that's engineered to hang tough and stay cool—Micromax.



PACIFIC RECORDERS
& ENGINEERING CORPORATION

2070 Las Palmas Drive • Carlsbad, California 92009
Tel: 619-438-3911 • Fax: 619-438-9277



* NAB-format heads are available at no extra cost.

Send A Boy To Do A Man's Job.

The search for consistently high ratings in kids' programming can be exhausting. But we've got a kid who never runs out of steam. And he's not alone. *Dennis the Menace* is just



one of the top-ranking shows featured by The Program Exchange. There is also *Woody Woodpecker* and *The Flintstones*, both ranked among the top-ten animated strips for the last



three broadcast seasons. So if you're tired of searching for solid ratings, remember, nobody gets tired of Woody, or Fred, or even Dennis. Except maybe Mr. Wilson.

THE PROGRAM EXCHANGE
A division of Saatchi & Saatchi Advertising, Inc.

Evergreens Are Always In Season.

State University; *TV Advertising and the Viewer: Two Viewer-based Assessments of TV Clutter*, Walter Gantz and James Potter, Indiana University; *Expectations of College Students Seeking Entry-Level Positions in Broadcasting: Comparing Perspectives of Students, Educators and General Managers*, Karin Sandell, Arthur Savage and Josep Rota, Ohio University; *The Influence of Irritating Distraction Commercials on Radio Listening Habits*, John H. Crowley, Marquette University.

10:30 a.m.-11:45 a.m. □ *The status of minorities in today's media*, room 255.

Sponsored by BEA minority committee. *Moderator*: Dhyana Ziegler, University of Tennessee. *Panelists*: Katrina Covington, Alabama State University; Pluria Marshall Jr., vice president/general manager, WLBM-TV Meridian, Miss.; Howard Myrick, Temple University; S. Jennell Trigg, account executive, WFLD(TV) Chicago; Alisa White, University of Alaska-Fairbanks.

Noon-1:15 p.m. □ CNN: *The first decade*, room 255. Sponsored by the BEA news committee. *Moderator*: Joe Foote, Southern Illinois University. *Panelists*: Ed Turner, CNN executive vice president for news coverage; E. Albert Moffett, Georgia State University.

Convention planner: Day by day at NAB

All events are at the World Congress Center unless otherwise noted.

Engineering sessions, Friday

March 30

9 a.m.-5 p.m. □ Registration open, Georgia World Congress Center (GWCC).

9 a.m.-8 p.m. □ Registration open, Marriott Marquis hotel.

10 a.m.-7 p.m. □ Inforum exhibits open.

9 a.m.-11:05 a.m. □ FM systems engineering and improvement, room W-360. *Chair*: Bert Goldman, Shamrock Broadcasting.

□ 9:10 a.m., *A Report on the NRSC FM Subcommittee activities*. Wes Whid-don, Group W Radio.

□ 9:25 a.m., *Optimizing the performance of the FM transmitter antenna*. Stephen Jon Blank, New York Institute of Technology.

□ 9:50 a.m., *Customized pattern applications of the FM CBR antenna*. Fred Pantisios, Harris Broadcast division.

□ 10:15 a.m., *The significance of RF power amplifier circuit topology on FM modulation performance*. Mukunda Shrestha, Broadcast Electronics Inc.

□ 10:40 a.m., *A New approach to prediction of service and interference for FM, VHF and UHF TV broadcast stations using terrain-sensitive propagation analysis*. John Kean, Moffet. Larson & Johnson Inc.

9 a.m.-12:05 p.m. □ **Television automation**, room W-366. *Chair*: Michael Rau, NAB.

□ 9:10 a.m., *News automation and machine control: the marriage of journalism, production and engineering*. Richard Peirceall, BASYS Inc.

□ 9:35 a.m., *A technical director's workstation—the final integrator*. B.J. Goldsmith, Connolly Systems.

□ 10 a.m., *Recent advances cause increase in captioning of local TV news*. L. Sanders Smith, Dynatech NewStar.

□ 10:25 a.m., *Studio camera control motion system*. Bran Ferren, Associates and Ferren.

□ 10:50 a.m., *Application of the library management systems at the new CBS Broadcast Origination Center*. John Beyler, CBS Inc.

□ 11:15 a.m., *The use of cart systems at NBC*. Robin Wilson, NBC.

□ 11:40 a.m., *Database management for an automated cassette recorder/player system*. William Carpenter, Ampex Corp.

1:30 p.m.-5:10 p.m. □ **Digital audio systems**, room W-360. *Chair*: Donald Lockett, National Public Radio.

□ 1:40 p.m., *Introduction: DAB Systems*. Michael Rau, NAB.

□ 1:50 p.m., *A hybrid satellite/terrestrial approach for digital audio broadcasting with mobile and portable receivers*. D. Pommier, CCETT, Rennes, France.

□ 2:15 p.m., *The future of satellite delivered digital audio*. Kent Malinowski, Scientific Atlanta.

□ 2:40 p.m., *Digital audio techniques for remotes broadcasts*. Paul Donahue, Gannett Radio division.

In the trenches

BROADCASTING's editorial, advertising and circulation departments will be headquartered at the Ritz-Carlton during the NAB convention. Attending will be Lucia Cobo, Lewis Edge, Geoff Foisie, Adam Glenn, Kira Greene, Harry Jessell, Kwentin Keenan, Kim McAvoy, Mary Jo O'Neill, Jeff Plaster, Herb Schiff, Randy Sukow, Ken Taishoff, Larry Taishoff, Skip Tash, Eric Trabb, Don West and Len Zeidenberg.

Copies of the April 2 issue will be available Saturday afternoon, March 31, at the NAB's magazine bins located in the Georgia World Congress Center.

□ 3:05 p.m., *7-khz audio on ISDN B-channel channels*. Tony Masiello, CBS Radio division.

□ 3:30 p.m., *PCM digital audio technology for S-VHS video cassette recorders*. Neil Neubert, JVC Professional Products Co.

□ 3:55 p.m., *Low cost digital audio storage system*. Tim Valley, MacroMedia.

□ 4:20 p.m., *Narrowband digital audio*. Skip Pizzi, NPR.

□ 4:45 p.m., *CD player maintenance*. Laura Tyson, Denon America.

1:30 p.m.-5 p.m. □ **Graphics and animations**, room W-366. *Chair*: Otto Claus, Claus & Associates.

□ 1:40 p.m., *Broadcast graphics: balancing budgets and equipment specifications*. David Scammell, Quantel.

□ 2:05 p.m., *The engineer's role in implementing new graphic look—technical, production and management considerations*. Steven Davis, WPRI-TV Providence, R.I.

□ 2:30 p.m., *Real time weather information in 90's*. Todd Glickman, WSI Corp.

□ 2:55 p.m., *Animation systems at NBC*. James Keane, NBC.

□ 3:20 p.m., *Image composing and special effects today*. Marco Obadia, Limelite Video Inc.

□ 3:45 p.m., *Everything you always wanted to know about computer animation, but were afraid to ask*. Rick Iehinen, *Broadcast Engineering* magazine.

□ 4:10 p.m., *Future of computer animation*. William Kovacs, Wavefront Technologies.

□ 4:35 p.m., *Graphics and animation*. Carl Calabria, Truevision Corp.

Saturday, March 31

Radio, television, engineering sessions

7:30 a.m.-9:45 a.m. □ **Congressional staff breakfast**, room W-265. Georgia World Congress Center (GWCC).

8 a.m.-5 p.m. □ **Registration open**.

8:30 a.m.-11:30 a.m. □ **Radio station tours**, NAB shuttle bus depot.

9 a.m.-7 p.m. □ **GWCC exhibits open**.

9 a.m.-8 p.m. □ **Inforum exhibits open**.

9 a.m.-10:15 a.m. □ NAB research grants, academic research in broadcast industry, room W-255.

Noon-2 p.m. □ **All industry luncheon**, Ballroom. *Host*: Joint Board Chairman Lowry Mays. Presentation of NAB's Distinguished Service Award to Bill Smullin, chairman and founder of California Oregon Broadcasting. *Speaker*: NAB President Eddie Fritts.

2:45 p.m.-5:45 p.m. □ **International seminar**.

□ 2:45 p.m., *Advertising: Who's Buying Commercial Radio and TV in Europe*, room W-260. Robert Dodds, Broadcast Innovations, London; Alexander Zeitelhack, Broadcast Consulting International, West Germany.

□ 4 p.m., *Who? What? When? Where? Establishing your Local Identity in the 90's* room W-260. Marialina Marcucci, Super Channel, London.

□ 4 p.m., *Defining Your Image: Programing, Marketing and Promotions* room W-261, Simon Cole, Unique Broadcasting, London; Raphael Revert Cadena SER/40 Principales, Madrid, Spain.

□ 5 p.m., *Managing New Television Technologies*, room W-260, George Waters, David Wood, European Broadcasting Union, Geneva, Switzerland. Howard Miller, Public Broadcasting Service.

□ 5 p.m., *Managing New Radio Technologies*, room W-261, Michael Rau, NAB; Chuck Kelly, Broadcast Electronics Inc.

4:30 p.m.-5:45 p.m. □ **Current developments in audience research**, room E-308. *Moderator*: Richard Ducey, NAB. *Panelists*: Gary Chapman, LIN Broadcasting; Jerry Lee, WEAZ-FM Philadelphia; Don Newberg, Radio Chattanooga Inc.

6 p.m.-8 p.m. □ TARPAC reception, Carter Presidential Center.

6 p.m.-8 p.m. □ International reception, room W-264. (Sponsored by Dynatech.)

Radio sessions, Saturday

10:30 a.m.-11:45 a.m. □ Radio exchange sessions: *Do It Yourself Research*, room W-260, Robert Galien, New York.

□ *How to Analyze Your Ratings Book*, room W-261. Moderator: Austin McLean, NAB. Panelists: Phillip Beswick, Birch Radio; Ed Cohen, Michigan State University; Jay Guyther, The Arbitron Co.

□ *How to Find/Hire Minority Employees*, room W-256. Panelists: Deborah Baldwin, Cox Enterprises; Callie Crossley, National Association of Black Journalists; Sidmel Estes Sumpter, WAGA-TV Atlanta; Hatim Hamer, NAB.

□ *CP Chat*, room W-254. Larry Eads, FCC; Brian Madden, Cohn & Marks; Bayard Walters, The Cromwell Group.

2:45 p.m.-4 p.m. □ Radio exchange sessions: *Ask the Lawyer*, room W-255. Jeff Baumann, Eldred Ingraham, Terry Etter, NAB.

□ *Ask the FCC*, room W-256. Karen Livesay, NAB; Lauren Belvin, William Hassinger, Charles Kelley, FCC.

□ *Programming Power*, room W-254. Walter Sabo, WR Sabo Inc.; Jim Richards, Vallie Communications.

□ *Broker Banter*, room W-262. Tim Menowsky, Communications Equity Associates; Charles Giddens, Media Venture Partners.

□ *How to Do a Business/Marketing Plan*, room W-257. Moderator: Richard Ducey, NAB. Speakers: Jim Geason, WRUF-FM Gainesville, Fla.; John Sutherland, University of Florida, Gainesville.

4:15 p.m.-5:30 p.m. □ Selling toward a new century, room W-257. Speaker: Warren Potash, Radio Advertising Bureau.

Television sessions, Saturday

9 a.m.-10:15 p.m. □ International TV: The new frontier/old world markets, room E-306. Moderator: Michael Garin, Furman Selz, New York. Panelists: Jack Healy, Capital Cities/ABC, New York; Bryan Wood, Alta Berkley Associates, London; Julian Shepard, NTIA, Washington.

9 a.m.-10:15 a.m. □ HDTV...market developments and opportunities, room E-308. Moderator: Michael Rau, NAB. Panelists: Bradley Holmes, State De-

partment; Howard Miller, PBS; Lawrence Thorpe, Sony Advanced Systems.

10:30 a.m.-11:45 a.m. □ Banking on TV: domestic investment opportunities in broadcasting, room E-306. Moderator: Raymond Timothy, Furman Selz. Panelists: Bruce Bishop Cheen, Paul Kagan Associates; Elliot Stein, Commonwealth Capital Partners; Robert Sutton, Media General Broadcast Group.

2:45 p.m.-4 p.m. □ Television and the telephone company, room E-306. Speaker: Ormand Wade, Ameritech.

2:45 p.m.-4 p.m. □ Tax management for the broadcaster, room E-309. Moderator: Mark Fratrick, NAB. Panelists: Christopher Baldwin, Gannett Broadcasting; Thomas Buono, BIA/FG&K; J. Michael Hines, Dow, Lohnes & Albertson; Lindy Paull, Minority Council Finance Committee.

Engineering sessions, Saturday

9 a.m.-10:45 a.m. □ AM antenna systems workshop, room W-360. Moderator: Benjamin Dawson, Hatfield & Dawson. Panelists: Thomas King, Kintronics Laboratories; Karl Lahm, Lahm, Sulfa & Cavell Inc.; Thomas Osenkowsky, radio consultant, Brookfield, Conn.; Ron Rackley, duTreil, Lundin & Rackley.

9 a.m.-10:45 a.m. □ RF radiation regulation compliance workshop, room W-366. Moderator: Richard Tell, Richard Tell Associates Inc. Panelists: Dane Ericksen, Hammelt & Edison; James Hatfield, Hatfield & Dawson; Barry Umansky, NAB; William Hassinger, FCC.

10:50 a.m.-12:35 p.m. □ Contract engineers workshop, room W-360. Moderator: James Stanely, Stanley Broadcast Engineering. Panelists: James Loupas, James Loupas Associates; Grady Moates, Loud and Clean; Barry Victor, The Victor Group.

10:50 a.m.-12:35 p.m. □ TV test and measurements workshop, room W-366. Chair: William Dougherty, Capital Cities/ABC. Panelists: David Danielson, Harris Broadcast Division; Margie Craig and Adolfo Rodriguez, Tektronix.

1:30 p.m.-5 p.m. □ Television engineering, room W-366. Chair: Ben Greenberg, Capital Cities/ABC.

□ 1:40 p.m., *Zoom lens design for CCD cameras—the implications...and the challenge*. Bernard Angenieux, Angenieux Corp. of America.

□ 2:05 p.m., *New elements that provide pattern versatility in the coax Wavestar antennas*. Fred Pantsios, Harris Broadcast Division.

□ 2:30 p.m., *New adaptive digital technology for interfacing production intercom systems to dial-up telco lines*. Steve Church, Telos Systems.

Video Brokers - "The Pro's" - There is a Difference

Items listed here are ready for immediate delivery, some items will be deliverable from the N.A.B. show floor.



Sony 1" Video Tape Recorders:
BVH 2500 NTSC w/controller
BVH 2500 PAL
BVH 2000's in both NTSC & PAL
BVH 1100A's NTSC & PAL

Ampex 1" Video Tape Recorders
VPR-3 NTSC
VPR-2B in PAL
VPR-80 NTSC

Sony BVU 800's New

Ampex ADO's
2000 & 3000

Abekas A-62

800/476-4595

Orlando - 407/851-4595 - Fax 407/851-7497
Redwood City - 415/369-6464 - Fax 415/369-7499

Video Brokers specializes in buying and selling hand selected broadcast video & audio production and post production equipment. Cameras, VTR's, VCR's, DVE's, Switchers, portable production gear, and much more available from stock, at a substantial savings, with warranty.

Call Video Brokers at 800/476-4595, 407/851-4595, 415/369-6464, or fax 407/851-7497.

DEAL WITH THE "PRO'S", Video Brokers!!

Betacam

BVW 75

BVW 70

BVW 10 - 15 - 40

BVP 7's

BVW 30 entire field production package

BVW 30 studio packages

Entire Betacam SP/1" production & post production system to be shown at N.A.B. Over \$600,000.00 value with complete, fully engineered console configuration including BVW 75's, BVH 3000, Sony edit controller/switcher, Pinnacle DVE, Dubner CG, all audio & video monitoring, SFX library, modular oak and laminate consoles. Full two camera field production system with flight cases & Kodura cases for everything, including chip cameras, tripods, wireless mics, lighting system w/dimmer, and much more. See it at the N.A.B., buy it, then just plug it in when you get back from the show!!

**DRAWING COUPON
Required for entry**

N.A.B. Booth Number

1056

Stop by the Video Brokers booth at the N.A.B. and enter our free drawing for a valuable piece of production equipment (we haven't decided which unit yet, but it will be worthwhile!) We're in Hall A of the East Concourse. See you there.

□ 2:55 p.m., *A new concept in routing switcher technology allowing for system-based control of the broadcast process.* Dan Desmet and Martin Piepers, Barco Inc.

□ 3:20 p.m., *The role of image data compression in professional video recording.* John Kearney, Ampex Corp.

□ 3:45 p.m., *A new small format digital VTR using half-inch tape.* Katsuki Murayama, NHK, Tokyo.

□ 4:10 p.m., *Broadening the applications of zone plate generators.* John Horn, Tektronix.

□ 4:35 p.m., *Switcher crosspoint reduction techniques.* David Bird, BTS/Broadcast Television Systems.

1:30 p.m.-4:15 p.m. □ **Safety, interference and environmental concerns,** room W-360. *Chair:* Bruce Hunter, Voice of America.

□ 1:40 p.m., *New fire protection requirements for indoor coaxial cable and waveguide.* Robert Leonard, Andrew Corp.

□ 2:05 p.m., *An investigation of RF-induced hot spots and their significance to determining compliance with the ANSI radiofrequency protection guide.* Richard Tell, Richard Tell Associates Inc.

□ 2:30 p.m., *Standards setting work to control interference to broadcasting.* Kelly Williams, NAB.

□ 2:55 p.m., *Field testing of a shortened EBS alert tone.* Larry Estlack, Michigan Emergency Communication Committee.

□ 3:20 p.m., *Broadcasters and EBS: obligations, responsibilities and operations during disasters.* Ray Seddon, Emergency Communications Systems Consultants.

□ 3:45 p.m., *Presentation of award to Durham Life Broadcasting.*

□ 3:50 p.m., *Durham Life Broadcasting EBS tape—premier showing.* Charles Stegall, WPTF-TV Raleigh, N.C.; Clyde Penny, Penny Enterprises.

Sunday, April 1

Radio, TV, engineering sessions

7:30 a.m.-9 a.m. □ **FCC/NTIA policymakers breakfast,** room W-265. *Moderators:* Jeff Baumann and Belva Brissett, NAB. *Panelists:* FCC: James Quello, Sherrie Marshall, Andrew Barrett, Ervin Duggan; NTIA: Janice Obuchowski.

8 a.m.-5 p.m. □ Registration open.

9 a.m.-7 p.m. □ GWCC exhibits open.

9 a.m.-8 p.m. □ Inforum exhibits open.

9:15 a.m.-10:30 a.m. □ **Disaster! Is your station prepared?** (Radio and TV session.) Room E-308. *Moderator:* David Bartlett, Radio-Television News Directors Association. *Panelists:* Barbara Vaughn, City of Charleston, S.C.; Harry Fuller, KGO-TV San Francisco; Efrain Archilla, WALO-FM Humaco, P.R.; Marion Lewenstein, Stanford University; Kelly Williams, NAB.

9:15 a.m.-10:30 a.m. □ **Political hardball—campaign advertising,** room E-305.

9:30 a.m.-11 a.m. □ **Regulatory roundtable—license renewal safeguards,** room W-263. Jeff Baumann and Barry Umansky, NAB; Neal Friedman, Pepper & Corazzini, Washington; M. Anne Swanson, Koteen & Naftalin; Richard Zaragoza, Fisher, Wayland, Cooper & Leader.

2:30 p.m.-4 p.m. □ **Regulatory roundtable—political broadcasting primer,** room W-263. Steve Bookshester, NAB; Michael Berg, Miller & Holbrooke; Craig Blakely, Schnader, Harrison, Segal & Lewis; M. Scott Johnson, Gardner, Carton & Douglas.

2:45 p.m.-4 p.m. □ **The future of beer and wine advertising—a sobering concern,** room W-262.

3 p.m.-4:30 p.m. □ **TV Marti—The technical feasibility and interference consequences of a government initiative to transmit TV programming to Cuba,** room E-305. *Moderator:* Ralph Justus, NAB. *Panelists:* Antonio Navarro, USA; Wallace Johnson, Moffet, Larson & Johnson Inc.; Patrick Roberts, Florida Association of Broadcasters; Wayne Vriesman, Tribune Broadcasting, Clear Channel Broadcasting Service; Carl Pyron, FCC; Representative Al Swift (D-Wash.).

Radio sessions, Sunday

9:15 a.m.-10:30 a.m. □ **Copyrights and wrongs—from music licensing to protecting your programming,** room W-255. *Moderator:* Benjamin F.P. Ivins, NAB. *Panelists:* David Hochman, ASCAP; Voncile Pearce, WARF-AM Jasper, Ala.; John Stewart Jr., Crowell & Moring; David Wittenstein, Dow, Lohnes & Albertson.

9:15 a.m.-10:30 a.m. □ **European radio, getting your foot in the door before '92,** room W-260. *Moderator:* Peter Stromquist, Montreux Companies. *Panelists:* Richard Harris, Group W Radio; Jim Long, FirstCom; Bob Richer,

New York.

9:15 a.m.-10:30 a.m. □ **Cash in on community service,** room W-256. *Moderator:* John Lauer, WGST-WPCH Atlanta. *Panelists:* Steven Brock, KNCO-AM-FM Grass Valley, Calif.; Amos Brown, WTUX(AM)-WTLC-FM Indianapolis; Andy Hilger, WJON(AM)-WWJO-FM St. Cloud, Minn.; Jerry Dahmen, WSM-AM-FM Nashville.

9:15 a.m.-10:30 a.m. □ **Turnaround tactics,** room W-254. *Moderator:* Mark Driscoll, WIOQ-FM Philadelphia. *Panelists:* Scott Meier, WFAN(AM) Astoria, N.Y.; Steve Sinicropi, WLUM-FM Elm Grove, Ill.; Bill Wells, WDJX-FM Louisville, Ky.

10:45 a.m.-noon □ **Value added marketing,** room W-257. *Speaker:* Irwin Pollack, Irwin On Radio.

10:45 a.m.-noon □ **Enhancing your local image,** room W-261. *Moderator:* Linda Nix, KOFY-AM-FM-TV Los Angeles. *Panelists:* Lou Bartone Jr., WJIB-FM Boston; Darcel Shouler, WFLZ Tampa, Fla.; Arnold Katinsky, WGST-WPCH Atlanta.

10:45 a.m.-noon □ **Using employe benefits to save you money,** room W-254. *Moderator:* Donald Newberg, Radio Chattanooga Inc. *Panelists:* David Hildebrandt, Dow, Lohnes & Albertson; Richard Kleinert, Mercer Meidinger Hansen; Harley Park, InterMart Broadcasting.

10:45-noon □ **Avoiding accidents in morning drive,** room W-255. *Moderator:* Steve Bookshester, NAB. *Panelists:* Lauren Belvin, FCC; Dennis Corbett, Leventhal, Senter & Lerman; Timothy Dyk, Jones Day Reavis & Pogue; Daniel Waggoner, Davis Wright Tremaine.

12:15 p.m.-2:30 p.m. □ **Radio leadership brunch,** Ballroom, Hall of Fame awards: CBS correspondent Charles Osgood and Inner City Broadcasting's Hal Jackson.

2:45 p.m.-5:30 p.m. □ **Small market idea depository,** room W-260.

□ 2:45 p.m.: *Operations,* Jerry Papenfuss, Result Radio Group.

□ 3:30 p.m.: *Programing,* Paul Tinkle, WCMT Martin, Tenn.

□ 4:45 p.m.: *Sales,* George Hyde, Radio Advertising Bureau.

2:45 p.m.-4 p.m. □ **Contests and promotions: Making money under the new laws,** room W-254. *Moderator:* Eldred Ingraham, NAB. *Panelists:* Charles Kelley, FCC; John Wells King of Haley, Bader & Potts; Marvin Rosenberg of Fletcher, Heald & Hildreth; Howard Weiss of Mullin, Rhyne, Emmons & Topel.

2:45 p.m.-4 p.m. □ **Creative thinking tactics,** room W-261. *Panelists:* Rich Reis, NewCity Creative Thinking Resources, WWKA-WDBO Orlando, Fla.; Gerry Tabio, New City Creative Thinking Resources, KRMG(AM) Tulsa, Okla.

4:15 p.m.-5:30 p.m. □ **Optimum effective scheduling: The system for generating advertiser results, renewals and referrals,** room W-257. *Speakers:* Steve Marx, NewCity Associates Inc.; Pierre Bouvard, Coleman Research Inc.

4:15 p.m.-5:30 p.m. □ **Red flags to look for in hiring,** room W-254. Betty Hunter, Los Angeles; William Kleinert, Tillinghast Reid & Co.

4:15 p.m.-5:50 p.m. □ **Aggressive marketing/prudent management,** room W-256. *Moderator:* Caroline Devine, KSMG San Antonio. *Panelists:* Edith Baker, KQQK Houston; Cloe Brothers, WGY-AM-FM Schenectady, N.Y.; Linda Taber, KBEZ Tulsa, Okla.

Television sessions, Sunday

9:15 a.m.-10:30 a.m. □ **Advanced television: tuning in to the future,** room E-306. *Moderator:* John Abel, NAB. *Panelists:* Peter Fannon, Advanced Television Test Center; Richard Wiley, FCC Advisory Committee on ATV, Wiley, Rein & Fielding; Roy Stewart, FCC; Margita White, Association of Maximum Service Telecasters.

9:15 a.m.-10:30 a.m. □ **Building bridges with cable,** room E-309. *Moderator:* Richard Ducey, NAB. *Panelists:* Arnold Reymmer, Reymmer & Gersin; Joe Duke, WWL New Orleans; David Kantor, Cox Cable.

10:45 a.m.-noon □ **Meet the RBOCS...Who are they and where are they headed?,** room E-306. *Moderator:* Jim Lynagh, Multimedia Broadcasting. *Panelists:* Allan Arlow, Ameritech; Grey Collins, Bell Atlantic; Robert Glaser, Southwestern Bell; Colin Watson, NYNEX. *Residential broadband services of the future:* Presenter: Ray Strassburger, Northern Telecom Inc.

1:15 p.m.-2:30 p.m. □ **Growing the business in a decade of competition,** room E-306. James Joyella, Television Bureau of Advertising.

1:15 p.m.-2:30 p.m. □ **Broadcasters, cable and telco—is the future on the line?,** room E-305.

2:45 p.m.-4 p.m. □ **LPTV...it's here and there and just about everywhere,** room E-309. *Moderator:* John Kompass, Community Broadcasters Association. *Panelists:* Roy Stewart, FCC; Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn; Martin Rubenstein, Communications Consultant; Eddie Barker, Eddie Barker & Associates.

2:45 p.m.-4 p.m. □ **DBS: Prospects for success,** room E-308. *Moderator:* Marcia DeSonne, NAB. *Panelists:* Stanely Hubbard, Hubbard Broadcasting; Clay Whitehead, McLean, Va.; Tom Rogers, GE/NBC; Jim Ramo, Hughes

**NOW YOUR
RADIO STATION
CAN BECOME...**



**THE
IMAGINATION
STATION™**

A **NEW FORMAT** FOR KIDS UNDER THE AGE OF 12
AND THEIR FAMILIES — ENTERTAINING, STIMULATING,
INFORMATIONAL AND FUN!

LEARN HOW YOU CAN PLUG INTO THE LARGEST UNSERVED
RADIO MARKET IN THE HISTORY OF AMERICAN RADIO...
WITH BUYING POWER OF OVER **\$50 BILLION!**

- ★ **24-HOUR SATELLITE DELIVERY**
- ★ **MARKET EXCLUSIVITY**
- ★ **RESEARCHED, TESTED AND PROVEN**
- ★ **ON THE AIR NOW IN ORLANDO**
- ★ **AVAILABLE IN YOUR MARKET IMMEDIATELY**

KIDS' CHOICE BROADCASTING NETWORK™

COME TALK TO US AT THE NAB
BOOTH #5507

HOSPITALITY SUITE #3839 AT THE ATLANTA MARRIOTT MARQUIS
OR CALL BOB BRUTON, V.P./AFFILIATE SALES
TOLL FREE AT **(800) 762-1624** FOR MORE INFORMATION

Communications Inc.; Peter Marshall, K. Schaefer & Associates; Ray Gallagher, Sky Television, London.

4:30 p.m.-5:30 p.m. □ **Hundred plus social**, room E-308.

Engineering sessions, Sunday

9 a.m.-11:40 a.m. □ **Radio engineering**, room W-360. *Chair:* Bill Ryan, KMEZ/KDBN Dallas.

□ 9:10 a.m., *Building and operating multi-purpose remote studio vehicle*. Michael Callaghan, KIIS-AM-FM Los Angeles.

□ 9:35 a.m., *Design and development of computer-controlled on-air automatic music management system*. Michele Sanders, Drake Chenault Enterprises Inc.; Steve Kadner, Aquila Technologies Group Inc.

□ 10 a.m., *Digital program control: extending environment*. David Evers, Broadcast Electronics Inc.

□ 10:25 a.m., *Simplified maintenance procedures using stereo noise*. Harry Gardner, Delta Electronics.

□ 10:50 a.m., *RDS: European experience and proposal for North America*. Gerald LeBow, Sage Alerting systems Inc.

□ 11:15 a.m., *Off-Premise control of broadcast facilities via satellite*. William Sepmeier, National Supervisory Network.

9 a.m.-12:05 p.m. □ **UHF transmission**, room W-364. *Chair:* William Ramsay KUON-TV Lincoln, Neb.

□ 9:10 a.m., *Channel 69 filtering system for land mobile compatibility—Miami*. William DeCormier, Dielectric Communications.

□ 9:35 a.m., *Improved technological solutions for UHF power tubes*. Heinz Bohlen, EEV.

□ 10 a.m., *Field performance of MSDC klystron*. James Pickard, Harris Broadcast Division.

□ 10:25 a.m., *Progress report on Klystron-equipped transmitters at Georgia Public Telecommunications Network*. Al Korn, Georgia Public Telecommunications Commission.

□ 10:50 a.m., *Advances in Klystron-equipped transmitters*. Nat Ostroff, Comark Communications Inc.

□ 11:15 a.m., *Going beyond technological fads: objective criteria for selecting high power UHF TV transmitters*. Jean-Marc Barriere, Thomson.

□ 11:40 a.m., *Innovation and introduction of new MSDC-klystron generation for high efficiency UHF TV transmitters*. Wolfgang Schmidt, Philips Components.

9 a.m.-12:55 p.m. □ **Advanced television**, room W-366. *Chair:* Richard Streeter, CBS Inc.

□ 9:10 a.m., *Antenna/transmission line system and HDTV*. Geza Dienes, Andrew Corp.

□ 9:35 a.m., *Paving way for advanced TV services in Canada*. Susannah Knott, Telesat Canada.

□ 10 a.m., *Codec for HDTV transmission through terrestrial and satellite digital links*. Francesco Molo, Telettra, S.p.A.

□ 10:25 a.m., *Costs of converting broadcast facility to HDTV: update*. Robert Ross, KYW-TV Philadelphia.

□ 10:50 a.m., *Proposed SC-HDTV program production standard*. Wayne Brett, Zenith Electronics Corp.

□ 11:15 a.m., *HDTV image compression for reducing bandwidth and improving received image quality*. Robert Dhein, New York Institute of Technology.

□ 11:40 a.m., *Progress report on ATSC efforts in HDTV production standards*. Virgil Conanan, HBO.

□ 12:05 p.m., *Common image format and common data rate approaches to HDTV production standards—European view*. Terry Long, Independent Broadcasting Authority.

□ 12:30 p.m., *International developments of HDTV production standards*. M. Krivocheev, CCIIR Study Group 11 (Television), Geneva, Switzerland.

1:30 p.m.-5 p.m. □ **New broadcast technology**, room W-364. *Chair:* Louis Libin, NBC.

□ 1:40 p.m., *New tower construction techniques*. Ramon Upsahl, Skilling Ward Magnusson Barkshire Inc.

□ 2:05 p.m., *Multichannel TV combiners: technology for the 90's*. Jim Stenberg, Micro Communications Inc.

□ 2:30 p.m., *Distribution of broadcast quality video using telephony transmission*. Nicholas Stanley, ADC Telecommunications.

□ 2:55 p.m., *Eight-city DSS digital video trial—what makes it work*. Robert Blackburn, Bellcore.

□ 3:20 p.m., *Transmission line maintenance using high-power pulse reflectometer*. John Bisset, Delta Electronics Inc.

□ 4:10 p.m., *True 3-D broadcast television without glasses*. Chris Mayhew, Vision III Imaging Inc.

□ 4:35 p.m., *Cable's application of fiber optics for improved video quality and bandwidth*. Walter Piciora, American Television & Communications.

1:30 p.m.-5:55 p.m. □ **Advanced television**, room W-366. *Chair:* Michael Sherlock, NBC.

□ 1:40 p.m., *Development of planning factors for ATV*. Donald Jansky, Jansky/Barmat Telecommunications Inc.

□ 2:05 p.m., *ACTV progress report*. Jack Fuhrer, David Sarnoff Research Center.

□ 2:30 p.m., *HDTV advanced research*. William Glenn, Florida Atlantic University.

□ 2:55 p.m., *High-definition optical disk playback system*. Laurence Thorpe, Sony Advanced Products.

□ 3:20 p.m., *Study of methods of signal processing applicable to wide aspect EDTV compatible with NTSC*. Yosai Araki, NTV, Tokyo.

□ 3:45 p.m., *HDSINA-6: simulcast high-definition system*. Mikhail Tsinberg, Philips Laboratories, North American Philips Corp.

□ 4:10 p.m., *Compatible MUSE systems for terrestrial broadcasting of HDTV signals—ADTV*. Yutaka Tanaka, NHK.

□ 4:35 p.m., *Widescreen 525—Economic entry into ATV*. Merrill Weiss, NBC.

□ 5:05 p.m., *Progress on ATV system design at MIT*. Jae Lim, MIT.

□ 5:30 p.m., *Using Genesys HDTV technologies for today's NTSC expanded services*. Richard Gerdes, Production Services Inc.

Monday, April 2

Radio, TV, engineering sessions

9 a.m.-5 p.m. □ Registration open.

9 a.m.-6 p.m. □ GWCC exhibits open.

9 a.m.-4 p.m. □ Inforum exhibits open.

9:30 a.m.-11 a.m. □ **Regulatory roundtable—contests and promotions**, room W-263. *Moderator:* Barry Umansky, Eldred Ingraham, NAB; Ashton Hardy, Walker, Bordenel, Hamlin, Theriot & Hardy; Maureen O'Connell, Leventhal, Senter & Lerman; Peter O'Connell, Pierson, Ball & Dowd.

2:30 p.m.-4 p.m. □ **Regulatory roundtable—working with FCC/NTIA staff**, W-263. *Moderator:* Belva Brissett, NAB; Charles Schott, Lauren Belvin, Robert Branson, FCC; Julian Shepard, NTIA.

2:45 p.m.-4:15 p.m. □ **Share-in—personnel**, room E-308. *Discussion leaders:* Valerie Schulte, NAB; Stanley Brown, Arent, Fox, Kintner, Plotkin & Kahn. *Table hosts:* Patricia Diaz Dennis, Jones Day Reavis & Pogue; Terry Etter, NAB; John Quale, Wiley, Rein & Fielding; Henry Rivera, Dow, Lohnes & Albertson; Gregory Schmidt, Covington & Burling; Susan Wing, Hogan & Hartson.

Radio sessions, Monday

12:30 p.m.-1:45 p.m. □ **Moving up the Dial: Radio-only in Congress**, room W-262.

12:30 p.m.-1:45 p.m. □ **Promotions that save inventory**, room W-256. *Moderator:* Lina Jean Armstrong, WFOX-FM Atlanta. *Panelists:* Cheryl Esken, WLUP-AM-FM Chicago; Phillip Zachary, WRDU-FM Raleigh, N.C.

12:30 p.m.-1:45 p.m. □ **AM action**, room W-255. *Moderator:* Ted Snider, Snider Communications Corp. *Panelists:* Larry Eads, FCC; Alan Okun, WGFP(AM) Webster, Mass.; John Quinn, WJDM Elizabeth, N.J.; Stan Salek, Barry Umansky, NAB.

12:30 p.m.-1:45 p.m. □ **Station trading in today's changing climate**, room W-257. *Moderator:* Daniel Gammon, American Radio Brokers. *Panelists:* Richard Blackburn, Blackburn & Co.; Paul Fiddick, Heritage Media; Scott Ginsburg, Evergreen Media Corp; Doug Zylstra, Heller Financial Inc.

12:30 p.m.-1:45 p.m. □ **Into the 90's—strategies for radio**, room W-257. *Speaker:* Rob Balon, The Benchmark Co.

2 p.m.-3:15 p.m. □ **Syndicated vs. locally produced programming**, room W-256. *Moderator:* Bill Cahill, WSTR-WQXI Atlanta. *Panelists:* Lee Abrams, Satellite Music Network; Bill Pasha, WAPE-FM Jacksonville, Fla.

2 p.m.-3:15 p.m. □ **Improving and creating stations in the 90's**, room W-254. *Moderator:* Barry Umansky, NAB. *Panelists:* Larry Eads, FCC; George Borsari Jr., Borsari & Paxson; Alan Campbell, Dow, Lohnes & Albertson; Wallace Johnson, Moffet, Larson & Johnson Inc.; Matthew Leibowitz, Leibowitz & Spencer.

2 p.m.-3:15 p.m. □ **Selling your deal to lenders and investors**, room W-255. *Speakers:* Robin Martin, Deer River Group; Erwin Krasnow of Verner, Lipfert, Bernhart, McPherson & Hand.

2 p.m.-3:15 p.m. □ **Marketing magic**, room W-257. *Moderator:* Lynn Christian, NAB. *Speakers:* W. Whitley Hawkins, Delta Air Lines; Michael Beindorff, Coca-Cola USA.

3:30 p.m.-4:45 p.m. □ **Management challenges of the 90's**, auditorium. *Speaker:* Fran Tarkenton, KnowledgeWare.

4:30 p.m.-6:30 p.m. □ **Programming and production expo**, room W-260.



Breathe new life into your over-the-shoulders with an AMPEX 4:2:2 still store.



The ESS™ 3 still store provides the highest quality images available for television. With 13.5MHz, 4:2:2 coding throughout the system, the ESS-3 digitizes video frames as *component*-signals, giving you video quality that's far superior to composite systems. It's the quality you need for today's sharp, new look!

But we didn't stop there. The ESS-3 also gives you on-the-fly paste-up of stills—the artist can reduce X and Y image dimensions independently, feather image edges, selectively defocus, plus many more compositing techniques that save you time and money, and make your slides award winners.

When it comes to operation, the ESS-3 simplifies your job with the best cataloging system in the industry, plus lightning-fast playlist building to handle those last minute changes.

And to top off this field-proven still store, now there's an optical disk that will give you off-line storage for about 20 cents an image!

For information on this inexpensive digital still store, call 1-800-25AMPEX. But hurry! The first 100 callers who purchase a system get a FREE menu monitor!



AMPEX

Television sessions, Monday

9:15 a.m.-10:30 a.m. □ If carry, must pay, room E-306. *Moderator:* James Hedlund, INTV. *Panelists:* Burtram Carp, Turner Broadcasting Systems Inc.; Lawrence Secrest, Wiley, Rein & Fielding; Harry Shooshan, NERA; Cyril Vetter, WVLA-TV Baton Rouge.

10:45 a.m.-noon □ **Sports on Television: A new ballgame for broadcasters**, room E-306. *Presenters:* Paul Bortz, Bortz & Co.; Mark Wyche, Bortz & Co. *Panelists:* Ted Koplar, KPLR-TV St. Louis; Russell Granik, National Basketball Association; Ed Frazier, Prime Network; Dennis Swanson, Capital Cities/ABC.

12:30 p.m.-2:30 p.m. □ **Television luncheon**, Ballroom. *Keynote speaker:* Donald Keough, Coca-Cola Co. *Host:* Tom Goodgame, Westinghouse Broadcasting Co. Inc. and Benjamin McKeel, Nationwide Communications. *1990 Broadcasting Hall of Fame Awards program honoring: "The Honeymooners" and its original cast:* Art Carney, Audrey Meadows and Joyce Randolph; Sylvester (Pat) Weaver, former NBC-TV president.

2:45 p.m.-4:15 p.m. □ **Share-in News**, room E-309. Tom Bier, WISC-TV Madison, Wis., RTNDA; Charles Sennet, Tribune Broadcasting; Neil Kuvin, WHAS-TV Louisville, Ky.; Molly Pauker, NBC; Mark Prak, Tharrington, Smith & Hargrove; Bruce Reese, Bonneville International Corp.; Steve Bookshester, NAB.

2:45 p.m.-4:15 p.m. □ **Share-in syndex/cable relations**, room E-305. Travis Rocky, Cordillera Communications; Bob Thomson, Tele-Communications Inc.; Roy Stewart, FCC; Arthur Goodkind, Koteen & Naftalin; Benjamin F.P. Ivins; NAB; Alex Best, Cox Cable Communications; Donna Armiger, The Arbitron Co.

Engineering sessions, Monday

9 a.m.-12:10 p.m. □ **AM systems engineering and improvement**, room W-366. *Chair:* E. Glynn Walden, Group W.

- 9:10 a.m., *FCC regulations update*. Roy Stewart, FCC.
- 9:30 a.m., *NRSC update*. John Marino, NewCity Communications.
- 9:45 a.m., *Correlating AM transmitter performance with ability to comply with NRSC-2 RF mask*. Glen Clark, Glen Clark & Associates.
- 10:10 a.m., *Analysis of potential interference between AM stations separated in frequency by two or three channels*. John Kean, Moffet, Larson & Johnson Inc.
- 10:35 a.m., *Designing radio receivers for NRSC specifications*. Almon Clegg, consultant, Parsippany, N.J.
- 11 a.m., *Status report on development of low-profile AM antenna system*. Alfred Resnick, Capital Cities/ABC Radio.
- 11:10 a.m., *NAB anti-skywave antenna project*. Kelly Williams, NAB.
- 11:20 a.m., *New look at counterpoise*. Ogden Prestholdt, P.E.
- 11:45 a.m., *Computer design of AM directional phasing equipment*. Jerry Westberg, Westberg Consulting.

9 a.m.-11:40 a.m. □ **Television audio**, room W-364. *Chair:* Dennis Ciapura, Noble Broadcast Group.

- 9:10 a.m., *Electro-mechanical architecture of software-based television audio console*. Richard Hajdu and George Stage, Orion Research.
- 9:35 a.m., *Practical approach to applying MS stereo microphone*. David Ross, Shure Brothers Inc.
- 10 a.m., *MTS stereo conversion experience*. Larry Pozzi, WCMH-TV Columbus, Ohio.
- 10:25 a.m., *NTSC compatible digital modulation for TV sound*. Craig Todd, Dolby Laboratories.
- 10:50 a.m., *Audio network quality control*. Sergio Moreno, Schmid Telecommunication.
- 11:15 a.m., *SAP, uses and problems*. *Moderator:* Cary Wight, PBS. *Panelists:* Ira Goldstone, KTLA Los Angeles; Robert Good, WGAL Lancaster, Pa.; Joseph Manning, KAET Tempe, Ariz.; Bruce Herget, WMPB Owing Mills, Md.; Donald Sussman, WNET(TV) New York; Barry Cronin, WGBH(TV) Educational Foundation.

11:40 a.m.-12:30 p.m. □ **NTSC ghost canceling**, room W-364. *Chair:* Donald Wilkinson, Fisher Broadcasting.

- 11:40 a.m., *Ghost canceling overview*. A.G. Uyttendaele, Capital Cities/ABC.
- 12:05 a.m., *Development of ghost cancel technology for TV broadcasting*. Shigeo Matsuura, BTA Ghost Canceled Committee, Hitachi Ltd.

1:15 p.m.-2:45 p.m. □ **FCC Q&A forum**, room W-360. *Moderator:* Michael Rau, NAB. *Panelists:* Roy Stewart and William Hassinger, FCC Mass Media Bureau; Angelo Ditty Jr., Atlanta field operations bureau, FCC; Doug Miller, FCC, Atlanta; Frank Lucia, FCC, Washington.

1:30 p.m.-5 p.m. □ **Computers & Communications for broadcast engineers**, room W-366. *Chair:* Bill Tullis, Turner Broadcasting.

- 1:40 p.m., *How to implement computerized system for scheduling technicians and engineers*. James Fink, Prompt Corp.
- 2:05 p.m., *Practical use of computer for broadcast engineer*. Matthew San-

derford Jr., Marsand Inc.

□ 2:30 p.m., *PC communications for broadcasters*. Chuck Forsberg, Omnet Technology; John Hoffman, New York Management Services, Compuserve On-Line Communications; Phil Katz, PKWare; Mark Leff, Turner Broadcasting; Charles Preston, Information Integrity.

1:30 p.m.-5:45 p.m. □ **Television Production and Editing**, room W-364. *Chair:* Kelly Williams, NAB.

- 1:40 p.m., *Integrated digital production suite*. Charles Clarke, Digital Fx Inc.
- 2:05 p.m., *Cost effective digital editing for broadcasters*. David Scammell, Quantel.
- 2:30 p.m., *Video and audio in post-production switching systems*. David cker, FOR.A Corp. of America.
- 2:55 p.m., *Film imaging for TV systems of tomorrow*. C. Bradley Hurt, Eastman Kodak Co.
- 3:20 p.m., *Electronic production techniques for "60 Minutes" and "48 Hours."* Howell Mette, CBS Inc.
- 3:45 p.m., *Price/performance revolution in digital special effects*. Greg McCartney, Ampex.
- 4:10 p.m., *Broadcast and video production applications of Stereo surround audio production process*. Robert Schulein, Shure HTS.
- 4:35 p.m., *Synthevision—New chroma key imaging technique with hi-vision background*. Shigeru Shimoda, NHK Science & Technical Research Laboratories.
- 5 p.m., *Dynamic pre-correction of component video signals for improved NTSC color encoded pictures*. John Rossi, Intelvideo Inc.

2:45 p.m.-5:25 p.m. □ **Broadcast auxiliary and satellite systems**, room W-360. *Chair:* Ralph Thompson, WIVB-TV Buffalo, N.Y.

- 2:55 p.m., *Tracking system for inclined orbit satellites*. Barbara Hodge, Andrew Corp.
- 3:20 p.m., *Multichannel audio multipoint distribution service: 2 ghz background music*. Robert Unetick, ITS Corp.
- 4:10 p.m., *Improved audio quality of remote broadcasts using multiline telephone extenders*. Michael McKenzie, Gentner Electronics Corp.
- 4:35 p.m., *Worldcom: personal satellite communications system for voice and data*. Mark Harris, CBS Inc.
- 5 p.m., *Rate-reduced digital audio in broadcast environment*. William Spurlin, *The Christian Science Monitor*.

6 p.m. □ **Ham operators reception**.

Tuesday, April 3

Radio, TV, engineering sessions

9 a.m.-1 p.m. □ Registration open.

9 a.m.-4 p.m. □ GWCC exhibits open.

9:30 a.m.-10:30 a.m. □ **The challenge of a changing environment: FCC broadcast policies in the 90's**, Auditorium. *Speaker:* FCC Chairman Alfred Sikes.

12:30 p.m.-2 p.m. □ **Regulatory roundtable—food and food for thought**, room W-263.

- *Cable TV issues*. Benjamin Ivins, NAB; Tom Davidson, Sidley & Austin; Bruce Jacobs, Fisher Wayland, Cooper & Leader.
- *Station upgrades: AM and FM improvement*. Barry Umansky, NAB; John Feore Jr., Dow, Lohnes & Albertson; John Garziglia, Pepper & Corazzini; Jerold Jacobs, Rosenman & Colin; Lawrence Roberts, Mullin, Rhyne, Ermmons & Topel.

□ *Indecency/libel/privacy update*. Steve Bookshester, NAB; Irving Gastfreund, Kaye, Scholer, Fierman, Hays & Handler; Diane Killory, Morrison & Foerster.

□ *Regulatory roundup*. Jeff Baumann, Valerie Schulte and Eldred Ingraham, NAB; Dan Alpert, Ginsburg, Feldman & Bress; Barbara Gardner, Leventhal, Senter & Lerman; Elizabeth Haile Hayes, Akin, Gump, Strauss, Hauer & Field; Julie Rones, Fletcher, Heald & Hildreth.

6 p.m.-10 p.m. □ **Peabody Awards**, Ballroom.

- 6 p.m.: reception; 7 p.m.: dinner; 8 p.m.: awards.

Radio sessions, Tuesday

10:45 a.m.-noon □ **Cross ownership: the benefits the basics**, room W-255. *Moderator:* Dean Goodman, WLVE Miami. *Panelists:* Alan Brill, Brill Media; Bill Clark; Shamrock Broadcasting; Herb McCord, Greater Media; Ramsey Woodworth, Wilkes, Artis, Hednick & Lane.

10:45 a.m.-noon □ **Preparing your station for workforce '90**, room W-262. *Moderator:* Dwight Ellis, NAB. *Panelists:* David Bartlett, RTNDA; Xerona Clayton, Turner Broadcasting; Tom Morgan, National Association of Black Journalists; Bill Shearer, KGFJ Los Angeles.

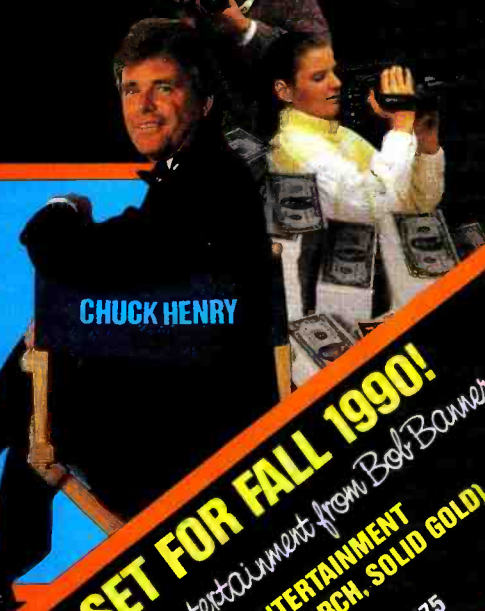
\$1,000,000 Video Challenge™

MORE CASH! MORE CATEGORIES! MORE THAN JUST A TV SHOW! IT'S A MARKETING CONCEPT FOR THE 1990's!



**NOW CLEARED ON 48 STATIONS
(60% OF THE U.S.) INCLUDING:**

New York/WNBC	Pittsburgh/WPXI
Los Angeles/KTTV	St. Louis/KPLR
Chicago/WPWR	Sacramento/KRBK
Philadelphia/WPHL	Baltimore/WBAL
San Francisco/KTVU	Hartford/WVIT
Boston/WCVB	San Diego/KFMB
Detroit/WXYZ	Indianapolis/WISH
Dallas/WFAA	Milwaukee/WISN
Houston/KTXH	Norfolk/WGNT
Atlanta/WSB	Dayton/WDTN



CHUCK HENRY

NOW SET FOR FALL 1990!
Outstanding Entertainment from Bob Banner
OF PARADIGM ENTERTAINMENT
(PRODUCERS OF STAR SEARCH, SOLID GOLD)

Contact:
Susan Cho (314) 454-6475
 FAX (314) 454-6428 TELE (810) 791-1093

Distributed by World Events Productions, Ltd.
 Produced by World Events Productions, Ltd. and Paradigm Entertainment

WORLD EVENTS
 PRODUCTIONS, LTD.

PARADIGM
 ENTERTAINMENT

10:45 a.m.-noon □ **Negotiating tactics**, room W-257. *Speaker:* Ross Reck, Ross Reck & Associates.

10:45 a.m.-noon □ **Madison Avenue Report: Spanish radio hot for the 90's**, room W-254. *Presenters:* Meg Bernot and Sara Sunshine, Publicidad Siboney.

12:30 p.m.-1:45 p.m. □ **Using technology to improve productivity**, room W-255. *Moderator:* Jerry Reckerd, WBT-FM Charlotte, N.C. *Panelists:* James Butts, Jefferson-Pilot Communications; Sam Caputa, Adams Communication Corp.; Pat Papenfuss, Result Radio Group.

12:30 p.m.-1:45 p.m. □ **Positive leadership**, room W-254. *Speaker:* Norm Goldsmith.

12:30 p.m.-1:45 p.m. □ **Negotiating tactics** (repeat), room W-257.

2 p.m.-3:15 p.m. □ **Training your replacement to handle issues in people management**, room W-255. *Speaker:* Pat Pearson, Pearson Presentations.

2 p.m.-3:15 p.m. □ **License renewal/EEO/labor law update—doing it right from the start**, room W-254. *Moderator:* Terry Etter. *Panelists:* Roy Stewart and Charles Kelley, FCC; Bruce Goodman, Arter & Hadden; David Grant, Baker & Hostetter; Robert Jacobi, Cohn & Marks.

2 p.m.-3:15 p.m. □ **How America's Most Successful Radio Salespeople Do It (Mega sales)**, room W-257. *Speaker:* Bill Moyes, The Research Group.

Television sessions, Tuesday

10:45 a.m.-12:15 p.m. □ **Network CEO's address NAB '90**, Auditorium. *Moderator:* Jeff Greenfield, Capital Cities/ABC. *Speakers:* Thomas Murphy, Capital Cities/ABC; Laurence Tisch, CBS Inc.; Robert Wright, NBC.

Engineering sessions, Tuesday

9 a.m.-11:15 a.m. □ **FM systems engineering and improvement**, room W-360. *Chair:* Charles Morgan, Susquehanna Radio Corp.

□ 9:10 a.m., *FCC update: Class A and C3 Upgrades, directional antennas, aeronautical interference, translators.* William Hassinger, FCC.

□ 9:35 a.m., *Helical antenna for FM multistation broadcasting.* George Harris, Shively Labs.

□ 10 a.m., *FM stereo—what can be expected from new technologies.* Thomas Keller, Broadcast Technology Partners.

□ 10:25 a.m., *All-digital approach to FM limiting and composite baseband generation.* William Gillman, Gentner Electronics Corp.

□ 10:50 a.m., *New approach to FM composite baseband overshoot control.* Greg Ogonowski, Modulation Index.

9 a.m.-noon □ **Professional development**, room W-366. *Chair:* Brad Dick, *Broadcast Engineering* magazine.

□ 9:10 a.m., *Advancement for technical personnel.* Neil Fink, Fink & Blakely Associates; Howard Lipson, Lipson & Co.

□ 9:35 a.m., *Starting right, keeping current: New educational opportunities for broadcast engineers.* F. David Harris, NAB; Richard Lehtinen, *Broadcast Engineering* magazine.

□ 10 a.m., *Conflict resolution.* Judith E.A. Perkinson, Calumet Group.

□ 10:45 a.m., *Professional development of leaders.* Richard Cupka, Cupka Corp.

□ 11:15 a.m., *PBS technical operations' total quality program.* Cary Wight, PBS.

12:30 p.m.-2 p.m. □ **Engineering luncheon and presentation of Engineering Achievement Award**, Ballroom. *Recipient:* Hilmer Swanson, Harris Corp. Broadcast Division. *Remarks:* Alfred Sikes, FCC chairman. *Keynote speaker:* Peter McCloskey, Electronic Industries Association.

Network hospitality. *ABC/Broadcast Operations & Engineering.* Westin Peachtree Plaza, English room. *AP Broadcast Network.* Hyatt Regency, 1731. *Business Radio Network.* Marriott Marquis, 3908. *CBS Inc.: Radio Networks.* Marriott Marquis, 3929. *CBS Television Network.* Westin Peachtree Plaza, 7003. *NBC.* Hyatt Regency Atlanta, 235. *Satellite Music Network.* Marriott Marquis, 3934. *UPI Radio Network.* Tower room 2, Westin Peachtree Plaza.

Broadcasting's state of the art goes on display

The months of preparation for the world's foremost annual broadcast equipment exhibition are finished, and on this coming Saturday (March 31) at 9 a.m., the doors will open. This year's NAB exhibition is expected to house more than 700 exhibitors covering 430,000 square feet of the Georgia World Congress Center (GWCC) in Atlanta.

Attendees will have only four days to examine thousands of new and established products. They represent everything it takes to produce, transmit and store radio and television programming. Exhibit hall hours are 9 a.m.-7 p.m. on both Saturday and Sunday, 9 a.m.-6 p.m. Monday and 9 a.m.-4 p.m. Tuesday.

The annual NAB Engineering Conference will start this Friday (March 30), a day before the equipment exhibition opening, and will also be held at the GWCC. About 130 papers will be delivered in 21 separate sessions during the five-day conference. Among the general paper topics will be AM and FM radio engineering, advanced television, ghost canceling systems, graphics and animation, television audio systems, TV station automation, UHF transmission and a Q&A session with staff from the FCC. There will also be four special workshop sessions held on Saturday morning providing training on AM antennas, RF radiation, TV signal testing and measurement and contract engineering.

On the final day of the conference, April 3, NAB will sponsor its annual engineering luncheon, 12:30-2 p.m., at the GWCC, during which Hilmer I. Swanson, senior

staff scientist at the Broadcast Division of Harris Corp., Quincy, Ill., will receive the NAB Engineering Achievement Award. Swanson is credited with saving AM broadcasters millions of dollars in electricity costs through his invention of the pulse duration modulation technique for AM transmitters and development of Harris's current line of digital modulation AM transmitters.

Because it is the largest equipment exhibition, NAB has become the place where manufacturers showcase their latest products and demonstrate prototypes of their most advanced research projects. A short list of some of the hottest technology stories expected (with some unexpected ones also undoubtedly arising) at the show might include:

■ *A wider variety of composite digital (D-2) videotape decks.* Ampex Corp. and Sony Corp. have sold approximately 2,000 D-2 recorders since the format was first offered as a product at NAB '88. But very few of the sales have been to broadcasters. Both companies are now looking to broaden D-2's appeal by offering less expensive products that produce the same transparent dubs beyond 20 generations and four-channel stereo sound offered in the early studio VTR's. Those VTR's have been popular with many post-production houses. The DVR-2, an EFP deck with the size and price (\$37,000) of earlier field Type C (one-inch) decks, will be highly featured by Sony, and Ampex will introduce three new VTR's, including the VPR-200 which is designed specifically to perform all broad-

cast studio applications and is priced at approximately \$60,000.

■ *Matsushita's half-inch composite digital format.* Operating under the assumption that TV producers will soon wish to acquire images in the digital domain, Japan's electronics giant has developed a video system equal in quality to the three-quarter-inch D-2, but less bulky. Late this year, Matsushita's Panasonic Broadcast Systems expects the new format will be available in the U.S. At NAB, the latest working prototype of a half-inch digital studio recorder will be shown with a working prototype of a half-inch digital camcorder, which will be demonstrated for the first time.

■ *SVT-2000 ENG/SNG Digital Codec.* Up until about a month ago, only a few of Sony's broadcast customers had been given a demonstration of the SVT-1000, the first generation of a digital coding and decoding unit, which could potentially lead to cheaper delivery of digital video and audio for satellite newsgathering (SNG) and cut down on the bulk of mobile transmitters and antennas. The codec is designed to send and receive two simultaneous digital NTSC signals through a DS3 (45 megabit per second) channel. It will be a technology demonstration at NAB this year, not yet a product.

■ *Digital audio work stations.* Such systems, using digital technology to store thousands of sound effects and other audio manipulation tools on hard disk and access them for use in a radio or TV show, have been on the market for more than a decade and currently a number of companies are

offering such products to post-production customers. But as compact disks, digital audio tape (DAT) and D-2 recorders and other forms of digital equipment are beginning to be found in broadcast studios, manufacturers are expected to begin discussing sales to radio and TV stations.

■ *System G.* Like other systems on the market, the Sony DME-9000 "System G" digital multi-effects system uses flat video pictures to create 3-D animations and special effects. The difference, Sony claims, is that System G renders those images in real time while other systems require hours of work to perform similar tasks. Interested observers at NAB '89 were literally clogging the aisles when the DME-9000 was shown as a technology demonstration. This year, it is a product and is being offered at a price of \$350,000.

■ *New UHF-TV transmission technologies.* The near future of UHF transmission seems to be split between two tube technologies which promise to cut a broadcaster's energy consumption in half. The klystron tube, which was brought to the market by Comark Communications three years ago as an alternative to the traditional klystron tube, will be offered at this year's NAB for the first time in a more cost-efficient air-cooled rather than water-cooled transmitter. British-based Varian Associates answered the challenge of the klystron last year with the multi-stage depressed collector (MSDC) tube, a klystron designed to match the performance levels of the klystron. Meanwhile, solid-state technology, which is all but eliminating tubes in AM, FM and VHF transmitters, will be demonstrated in a UHF unit at this year's NAB by Thomson-LGT of France.

■ *All-CCD camera displays.* Cameras, like transmitters, are turning away from tubes. The first CCD (charge-coupled device) cameras for electronic news gathering were introduced five years ago. They offered lighter weight, more durability and less maintenance than their tube counterparts and in a short time were dominating the ENG application. Today, however, the technology has progressed to the point that many booths on the NAB floor will be showing CCD cameras for ENG, electronic field production and the studio, and no tube cameras.

NAB has been working to make its spring convention the world's leading showcase of high-definition television technology since it sponsored its first special HDTV exhibit in 1986. The HDTV show has grown so much that the 1990 NAB Advanced Television and HDTV Production Exhibit will need 100,000 square feet of exhibit floor space to contain it. The Atlanta Inforum, a new exhibition hall three blocks from the GWCC, has been reserved for the exhibition. The HDTV show opens this Friday (March 30), one day before the opening of the main NAB equipment exhibition, and closes a day before the main exhibition (April 2).

At last year's NAB in Las Vegas, exhibition of the production and display technologies was sponsored by the HDTV 1,125/60 Group, a two-year-old organiza-



Sony's SVT-1000 ENG/SNG Digital Codec. The more compact, second generation unit, the SVT-2000, will be demonstrated at NAB.

tion of manufacturers and video program producers promoting the use of high-definition equipment in the SMPTE 240M (1,125-line/60-hertz) production format. Their exhibit was held at a hotel several miles away from the NAB-sponsored exhibit, which was held at the Las Vegas Convention Center. The NAB exhibit centered mainly on transmission systems.

At the Inforum this year, those two exhibitions are being joined into one. The

HDTV show will not divide the floor among the different exhibiting companies but will be arranged as a continuous tour of HDTV technologies and applications. One major section of the floor will be occupied by the remaining leaders in the effort to develop a new terrestrial transmission system for the U.S., including the Advanced Television Research Consortium (made up of NBC, North American Philips, Thomson Consumer Electronics and the David Sar-



Bringing
the
Best
Together

AT&T Commercial Finance Corporation

Media Finance Group

Presents

Hollywood Night

Saturday, March 31, 1990 • 8:00-12:00 (Midnight)

featuring Music and Entertainment by

"The Sound Shop"

Hors d'oeuvres & Drinks plus Surprise Visits by Stars of the Past and

JOIN US FOR OUR COCKTAIL RECEPTION

Monday, April 2 • 7:30 p.m. to 10:30 p.m.

Westin Peachtree Hotel - Senator's Suite

located at Peachtree Street and International Boulevard



AT&T Commercial Finance

R.S.V.P.

Gladys Adams (404) 393-2310

March 28, 1990

noff Research Center), Zenith, Japan's NHK and Production Services Inc. Other transmission systems to be featured will be Scientific-Atlanta's HDB-MAC satellite delivery system and Nippon Television's receiver-compatible enhanced-definition television system developed for terrestrial transmission in Japan.

The HDTV 1,125/60 Group cooperated with NAB in the organization of much of the rest of the Inforum show, which will be a long procession of HDTV cameras, videotape recorders (including digital and HDTV half-inch machines), graphics and animation systems, digital compression systems, studio monitors, theater-sized projectors and other equipment. The group has also been working to organize joint projects among the participating companies to demonstrate that current-generation HDTV equipment has been molded into a workable production system. One such demonstration organized last year involved real-time recording of live action and animations in HDTV.

Approximately 50 companies are expected to take part in the production and display portion of the Inforum exhibit. Among those that have confirmed their participation are Canon Optics Division, Fujinon Inc., The Grass Valley Group, Hitachi Sales Corp. of America, Ikegami Electronics, Mitsubishi Electric Sales America Inc., Nikon, Panasonic Technologies Inc., Panavision, Sony Corp. of America, Tektronix Inc., Toshiba America Inc., U.S. JVC Corp. and Utah Scientific.

HDTV has already begun attracting people to Atlanta. Members of Study Group 11 of the International Radio Consultative Committee (CCIR) arrived in town last Thursday (March 22) for a week-long meeting. The Atlanta meeting was set to work out various international disagreements before the CCIR's scheduled plenipotentiary meeting in Dusseldorf, West Germany, in May. During the last Study Group 11 meeting in Geneva last fall, an agreement to set the colorimetry and transfer parameters for high-definition production systems was passed by all but one member of the group. It is expected that unanimity will be achieved in Atlanta. If all members of Study Group 11 do not agree to the colorimetry and transfer numbers before the Dusseldorf meeting, the agreement will fall

through.

Assuming the Atlanta meeting is successful, the CCIR will only have to agree upon the scanning parameters (scanning lines and field rate) before reaching a single world HDTV production standard. But that's easier said than done. There are still wide differences in the world over whether the field rate should be 50 Hz or 60 Hz. Compromise steps that could lead to eventual agreement on a world standard, including common image (with world agreement on active scanning lines) or common data rate formats, will be discussed in Dusseldorf. No agreement is expected on either alternative format, but progress toward eventual agreement during the next four-year CCIR study period is possible.

When NAB kicks off, there will be a few events away from the Inforum and the international meetings, geared toward those who are looking to catch up on the details of the ever-shifting HDTV scene. A Saturday session (9-10:15 a.m.) entitled "HDTV: Market Developments and Opportunities," will bring attendees up to date on what the FCC and private broadcasting organizations are doing to develop and approve a new HDTV terrestrial transmission system. Panelists for the session include Peter Fannon, executive director, Advanced Television Test Center, Alexandria, Va.; Roy Stewart, chief, FCC's Mass Media Bureau; Margita White, president, Association of Maximum Service Telecasters, and Richard Wiley, chairman of the FCC's advisory committee on advanced television service. NAB Executive Vice President John Abel will moderate.

Immediately after that session, many of the panelists will be on hand for AMST's annual membership meeting, which will be held in the same room at the GWCC. White and Wiley will be among the speakers. There will also be a discussion of how HDTV and other technologies will create pressure on the FCC and possibly result in interference to current broadcaster services during the 1990's, which AMST is calling "the spectrum decade." The headline speaker at the AMST meeting is Jim Mooney, president of the National Cable Television Association, whose remarks are not expected to touch on engineering matters ("Closed Circuit," March 5).

On Sunday morning (9:15 a.m.-10:30 a.m.), NAB will sponsor a session entitled

"Advanced Television: Tuning In to the Future." Among the things likely to be discussed are an update of CCIR proceedings and the latest estimates of what HDTV conversion will cost both broadcasters and consumers. The panel will include Ambassador Bradley Holmes, director of the State Department's Bureau of International Communications and Information Policy; Howard Miller, senior vice president, broadcast operations and engineering, Public Broadcasting Service, Alexandria, Va.; Gary Shapiro, staff vice president, government and legal affairs, Electronics Industries Association, Washington, and Larry Thorpe, vice president, production technology, Sony Advanced Systems, Teaneck, N.J. Michael Rau, senior vice president, science and technology for NAB, will moderate.

□

A number of other technology-related issues and new product categories are expected to attract attention during NAB. At last year's show, one of the top engineering stories was the growth of the capabilities of the various automated broadcast systems, such as videotape library systems and robotic camera controls. This year, the story appears to be a spurt in the sales of newsroom computer systems.

The two major vendors, Dynatech NewStar, a subsidiary of Dynatech Inc., Madison, Wis., and the British-owned Basys Inc., both report impressive sales figures since last year's NAB. For the last few years, both companies have offered systems with advanced software that can control nearly every aspect of a TV newscast, including the videotape cart machine, robotic cameras, character generator, still store, teleprompter, closed caption generator and other equipment.

Dynatech NewStar estimates that 35% of all U.S. network affiliate television stations have installed newsroom computer systems, representing a total of about 220 installations. Ninety of those systems were installed by Dynatech. Over the past year, Dynatech added touch screen control of the system for speedier and easier control.

"It has been a remarkable year for us, the best ever," said Jim Cundiff, director of sales for Basys, Yonkers, N.Y. Basys has sold 145 new systems since last year's show to boost its worldwide sales total to more than 300. Among its customers were the BBC, dozens of U.S. TV and radio stations (Cundiff estimates that 30% of Basys's business has been to radio stations and networks) and to cable service CNBC.

A featured product of the Basys exhibit this year will be its revised software package, Release 10, which was introduced about four months ago. Among its enhancements are expanded and simplified connectivity capabilities between Basys terminals and various information sources, such as newswires and computer databases, a simpler automatic keyboard reconfiguration technique and an on-line help screen that can be programmed to an individual station's needs.

At NAB, both Dynatech and Basys will try to frame their computers as not just newsroom control systems, but as tools that could potentially control several other as-

BROADCAST APPRAISALS

Over \$10 Billion television, radio, cable, cellular and paging - appraisals, purchase price allocations and due diligence reviews performed in the past 24 months. Contact Anthony P. Kern, Vice President, Financial Services at (202) 835-7800.

MALARKEY-TAYLOR ASSOCIATES
TELECOMMUNICATIONS FINANCIAL, MANAGEMENT AND ENGINEERING CONSULTANTS



- "Don, are these figures correct?" *"Yes, they are."*
- "We're up to 7,500 calls a day?" *"Actually it's more like 10,000 now. And look at those sponsorships."*
- "Five sponsorships at five grand a month in the first thirty days?" *"Right. We're getting a larger share of the buys too."*
- "All because of CITYLINE?" *"Yep. Now check out those polling and survey capabilities."*
- "That's incredible." *"You know what's best of all?"*
- "It gets better?" *"We have exclusive rights to CITYLINE in this market. The other stations can't touch us on this one."*

CITYLINE has a proven track record of helping stations increase revenues, while enhancing their local identity.

Get the exclusive for your market today.

**Call R.D. (Bud) Calvert,
National Director, CITYLINE Network.**

CITYLINE

A product of Brite Voice Systems, a leading supplier of interactive voice systems--and Founder of the National CITYLINE Network.

pects of a broadcast station. The Dynatech NewStar system will be demonstrated in the same booth with two new products, the Total Automation System and Ethernet Machine Control, to be introduced this year by another Dynatech subsidiary, Utah Scientific, Salt Lake City. The new hardware and software systems interface Utah Scientific routing switchers and master controls as well as video library systems for program and commercial playback, character generators and still stores. Dynatech plans to provide "significant discounts" for those interested in buying multiple systems.

Basys has a similar sales strategy. During the past year, it acquired three British companies: Connolly Systems Ltd., which specializes in manufacturing master control studio automation systems; jemani, an editing system manufacturer, and Signal Computing, a software developer that has written several programs for government agencies in the UK, and will now be lending its expertise to Basys software development as well. Products from the three companies will be demonstrated in operation with the Basys computers at NAB. "We're trying to stress a new image of Basys as not just one company but a group of companies with similar and complementary products," Cundiff said. Like Dynatech, Basys plans to offer packaged deals for multiple system customers. But at the same time, the company will emphasize the flexibility of the components and their ability to be installed inde-



A display of half-inch digital VTR's at the Society of Motion Picture and Television Engineers exhibition last fall. The format is being proposed as the alternative to D-2 for digital TV acquisition.

pendently, Cundiff said.

Among other computer systems to be on display will be the CONCEPT/2000 by Columbine Systems Inc., Golden, Colo. The system, developed with IBM and introduced in May 1989, runs on an IBM AS/400 computer and is designed not only for newsroom functions, but to aid the sales, accounting and management departments as well.

A start-up company that was unable to reserve space at the GWCC is still planning to introduce its new computer product at NAB. Generation Technologies Corp. will demonstrate its GT4000 Newsroom Computer System at an NAB suite in the Westin Peachtree Hotel. The GT4000 "provides a unique and user-friendly windowed environment which continuously reflects 'as-it-happens' directory updates from the incoming wire and local script filings," according to Generation Technologies President Mike Bennett. An earlier version of the system, the GT2600, was installed last January at CBS NewsNet headquarters in New York.

□

On the radio side of the convention floor, there will also be several innovations on display. A demonstration of Eureka Project No. 147, the Digital Audio Broadcasting (DAB) system, developed by the Eureka consortium of European governments and private companies and the European Broadcasting Union, is sure to be among the hottest topics of the convention.

Developers of the DAB system claim that it will be capable of delivering CD-quality digital sound, either terrestrially or by satellite, to home receivers with a frequency response of about 22 khz compared to 15 khz response in analog FM receivers. In addition, DAB signals will not be degraded by multipath echoes, which create artifacts in FM transmission.

It is difficult to say when such a system could be implemented in the U.S., howev-

er. DAB stations will have to be operated out of an entirely new band and current analog radios would not be able to pick up the digital signals. In the 1990's, there will be several demands on currently scarce spectrum for new and expanding technologies, such as HDTV, cellular telephones and land-mobile radio, which could make it difficult for DAB to be squeezed in. One factor that could be in the digital system's favor is its spectrum efficiency compared to analog systems. In theory, between 12 and 16 stereo channels per market could fit into 4-6 mhz.

NAB is sponsoring another new radio technology at the show, the Radio Data System (RDS) for FM stations. The system allows car radio listeners to program their receivers to automatically tune to their favorite format as they travel from market to market, as it receives specially encoded messages over the station's sideband. LCD's would be built into home radios to display messages from RDS stations, such as station logos or electronic commercials.

RDS is already in use in Japan and Europe, and no FCC approval is needed for FM broadcasters to begin installing the system in the U.S. NAB estimates that the installation currently costs between \$5,000 and \$10,000.

Some of the old radio technologies and initiatives that have been sources of controversy at past NAB shows will be back again this year. FM broadcasters will again have a chance to check out FMX, the processing method owned by Broadcast Technology Partners, Bloomfield Hills, Mich. FMX is designed to increase the noise-free coverage area of a station's signal. Special receivers are needed to pick up the FMX enhancement.

BTP recently announced that Samsung has joined the handful of other manufacturers that are building FMX decoder chips. Currently, the only company now building FMX stereo generators is Inovonics Inc.,

Broadcast
Trustee
Management,
Incorporated

BTMI

Bonded Trustees to
the Investment
Community

1233 20th Street, N.W.
Suite 205
Washington, D.C. 20036
(202) 857-0711

"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.

Real life heroes don't leap over tall buildings or fly through the air. They face danger, disaster, even death itself and do more than survive... they triumph!

WITNESS TO SURVIVAL

is a new half-hour weekly series featuring ordinary people overcoming extraordinary circumstances. Through the use of actual footage and reenactment, viewers will travel along on their heart-breaking journeys and share in their heart-warming survival.

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.

SFM Entertainment/Division of SFM Media Corporation · 1180 Avenue of the Americas, NY, NY 10036 · (212) 790-4800

© 1989 Reeves Entertainment Group

Premieres April 7
on these and many other
fine stations:

WNYW	New York	KOVR	Sacramento
KNBC	Los Angeles	KDFI	Dallas
WFLD	Chicago	KTXH	Houston
WAGA	Atlanta	WPXI	Pittsburgh
KSDK	St. Louis	WTHR	Indianapolis
KARE	Minneapolis	WTNH	Hartford
WBZ	Boston	WRC	Washington
KOFY	San Francisco	WSMV	Nashville
KTZZ	Seattle	WADL	Detroit
KTVD	Denver	KTTY	San Diego



Santa Cruz, Calif. The second generation generator will be introduced at the Inovonics booth at NAB. Among the new features are remote control of the input, front-panel metering and digital synthesis of the composite signal. Currently, 130 stations broadcast using FMX.

The National Radio Systems Committee (NRSC) standards for AM radio improvement will again be an issue. A year ago, the FCC won the general approval of the AM industry by mandating that all stations install NRSC-2 "RF mask" equipment, which would limit a station's emissions to 10 khz, by a deadline of June 30, 1990. However, stations that have installed the NRSC-1 audio input standard by that time, a much less expensive option, will be considered in compliance with NRSC-2 by the FCC until a second deadline, June 30, 1994. Stations failing to meet the 1990 deadline will be required to immediately convert to NRSC-2 and may be fined for out-of-band-emission violations.

Despite the approval of the FCC order by most broadcasters, it appears that some stations may be planning to ignore the June 30 deadline. Circuit Research Labs (CRL), Tempe, Ariz., has been keeping track of the number of NRSC filter devices that it and other companies have been installing. CRL's Bill Ammons said that the company estimates only about 80% of the approximately 5,000 AM stations will have in-

Looking ahead

While last-minute preparations are being made for the opening of the 1990 NAB Advanced Television and HDTV Production Exhibit at the Inforum in Atlanta this Friday (March 30), NAB has already begun finalizing the details for the 1991 HDTV exhibition. When the convention moves back to Las Vegas next year, the equipment displays will be merged with technical and business discussions on HDTV in what is officially to be called the HDTV World Conference and Exhibition, or HDTV World, as NAB is calling it for short.

The new Sands Expo and Convention Center in Las Vegas will house HDTV World, April 15-18, 1991. Among the events planned are forum discussions aimed at TV station management on HDTV implementation; technical papers on the latest high-definition equipment, and tutorials on the basics of HDTV technology. An equipment exhibition of state-of-the-art HDTV gear similar to this year's exhibition will also be organized.

NAB is now calling for technical papers to be delivered at HDTV World. It is requesting that detailed abstracts be submitted to the NAB Science and Technology department in Washington by Aug. 15, 1990.

stalled NRSC by June 30, when the FCC has set the deadline ("Closed Circuit," Jan. 22).

Other audio processing companies that also sell the NRSC filters tend to agree with Ammons's numbers. "That [80%] figure might even be high," said Howard Mullinack of Orban Associates, San Francisco. There are several theories for why some AM stations have been slow to install. Mullinack said that it could be due to the fact that there are few qualified engineers work-

ing at small AM stations and that many station owners are not yet aware of the FCC order.

John Bisset of Delta Electronics, Alexandria, Va., speculated that there may be some confusion among station owners about the difference between the NRSC-1 and NRSC-2 standards and which they are required to install.

Many stations are just waiting until the last minute to install NRSC, according to Bernie Wise, president of Energyonics,

CEA, Inc.
Seated:
Jeanette Tully,
Don Russell,
Lisa Shearing.
Standing:
David Unger,
Jay Goodwin.



Communications Equity Associates
Seated:
Glenn Serafin,
Kathy Marien,
Tim Menowsky.
Standing:
Ken O'Rorke,
Brayton Johnson.



We don't just find opportunities. We create them.

It takes know-how, contacts, and money to close a deal. And that's why clients are turning to the full-service capabilities of CEA.

We can maximize your price, minimize your tax, and extend your financial reach — regional, national, or international — and you can access all this talent

with just one phone call.

So if you haven't tried CEA, let us offer an opinion on your next deal.

We'll put the added value of quality representation — plus \$9 billion worth of experience in transactions — on your side.



COMMUNICATIONS
EQUITY
ASSOCIATES

101 E. Kennedy Blvd., Suite 3300 • Tampa, FL 33602 • 813 / 222-8844
CEA, Inc., 375 Park Ave., Suite 3808 • New York, NY 10152 • 212 / 319-1968

CEA and CEA, Inc., are members of the National Associates of Securities Dealers, Inc., and their professional associates are registered with the NASD. Members SIPC.



In The
Category Of
"Innovative
Broadcast
Facilities,"
These
Are The
Nominees.

If there actually were such a category, they would all be winners.

Why? Because they've purchased a Sony Multi-Cassette System.

In fact, Sony has installed over 40 Multi-Cassette Systems nationwide in the past eighteen months alone. A winning solution to a very real challenge confronting broadcast facilities.

It's a vision worthy of recognition. And one which Sony supports with their commitment to technical and service leadership.

For more information, contact your Sony Broadcast Sales Engineer. Or call 800-635-SONY.

Sony Communications Products Company, 1600 Queen Anne Road, Teaneck, New Jersey 07666. Sony is a registered trademark of Sony. © 1990 Sony Corporation of America.

SONY®

BROADCAST PRODUCTS

Hudson, N.Y. NRSC only limits the fidelity of a station's signal while providing no other benefit except limiting the amount of interference with neighbors. "AM is not

very successful economically" and the stations will do what they can to keep their power for as long as they can. Wise said. In fact, according to Ammons, some AM sta-

tion owners are saying that they plan to ignore the FCC order altogether because they believe that the commission would probably never test them. —RMS

NAB's technology supermarket

NAB '90

*indicates new product

A.F. Associates 1756
100 Stonehurst Court, Northvale, N.J. 07647

Abbott and Co. 6608
1611 Cascade Dr., Marion, Ohio 43902

Abekas Video Systems W160
101 Galveston Dr., Redwood City, Calif. 94063

Staff: Yeshwant Kamath; Paul Hansil; Phil Bennett. **Products:** *A84 digital switcher; *product support program; digital still store with library (A42); digital special effects (A52, A53-D); digital disk recorder (A60, A62, A64); digital character generator (A72).

Absolute Broadcast Automation 7118
82 Main, Westernport, Md. 21562

Accom Inc. 2900
1430-F O'Brien Dr., Menlo Park, Calif. 94025

Staff: Junaid Sheikh; Luigi Gallo; Ed Engberg; John Stern; Barbara Cassidy; Ray Ostrom; Mike Weaver; Mark Pinkel; Joseph Metzger; Sohei Takemoto; Douglas George. **Products:** Digital image enhancer, DIE-125; digital encoding.

Accu-Weather Inc. 6723-6725
619 W. College Ave., State College, Pa. 16801

Staff: Joel Myers; Evan Myers; Sheldon Levine; Blaine Clapper; James Burke. **Products:** *4-D UltraSats satellite images; *Animation true cel animation; UltraGraphix high-resolution weather graphics; UltraGraphix 240 weather graphics computer system; Amiga weather graphics system; NewRad, RadarPlus radar composites; Accu-Data real-time interactive database.

Accurate Sound Corp. 4111
3515 Edison Way, Menlo Park, Calif. 94025

Staff: Ronald Newdoll. **Products:** AS4000 cassette recorder/logger slow speed; AS-200 duplicator, audio, high speed, reel to reel; AS6000 tape cleaner/conditioner; AS-100 audio mastering recorder; CR-3A studio condenser microphone.

Acoustic Systems 1019
415 East St. Elmo Rd., Austin, Tex. 78745

Acrodyne Industries 6000
516 Township Line Rd., Blue Bell, Pa. 19422

Staff: Joe Wozniak; Dave White; John Delissio; Marshall Smith; Time Hulick; Dan Traynor; Bill Barrow. **Products:** TRU/25KV 25 kw UHF TV transmitter; TLU/1000 1 kw solid state UHF TV transmitter for LPTV; TLU/IKACT 1 kw UHF LPTV transmitter; TLU/100T 100 w UHF TV translator; TLH/100T, 100 w VHF TV transmitter.

Adams-Smith 6808-6811
34 Tower St., Hudson, Mass. 01749

Staff: Harry Adams; Walter Hickman; John Lawrence; Gary Rotta; Jeff Junker; Hal Williams. **Products:** *Zeta-Three/em emulator; 2600 A/V audio editor; system 2600 with compact controller; Zeta-Three audio-video-midi synchronizer.

ADC Telecommunications 6001
4900 West 78th St., Minneapolis 55435

Staff: Lonnie Pastor. **Products:** Icon integrated cable organization network; *fiber optic switch; audio patch bays; SMPTE 9-pin patching system; *MCS 3800 multicast switch.

Adrienne Electronics Corp. 8059
11994 Marjon Dr., Nevada City, Calif. 95959

The Advance Products Co. 3718

Advanced Designs Corp. 2021
804 N. College Ave., Bloomington, Ind. 47404

Staff: Martin Riess; Teri Riess. **Products:** DO-PRAD II Collins Doppler turbulence detection weather radar system; WDDS weather data display system.

Advent Communications Ltd. 1300
Alma Rd., Chesham, Buckinghamshire, HP5 3HE, England

Staff: Steve McGuinness; D. Garrodd; J. Gireo. **Products:** Satellite uplink systems (1900 Mantis); video modulators; C-band, Ku-band upconverters and downconverters.

ADX Systems Inc. 7119
274 Madison Ave., New York 10016

AGAP—Audio Prof. Equipment 7021
264 Ave. Sainte-Catherine, BP 118 84140 Montfavet, Avignon ZZ France

Aircraft Music Library & The Hollywood Edge Sound 6802, 6803
77 N. Washington St., Boston 02114

Staff: Mark Cuddy; Crit Harmon; John Jordan. **Products:** Production music library on compact disks.

Akal Professional/IMC 3902
1816 E. Lancaster St., Ft. Worth, Tex. 76118

Staff: Woody Moran; James Martin; Ken Kondo; Ron Franklin; Jerry Sehi. **Products:** *DD-1000 optical disk recorder; DR-1200 12-track digital recorder; S100/PB/HD/KB 16-bit digital sampler line; MPC-60 midi production center.

AKG Acoustics 6500
1525 Alvarado St., San Leandro, Calif. 94577

Staff: S. Richard Ravich; David Roubesh; David Ogden; Jeff Radke; Rowland Powers. **Products:** *K 270-S headphone; ADR-68K digital effects processor; broadcast microphones; headphones.

AKG Digital Products 4308
Division of AKG Acoustics Inc., 1525 Alvarado St., San Leandro, Calif. 94577

Staff: S. Richard Ravich; David Angress; Howard Mullinack; Christopher Moore; Jeff Stanton. **Products:** Production version of DSE 7000 digital audio production system.

Alamar Electronics USA 2948
489 Division St., Campbell, Calif. 95008

Alcatel—ATFV 3107
15 Oakland Ave., Chester, N.Y. 10918

Alden Electronics 5153
40 Washington St., Westboro, Mass. 01581

Staff: Michael Porreca. **Products:** *Next generation color weather radar system; C2000 weather radar display with radar image compositing.

Alexander Batteries 5155, 5157
P.O. Box 1508, Mason City, Iowa 50401

Allen Avionics 5607-5611
224 East Second St., Mineola, N.Y. 11501

Allen Osborne Assoc. Inc. 7124
756 Lakefield Rd., J, West Lake Village, Calif. 91361

Allied Broadcast Equipment Corp. 4430
3712 National Road West, P.O. Box 1487, Richmond, Ind. 47375

Staff: Roy Ridge; Gustavo Ezcurra; Joe Ziemer; Dave Burns; Tom Harle; Jeff Nordstrom; Jon Young. **Products:** *AKG DSE 7000 digital audio workstation/sound editor; *PeopleLink broadcast telephone system; *Telemix 2000 on-air telephone system; *SqueezePlay AM/FM radio-cassette with

integrated skimmer; *DISC commercial digital storage system with touchscreen radio control capability; *DN-970F CD cart player; *CD6020 dual transport CD system; *DR-2 digital disk recorder; Dub Center; Dart 348 digital satellite receiver; Microdyne SPCP equipment single channel per carrier satellite audio reception equipment; Tectan SPCP demodulators; Tectan 450 series; Wegener 1800 series equipment for stereo subcarrier network reception; Comtech satellite antennas.

Allied Tower Co. 5606
12450 Galveston Rd., Webster, Tex. 77598

Staff: Doug Moore; Bud Duvall; Bill Parker; Max Bowen; Doug Irving; J.C. Smith. **Products:** Manufacturing and erection of broadcast and communication towers.

Alpha Audio 6701-6704
2049 West Broad St., Richmond, Va. 23220

Staff: Nick Coleran; John Harlow; Rick Foate; Kathy Wynne; Spence Burton; Michael Binns; Buster Pulley; Eric Heiberg. **Products:** *Sonex ceiling tiles; The Boss automated audio editor; *DR-2 digital hard disk recorder; Sonex 1, Acoustilead, Soundex; *Soars seal acoustical blankets.

Alpha Image Inc. 7017
6 Landmark Sq., 4th floor, Stamford, Conn. 06901-2792

Alpha Video & Electronics Co. 3111
200 Keystone Dr., Carnegie, Pa. 15106

Staff: Henry Lassige; Terance Lassige; Vincent Ferry; Leonard Laabs; Gary Craig. **Products:** CVR22EXS low cost time base correctable SP beta player; IFB 102 five line telephone IFB; IFB 102R remote IFB; SW206 six input IFB switcher; SR800 60-cycle power line sensor.

ALPS Inc. 9013

ALTA Group Inc. 6030
6400 Enterprise Lane, Madison, Wis. 53719

Products: Video effects; wide band video production system; *Pegaus production switcher; interface systems.

Altronic Research 6814, 6815
P.O. Box 249, Yellville, Ariz. 72887

Staff: John Dyess; Doug Starkey; Billie Heenan; Alice Milligan. **Products:** *Power test load system calorimeter with interlock; *model 6775 75 kw air-cooled coaxial load; 6705, 6710 5 kw and 10 kw air-cooled loads; water-cooled loads (5 kw-200 kw).

Amber Electro Design 4900, 4901
6969 Trans-Canada Highway, St. Laurent, ZZ H4T 1V8 Quebec, Canada

Staff: Wayne Jones; Guy Lemieux; Michael Chang. **Products:** Audio measuring equipment; audio generator; level meter, noise meter, distortion meter, frequency meter and spectrum analyzer (5500 series); *AudioCheck 2 software program; 3501 audio measurement system.

AMCO Engineering Co. 2009-2013
3801 N. Rose St., Schiller Park, Ill. 60176-2190

Staff: Floyd Johnson; Thomas Anderson. **Products:** Broadcast communication consoles; cooling devices; desk, bench and portable cabinets; enclosures and accessories; structural aluminum; commercial or military enclosures.

Amek/TAC U.S. Operations 3164
10815 Burbank Blvd., N. Hollywood, Calif. 91601

American Broadcast Systems 3912

American Medical Association 6108

American Studio Equipment 6506
8922 Norris Ave., Sun Valley, Calif. 91352

Ampex Corp. 2200
401 Broadway, Redwood City, Calif. 94063-3199
Staff: Ron Ritchie; Doug Rowan; Bill Heye; Tom Wheeler; George Merrick. **Products:** *VPR-350, VPR-200, VPR-250 D-2 digital studio VTR's; *Auto-Resolve conflict resolution software for ACR-225; *ADO-100 component digital effects system; *ADO-100 composite analog effects system.

AMS Industries 6338
AMS Industries Park Billington Rd., Burnley, Lancashire BB11 5ES England
Staff: Stuart Nevison; John Gluck; Jim Stern; Stuart Hirotsu. **Products:** *AMS AudioFile; *Logic 1 digital console; *microphones (AMS ST250); *AMS Virtual console system; S-DMX stereo digital audio delay; AV Sync audio delay; Timeflex time compression/expansion device; RMX 16 digital reverberation unit; SoundField microphone.

Amtel Systems 6008
33 Main St., #303, Nashua, N.H. 03060
Staff: Mark Wronski; Shawn Carnahan; Peter McDonnell; James Kubit; David Armstrong; Martin Greenwood; Yvan Oulette; Ed Labanowicz; Vern Ledlow; Bill Jacks. **Products:** E-Pix hybrid nonlinear editing system; Evertz microsystems time code and synchronizers.

Andrew Corp. 1860
10500 W. 153d St., Orland Park, Ill. 60462
Staff: Barry Cohen; Debra Buck; John Klecker; Jack Herbert; Kin Jones. **Products:** *ASC 2000 earth station antenna system controller; *1.8 meter Flash-pac fly-away ESA; *End-Fed VHF Trasar broadcasting antenna; *CATVR, CATVP rated Helix, Radiax coaxial cables; *sectional semi-flexible cable for high power HF, MF and LF stations.

Angenieux Corp. of America 6112
7700 N. Kendall Dr., #407, Miami 33156
Staff: Bernard Angenieux; Joseph Martinez; Donald Collins; Francis Chapin; Joe Abbattucci; Jacques Durand; Dick Scally; Charles Stampfi; Lourdes Pola; Bud Mills. **Products:** ENG: 14x8, 14x7 for half-inch cameras; 14x8, 14x9 for two-thirds-inch cameras; Studio: 20x8.5, 40x9.5 microprocessor controlled; *studio lenses.

Anixter Bros. 1506
4711 Golf Rd., Skokie, Ill. 60076
Staff: Marcel Clavien; Bill Moeller; Vince Halloran; Nick May; Kathleen Kennedy; Marlow Taylor; Rich Dornville; Bill Lorey; Gene Ramey; Sam Burns; Tammy Robertson; Tracy Anderson. **Products:** Broadcast cable and cable assemblies; audio video connectors; distribution patch panels for data and jackfields for video distribution; cabinets, phone systems and CATV products.

Anritsu America 6549, 6551
15 Thornton Rd., Oakland, N.J. 07436
Staff: Hugh Gelger; Bill Fullam; Jerry Scheich; Paul Toste; Terry Cantrell; Mike Ray; A. Taniguchi; S. Iguchi. **Products:** MS2601; MS710; ML4803; MG3633A; MS3606.

Antenna Technology Corp. 6406
1140 E. Greenway St., Mesa, Ariz. 85203
Staff: Gary Hatch; Scott Grone; Bill Pryle; Kevin Hatch; Chuck Willman; Jeff LaRoche; Brian Mosher; Sam Levenberg; Jay Rader; Gyle Thornhill. **Products:** Simulcast multi-beam antenna; satellite downlink electronics; *satellite RF switching system; engineering and field services; *international services.

Anton/Bauer 5013
One Controls Dr., Shelton, Conn. 06484
Staff: Anton Wilson; Joseph Lantonski; Steve McNally; Chris Schurk; Alex DeSorbo; Jeff Crouch; Margot Quinlivan. **Products:** *Magnum B and 14 high capacity batteries; *Compac/magnum 13 and 14 v batteries with CMFC fast charger; *magnum 90 battery—high capacity UTR battery; MP4, MP8 Lifesaver/MicroProcessor fast chargers; lighting kits.

Anvil Cases 2110
P.O. Box 1202, LaPuente, Calif. 91747

Aphex Systems Ltd. 6054
11063 Randall St., Sun Valley, Calif. 91352

Apollo Lighting, Apollo Audio Visual 3800
60 Trade Zone Court, Ronkonkoma, N.Y. 11779
Staff: Linda Alterman; Lori Vartanian. **Products:** Stage studio TV lamps; patterns; V.I.P. SX700; Doctarlux lenses.

Apple Computer 5520

Applied Research & Tech. 8117
215 Tremont St., Rochester, N.Y. 14608

Arben Design 3906
600 W. Roosevelt Rd., West Chicago, Ill. 60185

Arcor Broadcast Products 1018
1823 Elmdale Ave., Glenview, Ill. 60025

Staff: Charles Coren; Brian Jacquart; Steve Coren; Sean O'Hara. **Products:** Broadcast wire and cable; assemblies; connectors; tools; specialty application products.

Arrakis Systems 4052
2619 Midpoint Dr., Fort Collins, Colo. 80525

Arriflex Corp. 5314
500 Route 303, Blauvelt, N.Y. 10913

Asaca/Shibasoku Corp. of America 5152
12509 Beatrice St., Los Angeles 90066

ASC Professional Sound Corp./ Audio Services/Professional 9001-9004
10639 Riverside Dr., N. Hollywood, Calif. 91602

Staff: Richard Topham Jr.; David Panfil; Mike Riner; Ron Myers; Bob Young; Joe Guzzi; Matt Cokee; Jose Gonzalez; Gwen Madrid; Ahle Kvist. **Products:** *Bryston 280 B; *MKH 70 Sennheiser;

There's only one place
at the NAB to see
the latest generation
of IBM® Computers...



...Decision, Inc.
Multi-User/Multi Tasking
Computer Systems

Experience the

Power of the New

IBM® RISC SYSTEM/6000

for Broadcasters

HALL A • BOOTH #1400



DECISION, INC.

402 South Ragsdale, Suite 206 • Jacksonville, Tx 75766

(800) 251-6677



Authorized
Industry
Remarketer

IBM is a registered
trademark of
International Business
Machines.

*PSC universal microphone supply; *modupack; *computerized video monitoring system.

Associated Production Music 6438, 6440
6255 Sunset Blvd., #820, Hollywood, Calif. 90028
Staff: Bill Brooks; Jerry Burnham; Cassie Goraieb; Connie Red; Lezlie Moge; Elizabeth Oei; Jonathan Channon; Tim Hardy. **Products:** Broadcast One production music library; Sound FX-The Library digitally recorded CD's; Coombe library of re-recorded songs; Bruton Gold Classics music.

AT&T 3433
10 S. Riverside Plaza, 12th floor, Chicago 60606

ATI-Audio Technologies Inc. 5051, 5053
328 Maple Ave., Horsham, Pa. 19044

Staff: Ed Mullin; Sam Wenzel. **Products:** Vanguard series 8 and 12 mixer consoles; *SDA200, SMDA200 stereo distribution amp; *plug-in modules for DA10,000 systems; *VU200, VU400, VU600, VU800 two-to-eight channel VU and PPM led meter displays; *MMA800/MLA800 mike or line/four-or eight-channel amplifiers.

Audi-Cord Corp. 4204
1845 West Hovey Ave., Normal, Ill. 61761

Audio Accessories 4810
Mill St., Marlow, N.H. 03456

Staff: Timothy Symonds; Kevin Wilcox; Wendy Kmicic. **Products:** Telephone jacks; jack panels; patch cords; pre-wired audio patch panels; polysand polishing cloth; patch cord holders; video panels and video patching accessories.

Audio Action 7101

Audio Broadcast Group 4039, 4041, 4045
2342 S. Division Ave., Grand Rapids, Mich. 49507

Staff: David Veldsma; Dave Howland; Greg Stielstra; David Spoelhof; Phyllis Freeman; Bob Bont. **Products:** Studio system for AM, FM, TV audio; studio furniture, on-air console, support equipment; *Rolling Radio II mobile broadcast studio built in Chevrolet Astro van.

Audio Developments Ltd. 1942
Hall Lane, Walsall Wood, Walsall, West Midlands WS9 9AU, England

Audio Precision 3252
P.O. Box 2209, Beaverton, Ore. 97075

Staff: Robert Metzler; Richard Cabot; Bruce Hofer; Robert Wright; Tom Mintner. **Products:** System One audio test set; System One, DSP audio test set; System One dual domain analog and digital audio test set; APP-FM1 software for FM stereo audio proofs; BTSC-1 TV BTSC stereo audio proof package.

Audio-Technica U.S. 4214
1221 Commerce Dr., Stow, Ohio 44224

Staff: Ken Reichel; Buzz Goodwin. **Products:** AT835, AT815, AT877 shotgun mics; AT1031 132 diversity wireless system; AT4071 transformerless externally polarized line and gradient capacitor mic; *AT825 X-Y stereo microphones; *boundary microphone.

Audiopak 4811, 4812
1680 Tyson Dr., Winchester, Va. 22601

Staff: Nick Krassowski; Gordon Stafford; Rick Yama; Barbara Csanadi; Joseph Kempler. **Products:** Audio broadcast cartridges: A-2, AA-3, AA-4; lubricated audio tape.

Auditronics 4542
3750 Old Getwell Rd., Memphis 38118

Autogram Corp. 4806-4808
1500 Capital Ave., Plano, Tex. 75074

Staff: Ernest Ankele Jr.; Jim Laird; Neva White; Delores Ankele. **Products:** Audio consoles: AC-8, IC-10, R/TV-12, R/TV-20; Pacemakers: 648, 828, 1032.

Automated Business Concepts 3813, 3814
10650 Treena St., #201, San Diego 92131

Automation Associates 3434

AVCOM of VA. 3151
500 Southlake Blvd., Richmond, Va. 23236

Avid Technology 3241
3 Burlington Woods, Burlington, Mass. 01803

Products: Avid/1 media composer.

Avitel Electronics Corp. 3006
8678 West 2100 South, Salt Lake City 84120

Staff: Ed Scott; Steve Wade; Chris Cadzow; Paul Treleaven. **Products:** Modular video and audio DAs (3200 series); TPR 1040 time code processor-reader/generator/insert; DDA 1100 digital DA; DJF 2035 digital video jackfield.

AVR/Audio Video Research 2035

AVS 7009
66168, Ave. Paul Signac, Montreuil 93100, France

B&B Systems 1116
28111 N. Avenue Stanford, Valencia, Calif. 91355

Staff: William Burnsed; John Bradford; David Bartolone; Kevin Bohn; Ramon Patron; Barbra Sena; Gerard Abeles; Brad Abeles; Polly Burnsed; Kathy Wood. **Services:** Facilities design installation and construction. **Products:** Stereo audio phase and level monitor scopes.

BAF Communications Corp. 1564, A152
16 Bourbon St., Peabody, Mass. 01960

Staff: Charles Angelakis; Bob King; Tim Vautrot; Peter Zawistowski; C.P. Foster; Darrell Fichtner; Daie Grover; Jonathan Sherr; David Foederer; Tom Lloyd. **Products:** Radio vans; ENG vans; satellite news vehicles.

Barbervision 1901
1041 N. Highland Ave., Hollywood, Calif. 90038

Barco Industries 2944
1500 Wilson Way, Smyrna, Ga. 30082

Barrett Associates 4606
3205 Production Ave., Oceanside, Calif. 92054

Staff: W. Barrett Mayer; Mike Cruz; Ernie Belanger; Walt Adams. **Products:** *Ramko Research XL series audio consoles with optical linear faders; *Radio Spook; *Tascam DA-30 DAT player/recorder and *644 midi studio.

BASYS 1256
5 Odell Plaza, Yonkers, N.Y. 10701

Staff: Harn Soper; Rich Pierceazz; Jim Cundiff; Richard Darr; Jim Waterman; Mike Casserly; Dave Schleifer; Barry Goldsmith; Richard De Zervos; Dave Lyon. **Products:** *BASYS Release 10; *Flux VIP video design and production workstation; *BASMaster master control automation system; MCS One machine control system; P.E.T. portable editing terminal.

BCS The Broadcast Store Inc. 9019-9021
4525 Valerio Ave., Burbank, Calif. 91311

Beaveronics 4740-4748
8 Haven Ave., Port Washington, N.Y. 11050

Beekman Laboratories 7117
455 Central Park Ave., Scarsdale, N.Y. 10583

Staff: Stewart Popiel. **Products:** Electron tubes; transmitting, camera, power, vidicons. subminiature; magnatrons.

Belar Electronics Lab 4208
119 Lancaster Ave., P.O. Box 76, Devon, Pa. 19333

Belden Wire & Cable 6007-6015
P.O. Box 1980, Richmond, Ind. 47375

Belko Konnektor B.V. 7012
Hambakenvetering 10, sLiertoenbosch NL-5203, the Netherlands

Bencher Inc. 3105
333 W. Lake St., Chicago 60606

Staff: Todd Zimmerman; Mike List; Phil Stoerck. **Products:** Copystands for video transfer, digital transfer and image capture into computer or vid-

eolape; *copymate II stand for cameras.

Benchmark Media Systems 1318-1322
3817 Brewerton Rd., N. Syracuse, N.Y. 13212-3700

Berry Best Services Ltd. 1040
1990 M St., N.W., #740, Washington, D.C. 20036

Bext 8104-8108
739 5th Ave., #7A, San Diego 92101

Staff: Anne DeFazio; Dennis Pieri; Dina Giannone; Robert Boheme; Michelle DeFazio. **Products:** FM exciters: TEX 20, PTX 30, PTX 80, P2/P10; FM amplifiers: PJ 250, PJ 500, T1800, T5000, STL 15 w; stereo generator; TV NS 100 tube type amplifier; FM equipment: *LC STL systems; *LCR FM composite receiver; *SDC stereo generator; *TB 280, *TB 360 TV transmitters; *NS 1000S TV amplifier.

Beyer Dynamic 1938, 1940
5-05 Burns Ave., Hicksville, N.Y. 11801

Staff: Paul Murphy; Mike Solomon; Bob Lowig; Tom Parnell; John Cardone; Mike Phillips; Eric Schwartz; Dave Henderson; Kurt Gish; Bruce Marlin. **Products:** *DT 158/159 headset microphone; *HM560 headset microphone; *DT329 lightweight headset mic; *SHM 20 miniature podium mic; *MC742 stereo condenser mic.

BFM/Broadcast Financial Mgmt. Assoc./ Broadcast Credit Association 6825
701 Lee St., Des Plaines, Ill. 60016

Bio Electronics Inc. 9009
P.O. Box 1468, E. Mockingbird Lane, Corrales, N.M. 87048

Staff: Bill Kent; Andre Deutsch; Ray Finch. **Products:** PC-Z character generator; *SG-2 sync generator; *TC-3 SMPTE time code generator/reader; EGAOL genlock board for IBM.

Block Party Enterprises 6507
8306 Wilshire Blvd., #1047, Beverly Hills, Calif. 90211

BMS Inc. 5108
7322 Convoy Court, San Diego 92111

Bogen Photo Corp. 5948, 5950
565 E. Crescent Ave., Ramsey, N.J. 07446

Bogner Broadcast Equip. Co. 2028
603 Cantigue Rock Rd., Westbury, N.Y. 11590

Boonton Electronics Corp. 1437
791 Route 10, Randolph, N.J. 07869

BOW Industries 9007

Bowen Broadcast Svc. Co. 3008
8343 Lynn Haven Ave., El Paso 79907

Staff: Bill Bowen; Santiago Bowen; Bob Magoon; Ronnie Magoon. **Products:** *TCR-100 canoe guide post; *TCR-100 sapphire guide post; *TCR-100 capstan roller.

Brabury Porta-Pattern 2518
15755 So. Highway 169, Olathe, Kan. 66062

Bradley Broadcast Sales 6354
8101 Cessna Ave., Gaithersburg, Md. 20879

Staff: Art Reed; Neil Glassman; Bill Ashley; Matt Laur; Craig Klein; Les Fleming Jr.; Bob Martin; Paula Charette; Steve Church. **Products:** Telos telephone hybrid products; *Telos Link hybrid intercom interface; *Studer-Dyaxis digital audio workstation.

Bretford Mfg. 3637, 3639
9715 Soreng Ave., Schiller Park, Ill. 60176

Staff: Bob Redding; Gary Zoeller; Julie Warmolts; Nancy Cross. **Products:** BBUL44/BBULC48 mobile equipment carts; MW projection screens; wood home entertainment furniture; monitors; video security centers.

Brite Voice Systems 3203
Cityline, 555 N. Woodlawn, 1-209, Wichita, Kan. 67208

Broadcast Asia '90 Entrance, Concourse West
11 Manchester Sq., London, W1M 5AB, England

Staff: Andrew Furness; Virginia Jensen. **Products:** Exhibition and conference for Asian market.

Broadcast Automation 8121, 8123
4125 Keller Springs, #122, Dallas 75244

Broadcast Electronic Services 8047
4668 Monument Point Dr., Jacksonville, Fla. 32225

Staff: Tim Derstine; Bev Baergen; Tony Haines. **Products:** Betabox; *GPI network 410 expander/router for postproduction.

Broadcast Electronics 4500
4100 North 24th St., P.O. Box 3606, Quincy, Ill. 62305

Staff: Lawrence Cervon; Curtis Kring; Bill Harland; Bob Arnold; Chuck Kelly; Russ Erickson; John MacDonald; Tony Gonzalez; Dave Evers; Tim Bealor. **Products:** Operational FM-35B and other FM transmitter models; mix trak 90 broadcast mixing console; phase trak 90 cartridge machine with auto phase correction; dura trak 90 cart machine; FX-50 FM exciter.

Broadcast Marketing Int'l 8040

Broadcast Microwave Services Inc. 5108

Broadcast Pioneers Entrance, concourse
320 W. 57th St., New York 10019

Broadcast Products 6454
P.O. Box 2500, Elkhart, Ind. 46515

Broadcast Software 1203

Broadcast Technology Partners/FMX 4551
FMX, 6721 Clelia Court, Springfield, Va. 22152

Broadcast Tech. Society/IEEE 1045, 1047
c/o 9 Quail Hill Court, Parkton, Md. 21120-9633
Staff: Otto Claus; Anita Claus; Ralph Justus. **Services:** Membership and standards information.

Broadcast Video Systems Ltd. 5041
40 West Wilnot St., Richmond Hill, Ontario, Canada

Staff: Bert Verwey; Randy Conrod. **Products:** *Masterkey linear keys for on-air and post production; *SA102 generator; *734,735 transcoders; *BB500/2, *BB1200 switchers; *D100 multiformat decoder; DL705 series video delays; Minibox series passive video and pulse delays and video filters; SA103 generators; EN300 encoder; EN350 multiformat encoder; EN450 full broadcast encoder.

Broadcast Yellow Pages/ Media Image Corp. 1143
5299 DTC Blvd., #970, Englewood, Calif. 80111

Staff: Craig Chambers. **Products:** *Broadcast Yellow Pages; *broadcast and cable mailing lists; *The M Street Journal and Radio Directory.

Broadcasters General Store 8016-8022
2480 S.E. 52nd St., Ocala, Fla. 32671

Staff: William and Joanne Shute; David and Kerry Kerstin; Chris Shute; Kandy Clark; Barry Thomas; Mike Halleck; Rick Ferguson; Todd Harrington. **Products:** *Hit Design Tailor Dynamic Equalizer; *Hit Design SMO 900 stereo modulation optimizer; *California Digital Digimod 2000 optimod replacement cards; Sine Systems News Director; *RFGC-1B dial up remote control; Telos Systems digital hybrid products; Dolby spectral recording.

Broadcasting & the Law 5507

Bruel & Kjaer Instruments 8029
185 Forest St., Marlborough, Mass. 01752

Staff: Adrian Weidmann; Lee Furr. **Products:** Series 4000 microphones; *portable digital (R-DAT) recording system.

Bryston Ltd. 6039, 6041
979 Franklin Lane, Maple Glen, Pa. 19002

Staff: John Russell; Martin Bartelstone; Christopher Russell. **Products:** Digital audio control amp (2BLP DACI); BP-1, BP-5 broadcast preamplifiers.

BSM Systems 3210
P.O. Box 19007, Spokane, Wash. 99219

BSS 8109

BSW—Broadcast Supply West 4046
7012 27th St., West, Tacoma, Wash. 98466

Staff: Irv Caw; Bernice McCallough; Tim Schwieger; Pat Medued; Ed Longcrier; Jon Ferren; Phil Meadows; Matt Meaney; John Hutson; Jay Ubben. **Products:** Yamaha audio console; Moseley MRC 1620 remote control; audio equipment.

BTC Test & Measurement Inc. 1914

BTS Broadcast Television Sys. 5808-0156
2300 South 2300 West, Salt Lake City 84119

Burk Technology Inc. 9022
7 Lomar Dr., Pepperell, Mass. 01463

Staff: Peter Burk; Laura Burk; Laura Hagan; Brenda Lagasse; Jeff Merrow. **Products:** TC-8 and ARC-16 transmitter remote control systems.

Burle Industries 5024
1000 New Holland Ave., Lancaster, Pa. 17601-5688

Cablewave Systems 4020
60 Dodge Ave., North Haven, Conn. 06473

Cal Switch (see below) 1453

Calculated Industries Inc. 1455
22720 Savi Ranch Parkway, Yorba Linda, Calif. 92686

Staff: Steve Kennedy; Tom Corwin; Jill Fowler; Laurie Sevano. **Products:** *Frame Master and Frame Master plus time code; calculators; Time Master calculator.

California Switch & Signal 1453
13717 S. Normandie Ave., Gardena, Calif. 90249

Staff: Gayle Danielson; Jo Ann Brown; Ron Sanderson; Joan Sanderson. **Products:** Custom

switch assemblies.

Calzone Case Co. 2045
225 Black Rock Ave., Bridgeport, Conn. 06605

Staff: Joseph Calzone III; Vincent Calzone; Tom Mackno. **Products:** *A/B roll editing system rack mount cases; *Studio series workstation; custom and standard reusable shipping cases and containers; *rack mountable workstation.

Cam-Lok Inc. 9017
10540 Chester Rd., Cincinnati 45215-0888

Staff: Robert Ramundo; Michael Mitchell; Beverly Wild. **Products:** Electrical connectors, receptacles, power devices.

Camera Mart 6330
456 West 55th St., New York 10019

Staff: Jeffrey Wohl; Shimon Ben-Dor; Herbert Browning; John Duggin; Dean Leeson; Ana Maria Sagastegui; Jean Yacobellis; Christian Dam; Ruth Gitto; Steve Gaeta; Jack Kelly; Mark Vargas. **Products:** Sales, rental, systems engineering, service; *CKM-4 multilevel keyer; Calaway CE-25/75 edit controller; Ikegami HL-55, HC-240 camera/recorder; ADX-03 time code analyzer, reader, generator.

Camera Platforms International Inc. A147
28145 Avenue Crocker, Valencia, Calif. 91355

Staff: Hal Needham; Keith Gillum; Paul Kiank-hooy; Lauren Lange; Mike Tucker; Tim Perry; Derek Church. **Products:** *Shotmaker camera car/crane; *Lightmaker solid state HMI lighting ballasts.

Canare Cable 3730, 3732
511 5th St., Unit G, San Fernando, Calif. 91340

Staff: Barry Brenner. **Products:** 75 OHM dual video jacks, plugs.

Canon USA 3134
One Jericho Plaza, Jericho, N.Y. 11753

Visit with us at the NAB
27th Floor Atlanta Hilton and Tower



Radio's Blue-chip Broker

THE COMPLETE MARKET STRATEGISTS

Lou Faust • Lucille Ferrara • Bob Mahlman • Bob Mahlman, Jr.

Nancy Mahlman

Alyce Scholz

Carpel Video 1153
 429 East Patrick St., Frederick, Md. 21701
Staff: Andy Carpel; Linda Jabs; Jancie Pratt.
Products: Videotape; *Carpel-O-Peel de-labler.

Cascom 1206
 707 18th Avenue South, Nashville 37203

Case Component Network 7122

Case Editing Systems 7205

Catel Telecommunications Inc. 5510
 4050 Technology Pl., Fremont, Calif. 94537-5122
Staff: Ronald Todd; Gerald Lindholm; Walter Markeloff; Carole Pilz. **Products:** ATM-1500 agile TV modulator/D-850 agile TV demodulator; TVS-2000 TV stereo generator; CTM-20 color TV modulator/CTD-10 color TV demodulator; *CFM-3800 compact FM demodulator; *TransHub I FM to AM fiber optic system; series 3000 modulator.

CBSI/Custom Business Systems Inc. 4652
 P.O. Box 67, Reedsport, Ore. 97467
Staff: Wes Lockard; Bob Lundstrom; Al Hopwood; Barbara Simon; Charles Fletcher; Ira Apple; Larry Keene; Jerome Kenagy; Steve Kenagy; Al Alakson. **Products:** *Interactive accounting system; *custom music, music rotation; CBSI traffic, accounts receivable, coop, sales analyzer, payroll; concert music library.

CCA Electronics 4442
 P.O. Box 426, Fairburn, Ga. 30213
Staff: Ron Baker; John Binsfeld; Richard Wagner; Bernie Moscow; Gerry Meyer; Ann Marie Baker; Marie Binsfeld; Bettye Trueman; Jerry Henry. **Products:** AM, FM transmitters; *FM 30G FM exciter.

CEL Electronics Ltd. 1006

Central Dynamics Ltd. 2052
 147 Hymus Blvd., Pointe Claire, Quebec H9R 1G1 Canada

Central Precision Optics 3808

Central Tower 6602-6606
 P.O. Box 530, Newburgh, Ind. 47630
Staff: Ray Ryan; Ernie Jones; Terrence Becht; David Davies. **Products:** Towers.

Century 21 Programming 4203
 14444 Beltwood Parkway, Dallas 75244
Staff: Dave Scott; Craig Turner; Stuart McRae; Brenda Niemi; John Hicks; Bob Lawrence; Bob Shannon; Ben Freedman; Doug Raines; Brad Young. **Products:** *GoldDisc three compact disk music libraries; *PowerPlay music rotation software; *radio station ID jingles; *Christmas and holiday CD production library; *digital studio system with multi-CD changers.

Century Precision Optics 3808, 3809
 10713 Burbank Blvd., N. Hollywood, Calif. 91601
Staff: Steven Manios; William Turner; Jeff Giordand; David Contreras. **Products:** Wide angle adapters for video zoom lenses; adapters; macro

zoom attachments; slide-to-video transfer device.

Channelmatic 6014
 821 Tavern Rd., Alpine, Calif. 92001
Staff: Bill Killion; Dave Castellini; Tom Walsh; Michael Watson; Elizabeth Jagger Muir; Rick Rager; Roger Heidenreich; Rick Durapau; Kent Liday; Steve Castle. **Products:** Manufacturer of TV equipment for A/V switching, program playback, commercial insertion systems; *PCU-1A programmable clock unit; *PCU-100A software; *VSS-100A Handimod II video sync selector switch for Sony 7600 VCR; adcart channel control units: *CCU-412A, *CCU-422A, *CCU-202A, *CCU-212A, *CCU-222A; *system control unit *SCU-2A; *ASP-100A adcart PC automatic schedule program software; *AVS-3221A audio/video switch; broadcaster II automatic videocassette changer.

Chapman/Leonard Studio Equip. 8031, A170

Chariot Manufacturing A216

Chimera 1015

Christie Electric Corp. 1419
 18120 S. Broadway, Gardena, Calif. 90248
Staff: Hank Kohnen; Fred Benjamin; Yvonne Murphy; Sonia Nelson. **Products:** *CASP/2000 and CASP/1000 charger/analyzer; video batteries.

Chyron Corp. 1834
 (Chyron, CMX, DSC, Aurora) 265 Spagnoli Rd., Melville, N.Y. 11747
Staff: A.O.P. Leubert; Leon Weissman; Isaac Hersly; Roi Agneta; Tom Beams; Larry Mincer; Steve Sloane; Ron Witko; David Buckler; Damon Rarey; Pat Noble; Jim Dodd; Tom Sabiston; Gene Sudduth; Mike Barsness; Ron Wells; Bill Hendler; Bruce Levine; John Starosky; Karl Arneemann; Larry Enroth; Ryad Kahale; Mary Ahern; Bill Reinhart; Jerry Rankin; Eugen Pascal; Katcha Burnett; Ann Merideth; Mike Clark; Ray Steen; Chuck Wacker; Gary Altanasio; Ed Bolger; John Shike; Fred McCoy. **Products:** *Chyron Scribe iNFiNiT!; *DSC Eclipse; Chyron VP 1, VP2, *CMX Omni; Chyron SuperScribe; CMX 300; Chyron Scribe Jr.; DSC Illusion; CMX 3600; Chyron ACG; DSC Disc; CMX 6000 P; Chyron 4200; Aurora AU/90; Aurora AU/240; Aurora AU/280; Aurora AU 3DS.

Cine 60 Inc. 3129, 3131
 630 Ninth Ave., New York 10036
Staff: Paul Wildum; Robert Kabo; Paul Wildum Jr.; Richard Jenkins. **Products:** Rechargeable nickel cadmium battery belts and packs; portable Sun-Gun lighting kits; slide and lock on camera batteries; battery dememorizer/reconditioner; Snap-on camera batteries.

Cinedco/Ediflex 1726
 1225 Grand Central Ave., Glendale, Calif. 91201

Cinema Products 2124
 3211 S. La Cienega Blvd., Los Angeles 90016

Cinemills Corp. 1546
 3500 W. Magnolia Blvd., Burbank, Calif. 91505

Cipher Digital 1800
 P.O. Box 170, Frederick, Md. 21701

Circuit Research Labs 4656
 2522 W. Geneva Dr., Tempe, Ariz. 85282
Staff: Ron Jones; Gary Clarkson; Bruce Mowers; Chuck Adams; Mark Hammer; Gerardo Vargas; William Ammons; Walt Ellis. **Products:** Audio processing for AM, FM, TV; *Audio Signature four band compressor; *MBL-100 news/talk AM audio processing system.

Clear-Com Intercom Systems 1407
 945 Camelia St., Berkeley, Calif. 94710

Clipper Products 6535
 P.O. Box 458800, Cincinnati 45245
Staff: Paul Wilhelm; Suzette K. Gilson; Wendy Carr. **Products:** Equipment carts; cases. *Cart-n-Case carrying case with functional cart built in.

CMC Technology 5754, 5755
 2650 Lafayette St., Santa Clara, Calif. 95050-2604
Staff: Bill Fitts; James Martin; Fred Koehler; John Lassandrello; Bill Zimborski. **Products:** Replacement video head assemblies for VPR machines; refurbishing of Sony BVH100, BVH2000 upper drums; refurbishing of quad video head assemblies.

Coaxial Dynamics 6816
 15210 Industrial Parkway, Cleveland 44135
Staff: Robert Scott; John Ittel; Joe Kluha; Al Prinz; Bud Chiller; Dave Simons. **Products:** Hi power RF watt meters; panel mounted watt meters; Wattchman transmitter protection.

ColorGraphics Systems 3060
 6400 Enterprise Lane, Madison, Wis. 53719
Products: Paint and animation system; color correction system; *mosaic integrated digital paint, animation and real-time disk recorder system; *2D animation system.

Columbine Systems 2522
 1707 Cole Blvd., Golden, Colo. 80401-3215

Comad Communications Ltd./SIRA 2448
 1435 Bonhill Road, #34, Mississauga, Ont. L5T 1M1, Canada

Comark Communications 5920
 P.O. Box 506, Rt. 308 and Advance Lane, Colmar, Pa. 18915
Staff: Nat Ostroff; Stu Kravitz; Jim DeStefano; Andy Whiteside; Ray Kiesel; Dick Fiore Jr.; Byron Fincher; Mitch Montgomery; Mark Aitken; Mr. Ta. **Products:** *Klystrode-equipped UHF TV transmitter with Magic Tee (CTT-U-60SKA); klystron with control cabinet UHF-TV transmitter (CTT-U-70S); klystrode equipped UHF TV transmitter (CTT-U-60SK); RF coaxial and waveguide transmission systems and components.

Comand Technologies 3439
 1122 Executive Blvd., Chesapeake, 23320-3636
Staff: Bob Hoffman; Ron Polomsky; Keith Dresch; George Harter; Mike Head; Dave Headley. **Products:** Wireless cable systems; addressable converters; block downconverter; receiving antennas; scrambling systems.

Comlux 9037, 9038
 453 Ravendale Dr., Suite F, Mtn. View, Calif. 94043
Staff: Joseph Hawkins; Kenneth Regnier; Anne Hawkins; Ken Pyle; Tony Sharpe; Terry Ambrose; Suzanne Girard. **Products:** System 2000 modular, expandable digital fiber optical system; *Model 3581/3582 780 Mb/s optical terminal set; *3803/3804 quad eight-bit video codec.

Commodore Business Machines 1048
 1200 Wilson Dr., West Chester, Pa. 19380

Communication Graphics 4113, 4115
 313 N. Redbud, Broken Arrow, Okla. 74012
Staff: Donna Allbright; Richard Lawrance; Jamie Witmer; Fran Zagorin. **Products:** Decals; media folders.



Right at Home is a free, saleable 60-second daily feature on topics ranging from home improvements, maintenance and repair to buying, selling, financing and much more. Provide your listeners with advice from the experts — the nation's home builders!

For more information on satellite and toll-free telephone distribution, call 24-hours **800-221-6242** (In Washington, D.C. and suburbs, 202-861-2970).

Right at Home is underwritten by the National Association of Home Builders.

Compact Storage Systems Inc. 9000
9757 Reseda Blvd., #68, Northridge, Calif. 91324
Staff: Paul Jemielita; Betty Leonard. **Products:** Mobile storage systems for videotape and film.

Comprehensive Video Supply Corp. 1660
148 Veterans Dr., Northvale, N.J. 07647
Staff: Jules Leni; Elizabeth Coppinger; Michael Lewis; Katherine Bulwin; Jeff Schneider. **Products:** Cue Master; Log Master; *audio products; *lighting products; *power products.

Comprompter 6355
P.O. Box 128, La Crosse, Wis. 54602-0128

Computer Concepts Corp. 4040
8375 Melrose Dr., Lenexa, Kan. 66214
Staff: Greg Dean; Rich Habedank; B. Joy Poovey; Donna Greeling; Vicki Dean; Charlie Schollenberger; Grant Cowan; Dana Cheney. **Products:** *Commercial Management System computer-based digital audio for radio.

Computer Engineering Associates 2620
3922 Vero Rd., Baltimore, Md. 21227
Staff: Pete Ballard; Paul Keys; Dennis Baumgardner; Jack Lowry; Pat O'Donnell; Brian Macari. **Products:** *CEA newsroom system; *Q-TV Mark II interface; *Word Perfect office automation; *Lions Gate financial system.

Computer Music Consortium 9006

Computer Prompting Corp. 3137
3408 Wisconsin Ave., N.W., #201, Washington 20016
Staff: Dilip Som; Sidney Hoffman; Marty Smith. **Products:** *CPC-1000N IBM PC-based teleprompter; *CPC-1000D SmartDisplay; Caption-Maker; CPC-1000 SmartPrompter; CPC-2000 SmartPrompter.

Comrex Corp. 5214
65 Nonset Path, Acton, Mass. 01720
Staff: John Cheney; Lynn Distler; Tom Hartnett; Ian Prowse. **Products:** Telephone interface equipment; frequency extenders; telephone couplers and hybrids; RF IFB systems for ENG, SNG.

COMSAT World Systems 3316
950 L'Enfant Plaza, S.W., Washington 20024
Staff: Bruce Crockett; Betty Alewine; Steve Carroll; Robert Twining; Joanne Tanner; Ray Dongelewicz; Nancy Salvati; Elizabeth Davis; Tish Fonda; Pat Whalen. **Products:** Intelsat K satellite; COMSAT TV service; international satellite services.

Comtech Antenna 3002
3100 Communications Rd., St. Cloud, Fla. 32769

COMWAVE 2904
Div. of Comm. Microwave Corp., P.O. Box 69, Mountaintop, Pa. 18707
Staff: Stephen Koppelman; Jim Fisher; Mike Roosa; Stan Hertzberg. **Products:** ITFS/MMDS transmitters, repeaters, and amplifiers, low-power multi-channel transmitter.

Concept Productions 4330
1224 Coloma Way, Roseville, Calif. 95661

Conifer Corp. 1334-1338
1400 N. Roosevelt, Burlington, Iowa 52601
Staff: James Clark; Joyce Vance; Charles Brown; Gary Hamilton. **Products:** *Preamplifiers that interface with existing receive sites; *QL-1015 downconverter; HLN-ITFS downconverter; QL dual band broadband block downconverters.

Connectronics Corp. 1922
652 Glenbrook Rd., Stamford, Conn. 06906
Staff: Richard Chilvers. **Products:** *Video patch panels; PV2020, PV4040; wire and cable; patch bays, patch panels; *BODGE plugs.

Conrac Display Products 5800

Consolidated Electronics 1446

Continental Electronics 4316
Div. of Varian Associates, P.O. Box 270879, Dallas 75227

Staff: Walt Rice; Ken Perkins; Cliff Rogers; Don Crain; Dave Hullsman; John Abdnour; Billy Emery; Barry Ariaz; Steve Schott; Tom Cautners; Marvin Steelman; Dave Russell; Raul Garcia. **Products:** 813A 500 watt, 814E 1,000 watt solid-state transmitters; AM and FM transmitters, other RF and station equipment.

Control Concepts Corp. 2025
328 Water St., P.O. Box 1380, Binghamton, N.Y. 13902
Staff: Oral Evans; Patrick Gillette; Sarah Beadle. **Products:** Islatron equipment protection.

Corporate Comm. Consultants 2602
64 Clinton Rd., Fairfield, N.J. 07006

Corporate Computer Systems 8048

Cortana Corp. 3734
P.O. Box 2548, Farmington, N.M. 87499
Staff: David Stockmar; Evelyn Nott. **Products:** Stati-Cat lightning prevention system; Radial Chaser inspection instrument.

Corvis Communications 1417

Countryman Associates Inc. 2043
417 Stanford Ave., Redwood City, Calif. 94063
Staff: Carl Countryman; Carolyn Countryman; Jay Morse. **Products:** Isomax series microphones; EMW, TVH lavaliers; EM-301 waterproof mike; type 85 direct box.

Crosspoint Latch Corp. 3308
95 Progress St., Union, N.J. 07083
Staff: H. George Pires; Terrence Pires; Joe Walsh; Mike Devon; Tom Alexander; Ray Smith; John Lynch; Joe Gares; Sam Costa; Bill Howard. **Products:** *6129 BHK, *6901, 6129AHK, 6119YC and 6119 video switchers.

Crouse-Kimzey 6652

Crown International 1034
1718 W. Mishawaka Ave., Elkhart, Ind. 46517

CTE International 1446

Cubicomp Corp. 6700
3566 Investment Blvd., Hayward, Calif. 94545
Staff: Jim Cheever; Peter Franks; Corinne Turner; Al Behr; Peter Shaw; Paul Wagschal; Marty Stein; Laura Lunceford; Tony Shoemaker; Terry Edwards; John Trifone; Dick Thornton; Alan Davis; John Rommel; Jim Lanahan; Stephanie Schneider. **Products:** Vertigo 3D animation and graphics systems.

Current Technology 9026
1400 South Sherman, #202, Richardson, Tex. 75081

CV Technologies 1660

Cycle Sat 3428
119 John Hanson Dr., P.O. Box 309, Forest City, Iowa 50436
Staff: Dick Conner; Loren Swenson; Joyce Steil; Frank Rotta; Tom Mikkelsen; Rebecca Allmon;

Richard Leet; Timothy Hedrick; Brian Wilson; Tom Head; Linda Lucht; Mark Cooper. **Products:** Cyclocypher automatic commercial delivery/reception system; *in-house digital equipment for handling spot commercials; satellite delivery/reception of syndicated programming; satellite news vehicles.

Daniels Publishing Group Inc. 1534
9101 Bond St., Overland Park, Kan. 66214
Staff: Chic Sheehan; Patricia Davison; John Morgan. **Products:** *Technical reference manuals, equipment buyer's guides for broadcast, video, audio and CCTV industries; sales and rental catalogs for equipment dealers; marketing support services.

Data Security 7001, 7003
2801 North 27th St., Lincoln, Neb. 68521
Staff: Brian Boles; Jay Judds; Song Tharp; Robert Schultz; Amy Gray; Patricia Clifton; Deborah Eberspacher. **Products:** MP-14, TC-14, tape degaussers; Type II degausser.

Datacount 8030
P.O. Box 3078, Opelika, Ala. 36803-3078
Staff: Jerry Johnson; Bob Britt; Danny Tankersley; Lora Colley. **Products:** DARTS single and multi-user radio traffic and billing system; SalesCall prospect management system; RateCard.

Datatek Corp. 5652
1121 Bristol Rd., Mountainside, N.J. 07092
Staff: Bob Rainey; Mervyn Davies; Bob Rainey Jr.; Rick Rainey; Alien Witheridge; Skip Malley; Lyle Bailey. **Products:** D-2400 audio/video routing switcher; D-2000 audio/video routing switcher; machine control systems; audio, video and data distribution equipment; identification of source systems.

Dataworld 4456
P.O. Box 30730, Bethesda, Md. 20824
Staff: Jack Neff; Bob Richards; John Neff; Hank Brandenburg; Shirley Ostmann; Larry Kessel; Larry Morton; Claude Grech; Bob Warner. **Products:** Databases and computational programs; broadcasting directories, allocation, interference studies; population statistics; *LPTV detailed interference studies; *three-second terrain data; *mapping services.

DBX Professional Products 4308
Div. of AKG Acoustics Inc.
1525 Alvarado St., San Leandro, Calif. 94577
Staff: S. Richard Ravich; David Roudebush; Howard Mullinack; David Ogden; Jeff Radke; Rowland Powers. **Products:** *140X Type II noise reduction system; *rack package; compressors; de-essers, gates for broadcast production; 563 Hiss Reducer.

DDA 8109

EAST
500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST
9454 Wilshire Boulevard
Suite 600
Beverly Hills CA 90212
(213) 275-9266

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

A. B. La Rue,
Media Brokers

Visit with us: NAB / Suite 2349 / Hyatt Regency

Decision 1400
402 S. Ragsdale, Jacksonville, Tex. 75766
Staff: Bill Waller; Bill Keenan; Luke Vancleave; Harlene Shaw; Jim Godfrey; David Rasco; Randy Gins; Dick Lamoreaux. **Products:** *IBM power station—RS/6000 computer; Broadcast System III; sales prospect management system.

Dedotec USA Inc. 6727
210 Westlake Dr., Valhalla, N.Y. 10595
Staff: Paul Tepper; Dedo Weigert; Vance Colvig; Vicky Johnson. **Products:** Dedolight portable optical lighting fixtures; *DLHM—Dedolight miniature optical lighting fixture; *DLOB—camera-mounted miniature optical lighting fixture.

Delcom USA 3204
2344 Perot St., Philadelphia 19130
Staff: Arthur Milanese; Mark Gavigan; Steffen Jung; Peter Strobel. **Products:** *SAM digital frame store technology for videowalls.

Delta Electronics 4518
5730 Gen. Washington Dr., Alexandria, Va. 22312

Denon America 1326
Dept. of Health and Human Services 1049

Desist Lighting 6100
1109 Grand Ave., N. Bergen, N.J. 07047

DeWolfe Music Library 2758
25 West 45th St., New York 10036

DI-Tech Inc. 2954
48 Jefryn Blvd., Deer Park, N.Y. 11729
Staff: Anthony Bolletino; George Petriak; Dan Mazur; Joseph Perullo. **Products:** *D1 D2 serial routing switcher; audio/video routing switchers; audio/video/pulse/subcarrier D.A.'s; video equalizers; 50 mhz RGB switcher, audio routing and monitoring.

DIC Digital 7002, 7004
222 Bridge Plaza South, Fort Lee, N.J. 07024
Staff: Kevin Kennedy; Russ Brown; Joseph Martinez. **Products:** Digital audiotape cassettes and pancakes; *8 mm videotape cassettes and pancakes.

Dielectric Communications 4108
Unit of General Signal Corp.
Tower Hill Rd., Raymond, Me. 04071

Digital Arts 1464
7050 Convoy Court, San Diego 92111
Staff: Sheldon Liebman; Phil Beffrey; Tom Lockwood; Rob Fjerstad. **Products:** DGS; *DGS/386; DGS Transender.

Digital Audio & Video 3742
P.O. Box 1986, West Covina, Calif. 91793

Digital Audio Research Ltd. 8000-8008
(DAR will also exhibit at RKM Sound Studios, Atlanta)
6363 Sunset Blvd., #802, Los Angeles 90028
Staff: Jeff Bloom; Bob McNabb; Jeremy Bancroft. **Products:** SoundStation II multichannel digital audio workstation; Optical Disk Subsystem; Wordfit dialog synchronization package.

Digital Dynamics Inc. 7024-7026
270-02 E. Pulaski Rd., Greenlawn, N.Y. 11740
Staff: Robert Snider; John Zammett; Peter Morone; James McAward. **Products:** ProDisk-464 hard disk based multi-track digital audio recording/editing system; accessories for ProDisk line.

Digital Equipment Corp. 1600
6 Tech Dr., AETI-2/3, Andover, Mass. 01810

Digital F/X 5308

Digital Microwave Corp. 8000

DKW Systems 1115

DN Labs 7206

Dolby Laboratories 4443
100 Potrero Ave., San Francisco 94108

Dorrrough Electronics 5506
5221 Collier Pl., Woodland Hills, Calif. 91364
Staff: Mike Dorrough; Kay Dorrough; Richard Burden; David Baskin. **Products:** Stereo signal test set, model 1200; loudness meter, model 40-A; *teletext transfer meter, model-C; *digital transfer meter, model-D; discriminate audio processor, model 610-A.

DSI Communications 1512
627 Boulevard, Kenilworth, N.J. 07033
Staff: Joseph Giardina; Alfred D'Allesandro; Dave Palitano; Vincent Giardina Jr. **Products:** Studio systems; RF systems; consulting.

Duggan Manufacturing Co. 8027
2570 E. Mira Loma Way, Anaheim, Calif. 92806

Dwight Cavendish Co. 3804, 3805
6444 N. Ridgeway Ave., Chicago 60645
Staff: Marshall Ruehrdanz; Geoff Frost; David Dwight; Carter Ruehrdanz; Kent Kjellgren; Jim Dow; Joe Hollenkamp; Stan Paris; Chuck Schwark. **Products:** Copymaster 250 and Copymaster 500 videocassette duplicators; Copymaster 7000 computer-based quality control station.

DX Communications 3113, 3115
10 Skyline Dr., Hawthorne, N.Y. 10532
Staff: Norman Russell; Koki Matsumoto; Michael Savicki; Bruce Diiger. **Products:** *DRC 101 data processing terminal and peripheral controller with integrated satellite receiver and tiered node addressing.

DYNAIR Electronics 5122
5275 Market St., San Diego 92114
Staff: E.G. Gramman; Robert Jacobs; Al Wilson; Vern Pearson; Bob McAll; Tom Meyer; Don Reynolds; Kelly Gramman; Kirk Kinley. **Products:** Series 3100: distribution amplifiers; *fiber optic video



Investing In American Radio Seminar The Plaza Hotel • New York • May 10-11, 1990

Expert Panels • Future Trends • Case Studies •
Station Values • Financing • Acquisition Strategies



BIA Publications, Inc.

Books For Broadcasters Who Mean Business.

Presented by BIA Publications and Duncan's
American Radio. For information and
reservations, call toll-free (800) 323-1781
or (703) 478-5880.



Duncan's American Radio, Inc.

terminal equipment; Series 1200: fiber optic video terminal equipment line; *Dyna Mite alphanumeric display and computer control options to compact 40 mhz routing switcher; Dynasty high performance routing switcher.

Dynatech Broadcast Group 6030
6400 Enterprise Lane, Madison, Wis. 53719

Products: See Alta Group; ColorGraphics Systems; Dynatech NewStar; Quanta Corp.; Utah Scientific Corp.

Dynatech NewStar 6030
6400 Enterprise Lane, Madison, Wis. 53719

Products: Automated newscast production; Leader Election System; Scoreboard Sports Reporting System; Rollcall Personnel Scheduling System; Schoolwatch School Closing Reporting System.

E-N-G Mobile Systems 5307
2950 Cloverdale Ave., Concord, Calif. 94518

Eastman Kodak Co. 1905
Motion Picture/A-V Products
343 State St., Rochester, N.Y. 14650

ECHOLab 6716
175 Bedford Rd., Burlington, Mass. 01803

Econco 5756
1318 Commerce Ave., Woodland, Calif. 95695

Staff: Debbie Baker; Bill Barkley; John Canevari; Leo Fell; Ray Shurtz; Debbie Storz; John Sullivan.
Products: Rebuilt power transmitting tubes and klystrons.

Ediflex/Cinedco 1726

Editing Machine Corp. 6106
1825 Q St., N.W., Washington, D.C. 20009

Staff: Bill Ferster; Nancy Umberger; Fran Prath;

Chris Masters. **Products:** Emc2 off line editing system.

EDX Engineering 7103

EEG Enterprises 2838-2840
1 Rome St., Farmingdale, N.Y. 11735

Staff: Ed Murphy; Bill Posner; Bob Dockweiler.
Products: Line 21 closed captioning equipment; network VBI communications systems; private VBI data transmission systems.

EEV Inc. 6310; suite: Omni hotel
4 Westchester Plaza, Elmsford, N.Y. 10523

Staff: Jack Collard; Mike Kirk; Perry Priestley; Vijay Patel; Peter Fochi; Harry Kozicki; Kees Van Der Keyl; Rick Bossert; David Wilcox; Heinz Bohlen. **Products:** *High power UHF TV amplification devices; *camera tube; mixed field leddicon for ENG-type cameras; vidicons for telecine and caption scanning; power tetrodes.

EG&G 5031-5035
35 Congress St., Salem, Mass. 01970

Staff: Joe Farrell; Ray Radford. **Products:** High and medium intensity aviation; abstraction lighting; tower lighting.

Egripment BV 1106

Elcom Bauer 1036
6199 Warehouse Way, Sacramento, Calif. 95826

Electric Sound & Picture Pty. Ltd. 6548

Electro Impulse Lab. 4305
116 Chestnut St., P.O. Box 870, Red Bank, N.J. 07701-0870

Staff: Thomas McNicholas; Mark Rubin. **Products:** Dry, forced air cooled FM dummy loads; RF calorimeters, wattmeters and attenuators.

Electro-Voice 4618
600 Cecil St., Buchanan, Mich. 49107

Staff: Ivan Schwartz; Garry Templin; Gary Stanfill; James Stoffo. **Products:** Electro-Voice line of

broadcast/production microphones, Vega wireless microphone and intercom systems; Sentry studio monitor speaker systems.

Electronic Graphics Inc. 1428

Electronic Script Prompting 8039
6129 Western, Clarendon Hills, Ill. 60514

Staff: Todd Rapp; Frank Warner. **Products:** IBM-based teleprompting systems and monitors; *lap-top (field) teleprompting systems and monitors.

Electronics Research 4013, 4105
108 Market St., Newburgh, Ind. 47630

Staff: Tom Silliman; Robert Rose; Bill Elmer; Jim Kemman; David Nicholson; Max Brown. **Products:** Antennas; filters; field services, installation, troubleshooting; *S.M.A. system monitor and alarm.

Electrosonic 1424
6505 City West Parkway, Minneapolis 55344

Ellis & Watts 3801, A109
Dynamics Corp. of America, 4400 Glen Willow Lake Lane, Batavia, Ohio 45103

Staff: Delmar Ellis, Stan Buczek, George Back. **Products:** Television broadcast trailers.

EMCEE Broadcast Products 2440
P.O. Box 68, White Haven, Pa. 18661

EMCOR Products/Crenlo Inc. 3064
1600 4th Ave., N.W., Rochester, Minn. 55901

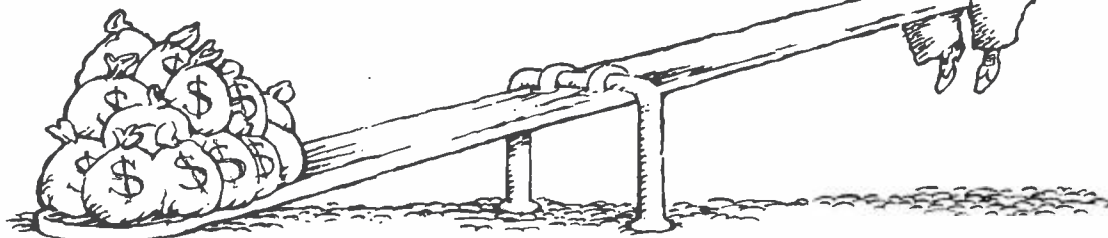
Staff: Dan Estes; Tom Regnier. **Products:** Modular electronic enclosure systems; console configurations; computer support furniture; emission control EMU/RFI shielded enclosures; packaged blowers.

Emergency Alert Receiver 6442
P.O. Box 20629, New York 10025-1515

Staff: Jack Bergman; George Ipolyi. **Products:** Tone alert EBS receivers; SCA receivers (table and portable).

Financial Reality And The Broadcast Investor

A Matter Of Balance.



In an up and down market, the prudent investor must have the benefit of solid financial advice on appraisals, stock valuation, ESOPs, tax certificates, IRS scrutiny and expert testimony.

Advice that balances the investor's enthusiasm and financial goals with an experienced perception of market dynamics.

Today, more than ever, our expert judgment can help tip

the balance in your favor.



Broadcast Investment Analysts /
Frazier, Gross & Kadlec
The BIA Family of Companies

Post Office Box 17307 • Washington, D.C. 20041 • (800) 323-1781 • (703) 478-5880

Visit us at the NAB. Marriott Suite 1107

Energy-Onix 4744-4748
752 Warren St., Hudson, N.Y. 12534
Products: AM, FM broadcast transmitters; AM NRSC filter.

Enhanced Systems Inc. 2437
6961 Peachtree Ind. Blvd., Norcross, Ga. 30092
Staff: Michael Mittel; Barbara Thuman. **Products:** Design, manufacture and marketing of PC-based telecommunications products, including call accounting, remote polling, text messaging, voice messaging, automated attendant, audiotex, interactive voice response and development languages.

Ensemble Designs 6614

Enterprise Electronics Corp. 6047
1115 Morningside Pl., Atlanta 30306
Staff: Gene Rubin; Rick Braswell; Hal Quast. **Products:** Doppler weather radar systems (DWSR-90CTV).

The Equipment Broker 1017

ERGO-90 4124
3076 E. Miraloma, Anaheim, Calif. 92806

ESD/WSI 6538
World Weather Building, 5200 Auth Rd., Suitland, Md. 20746
Staff: Terry Hambrick; Ronn Irving; Dennis Stewart; Bob Martinkovic; Jim Menard; Dave Jones. **Products:** *Advanced WeatherGraphix system; ExpressData, EasyData and *EasyData 9600 image, graphics and data dial-up service; frontend meteorological work station.

ESE 6714, 6715
142 Sierra St., El Segundo, Calif. 90245
Staff: Bob Mayers; Brian Way; Jerry Johnson. **Products:** *Distribution amplifiers; character generators; *switchers; clocks and timers; time code readers, generators, inserters, comparators; *auto-fade/black generator; audio level indicators.

ETI Systems 7110

European Broadcasting Center Level 3, West Eventide 6706
1 Alsan Way, Little Ferry, N.J. 07643

Everiz Microsystems Ltd. 6444
3465 Mainway, Burlington, Ontario L7M 1A9 Canada

Excalibur Industries 6200
12427 Foothill Blvd., Lake View Terr., Calif. 91342

Fairlight ESP Pty. Ltd. 6548

Faroudja Laboratories 5938
675 Palomar Ave., Sunnyvale, Calif. 94086
Staff: Yves Faroudja; Isabell Faroudja; Halfon Hammaoui; Ronald Zimbrick; Rich Junget; Mark Silva; Rob Kirkpatrick. **Products:** CTE-3-RGB to NTSC encoder; LD-1 line doubler; CFD-3-NTSC decoder; CTC-2 bi-directional RGB/component transcoder.

Fast Forward Video 3143
18200-C West McDermott, Irvine, Calif. 92714

FCC/FEMA/NWS 1057

Ferno-Washington 3117
70 Weil Way, Wilmington, Ohio 45177

Fiberblit Cases 6017
601 W. 26th St., New York 10001

Fidellpac Corp. 4624
P.O. Box 808, Moorestown, N.J. 08057
Staff: Roger Thanhauser; Jack Ducart; Larry Lamoray; William Franklin; Fred Buehler; Joanne Donahue; Rosemary Jukes. **Products:** Cartridge recorders, reproducers and eraser/splice detector; tapes; *Audiomax audio broadcast cartridges, cartridge storage.

Film House 4053
250 Cumberland Bend Dr., Nashville 37228
Staff: Wayne Campbell; Philip Cheney; Eric Hahn; Nina Rossman; Kay Kinnard; Dave Nichols; Mark

Schlicher. **Products:** TV marketing campaigns for radio stations.

FirstCom 6733
Div. of Jim Long Co., 13747 Montfort Dr., #220, Dallas 75240
Staff: Jim Long; Cecelia Garr; Bob Jenkins; Roger Dodson; Richie Allen; Janie Autz; Bob Kierszowski; Kathy Tompson; Lew Witz; Cheryl Segall. **Products:** Direct Results Radio Advertising; maximum impact production library; hot ticket radio promotion; digital production library/Music House library/Digifects SFX library; TV commercials for radio stations; jingle/ID radio packages. CDSL sales library.

Flash Technology Corp. 5612
55 Lake St., Nashua, N.H. 03060
Staff: Lew Wetzel; Tom Allain; Rick Sullivan. **Products:** High intensity strobe lighting equipment (FTB-205); medium intensity strobe lighting equipment (FTB-301).

FlorCal Systems 6730
Pine Park A-16, 605 NW 53rd Ave., Gainesville, Fla. 32609
Staff: J. Moneyhun; T. Buchanan; P. Backer; L. Bailey; D. Doyle; W. Kelley; G. Peters; P. Russell; G. Ruffin; T. Grosbol. **Products:** RGB live scene matting system; *Validator video/audio level analyzer; *Showtimer automated TV program run-down sheet generator; *TimeShifter-Plus flexible net/program tape delay system.

Focal Press 1946
80 Montvale Ave., Stoneham, Mass. 02180
Staff: Suzanne Oesterreicher; Karen Speerstra; Bill Lahey; Philip Sutherland. **Products:** Books.

FOR-A Corp. of America 3522
320 Nevada St., Newton, Mass. 02160
Staff: David Acker; Rishhi Morioka; Gary Carter; John Margardo; Jeff Gouch; Randall Smith; Mike Hobart; Tetsuya Kawasumi; Sam Linder; Kazuya Hashimoto. **Products:** *MF-1000 time base corrector with digital effects; audio for video mixer; *CT-100 component transcoder; *CVM-400 component video mixer switcher; *EVM-4300 color corrector event memory system; *FA-425 U-matic optimized time base corrector; *FA-700 dual channel S-VHS time base corrector; *PVM-650 composite switcher; *VPS-500 integrated digital video mixer; *VRS-3000 video routing switcher; *SA-1010 HDTV precision analysis camera; VTW-120 video typewriter; ENC-200 color encoder; VDA-206S video distribution amplifier; digital TBC; color corrector; parallel effects TBC.

Fort Worth Tower Co. 4730
P.O. Box 8597, Fort Worth 76124-0597

Fostex Corp. of America 2506
15431 Blackburn Ave., Norwalk, Calif. 90650

Frezzolini Electronics 2834, 2836
5 Valley St., Hawthorne, N.J. 07506
Staff: James Crawford; Jack Frezzolini; Kim Ussher; Jack Zink; Kevin Crawford; Nigel Eardiner. **Products:** Frezzi Mini-Fill lights; Frezzi-Max battery packs; Frezzi Pag automatic chargers; portable power case kit; lighting kits, accessories.

Fries Engineering 7018

Fujinon 1700
10 Highpoint Dr., Wayne, N.J. 07470

Fumeo SpA 1041

Future Productions 3201
630 9th Ave., #403, New York 10036

G&M Power Products 3633
943 N. Orange Dr., Los Angeles 90038

Garner Industries 2027, 2029
4200 North 48th St., Lincoln, Neb. 68504
Staff: Brad Osthus; Robert Bobrowski; Philip Mullin. **Products:** Models 680, 1400, 105 to erase videotape, formats, audiotapes; eliminator 4000 to

erase metal particle tape.

GDI 3026
1111 W. El Camino, #109, Sunnyvale, Calif. 94087

GE American Communications 5722
4 Research Way, Princeton, N.J. 08540
Staff: W. Neil Bauer; Andreas Georghiou; Fred Cain; Robert Krzyzkowski; Richard Langhans; Edward Campbell; William Fredell. **Products:** Delivery services via satellite.

GE Lighting 5500-5502
Nela Park, Cleveland, Ohio 44112
Staff: Mark Gliebe; Sharon Jowell; Barry Price; Julie Contes; David Graham; Horacio Olandim. **Products:** Lamps for stage/studio lighting.

GE Support Services/RCA Broadcast 5946

Gefen Systems 8038
5068 San Feliciano Dr., Woodland Hills, Calif. 91364
Staff: Hagai Gefen; Jacki Tanzman; Jerry Steckling. **Products:** Soundtch automatic music playback on compact disk; sound effects database with CD playback; automatic cue sheet layout and printing (Trackplanner); automatic dialogue replacement software (Trackwriter); BBC sound effects library.

Gennum Corp. 7126
970 Fraser Dr., Burlington, Ontario, Canada L7L 5P5
Staff: Ayman Ghafir; Ian Ridpath; Joseph Varga; Paul Moore; Fumio Ohba. **Products:** GX401, GX414/424/434, GX414A, GX214 Crosspoint ICs; *GX4201 HDTV Crosspoint IC; *GM8116/8316 16x1 video multiplexer modules; *GM8108/8110 HDTV video multiplexer modules; *10x1 video router switching matrix (HDTV); *GY4102 fast toggle switch IC.

Gentner Electronics 5852
1825 Research Way, Salt Lake City 84119

Geocom Corp. 9035
P.O. Box 704, Orange, N.J. 07050

George Foster Peabody Awards R002
College of Journalism and Mass Communications, University of Georgia, Athens, Ga. 30602
Staff: Worth McDougald; J. Thomas Russell; Barry Sherman; Tom Jackson; Linda Zeagler; Kay Weeks; David Woods Jr.; Myrna Powell; Emily Smith; Julie DuPuy. **Products:** Peabody Awards and University of Georgia information.

Gepeco International Inc. 7005-7007
1868 West Carroll St., Chicago 60612
Staff: Gary Geppert; Larry Smith Sr.; Larry Smith Jr.; Dave Chapa. **Products:** *FK type connector; *breakout box; audio and video broadcast cables; *N.E.C. required stage and lighting cables; custom cable assemblies for audio and video.

Ghielmetti of Solothurn 1446

Giant Boom Box Industries 4116
Division of Streamline, 1216 U.S. 1, North Palm Beach, Fla. 33408
Staff: B. Eric Rhoads; Richard Downes; Stephen Butler; Jeff Kornhauser; Derayl Morrison; David Resnick; Alohalian DeMoss; Richard Freeman. **Products:** Giant Money Machine; giant juke box.

GLW Enterprises 4225

GML 3744
7821 Burnet Ave., Van Nuys, Calif. 91405
Staff: George Massenburg; Jaime Byrd; Cary Fischer; C.J. Flynn; Tom Schlum. **Products:** Video and film post production mixing package; series 2000 console automation environment; *8900 limiter/compressor; 8200 parametric equalizer; 8300 microphone preamp.

Gorman Redlich Mfg. Co. 4902
257 W. Union St., Athens, Ohio 45701
Staff: James Gorman; Judy Gorman. **Products:** EBS encoders, decoders; NOAA weather radios; digital antenna monitors for AM directional arrays.

Gotham Audio Corp. 1790 Broadway, New York 10019-1412	2342	HL Dalls Inc. 95-95 24th St., Long Island City, N.Y. 11106	9051	High End Systems	1113
Graham-Patten Systems P.O. Box 1960, Grass Valley, Calif. 95945	1654	Staff: Stan Marks; Jon Blumenfeld; Merito Bo Soto; Robert Larish. Products: Belden wire and cable; Switchcraft; Fluke meters; Neutrick.		Hipotronics Routes 22 and 199, P.O. Drawer W, Millerton, N.Y. 12546	5912
Staff: Merv Graham; Mike Patten; Bill Rorden; Jim Ward; Tim Prouty; Laurie Lewis; Bill Hall; Bob Johnson; Kirk Bradford; Murray Bevit. Products: *D/ESAM 800 digital edit suite audio mixer; 600 series edit suite audio mixers; 1230, 1240 series video keying systems; VAMPS video/audio multiplexing system; UTECS unified television equipment control systems.		Hallikainen & Friends Inc. 141 Suburban Rd., San Luis Obispo, Calif. 93401-7590	4202	Hitachi Denshi America Ltd. 150 Crossways Park Dr., Woodbury, N.Y. 11797	2034
The Grass Valley Group P.O. Box 1114, Grass Valley, Calif. 95945	5830	Staff: Harold Hallikainen; Gerry Franke; Bill Borda. Products: *SAT201 remote satellite dish steering system; *DRC200 remote transmitter control system; DRC190 multisite programable transmitter remote control system; audio mixers; digital telemetry adapter; computer interface.		Staff: A. Kobayashi; B. Munzelle; F. Scott; K. Sawyer; J. Breitenbacher; G. Nappo; P. Connor; J. Skupien; R. Thalacker; J. Kraus. Products: *SK-F2 broadcast ENG camera; *Z-One dockable ENG camera; VL-D500 D2 digital composite recorder; SK-F3 dockable EFP camera; SK-F700 CCD camera.	11797
Staff: Louie Swift; Richard Brown; Bob Natwick; Dennis Shelton; Tom Parrish; Dave Mayfield; Randy Hood; Len Dole; Verry Sakai. Products: Switchers; digital effects systems; editing systems; audio mixer; routing systems; master control system; terminal equipment; keyer; character generators; paint systems; 3-D graphic systems; digitizers.		Harris-Allied Broadcast Equip. P.O. Box 4290, 3200 Wismann Lane, Quincy, Ill. 62305-4290	4430	Holiday Industries 14825 Martin Dr., Eden Prairie, Minn. 55344	5049
The Great American Market 826 N. Cole Ave., Hollywood, Calif. 90038	5300	Staff: Thomas Yingst; Roy Ridge; Eugene Edwards; Gustavo Ezcurra; Robert Weirather; Frank Svet; Gaylen Evans; Ronald Frillman. Products: *Gates series medium wave transmitters; *DX-100 digitally modulated medium wave transmitter; *HT 1FM solid-state transmitter; *HT 7FM, *HT 1LS transmitters; *TV-60UM klystron; SX-2.5A, HT 25FM, HT 30HS transmitters; phasor; Sentinel series remote control; FM antennas; TV antennas.		Hollywood Film Music Library	1141
Staff: Joseph Tawil; Andrea Tawil; Rachel Hahn; Bob Gordon; Luis Walsh; Guido Girardi; Barbara Arrigale. Products: Access, *Access Pro, *Pana-che lighting control consoles; *ColorQuik rolling color changer; *fog machine; color filters; The Great American Pattern; Scene machine modular projection system; scenic projector.		Harrison by GLW Inc. 437 Atlas Dr., Nashville 37211	4225	Hollywood Rental	3635
Grunder & Associates	1212	Staff: Tom Irby; Martin Burns; Brad Harrison; Gary Thielman. Products: Seriesten fully automated console; TV-4 teleproduction console; Pro-790; AIR-790; AP100.		Hoodman Corp. P.O. Box 816, Hermosa Beach, Calif. 90254	6628
GTE Spacenet Corp. 1700 Old Meadow Rd., McLean, Va. 22102	1648, A208	HEDCO P.O. Box 1985, Grass Valley, Calif. 95945	3416	Staff: Mike Schmidt; Bob Schmidt; Lou Schmidt. Products: TV sun shades.	
GTE Sylvia Lighting 100 Endicott St., Danvers, Mass. 01923	5904	Hi-Tech Furnishings 298 N. Smith Ave., Corona, Calif. 91720-1740	3910, 3911	Horita	9012
H&E Micro-Trak Corp. 165 Front St., Chicopee, Mass. 01013	4722	Staff: Douglas Kanczuzewski; Penny Russell. Products: Custom console.		Hotronic 1875 So. Winchester Blvd., Campbell, Calif. 95008	2935
				Hughes Communications Inc. P.O. Box 92424 Worldway Postal Center, Los Angeles 90009	6554
				Staff: Jerry Farrell; Jim Ramo; Carl Brown; Gary Myer; Tom Bracken; Ann Mountain; Whit Jackson; Chris Vargas; Larry Chapman; Don Harris. Products: Domestic satellite communications services; Video Timesharing Service.	
				Hughes Television Network Division of IDB Communications	1718

COMPLETE YOUR DEFINITION OF "CLASS A," CALL CONTINENTAL ELECTRONICS



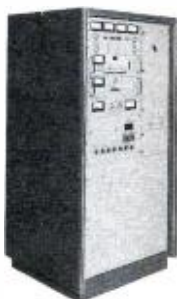
500/1000W



3.8 kW



2.5 kW



5 kW

Continental Electronics is here to assist you with your new definition of "Class A." You can increase power, increase revenue base, and expand your listening audience by upgrading your transmitting facility.

Continental has engineered four transmitters to meet your needs. The 500/1000 Watt transmitter is single phase and is only 42 inches tall. This transmitter and the 3.8 kW are totally solid-state and designed for high efficiency and reliability.

The 2.5 kW and the 5 kW transmitters are single tube transmitters. All Continental FM transmitters include an internal harmonic filter and the Ultimate 802A Exciter.

For service after the sale, call the Continental 24-hour tech line. At Continental, service is an attitude, not a department.

So, call your Continental Sales Manager to get the complete definition of "Class A."

varian 
continental electronics division

P.O. Box 270879 Dallas, Texas 75227
Telephone: 214-381-7161 Fax: 214-381-4949 Telex: 73398



Hughey & Phillips 8107
 2162 Union Pl., Simi Valley, Calif. 93065
Staff: Pete Johnson; Bill Miller; Diane Hardy; Dennis Bossi. **Products:** FAA approved obstruction lights; *medium intensity strobe obstruction light; fall protection devices; guyline ice protection devices.

Hungerford, Aldrin, Nichols & Carter Entrance, concourse
 Radio division, 678 Front Ave., N.W., #350, Grand Rapids, Mich. 49504
Staff: Clifford Aldrin; Thomas Panik. **Products:** The Hungerford Radio Revenue Report, Television Revenue Report, *RADAR Report; accounting services, projections, business plans.

I. Den Videotronics Corp. 1016
 #204, 9620 Chesapeake Dr., San Diego 92123

Staff: T. Hashimoto; Pat O'Rourke; T. Fukuda; Conor O'Donnell. **Products:** *IP-500 multi-directional TV standards converter; *IVT-7 TBC/frame synchronizer; IVT-9 Plus multi-format TBC/frame synchronizer.

IBSS (International Broadcast Support Services) 1446

IBSS Canada 1002

ICA/Miralite Communications 9018

ICA Systems Group 7006-7008
 2033 M St., N.W., #402, Washington, D.C. 20036
Staff: John Wadle; Frank Ivan; Stan Bretner. **Products:** MCAS-II master control automation system; News Pro news production automation system.

IDB Communications 1718
 10525 W. Washington Blvd., Culver City, Calif.

90232
Staff: Jeffrey Sudikoff; Peter Hartz; Phil McInnes; Brian Lookofsky; Julie Spira; Dennis Feely; Edward Cheramy; Bob Stevens; William Fisher; Donna Rotunno-Sherman. **Products:** Satellite transmission services; *Atlantic Express; sports backhaul and distribution.

IGM Communications 4612
 4041 Home Rd., Bellingham, Wash. 98226
Staff: Carl Peterson; Karl Uppiano; Jim Wells; Jim Wolniakowski; Rick Sawyer. **Products:** Program automation systems: IGM-SC, IGM-MC, IGM-EC audio controllers; Instacart; go-cart 24.

Ikegami Electronics (USA) 6216
 37 Brook Ave., Maywood, N.J. 07607
Staff: Nick Nishi; Y. Sato; Michael Aiello; M. Rees; K. Koike; Robert Estony; John Chow; E. Clare; M. Cruce; Kevin Goetz; Michael Mackin; Rusty Pafford; M. Felner; Jerry Brinacombe; Kuniko Yamashiro; John Webb; S. Savitt; R. Zohn; Michael Malcy; Len Donovan; A. Bedoya; T. Calabro; Mark Adams; Phil Godfrey; John Lynch; Mark Wren; Richard Johnson; N. Takahashi; M. Yoshino; Fred Wright; M. Narumi; A. Keil; C. Orchard. **Products:** Chip and tube-type portable, studio and HDTV cameras; monitors; portable microwave systems; multiple large-screen projection TV systems; wideband encoding systems.

ILC Technology 3048
 399 Java Dr., Sunnyvale, Calif. 94089

Image Video Ltd. 2910
 705 Progress Avenue, #46, Scarborough, Ontario, M1H 2X1 Canada
Staff: Andy Vanags; Allan Petersen; Bob Crowder; James Mitchell; Dave Allamby; Dave Russell. **Products:** *SDR 128 serial data router; EDAAS extensible distributed architecture automation system; *Shaw system; video, 9520 video, 9521 audio 20x10 routing systems; *9540 video, 9541 audio 40x20 routing systems.

Industrial Acoustics Co. 6818, 6819
 1160 Commerce Ave., Bronx, N.Y. 10462
Staff: Robert Buelow; John Duda; John Costas; Zachary Jaquett. **Products:** Acoustic structures: modular wall panels; doors; windows; sound absorptive modules; HVAC system silencers.

Innovative Automation 8113
 3316 19th Avenue S.E., Rio Rancho, N.M. 87124

Innovative Television Equip. 5714
 P.O. Box 681, Woodland Hills, Calif. 91365
Staff: Bert Rosenberg; Tom Menke; Jim Crawley; Rick Low. **Products:** TV camera support dollies, tripods, pedestals, heads, cranes and accessories; *Horizon ENG tripods and heads (Models: 300, 400, 500, 600).

Innovision Optics 9032-9033
 1318 2nd St., #31, Santa Monica, Calif. 90401
Staff: Mark Centkowski; Vonnie Brenno; Celeste Eagleston; Keeva Kristal; Mark Skye. **Products:** Lenses for video cameras; *Mini-Mover portable motion control tables with joystick controller; *De-doCool high intensity lights.

Inovonics 5601, 5603
 1305 Fair Ave., Santa Cruz, Calif. 95060
Staff: Jim Wood; Ann Pelz. **Products:** Audio recording, signal processing and instrumentation equipment; FMX System generators.

Integrated Arts Ltd. 5354

Intelligent Resources 1151

Intelsat 1110

Intelvideo 6509
 42 Arrow Head Dr., Stamford, Conn. 06903

Interactive Motion Control 1308
 8671 Hayden Pl., Culver City, Calif. 90232

Intergroup Systems 6301

Intergroup Technologies 2934

International Tapetronics Corp. 3422

ISS Engineering 6648

\$30,000,000

Subordinated debt provided to

CASTLE ROCK ENTERTAINMENT

Beverly Hills, California

for television and motion picture production

WESTINGHOUSE CREDIT

Media Finance Division

Bradley Leibold, Pittsburgh 412/393-3433

Itelco S.P.A. 1416
Itelco USA, 1620 W. 32nd Pl., Hialeah, Fla. 33012

ITS Corp. 1622
375 Valley Brook Rd., McMurray, Pa. 15317

Staff: Robert Unetich; Ronald (Sam) Zborowski; Jeffrey Lynn; David Neff; Charles Ray; David Brooking; Phil Holmes; Donna Bird; Ronald Ogrodowski; Steve Hendren. **Products:** ITS-20A exciter/modulator retrofit upgrade for UHF transmitters; ITS-1640D transmitters; ITS-230A 1 kw UHF TV transmitter; ITS-10A exciter-modulator retrofit upgrade for VHF TV transmitters.

The J-Lab Co. 1146
P.O. Box 6530, Malibu, Calif. 90264

James Grunder and Assoc. 1212-1216
5925 Beverly, Mission, Kan. 66202

Staff: James Grunder; Jim Bendure; Bob Munzner; Jerry Rankin; Wes Wingfield; Stacy Young; David Little. **Products:** *YEM's CVS-900B, *CVS-910, CVS-950A scan converters; *VSG-2000 digital test signal generator; SG-3000 genlock sync generator.

Jampro Antennas 5030
6939 Power Inn Rd., Sacramento, Calif. 95828

Staff: James Olver; Vee Olver; Alex Perchevitch; Ali Mahnad; Carlos Bouza; Eric Dye; Jimmie Joyn; Al Jason. **Products:** JTC-circular polarized spiral antenna for all bands; JBPC-band pass combining system providing outstanding group delay specification; *JHPC side-mounted TM penetrator series of antennas; JBPF/JNF-band pass and band reject filters; *JALS low power TV antenna series.

Jazz Systems 2850, 2852
809 Wellington St. North, Kitchener, Ontario, Canada N2G 4J6

Staff: Brian Cram; Steve Mahon; Chuck Bocan; Bob Grassi; Rick Kozak; Ken Hagsma. **Products:** Jazz digital effects system with *upgrades: internal chromakey, internal lumakey, transparent dropshadows, dissolve.

JBL Professional 2916
8500 Balboa Blvd., Northridge, Calif. 91329

Staff: Ronald Means; Mark Gander; Neil Conley; Bill Hamilton; Tom Walter; Steve Romeo; Steve Bartlett. **Products:** *Control 1 Plus personal monitor loudspeaker; JBL/UREI power amplifiers (SR6615, SR6630, SR6650).

Jefferson-Pilot Data Services 5014
301 S. McDowell St., #500, Charlotte, N.C. 28204

Staff: Mike Jones; Doug Rother; John McDonald; Skip Sawyer; Wayne Ruting; Jim Butts; Paul Woidke; Chuck Poel; Susan Whalen; Holly Holmes; Kayla Wills; Bob Livingston; Frances Ryan; Barry Roach; Mary McCormick; Debra Hamme; DeeDee Dorroll; Joshua Wesley; Jerry Littenburg; Rick Lam; Neil Hamilton; Cindi Marshall. **Products:** Bias; JDS 1000/2000; JDS 850: sales/traffic/general accounting systems; *SALES-line integrated computer system; BIAS LINK, JDS LINK automated log interfaces; NewsData news-room automation; *data retrieval system.

Jem-Fab Corp. (JFC) 6644

Jensen Tools 4117
7815 S. 46th St., Phoenix 85044

Staff: Linda Capcara; Andrew Smiley; Gary Treiber. **Products:** JTK-87 field engineers kit; *JTK-5 network maintenance kit; fluke meters; TEK scopes; shipping containers.

Jonathan Manufacturing Corp. 3714

JVC Prof. Products Co. 3116
41 Slater Dr., Elmwood Park, N.J. 07407

Staff: Tom McCarthy; Dave Walton; Shinzo Nakao; Neil Neubert; Mike Yoshida; Jim Turner; Chuck Evans; Dennis Nymeyer; Doug Keltz; Ken Nishioka. **Products:** *3 FIT, *3 IT CCD cameras; *triax system; S-VHS-C ENG system; S-VHS duplicator; special effects generator; professional DAT system; RGB frame capture camera.

K&H Products—Porta-Brace 6055
Box 246, N. Bennington, Vt. 05257

Staff: Marjorie Robertson; Ken Barry; Bob Howe.

Kahn Communications 4410
425 Merrick Ave., Westbury, N.Y. 11590

Staff: Leonard Kahn; Ruth M. Kahn; Doc Masoomian; Dominic Bordonaro. **Products:** *POWER-talk; AM stereo; POWER-side; GOOD n LOUD; FLATTERER.

Kalamazoo Tech. Furniture 9052

Kangaroo Video Products 2945
10845-C Wheatlands Ave., Santee, Calif. 92071-2856

Karl Heitz 5916, 5918
34-11 62nd St., Woodside, N.Y. 11377

Staff: Karl Heitz; Laval Nixon; Evelyn Quinones; Donna Carter. **Products:** *Gitzo 380 fluid head;

*Gitzo 480, *580, 680 fluid and counter-balanced heads; Gitzo Pro Reporter tripod.

Kavouras 1628, A212
6301 34th Ave. South, Minneapolis 55450

Kay Industries 4051
604 North Hill St., South Bend, Ind. 46617

Keystone Communications 2957-2959
303 East South Temple, Salt Lake City 84111

Staff: Bruce Hough; Blaine Colton; Irene Escardo; Robert E. Wold; Keitha Fairhurst; Tom Fabian. **Products:** Satellite services.

Kids' Choice Broadcasting Networks 5507

Kings Electronics Co. 3133, 3134
40 Marbledale Rd., Tuckahoe, N.Y. 10707

Staff: Robert Dock; Frank Dallago; Ed Lagarto; Fred Della Iacono; Henry Pessah. **Products:** Video connectors, video jackfields; GBRS compo-

\$57,000,000

Revolving line of credit, senior and subordinated debt provided to an affiliate of

VISTA COMMUNICATIONS

Acton, Massachusetts

for the acquisition of three cable television system groups

WESTINGHOUSE CREDIT

Media Finance Division

Bradley Leibold, Pittsburgh 412/393-3433

nent jack fields, patch cords; terminations; video, component patch cords.

Kintronc Labs 6638
P.O. Box 845, Bristol, Tenn. 37621-0845

Klark-Teknik Electronics Inc. 8109, 8111
30-B Banfi Plaza N., Farmingdale, N.Y. 11735

Staff: Jack Kelly; Chris Fichera; Sam Spennacchio; Dave Talbot; Phil Clarke; Dave Neal. **Products:** DDA DCM232 in line post-production console; signal processing; Milab microphones; BSS audio processing.

Kline Towers 8034, 8036, suite at Omni
P.O. Box 1013, 1225 Huger St., Columbia, S.C. 29202

Staff: B.H. Kline; J.C. Kline; Furman L. Anderson Jr.; David E. Monts; Lewis A. Foreman Jr.; Raymond C. White; Anthony J. Fonseca. **Products:** Towers; space frame structures; antenna structures; tower engineering, inspection and maintenance services.

Knowledge Industry Publ. 9010

Knox Video Products 3060
8547 Grovemont Circle, Gaithersburg, Md. 20877

Staff: Philip Edwards; Roland Blood; John McElwee. **Products:** IMAGR I: integrated MAP graphics system; K40S microfont.

Laird Telemedia 2350
2424 South 2570 West, Salt Lake City 84119

Staff: Earl Gray; Dimitri Chemyshev; Mark Lee; Diana Laird; Randy Steele; Tom Lang; Mike Schueder; Randy Scott; Gary Bates. **Products:** Legend character generator line; 1450 character generator; CG-7000 character generator; VC-2000 video corrector; *Legend—LTL entry level C.G. to Legend line.

Lake Systems Corp. 1712

Larcen Communications Equipment Ltd. 1634

LaserDub Inc. 1044
1929 Main St., #106B, Irvine, Calif. 92714

Staff: Roger Nicholson; Dave Rubenstein; Bobbie Brazzell; Val Bratu; Al Sturm. **Products:** *Model LD-2000 laserdisk to VHS high speed videocassette duplication system.

Laserec Inc. 8050

LDL Communications 1634
14440 Cherry Lane Court, #201,
Laurel, Md. 20707

Staff: Jim Wilson; Charles Coyle; Ray Tattershall; Ernie Mayberry; Bob Palmer; Jeff Clarine; Dave Hill; George Patton; Clyde Turner; Paul Dickie. **Products:** VHF solid state transmitters; low wind load VHF TV broadcast antennas; FM panel antennas; FM combiners; broadcast towers.

LEA Dynatech 6030
12516 Lakeland Rd., Santa Fe Springs, Calif. 90670

L.E. Nelson Sales Corp./Thorn EMI 3147-3149
5451 Ukiyah Cr., Las Vegas 89118

Staff: L.E. Nelson; B.A. Nelson; Jodi M. Nelson; Dan Imfeld; Clive Salmon; Marion Rimmer; John Rimmer. **Products:** *1200 W PAR64 CID Mark II lamp; tungsten halogen lamps; HMI lamps.

Leach Microwave Systems 7108

Leader Instruments Corp. 3012
380 Oser Ave., Hauppauge, N.Y. 11788

Lectrosonics 8043, 8045
P.O. Box 15900, Rio Rancho, N.M. 87114

Staff: John Arasim; Lell Arasim; Larry Fisher; Bruce Jones; Paul Baughman; Shari Clark; Gordon Moore. **Products:** Pro-Mini ENG wireless microphone system; H-185 plug-on transmitter; Pro-4-Mini four-channel EFP/ENG wireless mic system; DR185 diversity receiver; Pro-4 four-

channel rack-mounted wireless systems.

LEE Colortran 5452
1015 Chestnut St., Burbank, Calif. 91506-9983

Staff: Kenneth Boyda; William Liento; Nicholas Mallis; Paul Sherbo; Bob Dente; Steve Surratt; Lin Bedard; Eugene Saltzman; David Tearle; Paul Roscorla. **Products:** *ENR dimming series; *STATUS 12/24 or 24/48 control console; *5/50 Series Ellipsoidal; Prestige 3000 Plus, 2000 Plus and 1000 Plus; Scene Master 60 Plus.

Leitch Video of America 3516
825K Greenbrier Circle, Chesapeake, Va. 23320

Staff: Gary Stephens; Neta Stephens; John Walter; Jean Walter; Mike Duckworth; Cynthia Odum; Tom Odum; Anita Hester; Paul Gertner; Dan Friel; Jill Friel; Mike Gardner; Paul Jenkins; Judy Jefferies; Charles Goodwyn; Cathy Sharp; Robert Lehtonen; Wendy Lehtonen; Stan Moote; Cherie Moote; Strath Goodship; Kan Tam; Gus Choo; David Brown; Janet Brown; Garry Newhook; Ursula Newhook; Michel Proulx; Don Jackson; Wayne Hammerschlag; David Strachan; Richard Kupnick; Joanna Kupnick; John Brook; Geoff Snell; Doug Patterson; Ralph Noller; Aaron Frank; Homer Hull; Bill Jarchow; Joanne Winkler; Paul Lines; Kathy Lines; Keith Emmons; Arline Emmons; Dick Lipson; Ray Goudreau; Dwight Wilcox; David Wilcox; Ellen Packard; Paula Bowen; Charles Patterson; Bob Henson; Ellen Henson.

Products: *SPG-1302 D2 sync pulse generator; *1300SI source ID module for SPG-1300N and SPG-2600N; *SPG-2600N NTSC modular sync pulse generator; still file; *ADA-883 stereo audio distribution amplifier; ADA-816 unbalanced audio distribution amplifier; *DFS-3002N D2 frame synchronizer; *UDT-5700 up/down counter for Leitch master clock system.

LEMO USA 2949
335 Tesconi Circle, Santa Rosa, Calif. 95406

Lenco Inc. 2334

Leonetti Co. 9028

Staff: Geoffrey McCarron; Thor Sundby; Frank Leonetti. **Products:** Sunray 12K fresnel; *Sunray 2500 w PAR HMI.

Leukemia Society of America Inc. 6654
733 Third Ave., New York 10017

Staff: Larry Jannello; Larry Vanderveen; Marc Marsan; Marty Siederer; Tom Gibson; Jim Murphy; Wallie Dunlap; Carmine Melignano. **Products:** Society will dispense information on fundraising TV show, *The Televent*, and on educational materials available to broadcasters.

Lexicon 2452
100 Beaver St., Waltham, Mass. 02154

Light Sales Inc. 8055
1901 Carroll Ave., San Francisco 94124

Lighting Methods 3445
1099 Jay St., Rochester, N.Y. 14611

Lightning Eliminators & Consultants 5027
6637 Arapahoe Rd., Boulder, Colo. 80303

Staff: Hans Dettmar; Ralph Auer; Ray Naish. **Products:** *Spline Ball Ionizer, lightning protection system; Dissipation Array system for lightning prevention; rechargeable Chem-Rod grounding electrodes; surge and transient preventers.

Lindsay Specialty Products 7102
50 Mary St. West, Lindsay, Ont., Canada K9V457

Staff: Neil Evans; Michael Dowling. **Products:** UHF/VHF TV transmitting antennas; RF power dividers; RF diplexers; STL antennas; antenna systems engineering.

Lipsner-Smith Co. 2049

Listec Video Corp. 5042
30 Oser Ave., Hauppauge, N.Y. 11788-3809

Staff: Jack Littler; Joanne Camarda; Tom Miller; Janet Watt; Jim Lucas; Chris Lambert. **Products:** *A-5000-NET LAN based computer prompting system; A-5000 prompter display device—*PAL version; A-6000 desktop personal prompting pro-



**Why in the world
broadcast in AM Mono?**

Modernize with C-QUAM® AM Stereo!

Call Steve Kravitz collect at 708/576-0554. Fax 708/576-5479.



MOTOROLA
C-QUAM® SETTING THE INDUSTRY STANDARD

C-QUAM® IS A REGISTERED TRADEMARK OF MOTOROLA, INC.

gram; A-5500 scrollbox electronic field/studio prompter; *A-5200 simplicity dedicated digital prompter; A-2000 series on-camera prompter displays.

Lites 9015
7022 Sunset Blvd., Hollywood, Calif. 90028

Logitek Electronic Systems Inc. 4750
3320 Bering Dr., Houston 77057

Louis Hurtubise 7204

Lowel-Light Mfg. Inc. 6210
140 58th St., Brooklyn, N.Y. 11220-2516

Products: Lighting equipment accessories and kits.

LPB 4512
.28 Bacton Hill Rd., Frazer, Pa. 19355

Staff: Edward Devecka; John Tiedeck; Richard Burden. **Products:** Signature III audio consoles; low-power AM transmitters; studio furniture; audio processors; distribution amplifiers.

LTM Corp. of America 2608
11646 Pendleton St., Sun Valley, Calif. 91352

Staff: Gilles Galerne; Herb Breitling; Ginny Hart; Beth Gillet Nardin; Jean Galerne; Laura Maurel. **Products:** HMI lighting fixtures, 200-12,000 w; miniature incandescent Fresnel line; carbon fiber microphone booms.

Lyon Lamb V.A.S. 1540

M&R Data Services Inc. 8101-8105
2205 First St., #111, Simi Valley, Calif. 93065

Staff: Michael McGill; Warren Srole; Peter Lowten; Jeff Comer; Bibian Campbell. **Products:** Symphony series of advanced video editing systems; electronic newsroom; Ensemble and Ensemble Plus PC-based kit editing systems; RF-manager line of transmitter remote control systems.

***M/A-COM MAC Inc./M/A-COM Inc.** 2152
5 Omni Way, Chelmsford, Mass. 01824

Staff: Luis Barzana; Norman Cheng; Carl Guastaferrero; George Hardy; Terry Kennedy; Dan McCarthy; Don Sicard; Ron Yokes; Tom Leonard; Eddie Misrahi. **Products:** *MA-K, *MA-23VX, MA-18CC, MA-23CC microwave and video radios.

Macronvision 7123
700 El Camino Real E., #200, Mountain View, Calif. 94040

Staff: Bill Krepick; Scott Spielman; Peter Wontor. **Products:** VEW-200 recordable video scrambling system; pay per view anti-taping technology.

Magni Systems 1026
9500 SW Gemini Dr., Beaverton, Ore. 97005

Staff: Victor Kong; Paul McGoldrick; John Judge; Greg Sorenson; Ed Kiyoi; Rich Lyons; Quent Nelson; Keith Holzmagel; JoAnn Waddell; John Dudley; Eileen Tuuri. **Products:** VGA Producer—PAL version; genlockable PC-to-video encoder; Creator Software custom signal programming software; Y/C waveform/vector displays; staircase input for 500 Series monitors; video test and measurement equipment.

Magnum Towers 6712, 6713
9370 Elder Creek Rd., Sacramento, Calif. 95829

Staff: Lawrence Smith; Jeff Styler; Athel (Pete) Smith; Ron Smith; Michaeline Smith. **Products:** AM, FM, TV microwave towers.

Manhattan Production Music 6618
311 West 43rd St., #702, New York 10036

Staff: Ron Goldberg; Norman Chesky; Dan Burke. **Products:** MPM production music library.

Marconi Communication Inc. 1825
1930 Isaac Newton Sq., #201, Reston, Va. 22090

Staff: Simon Frazer; Philippa Awcock; John White; Ed Marble; Rick Tyrrell; Trevor Bond; Tony Barber; Peter Rich. **Products:** B3410-03 digital line array telecine; *remote broadcast monitor system; Newshawk SNG.

Mark Tech 7014

Marti Electronics 4400

P.O. Box 661, Cleburne, Tex. 76033-0661

Staff: M.E. MacClanahan; George Marti; Selene Nix; Dan Rau; Rick Neace; William Colindres. **Products:** Remote pickup transmitters and receivers; studio/transmitter links; *bi-directional radio telephone service equipment; *PA-48 Marti four-inch full parabolic antenna; MCS-800 companding system for noise reduction on RPU equipment.

Mastercraft Woodworking Corp. 7109

MATCO 3641
427 Perrymont Ave., San Jose, Calif. 95125

Staff: David Harbert; Rita Harbert; William Meyer. **Products:** *MA-201 automated playback system; MA-204 automated playback multi channel; MA-300 tape duplication control systems.

Mathews Studio Equipment 2720
2405 Empire Ave., Burbank, Calif. 91504

Staff: Ed Phillips; Carlos DeMattos; Richard Hansen; Alex Torres; Fred Farish; Lilly LaRocco; Tom Nunziaia; Terry Walters; Tae Watanabe; Bob Nettmann. **Products:** *Desert dolly; *candor bracket; *survival kit; *grip helpers; remote control camera head; tulip II.

Maxell Corp. of America Professional/Industrial Products 2248

Maze Broadcast 1150
P.O. Box 100186, 3855 Rock Ridge Rd., Birmingham, Ala. 35210

Staff: Rick Maze; Vira Maze; Rick Shinn; Tami Shinn. **Products:** Used broadcast TV and video equipment.

McCurdy Radio Industries 5322
108 Carnforth Rd., Toronto, Ontario, Canada M4A 2L4

Staff: Paul Hudson; Murray Porleous; Omar Fatah; Rick Fisher; David Richardson; Michael Guthrie; Daniel Kupiec; Cyril Machado; Wilson Yau. **Products:** Intercom system; audio consoles; audio distribution systems; audio test sets; multi-bus television automation systems.

MCL 6207
501 S. Woodcreek Rd., Bolingbrook, Ill. 60439-4999

McMartin 4429
201 35th Ave., Council Bluffs, Iowa 51501

Media Computing 3540-3544
3506 East Meadow Dr., Phoenix 85032

Staff: Michael Rich; Kathryn Hulka; Larry Baum; Jane Elliott; Janet Goodman; Ray Harris. **Products:** Angis election/news graphics system for character generators; T.E.N. newsroom automation software; *PROtec programable remote control system.

Media Concepts 8119, A105
P.O. Box 7037, Rocky Mt., N.C. 27804

Media Summit Entrance, concourse west

Media Touch Systems 1200
50 Northwest Dr., #11, Salem, N.H. 03079

Staff: John Connell; Paul Guttman; Peter Kovalski; Duke McLane; Dick Walsh. **Products:** OpLOG, OmniPlay software packages; DAMS digital audio mass storage.

Merlin Engineering Works 2100
1888 Embarcadero Rd., Palo Alto, Calif. 94303

Merlin Snell & Wilcox 1041

Micro Communications 2728
P.O. Box 4365, Manchester, N.H. 03108-4365

Staff: Thomas Vaughan; Dennis Heymans; Jim Stenberg; Walter Pries; Jennie Allen. **Products:** *UHF, FM isolators; *UHF-TV dual channel combiner; *LPTV multi-channel combiner; articulated flex waveguide; Micro-Switcher microprocessor controller.

Microdyne Corp. 1433, 1435
491 Oak Rd., Ocala, Fla. 32672

Staff: George Bell; Chuck Brewer; Ken Harple;



James A. Gammon, President

READY TO SERVE YOU
FROM YOUR SIDE
OF THE TABLE



at NAB
ATLANTA HILTON
Suite 1246
In The Towers

Call Ahead for
Confidential Appointment

**GAMMON
MEDIA
BROKERS, INC.**

Radio & Television Brokerage
1925 K Street, NW, Suite 304
Washington, DC 20006
202-862-2020

Member: National Association of Media Brokers
(NAMB), NAB



Tom MacAllister; Al Gillingham; Bill Holderby.
Products: *Broadcast satellite receiver BOR 1; *LPTV receivers, modulators; SCPC equipment; stereo, audio and data display using SCPC equipment.

Micron Audio Products Ltd. 6727
 210 Westlake Dr., Valhalla, N.Y. 10595

Staff: Paul Tepper; Dennis Schief. **Products:** Wireless microphone systems; *MDR-150, MDR-550 miniature space diversity receivers; TRAM miniature electret microphones.

Micron Tool-Canmate A222
 3111 S. Park, Tempe, Ariz. 85282

Microsonics Inc. 1439
 60 Winter St., Weymouth, Mass. 02188-3336

Microtime 5740
 1280 Blue Hills Ave., Bloomfield, Conn. 06002

Staff: Larry Weiland; Robert Lambdon; Michael Salzarulo; Joe Wellman. **Products:** *3D digital video effects system; FS-10, FS-8 frame synchronizers; ImagePlus graphic system; AB effects system; *DVE.

Microwave Networks Inc. 8114

Microwave Radio Corp. 2960
 847 Rogers St., Lowell, Mass. 01852

Staff: Eric McCulley; David Erikson; Paul Obert; Bob Morrissette; Dan McCarthy; George Hardy; Gary Becknell; Mert Knold; Mark Merrill; Carl Gustafarero. **Products:** Microwave communications equipment; *Prostar 13T1, 13MR portable transmitter and receiver at 13 ghz; *Prostar 7MR portable receiver.

Midwest Communications Corp. 3234, A126
 One Sperti Dr., Edgewood, Ky. 40117

Staff: David Barnes; Brad Nogar; Jay Adrick; Vince O'Connell; Fred Wood; Lloyd Hicks; Bob Johnston; Pete Rightmire; Tom Beal; Jeff Steier. **Products:** *Computer video converter; *DPS-265

four-field synchronizer; flyaway satellite news system; automatic satellite locator; antenna; mobil video production vehicle; video production switchers; tablet and stylus matte drawing system; video audio and control signal routing system; color encoders; component transcoder; color correctors; digital video terminal equipment.

Mliab 8109

Miller Fluid Heads (USA) 6204

410 Garibaldi Ave., Lodi, N.J. 07644

Staff: Grant Clementson; Mark Clementson; Art Kramer. **Products:** Fluid heads, tripods, camera support accessories; *30 series II, 50 series II fluid heads.

Minolta Corp. 3119-3123

101 Williams Dr., Ramsey, N.J. 07446

Staff: Charles Monanian; John McCasland; Dan Schirage; Mike Preston; Kirk Naruse.

Mitsubishi Elec. Sales 162W

800 Cottontail Lane, Somerset, N.J. 08873

Staff: Paul Bogan; David Bright; Phi Callahan; Rob Freedman; Terry Hans; Tadashi Hiraoka; Clint Hoffman; Doug McElroy; Russ Novy; Tom Paterniti; Alan Richards; Jeff Ross; Rich Williams. **Products:** SVHS VCR's; projectors; printers; monitors.

Mobile-Cam Products 5352

340-F Vernon Way, El Cajon, Calif. 92020

Modulation Sciences 4802, 4803

115 Myrtle Ave., Brooklyn, N.Y. 11201

Staff: Eric Small; Bob Ross; Dick Monahan. **Products:** *ModMinder modulation monitoring unit; VMate remote control interface for Textronix VM700; Stereo Maxx audio spacial image enlarger; multichannel TV sound equipment; FM Sidekick, DATA Sidekick SCA generating systems.

Mohawk Wire & Cable 1457

Mole-Richardson Co. 5600

937 North Sycamore Ave., Hollywood, Calif.

90038-2384

Montreux International TV Symposium

Level 3, east

Moseley Associates 4336

111 Castilian Dr., Santa Barbara, Calif. 93117

Staff: Jamal Hamdani; Dave Chancey; Patty Eckles; Don Holm; Dan Bamett; Terry Mehr; Vince Mercadante; Kelly Barry; Liz Atesman. **Products:** PCL 6000 series frequency agile STL; PCL 606 STL for high RF environment; RPL 4000 remote programming link; *MRC 1620 remote control with TaskMaster20 PC control options; *MRC2 remote control with Master Controller PC options; *Program Multiplex and SCA products.

Motorola Inc./AM Stereo 4704

1216 Remington Rd., Schaumburg, Ill. 60173

Staff: Steve Kravitz; Ken Kohlman; Jane Bates. **Products:** C-Quam AM stereo exciters, modulation monitors; communications and electronics equipment; Motorola DSP.

MSE Video Tape Services 8057

5921 E. Sheila St., City of Commerce, Calif. 90040

Staff: Jeffrey Shafer; Martin Schorr. **Products:** Videotape; tape formats from 3M and Ampex.

Musco Mobile Lighting Ltd. A167

Hwy. 63 South, P.O. Box 73, Oskaloosa, Iowa 52577

Staff: David Crookham; Jerome Fynaardt; Leann Wilsey. **Products:** Musco light.

Myat Inc. 6706

MZB/GRAY 2500

6221 N. O'Connor, #110, Irving, Tex. 75039

Staff: Dick Bock; Bill Bickley; Mardema Ball; Kelly Hawes; Tom Smith; Chris Waddell; Travis Carter; Kevin McDuff; Houston Harding; Chuck Balding. **Products:** Distribution, representation of professional video/audio manufacturers; quotations, consultation.

Nady Systems 6505

6701 Bay St., Emeryville, Calif. 94608

Staff: Howard Zimmerman; Michael Barrett. **Products:** Wireless microphone systems; communications products.

Nagra 2128

19 West 44th St., #715, New York 10036

Nalpak Video Sales 1401

1937 C Friendship Dr., El Cajon, Calif. 92020

Narda Microwave Corp. 5757

435 Moreland Rd., Hauppauge, N.Y. 11788

Staff: Robert Johnson; Joe Amato; Brian Radke; Mike Harris; Mike Zeenah. **Products:** RF radiation meters; portable RF power meters; waveguide and coaxial components.

National Association of College Broadcasters (NACB) 1051

Box 1955, Brown University, Providence, R.I. 02912

Staff: David Bartis; Carolyn Allen; Dara Goodman; Glenn Gutmacher; Steve Klinenberg; Jay Hirschon; Jeff Southard. **Products:** Membership; U-NET radio and TV satellite network; *College Broadcaster* magazine.

National Child Safety Council 6827

1850 N. Greenville Ave., #168, Richardson, Tex. 75081

National Guard Bureau 6826

NGB-ARP-RRM
 5109 Leesburg Pike, #401A, Falls Church, Va. 22041-3201

National Photonics 7013

National Supervisory Network 7022

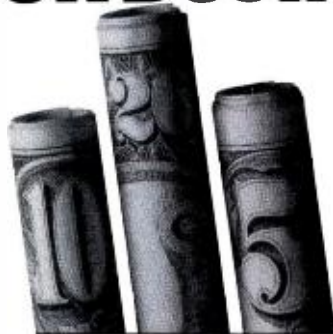
Nautel Maine Inc. 4144

201 Target Industrial Circle, Bangor, Me. 04401

Staff: Jorgen Jensen; David Grace; Phil Bean. **Products:** *AM transmitters (*AMPFET ND 25/50 25 and 50 kw; ND 1, 1kw).

YOUR SUCCESS IS OUR BUSINESS.

Middle market communication companies often find that when it comes to borrowing money for acquisition or recapitalization, financial institutions simply aren't in tune with their special situation. But at Greyhound Financial, you're assured of serious consideration from specialists who know your business and can approve the financing you need to succeed. Backed by the multi-billion dollar resources of



SOLUTIONS THROUGH SERVICE



Greyhound Financial Corporation

A Greyhound Company



Greyhound Tower—1160 Phoenix, Arizona 85077

The Greyhound Corporation, we offer competitive rates and flexible lending guidelines which allow us to structure loans to accommodate your special situation. If your financial institution says "no" when you need to hear "yes," call

MATT BREYNE
 (602) 248-2808

CHRIS WEBSTER
 (602) 248-6955

or JEFF KILREA
 (312) 855-1900
 Chicago Office.

NEC America 1524
Broadcast Equipment Division, 1255 Michael Dr., Wood Dale, Ill. 60191
Staff: Joe Engle; S. Ikeda; M. Mitsui; Jim Trump; Greg Hamlin; Mac Burleson; J. Iredell; G. Stoner; A. Ito; G. Partridge. **Products:** *PCN 1430 SSH/1 SS VHF TV XTR; *SP-30, *NC-120. EP-3 CCD color cameras; digital effects system; S.S. recorder; UHF-VHF TV XTR.

Nemal Electronics 7203
12240 NE 14th Ave., North Miami, Fla. 33161
Staff: Benjamin Nemser; Katharine Nemser; Paul Leonard; Lisa Mondello. **Products:** *Precision audio and video cables; *multipair audio snake cable; *RF coaxial crimping tools; *custom audio panels.

Neotek Corp. 8118, 8120
1154 West Belmont Ave., Chicago 60657
Staff: Craig Connally; Laura Chase; Tom Der. **Products:** Elite multitrack recording console; Essence ADR/Foley/workstation console.

Network Music 4220
16955 West Bernardo Dr., #100, San Diego 92127

Neutrik USA 6610, 6612
195-S9 Lehigh Ave., Lakewood, N.J. 08701-4527
Staff: James Cowan; William Dorman; Kenneth Smalley. **Products:** Audio XLR connectors, gooseneck, adapters, speaker connectors; A1 audio analyzer; TT402A audio test and measurement; digital message repeater (Infomatic); Pro-Fi professional RCA plug.

Neve 4152
Berkshire Industrial Park, Bethel, Conn. 06801
Staff: Barry Roche; Anthony Langley; Geoffrey Langdon; Rick Plushner; Tom Semmes; Nige Toates. **Products:** VR series console; 66 series consoles; VRP post production console; 51 series broadcast console; Mitsubishi digital audio recorders.

New England Digital W-161
49 North Main St., White River Junction, Vt. 05001
Staff: Bradley Naples; Mark Terry; Frank Sullivan; David Hartley. **Products:** *PostPro SD; *Synclavier 6400 work station; MIDInet processor/patchbay.

NewsMaker Systems 8052

Nielsen Media Research 1545
Nielsen Plaza, Northbrook, Ill. 60062

Nikon 3031
623 Stewart Ave., Garden City, N.Y. 11530-4763

Norpak Corp. 3915
10 Hearst Way, Kanata, Ont. K2L 2P4 Canada

Nova Systems 2922
50 Albany Turnpike, Canton, Conn. 06019

NPR Satellite Services 6545
2025 M Street, N.W., Washington 20036
Staff: William Bean; George Gimourginas; Robert Gaudian; Brian Brihart; Lorna Schmidt; Jim McEachern; Ralph Woods; Ken Murray; Mark Murphy; Greg Monti; B. Morse. **Products:** Interconnection services: fixed and transportable uplinking; SPCP audio transmission; downlinking; digital fiber-optic radio channels; service to Westar IV, Galaxy II, Satcom IR.

Nurad 2810
2165 Druid Park Dr., Baltimore 21211

Nytone Electronics 3054
2424 South 900 West, Salt Lake City 84119

O'Connor Engineering 5930
100 Kalmus Dr., Costa Mesa, Calif. 92626
Staff: Chad O'Connor; Thomas Breneisen; Bill Honsaker; Rick Tatlow; Joel Johnson. **Products:** *Ultimate 10-30 fluid head; models 30, 50, 100 fluid heads; tripods; cases and camera support products; aeroped pneumatically assisted pedestal.

Odetics 5704
1515 South Manchester Ave., Anaheim, Calif. 92802

Ogilvy & Mather Public Affairs 1053

OKI Electric/SAECO International 3806
1122 East Chevy Chase Dr., Glendale, Calif. 91205
Staff: Stan Paris; Tony Cadavid; Carmen Cadavid; Eric Newman; Ken Yamakawa; Tony Sasaki; Tatsuo Yamauchi; Nori Ouchi. **Products:** OKI LT 1250 compact TV standards converter; OKI L5 2000 digital TV standards converter with MVSTM.

Olesen 2618
1535 Ivar Ave., Hollywood, Calif. 90028

Omicron Video 2953
21822 Lassen Street, #L, Chatsworth, Calif. 91311
Staff: Kimi Akiyama; Jamie David; Kenji Suet-sugu. **Products:** Computer gen-lock systems (Omni-gen 711, 721); model 481 transcoder.

Omnimusic 4343
52 Main St., Port Washington, N.Y. 11050

Optical Disc Corp. 3415
17517-H Fabrica Way, Cerritos, Calif. 90701

Optima-Electronic Packaging Systems 7112, 7114
2166 Mountain Industrial Blvd., Tucker, Ga. 30084-5088
Staff: Karen Van Duren; Don Southwell; Ron Hall; George McIlwraith; J.M. O'Connor; Mike Maxfield. **Products:** Electronic enclosures; Intermas from AEG.

Orban 4308
Division of AKG Acoustics Inc., 645 Bryant St., San Francisco 94107
Staff: Robert Orban; David Roudebush; Howard Mullinack; David Ogden; Jeff Radke; Rowland Powers. **Products:** *400 transmission limiter; Optimod AM, FM, TV, HF systems; Rx signal restoration and enhancement processor; compressor/limiters, equalizers, processors.

Orion Research 4152
with NEVE, 4650 W. 160th St., Cleveland 44135
Staff: Richard Hajdu; George Stage; Dan Kageff; Don Sullivan; John Mave. **Products:** NewsMaker software-based audio console for TV.

OSRAM Corp. 6518
110 Bracken Rd., Montgomery, N.Y. 12549
Staff: Paul Caramagna; Dave Olsen; Steve Henry; Bill Bradley; Gary Newman; Bob Brill. **Products:** HMI 123 single-ended lamps; HMI 400, 575, 1200, 2500 W/SE; HMI 1200 W/PAR.

Otari Corp. 4352
378 Vintage Park Dr., Foster City, Calif. 94404

Pacific Radio Electronics 9045
1851 Cahuenga Blvd., Hollywood, Calif. 90028

Pacific Recorders & Engineering Corp. 4130
2070 Las Palmas Dr., Carlsbad, Calif. 92009
Staff: Jack Williams; Elynn Williams; Anders Madsen; Michael Uhl; Sandra Berenics; Vince Basse; Steve Keating. **Products:** Radiomixer, BMX Series II, III, Newsmixer, Stereomixer consoles; STX series stereo television consoles; AMX, ABX multi-track production consoles; Tomcat and micromax cartridge recorder/reproducers; Dolby SR for broadcast; peripheral system equipment.

Paco Electronics USA 6726
1842-B W. 169th St., Gardena, Calif. 90247-0000

Paltex International 1734
2752 Walnut Ave., Tustin, Calif. 92680

Panasonic Broadcast Systems 2534, A141
One Panasonic Way, Secaucus, N.J. 07094

Panasonic Communications & Systems 2534, A141



NO MEDIA COLLECTION JOB IS FOREIGN TO US

International media collection is no job for an ordinary collection firm. It takes specialists. At Szabo Associates, Inc., we've recovered past-due receivables from advertisers the world over. That takes a special knowledge of each country's media customs and procedures, language, rates of exchange, banking practices and government regulations. So whether your past-due receivables are domestic or foreign, call Szabo at (404) 266-2464 to turn them into cash.

szabo
Media Collection Specialists

3355 Lenox Road, Suite 945
Atlanta, Ga. 30326 (404) 266-2464

Pansophic Systems Inc./Graphics 3140
Products 2400 Cabot Dr., Lisle, Ill. 60532
Staff: John Glascock; Bill Byrnes; Leslie LeFaive; Carol Benassi; Geoff Comrie; Mike Krulik; Judy Amiot. **Products:** Nimble; Studio Works; Infinity.

Panther Corp. of America 6822
 4242 Lankershim Blvd., N. Hollywood, Calif. 91602
Staff: Florian Granderath; James Elias. **Products:** Electro mechanical, programable Super Panther Dolly; motorized Mini Panther Dolly; Lightweight Dolly and Jib arm; HMI lights.

Patch Bay Designation Co. 1346
 P.O. Box 6278, Glendale, Calif. 91225
Staff: Scott Lookholder; Charlie Schufer. **Products:** Patchprints: custom labeling; inserts for rear-illuminated button switches.

Peabody Awards Entrance, concourse west

Peerless Sales Co. 3821
 1950 Hawthorne, Melrose Park, Ill. 60160

Penny & Giles 6804
 2716 Ocean Park Blvd., #1005, Santa Monica, Calif. 90405

PEP Inc. 5700
 25 West 54th St., New York 10019

Perrott Engineering Labs 2939
 7201 Lee Hwy., Falls Church, Va. 22046
Staff: Bill Mallon; Elton Bowers; Bob Clutter; Bill Aylor; Virginia Tygesen; John Stead; Ron McKay. **Products:** *Dual mini light; *piggyback carrier for 8P90's; *pouch pak; *BP 90/A; *BP90/A clip on.

Pesa Electronica S.A. 2708
 6078 N.W. 67th St., #C-4, Miami 33015

Philips Components/Discrete Products Division 5512-5518
 2001 W. Blue Heron Blvd., P.O. Box 10330, Riviera Beach, Fla. 33404
Staff: J. Brooke-Stewart; B. Beurgens; J.M. Jansen; G. Metz; G. Murphy; W. Schmidt. **Products:** *Depressed collector PDS klystron; *CCD color video module; camera tubes.

Phillips Lighting Co. 1352, 1354
 P.O. Box 6800, Somerset, N.J. 08875
Staff: Paul Lienesch; Richard Scott; Mark Scott; Bob Loewy; Earnie Wright; Harris Walker; Nick York; Tom Worley. **Products:** MSR lamps, dimmable.

Phillips TV Test Equipment 1914
 Kornmarksvej 21-23, DK-2605 Brøndby, Denmark
Staff: Steen Andersen; Scott Martin; John Terry; Ole Pleitt; Poul Wachmann; Gary Thursby; Preben Hejberg. **Products:** Video products: Vectorscopes, video test signal generators, SPG's, color encoders, VITS generators, color analyzers; TV modulators; demodulators; TV sound modulators; *PM 5664 component/composite waveform monitor; *PM 5643 M-NTSC component/composite test signal generator.

Pinnacle Systems 2101
 2380 Walsh Ave., Santa Clara, Calif. 95051

Pinzone Comm. Products 1558
 14850 Cross Creek Park, Newbury, Ohio 44065

Pittsburgh Int'l. Teleport 6709
 P.O. Box 14070, Pittsburgh 15239
Staff: George Sperry; Bill Hyder; Maria Grgurich; Tony Guerrieri; Terry Guerrieri.

Pivotell U.S.A. 7116
 Grant Products Inc., 25 Commercial St., Box 560, Medford, Mass. 02155
Staff: Kenneth Liebman; Sandra Lappin. **Products:** *Triple wall and ceiling mounts; *double monitor mounts; *single monitor and VCR mounts; *universal stereo speaker supports.

Potomac Instruments 4406
 932 Philadelphia Ave., Silver Spring, Md. 20910

Staff: Guy Berry; Cliff Hall; Dave Harry; Don Nash. **Products:** Directional array antenna monitors; audio test system; automatic remote control system; frequency synthesizer, coherent detector; UHF, VHF field strength meters; modulation and power controller; synthesized AM monitor receiver; program audio analyzer; programable transmitter controller; remote control system software.

Practel Sales International 9048-9050
 35 Jacobsen Cres., Holden Hill, South Australia
Staff: Neville Woodcock; John Stankovich; Hessel Baartse; Mike Young. **Products:** *Serial data control router (RS422, RS232, GPI); distribution amplifiers; series 4000 routing switcher; ENG, SNG systems; active video isolators; *Audio Monitor Bridges; camera support equipment.

Premier Digital Corp. 8061

Premier Metal Products Co. 6334
 16641 Orange Way, Fontana, Calif. 72335

Staff: Tom Grant; Albert Chabanel; Stan Kwasnicki. **Products:** *Legend Series video products; consoles; enclosures; racks; accessories; production equipment: power distribution; cooling fans; blowers.

Prime Image 7010
 19943 Via Escuela, Saratoga, Calif. 95070

Staff: Chuck Motta; Jim McKay; Bill Hendershop; Bobbie Hendershop; Keith Moeller; Jim Aldrich. **Products:** TBC. TBC sync; S. Series TBC and TBC sync; *7.5 mhz series; *TBC/freeze.

Pro-Battery 3125-3127
 3941 Oakcliff Industrial Ct., Atlanta 30340

Staff: Neal Zucker; Eugene Sherry; Geoff Boden; Dave Smith; Joe Latiolais; Ron Rathbone. **Products:** Power packs; battery belts; chargers; batteries; rebuilding services.

Pro Co Sound/Pro Division 3109
 135 E. Kalamazoo Ave., Kalamazoo, Mich. 49007

Staff: Jeff Garstick; Jerry Smelker. **Products:** AmeriQuad, MasterMike, Communicator brand mic cables; MonoFace, Multiface series audio interface units; Kwik fixers; patchbays, patch cables; wall plates.

The Production Garden Library 1054
 2411 NE Loop 410, #132, San Antonio, Tex. 78217

Staff: Mel Taylor; Mitchell Markham. **Products:** Music production libraries.

Professional Design Products 1948/1950
 531 Fifth St., Unit E, San Fernando, Calif. 91340

Staff: Douglas Fessler; Ron Alcorn; Richard Thompson; Tom Hoban. **Products:** Peterson Yellow Jacket; Meltric connectors; Cam-Lok connectors, connector panels; Coleman cable; professional design product cable assemblies.

Professional Label Service 1020

Profit Plus Software 8041
 2300 Bridgeway, Sausalito, Calif. 94965

Staff: George Yahraes; James Smith; Suzanne Page; Shawn Wale; Philip Page. **Products:** Traffic Plus radio traffic commercial scheduling and accounting system; *Barter Plus trade accounting and billing program.

Progressive Image Technology 2938, 1060
 120 Blue Ravine, Rd. #2, Folsom, Calif.

Staff: Mark Menz; Mike Moore; John Bolteri; Randy Johns. **Products:** Video Charley PC genlock and character generator; SuperGen 2000S Amiga genlock SVHS; Whackit YC688 to SVHS transcoder.

Prompt Corp. 8116

Promusic Inc. 9036
 6555 NW 9th Ave., #303, Fort Lauderdale, Fla. 33309

Staff: Alain Leroux; John Parry; Chris Stone; David Winters. **Products:** Production music libraries.

Q-TV 2234
 104 East 25th St., New York 10010

QEI Corp. 4300
 P.O. Box D, Williamstown, N.J. 08094

Staff: Charles Haubrich; William Hoelzel III; John Pilman; Jeff Detweiler; Eric Eckstein. **Products:** FM transmitters; exciters; control system; CAT-LINK STL/TSL operating display (*available for TV stereo, auxiliary channels, T1 phone line use); 691 modulation monitor/test set; *BTT-500 exciter/transmitter; *synchronized FM exciter system.

QSI Systems 3034-3038
 12 Linscott Rd., P.O. Box 2176, Woburn, Mass. 01888

Staff: Alfred Smilgis; Joan Smilgis; Peter Smilgis; Richard Smilgis; Ed Ricciardi; John Martin; John Ferrara; Mike Dollacker; Virgil Sayre; Fran Valenti. **Products:** 3000 safe area generator; *2000 Demod Tumer; 5400 sync processor; *3100 portable safe area generator; 5700 automatic video switch-over; *6100 AGC meter; 2048 satellite IFB system; *7700 portable color bar generator.

Quality Video Supply 2933
 76 Frederick St., Hackensack, N.J. 07602

Quanta Corp. 6030
 2440 South Progress Dr., Salt Lake City 84119
Products: *Delta-1 Plus character generator.

Quantel 1134
 655 Washington Blvd., Stamford, Conn. 06901

Staff: George Grasso; Jeff Meadows; Richard Taylor; Dave Dever; Dave Scammell; Tom Carrigan; Bill Aitken; Peter Owen; Janice Haigney; Paul Fletcher; Jim Longstreth; Tom McGowan; Larry Biehl; Ken Ellis; Dave Weekes; Dave Saadatmandi; Kelly Murphy; Dale Fry.

Quickset International 5048
 3650 Woodhead Dr., Northbrook, Ill. 60062

R-Columbia Products Co. 3000
 2008 St. Johns Ave., Highland Park, Ill. 60035

Staff: I. Rozak; Ed Hill. **Products:** headphones, headsets: wired and wireless intercom headsets; broadcast, cameraman, Ultralight headsets; *long-range wireless intercom headsets; IFB telephone system; telephone, sports, special purpose headsets.

Radiation Systems Inc./Satcom Technologies 3100
 4825 River Green Parkway, Duluth, Ga. 30136

Staff: Marvin Shoemaker; Ray Heaton; Dan Landreth; Richard Gormick; Barbara Manker; Chris McCleary; Steve McCulough; Richard Thomas; Russ Hagerthey; Jim Travis. **Products:** Series 5000 earth station controller; model 240KV SNN antenna; dual band satellite TVRO systems; C and Ku-band uplink systems; transportable uplink systems.

Radio Computing Services 8024
 One Chase Rd., #206, Scarsdale, N.Y. 10583

Staff: Andrew Economos; Lee Facto; Dan Allen; Bill Webber Jr.; Kenny Lee; Elliot Mazer. **Products:** *The Listener song and commercial recognition system; *RadioLine computerized telephone response system; *Selector music scheduling system (version 12); *Master Control "paperless" studio.

Radio Design Labs 6646
 P.O. Box 1286, Carpinteria, Calif. 93013

Staff: Jerry Clements. **Products:** ACM-1 AM noise monitor; POD-U-LAR console system; Multipan mixer; STA-1 electronic matching transformer; STA-3, STA-6 mono power amplifiers; STM-1 microphone preamp; STP-1 variable attenuator; STD-1 divider/combiner network; STF-5 fixed speaker pad. *STM-2 ENG/mic preamp.

Radio Express 4809
 3575 Cahuenga Blvd. West, #390, Los Angeles 90068

Staff: Tom Rounds; Barbara Rounds; Camille Carr-Ramirez; Isabelle Caffinger; Carmen Ketola; Christina Romero-Sweeney. **Products:** American Top 40; American Country Countdown; Hot

Mix; How Do They Do That?; Musical Starstreams; America's MusicMakers; Maximum Impact; The Best Jingles; HitDisc; The British Invasion; Monterey Pop Radio Concerts; The Rolling Stones 25th; digital and compact disk production libraries; Generation III; Goldisc; Laser Lightning; Don Eliot—The Legend.

Radio Systems 4903
110 High Hill Rd., P.O. Box 458, Bridgeport, N.J. 08014-0458

Staff: Daniel Braverman; Michael Sirkis; Gerrett Conover; Paul McLane; Paul Plotnick. **Products:** RS series consoles; RS DAT machines; broadcast DAT recorder/player; audio distribution amps; stereo turntable preamplifier; TM studio timers.

Ram Broadcast Systems 6820
346 W. Colfax St., Palatine, Ill. 60067

Staff: Ron Mitchell; Fred Ekins; Mike Roche. **Products:** SX series on-air console; SAS 32000 summing audio routing switcher; Telcom C4 noise reduction system.

Rampart Cases 7020
4 Harmon Dr., Chews Landing, N.J. 08012

Staff: Harry Powers; Steve Gola. **Products:** Transportation cases: ATA Traveler Defender, Transall lines; *Rugged line.

Rangertone Research 1952
115 Roosevelt Ave., Belleville, N.J. 07109

Staff: George Zazzali; Lenny Dickstein; Gary Neyer; Laszlo Katona; Dan Zazzali. **Products:** Comb. and portable telecine systems; studio projector; dual dubbers.

Rank Cintel 3156
704 Executive Blvd., Valley Cottage, N.Y. 10989

Staff: Colin Brown; Colin Ritchie; Eddie Heywood; Charlie Morganti; Neil Kempt. **Products:** *Gallery PhotoCall; *Slide File II; *Cloud File; Mkill HD HDTV flying spot telecine; Gallery 2000 still image management system; digital flying spot telecine; CCD telecine.

Rea Electronics A221

Reach Electronics/Vectronix 5908, 5910
Box 308, Lexington, Neb. 68850

Staff: Mike Sutton; Joe Taft; Eddie Howerter. **Products:** *VIP III monitor pager; *RPND-10 numerica display pager; PS-9000 message center; *silent dispatch center; *RPD-4 tone only display.

Recortec 2557
275 Santa Ana Ct., Sunnyvale, Calif. 94086

Rees Associates 2037
4200 Perimeter Center, #245, Oklahoma City 73112

Staff: Frank Rees; Bill Yost; Leroy James; Walter Gregg; Namer Kaim; Philip Pipal; Ralph Blackman. **Products:** Developmental, planning and architectural services.

Register Data Systems 2512
P.O. Box 1246, Perry, Ga. 31069

Staff: Lowell Register; Janice Register; Richard Spruill; Thomas Mead; Debby Reeves. **Products:** RDS Traffic Master I-IV, *RDS Traffic Master 2000; RDS Music Master; RDS Ratings Analysis.

Research Technology Int'l. 2049
4700 Chase Ave., Lincolnwood, Ill. 60466

Staff: Tom Tisch; Tom Boyle; Ray Short; Larry Beilin; Bret Warren; Jonathan Banks; David Tucker; Howard Bowen; Steve Little; Bill Wolavka. **Products:** Videotape and test equipment; *Tapechek D-11 dropout counter; *bulk video pancake analyzer (4150); *conveyorized magnetic tape degausser (V-110); videotape evaluator/cleaners; film cleaning system.

RF Technology 2612
16 Testa Pl., South Norwalk, Conn. 06854

Staff: Pat Bradbury; Chris Kallay; Grady Jackson; Bill Dumm; Dale Larsen; Chris Lay; Bernard Lovatt; Chuck Bobbins; Drew Lance; Peter Coyle. **Products:** *RF Pathfinder central receive antenna system with remote control; *RF-ACC automatic chrominance corrector; *RF-FOM-13 fibre optic

link system; *RF-Quadscan central receive horn antenna system for ENG applications; *RF-C series miniature portable microwave systems; UPL series transmitters; miniature portables (O3 series); 400/1500 series portable systems; RFL series fixed links; low noise and power amplifiers; antenna systems.

Richardson Electronics Ltd. 2844-2848
40W267 Keslinger Rd., LaFox, Ill. 60147

Staff: Larry Broome; Elaine Phillips; Dick Thomas; Hector Munoz; Chris Cane; Bill Burton; Rich Ermolovich. **Products:** Camera tubes; power grid tubes/rectifiers for AM, FM, TV, SW; power grid tubes/planar triodes for UHF translators/transposers, transmitters; cavity amplifiers for FM, VHF, UHF applications; cathode ray tubes.

RIFA-Lite, USA 6727

Rockwell International 1924
Box 568842, Dallas 75356

Staff: Les Fisher; Joe Cullinane; Bill Shurtleff; Jerry Brown; Steve Liese; Tim Krause; Mort Katz; Dennis Massey; Russ Bagley; Joe Blake. **Products:** Video codec; digital microwave transmission.

ROH/Anchor Audio 6430
913 W. 223rd St., Torrance, Calif. 90502

Rohde & Schwartz 5408
4425 Nicole Dr., Lanham, Md. 20706

Staff: Scott Elkins; Matt Straeb. **Products:** Spectrum analyzer; power meters; signal generators; radio monitoring/field strength receivers; TV demodulators; video analyzers (PAL, NTSC); video generators (PAL, NTSC, SECAM); timing analyzer; video noise meter (PAL, NTSC); broadcast station video monitoring system.

Rohn 6400
P.O. Box 2000, Peoria, Ill. 61656

Staff: Ken Cordrey; Larry Grimes; Phil Metcalfe; Fred Hardee; Verle Miller; Mike Fleissner; Don Rohn; Tom Rohn; Tim Rohn. **Products:** Guyed towers; self-supporting towers; equipment shelters.

Rosco Labs 1808
36 Bush Ave., Port Chester, N.Y. 10573

Staff: Stan Miller; Jim Meyer; Jeff Flowers; Rob Rowlands; Roger Claman; Stan Schwartz; Richard Dunham. **Products:** Stage pin connectors; studio floor tiles; color correction and diffusion filters; projection patterns; cinefoil; fog simulation systems; video paints.

Roscor Corp. 6524, A183
1061 Feehanville Dr., Mt. Prospect, Ill. 60056

Ross Video 5304
500 John St., Iroquois, Ont. K0E 1K0, Canada

Staff: John Ross; John Barker; Jim Millard; Jack McQuigge; Dick DeBeradinis; Eric Goodmurphy; Jan Mills; Tom Mackereth; Don McElheran; Louise Laframboise. **Products:** Production switchers; RVS 210A, RVS 216A, RVS 416, *RVS 424 (24

input, 2MLE).

Royal Television Society Level 3, west
c/o K. Schaefer & Associates
2001 K St., N.W., #902, Washington 20036

RRN Inc. 9034
One Madison Ave., #27A, New York 10010-3604

Staff: Tony Niskanen. **Products:** The 69 Cent/Dollar Promotion; RRN Shopping Show System; *Mike McDaniel Presents: A Year of Great Promotions; *Flashfacts System dining guides; *Flashfacts System radio maps.

RTNDA 6705
1140 Empire Central Dr., #240, Dallas 75247

RTS Systems 2624
1100 W. Chestnut St., Burbank, Calif. 91506

Staff: Doug Leighton; Bob Smith; Dave Brand; Gene Behrend; Bill Neighbors; Kim Murphy; Linda Rico; Karen Hultgren; Stan Hubler; Ed Fritz. **Products:** Programable user station (BP325, MCE325); modular intercom user station (MRT327); series 2100 wireless intercom; series 2200 wireless IFB.

Sachtler Corp. of America 1610

SAIC/IDS W163, A109

Samson Technologies Corp. 6542
485-19 S. Broadway, Hicksville, N.Y. 11801

San Francisco Satellite Ctr. 3913, 3914
1333 Willow Pass Rd., #100, Concord, Calif. 94520

Staff: Jay Watson; Jim Von Striver; Cindy Okazaki; Lea Richlin. **Products:** Owner and operator, satellite teleports; C-band, Ku-band facilities.

Sanken/Audio Intervisual Design 1340
1032 Sycamore Ave., Los Angeles 90038

Staff: Jim Pace; Jeff Evans; Marsh Katagiri. **Products:** COS-II lavaliers; CMS7S.

Sayag 1415

Scala Electronics Corp. 4224
P.O. Box 4580, Medford, Ore. 97501

Staff: Ellis Feinstein; Dan Fowler; Linda Stedman; Stacie Seaton. **Products:** Antennas for aural STL, RPU systems, FM/TV monitoring, FM/TV translator and LPTV systems, VHF/UHF radio and telemetry systems; accessories.

Schafer World Communications 4602
World Radio building, Box 31, Marion, Va. 24354

Staff: Bob Dix; Kevin Soos; Mike Vance; Greg Wimmer; Dennis Jennings; Ann Dix; Paxton Durham; M.R. Vest; Larry Williams; Kerby Sneed. **Products:** Program automation systems; compact disks; DAT's; digital, audio consoles.

Schmid Telecommunication 1035, 1133
Rietterstr 6, 8002 Zurich, Switzerland

Staff: Paul Schmid; Sergio Moreno; Claude Gogget. **Products:** *Siat, short interval audio test system for network quality control.

AIR COOLING

COMARK
A Thomson-CSF Company

FULL POWER UHF TRANSMITTERS

Riding Gain

Pioneers pick Park. Roy H. Park, chairman and chief executive officer of Park Communications, received the Broadcasters Foundation Broadcast Pioneers 1990 Golden Mike Award on behalf of his company's flagship stations, WPAT-AM-FM New York. It was presented to Park (right) by James Delmonico (left), president of the Broadcasters Foundation, March 19 at the Plaza hotel in New York City. The award, presented annually since 1961, recognizes a station's outstanding contribution to broadcasting and the community it serves. Park Communications bought WPAT-AM-FM in 1986. *CBS This Morning* anchor Harry Smith noted that Park was the first broadcaster to reach the FCC limit of seven TV, seven FM and seven AM stations, which he did in 1977. WPAT's antenna is on top of the World Trade Center and the FM is New York's top-rated station. The proceeds from the event benefited the Broadcasters Foundation, which was established to promote the welfare of broadcasters in need of financial assistance.



Network radio down

Network radio revenue for January was \$29.15 million, according to unaudited numbers compiled by Ernst & Young for the Radio Network Association. The figure represents a 3% decrease over last year's January figure of \$30.05 million. The RNA reports that overall, February is expected to be flat as well, followed by an increase of 7%-9.5% for March. RNA says it expects the first quarter to be in the 4%-4.5% growth range.

NBC Radio to air Rose Bowl

Westwood One announced that the NBC Radio Network has signed a five-year exclusive contract to broadcast the annual New Year's Day college football Rose Bowl game. The agreement, signed with the Pasadena Tournament of Roses Association and the Pacific 10 Conference, allows the network up to 25 minutes of advertising avails per broadcast.

In other news, The Westwood One Companies reported a net loss of \$4.06 million for the fourth quarter ended Nov. 30, 1989. For the same period in 1988, the company reported a net loss of \$1.31 million. Operating income for the company posted an increase to \$38.64 million for the fourth quarter, compared to a loss of \$309,000 for the same period in 1988. For the year, Westwood had a net loss of \$22.73 million versus net income of \$1.59 million in 1988. For 1989, revenue increased to \$130.6 million, versus \$109.99 million for 1988.



**OUR NAB '90
CONVENTION
HEADQUARTERS
WILL BE AT**



THE ATLANTA MARRIOTT MARQUIS

Call us for a confidential appointment or stop by and visit with us during the convention.

QUESTCOM

Radio Station Brokerage & Financing Services

Don Bussell
Gaithersburg, MD / (301) 963-3000

Marc Hand
Denver, CO / (303) 297-3545

Senate gets earful on syndex

Communications subcommittee hears from cablecasters, broadcasters and viewer about effects of deleted programing; TCI accused by broadcaster of stirring up viewer backlash against blackouts

Broadcast and cable industry executives squared off at a Senate hearing last week over the FCC's syndicated exclusivity and network nonduplication rules. The hearing was convened by the Senate Communications Subcommittee at the request of members J. James Exon (D-Neb.) and Conrad Burns (R-Mont.), who have been hearing from unhappy constituents about programing blackouts.

While the lawmakers expressed concern about the situation, there was no talk of rewriting or eliminating the rules. Exon is hopeful that broadcasters and cable operators can reach a "fair compromise" on the issue. "To date, no one wants to compromise and the politicians get caught in the middle of it," said Exon. Instead of blacking out an entire program, he suggested that cable operators put a notice on the screen informing viewers that the program is also shown on their local station. And Exon thinks the FCC should apply pressure to bring the parties together.

Burns thinks the "ultimate solution" is elimination of cable's compulsory copyright license. As long as cable has a compulsory license, the syndex and nonduplication rules are necessary because the license allows cable to take broadcast programing "without permission and pay nothing or relatively little for such programing," argued Burns. He believes the license creates an imbalance within the marketplace and that in the absence of must carry, "broadcasters are severely harmed."

The public's outrage over program blackouts seems to be limited to isolated areas. Bill Johnson, deputy chief of the FCC's

Mass Media Bureau told Subcommittee Chairman Daniel Inouye (D-Hawaii) that he thought there are only "pockets of problems" in communities bordering two different time zones. Johnson also emphasized that the commission gave the parties 18 months to get ready before the rules took effect and that the rules should be given a chance to work. He told Exon that his proposal to put a notice on the screen was "technically feasible" but it could become an "aggravation to consumers."

Montana cable systems in Missoula, Great Falls and Kalispell have already blacked out duplicated network programing from imported broadcast signals. And in Scottsbluff, Neb., the city council passed a resolution stating its concern that under the FCC rules, viewers would eventually lose access to Denver stations, KMGH(TV), a CBS affiliate, and KUSA(TV), an ABC affiliate.

Those local broadcasters who requested the blackouts under the nonduplication rule claimed that Tele-Communications Inc., which operates the Montana and Nebraska cable systems, orchestrated viewer discontent. Montana broadcaster Travis Rockey of Cordillera Communications, which owns KXLF-TV Butte, KRTV(TV) Great Falls, and KPAX-TV Missoula said he thought TCI was "bent on stirring up the emotions of our audience in order to attempt to overturn the FCC decision."

"Unfortunately, instead of replacing the loss of Spokane channels with other cable programing, various cable systems, including TCI, the largest cable operator in Montana, decided to replace the Spokane channels with blacked-out screens during times when network and syndicated programing were duplicated," said Rockey. And to make matters worse, he said, they ran messages blaming local broadcasters for the blackout. As a result, he said his stations received bomb threats and many of his em-

Washington Watch

New chief for NLC. Donald J. Borut is the new executive director of the National League of Cities. Formerly deputy executive director of the International City Management Association, Borut succeeds Alan Beals, who retired in February. The 48-year-old takes over on May 1. Borut says he is a "believer in the power of cities and local officials to improve the quality of life of all citizens." He has been with ICMA since 1971. Prior to that, he held several city management posts in Ann Arbor, Mich.

□

FCC honoree. Newest FCC commissioner, Ervin Duggan, will be the guest of honor at a reception April 18 conducted by the Broadcast Pioneers of America, Washington chapter. It will be held at the National Association of Broadcasters in Washington from 6 p.m. to 8 p.m. Information: Vince Curtis, (202) 828-5720, or Marnette Clemons, (202) 828-5709.

Today selling a station is 40% of the effort—the other 60% is getting it closed.

Nobody
does either better!

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

CHARLES E. GIDDENS
BRIAN E. COBB
703-827-2727

RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

NAB Suite 3829, Atlanta Marriott Marquis
appointments required

SOFT MARKET?

While many brokers have been wringing their hands, we've been shaking hands with **over 80-million dollars in sales in the first quarter of 1990.**

Station	Market	Price
WKLI (FM) & WABY WOUR (FM) & WUTQ	Albany, NY Utica, NY	\$13,500,000
WLVK-FM*	Charlotte, NC	\$ 8,000,000
WLMX AM & FM*	Chattanooga, TN	\$ 7,000,000
KODE-TV	Joplin, MO	\$10,750,000
WQRC-FM WGYL-FM & WTTB	Barnstable, MA Vero Beach, FL	\$14,500,000
WTCR AM & FM	Huntington, WV	\$ 7,650,000
WDBR-FM & WTAX*	Springfield, IL	\$ 4,000,000
WCKN-FM & WAIM*	Greenville-Spartanburg, SC	\$ 6,000,000
WOAY-TV WVMA-FM & WOAY	Beckley, WV Beckley, WV	\$ 9,500,000
	TOTAL	\$80,900,000

*Approved and Closed

For today's top prices, you need Blackburn. You need Blackburn's expertise in market values. You need Blackburn's expertise in locating financing. Above all, you need Blackburn's expertise in putting buyers and sellers together, regardless of the economic climate.

Blackburn makes the deals happen. We're ready to make something happen for you. Call us today, or visit us at the NAB at the Marriott Marquis Hotel, Suite 4014.

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

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington
(202)331-9270

New York
(212)832-9191

Atlanta
(404)892-4655

Chicago
(312)346-6460

Beverly Hills
(213)274-8151

ployees were verbally abused. "We have reason to believe that petitions to the FCC requesting modification of the syndex rules for Northern and Western Montana were coordinated by TCI Cable," the Montana broadcaster said.

"Had TCI used syndex to the viewers advantage instead of its own political advantage, and had TCI not been a monopoly in its market, it would not have acted so irresponsibly and we would not be sitting here today," Rockey said.

Bill Duhamel of KDUH-TV Scottsbluff, Neb., also blamed TCI for organizing viewer discontent. He said TCI was blacking out duplicated shows 5 minutes after they begin or five minutes before they start, an effort "designed by TCI to enrage local citizens and create complaints to Congress and the FCC."

Duhamel also argued that his station and the Scottsbluff CBS affiliate, KSTF-TV, air their network programs within one hour of when the Denver stations air the same programs. He said he could not believe viewers are really inconvenienced.

TCI vice president for government affairs Robert Thomson protested. He said there was "no conspiracy at work here." He said there was no way to keep broadcasters' request for exclusivity a secret. "I categorically and strongly deny that TCI instituted a negative campaign against the broadcasters," said Thomson.

He said TCI was not philosophically opposed to the concept of exclusivity. But, he said, when broadcasters are urging Congress to support legislation that would take away cable's right to bargain for exclusivity, it "sours the atmosphere" for compromise. Thomson is referring to the legislation pending in the Senate that requires cable programmers to make their product available on a nonexclusive basis. "If cable operators are expected to absorb complaints from our customers about syndex and network non-duplication rules, we must be able to promise them the same long-term benefits from programing exclusivity that are enjoyed by our competitors in the broadcast industry," Thomson said.

He also feels the Commerce Committee's staff draft on cable would "wound" his industry. But Inouye defended the draft, which he said was not prepared "haphazardly." He said he hoped cable would work with the committee. Otherwise, he warned, we may be "forced to bring up the Danforth bill."

Thomson said TCI was taking care of the Montana problem. TCI will have substitute programing on most of the Montana systems by April 1, he said, and until it can take care of the problem at the other systems, it will provide viewers with a rebate.

Also coming to cable's defense was Community Antenna Television Association President Steve Effros and United Video Senior Vice President Jeff Treeman. United Video is the satellite carrier for superstations WGN-TV Chicago, WPIX(TV) New York, KTVT(TV) Dallas and KTLA(TV) Los Angeles. Effros said replacing programing is an expensive undertaking for small cable operators. Like Thomson, he said the staff draft poses a serious threat to the industry's stability. And Effros criticized the commis-

sion rules for failing to define the term "simultaneous." "The rules were adopted before anybody saw them," said CATA's president.

As for the consumer viewpoint, one Scottsbluff viewer voiced his unhappiness with the rules. Gary Brandt delivered his testimony by videocassette. He wants to see the rules modified. Brandt, a real estate appraiser, told BROADCASTING he hopes the FCC will "take another look" at the rules. Brandt, who said he did extensive research in preparing his testimony, prefers the Denver stations over the local affiliates. He said the signals from the local stations are inferi-

or to the Denver signals.

Brandt complained that he is seldom home by 5 p.m. to watch network news, but that Denver airs the news at more convenient times such as 5:30 and 6 p.m. Moreover, *Entertainment Tonight* is carried at 6:30 on the Denver station but airs after 11 p.m. in Scottsbluff. "Since I usually retire between 9:30 or 10 p.m., must I miss this program as a result of the FCC shuffling?"

Brandt said he personally asked the Scottsbluff city council to approve the resolution and that council members said their phones were "ringing off the wall" with complaints about the blackouts. —KM



WUAB-TV Lorain (Cleveland), Ohio □ Sold by Gaylord Broadcasting Co. to Cannell Communications Inc. for \$60 million. **Seller** is headed by Edward L. Gaylord and James R. Terrell and owns KTVT(TV) Fort Worth and KHTV(TV) Houston, both Texas; KSTW(TV) Tacoma, Wash.; KSTW(TV) Milwaukee; WKY(AM) Oklahoma City, and WSM-AM-FM Nashville. **Buyer** is headed by TV producer Stephen J. Cannell and William A. Schwartz and has interests in WHNS(TV) Asheville, N.C. Schwartz was part of management at WUAB from its beginning in 1968 through 1973. WUAB is independent on ch. 43 with 646 kw

vis., 31.6 kw aur. and antenna 890 feet above average terrain. *Broker: Howard Stark.*

WABY(AM)-WKLI(FM) Albany and WUTQ(AM)-WOUR(FM) Utica, both New York □ Sold by Premier Broadcast Group Inc. to Paul N. Bendat for \$10.7 million. **Seller** is headed by William J. Selwood Jr. and has interest in WHRS(AM)-WFLX(FM) Winchester, Ky. **Buyer** is licensee of WHRS(AM)-WFLX(FM) Winchester, Ky. WABY is full-timer on 1400 khz with 1 kw. WKLI is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. Wutq is daytimer on 1550 khz

What's It Really Worth?

Recently several group broadcasters withdrew their stations from the market after discovering the current market felt the values to be lower than their expectations.

We regularly perform TRUE Fair Market Evaluations for several group broadcasters to annually determine the realistic value of their broadcasting assets.

If you are a broadcaster, a lender, or an investor in this industry, you may wish to know the TRUE Fair Market Value of one or a group of stations. These are unusual times, and values today are quite different from what they were only 18 months ago. Our fees are among the lowest in this field, and our evaluations are realistically based on what today's market is saying, not on hypothetical discounted cash flow ten years out.

If you'd like further information with no obligation, please call or write today.

THE
TED HEPBURN
COMPANY

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

with 1 kw. WOUR is on 96.9 mhz with 50 kw and antenna 800 feet above average terrain.

WSTV(TV) Syracuse, N.Y. □ Sold by WTVZ Fox 33 TV Inc. to Flatley Co. for \$7 million plus assumption of certain liabilities. **Seller** is headed by Charles A. McFadden and has interest in wtvz(tv) Norfolk, Va. **Buyer** is headed by Thomas J. Flatley and has no other broadcast interests. WSTV is Fox affiliate on ch. 68 with 1,000 kw vis., 100 kw aur. and antenna 1,942 feet above average terrain.

WKOS-AM-FM Rochester, N.H. □ Sold by Bear Broadcasting Co. to Salmanson Communications Inc. for \$1.8 million. **Seller** is headed by Nat Urso and has no other broadcast interests. **Buyer** is headed by James Salmanson and has no other broadcast interests. WKOS is on 930 khz with 5 kw day and 5 kw night. WKOS(FM) is on 96.7 mhz with 3 kw and antenna 280 feet above average terrain. **Broker: Chapman Associates Inc.**

KTAN(AM)-KFFN(FM) Sierra Vista, Ariz. □ Sold by GCS Broadcasting Co. Inc. to Turquoise Broadcasting Inc. for \$875,000. **Seller** is headed by Sam Young and John J. Young and has no other broadcast interests. **Buyer** is headed by Thomas P. Gammon and Althea Bauers. Gammon owns 100% of licensees of KTTR(FM) Loveland, Colo.; KZXY-AM-FM Apple Valley, Calif.; KRWR(FM) Carson City, Nev., and WHMA-AM-FM Anniston, Ala. He owns 50% of WBEX(AM)-WKJ(FM) Chillicothe, Ohio, and 61% of KATD(FM) Los Gatos, Calif. Althea Bauers is officer of above-listed stations. KTAN is on 1420 khz with 1.5 kw day and 500 w night. KFFN is on 100.9 mhz with 3 kw and antenna 46 feet below average terrain.

KIXT(AM)-KLAZ(FM) Hot Springs, Ark. □ Sold by Noalmark Broadcasting Corp. to KZ Radio for \$800,000. **Seller** is headed by Bill Nolan and Ed Alderson and has interests in KELD(AM)-KAYZ(FM) Eldorado and KKIX(FM) Fayetteville, both Arkansas; KOCA(AM) Longview and KKT(FM) Kilgore, both Texas, and KYKK(AM)-KZOR(FM) Hobbs, N.M. **Buyer** is headed by Bill Thomas and Jerry Morris and has interests in KDEZ(AM) Jonesboro and KZKZ(FM) Greenwood, both Arkansas, and WMTX(AM) Biloxi and WXL(FM) Gulfport, both Mississippi. KIXT is on 1420 khz with 5 kw day and 1 kw night. KLAZ is on 105.9 mhz with 100 kw. **Broker: Norman Fischer and Associates Inc.**

WCBA-AM-FM Corning, N.Y. □ Sold by WCBA Radio Inc. to Eolin Broadcasting Inc. for \$790,000. **Seller** is headed by Dean J. Slack and has no other broadcast interests. **Buyer** is headed by Robert W. and Dolores Eolin, husband and wife, and John Horn. Robert Eolin is vice president and general manager of WLYH-TV

Lancaster, Pa., and past chairman of Pennsylvania Association of Broadcasters. Horn is station manager of WCBA-AM-FM. WCBA is daytimer on 1350 khz with 1,000 watts. WCBA(FM) is on 98.7 with 3 kw. **Broker: Kozacko-Horton Co.**

WENO(AM) Nashville, Tenn. □ Sold by Radio Corp. of Nashville to WENO Inc. for \$300,000. **Seller** is headed by William R. Hunt and has no other broadcast interests. **Buyer** is owned by Trevecca Nazarene College and is headed by Homer Adams. It is licensee of WNAZ-FM Nashville, Tenn. WENO is daytimer on 760 khz with 1 kw.

WHOT(AM) Campbell, Ohio □ Sold by WHOT Inc. to WVBR Inc. for \$290,000. **Seller** is headed by Myron Jones and John Kanzius, who have interest in The Jet Broadcasting Co., licensee of WJET-FM-TV Erie, Pa. **Buyer** is headed by Frederick D. and Patricia G. Perry, husband

and wife, and their children Michael F. and Nicole A. Perry. WHOT is on 1330 khz with 500 w day and 1 kw night.

KWMB-AM-FM Wabasha, Minn. □ Sold by Interstate Communications Inc. to Radio Ingstad Minnesota Inc. for \$275,000. **Seller** is headed by Gary D. Stump and has no other broadcast interests. **Buyer** is headed by Robert E. and Jan Ingstad, husband and wife, and has interests in KBUF(AM)-KJQ(FM) Garden City, Kan.; KGFX(AM) Pierre, S.D.; KLIZ-AM-FM Brainerd and KOPR(FM) Albert Lea, both Minnesota; KKOA(AM)-KKPR(FM) Kearney, Neb.; KFKA(AM)-KSQI(FM) Greeley, Colo., and permittee for KSEB(FM) Sleepy Eye, Minn. KWMB(AM) is on 1190 khz with 1 kw. KWMB(FM) is on 102.5 mhz with 1.94 kw and antenna 125 feet above average terrain.

For other proposed and approved sales see "For the Record," page 108.



CPB backs NAPTS cable must carry position

Board preview of \$307 million '91 budget also includes look at new corporation roles in public TV

A potential agreement on cable carriage between the National Association of Public Television Stations (NAPTS) and the National Cable Television Association drew support from the Corporation for Public Broadcasting last week, as the CPB board of directors met in Washington to consider a proposed \$307.8 million fiscal year 1991 budget (to begin next Oct. 1) and its redefined role in a new public TV order.

In a meeting that also included discussion of consolidated funding for national public TV programming, CPB's minority program fund and public radio expansion plans, the CPB board adopted NAPTS's cable must carry position that each "local, substantially unduplicated public television service" must be carried by lo-

cal cable systems, a step back from CPB's position demanding carriage of "all local public television stations," said the corporation.

According to NAPTS Vice President Ric Grefe, the distinction between "services" and "stations" is a crucial one, since "where there is duplication, there is no substantive public interest issue." But in the great majority of cases, he said, multiple public TV stations do not program head-to-head, and very little "same day, same time" duplication exists in single markets. Therefore, he argued, loss of carriage of one station means loss of a service. Grefe said NAPTS's central objective is to see its position adopted in any must-carry legislation forwarded on Capitol Hill this year, legislation that will likely address the so far unresolved definition of "duplication." Gaining a voluntary agreement with the cable industry can only help that cause, he said.

Although CPB has taken the position that cable carriage is a local issue between stations and cable systems, said Grefe, threats to consumer access to public TV programming means "there is national public interest policy involved." And, at a time when must carry and CPB appropriations are pending in several forums in Congress, he said, CPB's endorsement is "very helpful. In every move we make on the Hill, we want as much cohesion as possible. We're delighted they're on board."

On the eve of last week's "A Look at Primetime" meeting of public TV producers and CPB, PBS and station executives in Hilton Head, S.C., the CPB board considered various aspects of its role in the new public TV order. Key to the new order, established in CPB's report to Congress a month and a half ago, is that CPB will turn

STICK VALUES

(The Book)

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



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

over approximately half of its TV Program Fund (totaling about \$40 million this year) to PBS and refocus its efforts on redefined roles (BROADCASTING, Dec. 18, 1989). Those roles include distribution of \$3 million to African American, Latino, Asian and Native American programing consortia and \$6 million to the newly created Independent Television Service for independent public TV productions.

CPB's central role will be to conduct an annual needs assessment designed to inform all national public TV programing. Edward Colman, director of policy and planning, told the board that an industry steering committee would soon be created to advise CPB on how it should conduct the needs assessment, a process that was to begin in earnest at the Hilton Head meeting and is projected to cost about \$500,000 a year. Public opinion surveys and surveys of station general managers and programers and demographic groups are also to play a role in the needs assessment process. Last week, CPB Chairman Ken Towery nominated fellow director Honey Alexander and CPB President Donald Ledwig to seats on the National Program Policy Committee, a 17-member body that will oversee the consolidation of national program funds at PBS beginning next fiscal year.

Elements of the proposed 1991 budget included \$1 million of the \$3 million minority programing fund earmarked for research and development and the first installment—\$56.8 million—of public TV and radio satellite replacement funds. —PDL

Failure to communicate

A failure "to follow formal change procedure" on the part of Martin Marietta engineers apparently caused the second commercial satellite launch failure in a month, said Martin Marietta Commercial Titan spokeswoman Judy Stowell. By last week, the company had not issued final results of its investigation into what went wrong when, on March 14, its Titan III rocket carried Intelsat VI (F3) cleanly into transfer orbit, then failed to release the satellite so that it could motor itself into proper orbit (BROADCASTING, March 19). As of late last week, Arianespace had also not yet concluded an investigation into why its Ariane 4 rocket had exploded moments after launch, taking two Japanese communications birds with it into oblivion.

According to Stowell, the electronic signal to separate the rocket and satellite can be sent via either forward or aft wiring in the standard harness used on the VI (F3) launch. Software engineers had prepared to signal separation via forward wires, and hardware engineers had arranged for aft wire signaling, she said.

At press time, Intelsat officials were meeting with NASA officials to discuss the possibility of a space shuttle rescue of Intelsat VI (F3), which was in a safe but inoperable orbit by last week.



Freedom fighters. "Steal us all you want, we're free," is the theme behind KSL-TV Salt Lake City's "Free TV" campaign. KSL-TV and WAFB(TV) Baton Rouge, La., have each produced 30-second spots that emphasize the differences between free and pay television. The spots are part of a national "Free TV" campaign, the National Association of Broadcasters kicked off earlier this year. NAB is honoring the stations during the television luncheon at its annual convention April 2 in Atlanta.

KSL-TV's spot shows a young man being thrown into jail for watching cable without paying for it. "Don't you know that channel 5 [KSL-TV] is free and always has been," says one of his jailmates. A voiceover then says: "Watch your favorite TV shows free of charge and free of guilt. Just watch channel five. Steal us all you want, we're free."

The WAFB spot features a little girl watching cartoons on a coin-operated television set into which she has to keep feeding money. The voiceover says: "The times are coming when none of us will be free anymore, call WAFB for more information."



CONFIDENTIAL BROKERAGE
AND INVESTMENT SERVICES TO THE
COMMUNICATIONS INDUSTRY.

We will be at the NAB Convention.
Stop by and visit our suite at the
Atlanta Marriott Marquis
March 31 thru April 3

R. C. Crisler & Co., Inc. (513) 381-7775. Cincinnati, OH: Richard C. Crisler, Clyde G. Haehnle, John D. Chapman, Gloria Bushelman. Ithaca, NY: (607) 257-6283 John B. Babcock. New York, NY (212) 697-2247 Donald E. Clancy.
Special Consultant: Ward L. Quaal Company, Chicago, IL: (312) 644-6066 and Los Angeles, CA (714) 644-5500.

DOD criticizes U.S. handling of Panama coverage

Defense Secretary Cheney, said to have obsession with secrecy, prevented reporters from covering early decisive engagements

Journalists who had been involved in the coverage of the U.S. invasion of Panama in December were sharp in their criticism of the arrangements the Department of Defense had made for them. But none of the criticism was as sharp, certainly not as detailed, as that in a report on the episode that had been commissioned by the Pentagon's chief public affairs officer. The report, released last week, talks of an obsession with secrecy that prevented reporters from covering the early, decisive engagements, and of a failure to have developed a detailed plan for media coverage.

The report cited Secretary of Defense Dick Cheney as a principal cause of the problems encountered. "Because of a secrecy-driven decision by Defense Secretary Dick Cheney," the report says, "the pool was called out too late and arrived too late to cover the decisive U.S. assaults in that

brief war." The media pool, which was dispatched from Washington, arrived in Panama at 5 a.m., on Dec. 20, about four hours after the invasion had begun.

The official who had commissioned the report, in the wake of criticism by the media, was criticized in it. "As Cheney's public affairs adviser," the report says, "Assistant Defense Secretary [for public affairs] Pete Williams should have foreseen the consequences of a late pool deployment. He should have tried to convince Cheney that the pool had to be launched early enough to reach Panama before the operation kicked off." Said Williams, "I never suggested an earlier call out."

The study was the work of Fred S. Hoffman, a former Pentagon reporter for the Associated Press who until recently served as the Pentagon's deputy press spokesman. The report is based on interviews with a broad range of civilian and military officials, including Cheney and the chairman of the joint chiefs of staff, General Colin Powell, as well as with members of the media who had covered Operation Just Cause.

The study echoed the complaints of journalists at the time of the operation that they had in effect largely missed the show: After arriving in the country late, the pool then spent hours waiting for transportation to the scene of whatever action remained. Cheney deliberately waited until after the networks' evening newscasts, on Dec. 19, before calling out the pool. He was determined, he said, "to minimize the possibility of leaks." Then, once in the country, there was the problem of a lack of helicopters to transport the journalists to the scene of action. "By 7 a.m."—two hours after arrival—"it was becoming clear at the Pentagon that the pool was immobilized," the report said. It blames Williams at least in part for the lack of helicopter support for the pool. It says that at no time did he ask General Powell for help.

The Hoffman study says the Pentagon as early as Nov. 13 indicated it was aware of the need to make arrangements for a media pool in the event of operations against Panama. But that awareness never developed into a detailed plan. On Nov. 22, the Southern Command Public Affairs Office sent a top secret fax to the Pentagon public affairs Plans unit that "provided bare-boned public affairs guidance." The document was discussed at an interagency meeting, but was found to be "inflammatory," according to one account of the meeting. Indeed, the report says a Plans officer was told to "stick it in the safe and forget about it." Officials were concerned the document could be leaked.

One of the errors the report says was made by the Pentagon was in drawing the pool from Washington-based journalists. The report says the pool could have—and should have—been covered by a pool from U.S. news personnel already in Panama. "Such a pool could have been put in place before American forces attacked. It could have had a front row view of the assault on Noriega's main headquarters, the Comandancia, a short distance down the hill from Southern Command headquarters.... Some locally based U.S. news personnel could have been pre-positioned to cover attacks on other key objectives as well."

Twice in the report, Hoffman indicates that television was part of the coverage problem. At one point the report says that the pool "had been expanded in an unprecedented way when Williams offered NBC the opportunity to bring along on the flight to Panama a satellite uplink dish which, together with its associated equipment, weighed more than a ton." The report said NBC had arranged for the uplink and two technicians "with an outside company"—which, it added, increased the potential for a security breach. However, the report said

"WHEN THE GOING GETS TOUGH,
THE TOUGH GO SHOPPING."

Equity capital available for
smart shoppers in tough times.

**The
Sillerman
Companies**

AMERICA'S BOLDEST INVESTOR IN ADVERTISING-SUPPORTED MEDIA

150 EAST 58TH STREET, NEW YORK, NEW YORK 10155 (212) 980-4455

the uplink helped NBC News's Fred Francis transmit his pieces from Panama. And, it said, there was no evidence the addition of the technicians led to any security compromise.

The other incident involved ABC News's Sam Donaldson and his trip to Panama for a live insert for *Prime Time Live*. "Members of the pool resented what they regarded as special treatment accorded" Donaldson, according to the report. It quotes one military escort, who is said to have shared that resentment, as saying, "When Sam Donaldson arrived, it was like the President had walked into the media center." Officers involved in escorting Donaldson were said to have made it clear "they were unhappy at what they hinted was pressure from Washington to give Donaldson favored treatment."

"It is self-evident," said the report, "that there should never be any special treatment or favoritism for any outside newsmen or women at the expense of the pool." —LZ

Two new news management and delivery systems are unveiled

Zapnews announces fax fed news; Basys, UPI introduce PC-based newswire management system

Competition for mid- to small size radio and television news gathering and management systems increased with the introduction of two new services March 20. Washington's National Press Club was the site for separate announcements from both Zapnews and a joint venture between UPI and BASYS. Each is hoping to cash in on the under-served, under-financed broadcasters that are not market leaders or are in smaller markets.

Zapnews, a venture headed by former API and UPI executive Jim Hood, will serve the nation's newscasters by providing news in short, script form via fax machines. The service will provide information from a network of stringers and correspondents as well as Reuters and SportsTicker wire services. News features will include world and national news, news crib sheets, sports, special features for morning drive personalities, entertainment, and the "dumbest quote of the day."

Several packages will be offered at introductory rates that, according to Hood, will remain constant for those stations even after the regular prices go into effect. There are special programs for both morning and evening broadcasts, along with midday supplements. Cost for morning news will be \$126 per month; evening news \$63 (\$181 for both); midday supplement \$54; package of all \$224. Zapnews vice president John Knowles Jr. said that the system is designed to allow local broadcasters inexpensive national and regional news so that they can use more of their budgets on local news



Joseph Taussig



Barry Goldsmith

coverage.

Hood was General Broadcast Editor and Deputy Director of Services for the Associated Press. In 1986 Hood was part of UPI's management team trying to revive the recently bankrupt company.

UPI and Basys, in a joint venture, introduced PC NewsDesk. The system will use IBM and compatible PC's for retrieving and managing newswire information, supplanting the wire printer. According to UPI Vice-Chairman Joe Taussig, UPI will offer the service bundled with other UPI services to present and potential customers at lower prices depending on what other services are included in the bundle. PC NewsDesk will be available alone, but at a higher price. Though the rates will not be made public until the NAB convention, Taussig said that

some UPI customers can expect to pay nothing while those who are not already UPI customers might pay up to \$9,000 on a one-time basis. The principal costs are expected to cover software.

The system is capable of retrieving and storing several wire services, including AP and Reuters. Basys Vice President Barry Goldsmith said that PC NewsDesk is the "lead project in a strong partnership" because the two companies have highly compatible products that can be much more efficiently marketed if sold by one team. Broadcasters, he said, are not in the position to absorb costly marketing promotions. He said that the two are in the early stages of combining services in Europe, where UPI recently began transmitting and where Basys is already well established. —PJS



When you have needs that are specific, specialized skills are called for. Specialization means the difference between a firm's professional focus and a sideline. Harrison, Bond & Pecaro distinguishes itself from others in the field by specializing in the valuation of media properties.

An asset appraisal, fair market valuation, or other financial consultation requires careful, professional service. It is our specialty.

HARRISON
BOND &
PECARO

1201 Connecticut Avenue, NW • Suite 450 • Washington, DC • 20036 • (202) 775-8870

USIA offers budget changes to Senate

Cuts from Spanish fair, Israeli shortwave and elsewhere proposed to keep from cutting six foreign language services

The U.S. Information Agency has changed its mind again about budget changes it will make or recommend to accommodate the constraints of a tight 1991 budget. First, the agency's Voice of America announced plans to eliminate six foreign language services to save some \$3 million. With that plan creating a storm of controversy, USIA director Bruce Gelb proposed a new approach: take the needed money from the VOA radio modernization account. That was criticized at a hearing of a House Appropriations subcommittee.

So last week, Gelb, in testifying before a subcommittee of the Senate Appropriations Committee, unveiled a third plan, one designed to produce \$5 million in savings, including \$2 million as a result of cuts in the 1990 budget. There are three elements:

- Reduce planned funding for the international fair to be held in Seville, Spain, in 1992, by \$1.4 million, to \$5.6 million. (The \$7 million figure has not yet been authorized for 1991.) The fair is a favorite project of President Bush's, and Gelb has been supporting funding for it as a means of helping American businesses compete in the international marketplace. "One hundred and two countries will be in Seville," Gelb told the subcommittee. "No one who cares about competition wants to be identified with countries like Albania that will not be there."

But the fair makes an easy target for budget cutters. Senator Ernest F. Hollings (D-S.C.), chairman of the appropriations subcommittee holding the hearing, makes no secret of his feeling that there are better ways to spend the taxpayers' money than on an international fair. Neal Smith (D-Iowa), his counterpart in the House, feels the same.

- Amend the 1991 budget to add \$2.5 million in budget authority to VOA's operating budget from the Board for International Broadcasting's request for \$24 million for completion of the major shortwave relay station being built in Israel. The project is to serve both the VOA and BIB's Radio Free Europe/Radio Liberty.

Officials of the two agencies are still discussing the proposal. And the Office of Management and Budget would have to agree. But freeing up \$2.5 million for VOA in the coming fiscal year would actually cost BIB \$5.5 million in 1991 (the money was to be spent over three years) and result in the elimination of one of 17 transmitters planned for the project. But BIB's executive director Bruce Porter indicated the BIB

regards that as a not unreasonable price to pay to help save the VOA's language services.

- Reduce agency-produced magazines and other Programs Bureau activities by \$1.1 million.

Gelb said those changes are "worrisome" to him since they represent "the continuation of a resource decline begun five years ago that threatens to turn what could and should be a period of opportunities seized into a period of opportunities lost." He said that in the period 1986 to 1991, USIA will have eliminated 700 jobs, while VOA will have reduced its broadcast operations by 207 hours a week, or 17%. The agency will also have eliminated about 440 academic exchange and international visitor grants.

But Gelb, this time, may have hit upon a formula for saving money that will pass muster with Congress. Said Senator Warren Rudman (R-N.H.), ranking member of the appropriations subcommittee: "You can assure us that if we make these transfers, it won't affect activities we think are important?" Said Gelb, "It won't affect the Voice."

That seemed to satisfy Rudman and Hollings, the only senators present.

In fact, Rudman seemed ready to expand the USIA's domain.

He asked Gelb to comment on the letter Representative Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee, had written to the President last month recommending that he establish a blue-ribbon commission to review the operations of the RFE/RL and the VOA and to recommend whatever changes it thinks necessary. Considering "the new political reality" in the world, Fascell said, the means with which the U.S. communicates "with world opinion must completely be recalibrated."

Actually, the Fascell letter is one of only three expressions of interest in such a study. Representative Mervyn M. Dymally (D-Calif.), chairman of the House International Operations Subcommittee has introduced legislation (H.R. 4013) that would write the Fascell request to the President into law. And the USIA has proposed that the National Security Council set up an interagency study of the international broadcasting services. Gelb addressed himself to the NSC project, saying only that USIA was working with the NSC to develop the study.

"If ever a case were to be made for unity [of the services], it's now," said Rudman. "Your agency would be the one to be in charge. I expect we would do that—some consolidation of these agencies."

The USIA's request for 1991 totals

\$986.7 million, some \$60 million more than the \$927 million appropriation anticipated in 1990. But that, officials say, falls short of needs. Most of the increase—\$54.4 million—will be used to continue VOA's modernization project and to augment four of the agency's specialized programs—Radio Marti, TV Marti, the National Endowment for Democracy and the Inspector General. The remaining \$8 million is available for meeting increases in the agency's Salaries and Expenses, its principal operating account. But Gelb said the agency is faced with a \$38.8 million increase for overseas inflation and federal pay and benefits adjustments. These increases would be offset by \$30 million in savings in other accounts.

-LZ

Comsat looks to sign up Eastern Europe for Intelsat

Global satellite system would take step closer to charter with additional countries; to that end, officials were on membership drive in Moscow

The chairman of the Communications Satellite Corp., Irving Goldstein, and a number of other Comsat officials were in Moscow last week as missionaries to the Soviets, spreading the gospel of membership in the International Telecommunications Satellite Organization—as well as of doing business with Comsat. Earlier, World Systems president Bruce Crockett was on the same mission to Hungary, Poland and Czechoslovakia.

Goldstein two weeks ago wrote letters to members of Congress and a number of government officials, including all five members of the FCC, to explain the visits. He said that "the remarkable developments in Eastern Europe and the Soviet Union over the past several months" offer the opportunity of bringing the Eastern Bloc into the Intelsat fold. They had chosen to turn their backs on Intelsat when it was being created 25 years ago, choosing to develop their own system, InterSputnik, instead. Today, 118 countries are members of Intelsat and 10 are members of InterSputnik, including Cuba and Nicaragua. Intelsat's technology is far ahead.

"We are proposing that the countries of Eastern Europe join Intelsat immediately,"

Goldstein wrote. "We are willing to work with U.S. industry and to invest the installation and upgrade of their international telecommunications facilities to make this possible. By providing membership in the worldwide satellite system, Intelsat can ensure opportunities for full integration into the global economy for these emerging democracies."

Selling Eastern European countries on membership in Intelsat may not be difficult. Several have expressed interest in joining the organization. And a Comsat spokesman said those countries might be able to join Intelsat without abandoning InterSputnik. "It might be possible to meld the assets of the two organizations," said the spokesman, Richard McGraw. But he added, "We don't know yet how that might happen." One of those with whom Goldstein met in Moscow was the director of InterSputnik, Boris Chirkov.

Along with selling membership in Intelsat, McGraw said the Comsat officials are interested in doing business in Eastern Europe. Goldstein said in his letter that "the potential benefits to the United States" of the involvement of Eastern Europe and the Soviet Union in the worldwide satellite system "are enormous." He said that U.S. investment in Eastern Europe "will be stimulated and facilitated by the presence of modern communications links with the rest of the world" and that U.S. balance of payments will be improved, "beginning on the first day of service." Intelsat, too, will benefit, Goldstein said, as the participation of Eastern European countries "will mean increased use of the system and higher revenues," with all users enjoying decreased unit costs of service.

To Comsat, Goldstein suggests, involvement of Eastern European countries would mean the fulfillment of its historic mission. He noted that Comsat was created by Congress in 1962 and given the task of creating a global telecommunications satellite system. Intelsat was the result—"one of the greatest success stories of this century," Goldstein said, adding: "There is no question that the global telecommunications network has been a major contributor to world peace and understanding and Eastern European membership will take us one step closer to realizing the mission of the Communications Satellite Act of 1962."

Those with whom the Comsat team met indicated the group's interest in doing business with mass media. The Soviet officials included Gennady Gerasimov, chief spokesman for the foreign ministry and second secretary to President Mikhail Gorbachev; representatives of the state radio and television service, Gosteleradio, including the chairman, Mikhail Nenashev; Leonid Kravchenko, the director general of Tass, the chief news agency of the Soviet Union; the editor of Video Information of Novosti Press Agency, Vikto Litenko, and Aleksandr Kozlovsky and Sergei Sviridov, of Gostel Sports. Others included the deputy minister of the Ministry of Posts and Telecommunications, Ju. B. Zubarev, and members of the USSR Academy of Sciences, Vladimir Ratushny, technical director, and Yevgeniy Velikhov, vice president. —LZ

Advertisers give cautious thumbs up to network development

Although reaction is mixed, most time buyers see improvement over last year's offerings

Advertising executives, who were pitched nearly 100 projects in development two weeks ago by the networks and Fox, have given this season's slate of possible future series higher marks than last year's lineup, which was dubbed boring and safe, although at least one buyer seemed to feel the new slate was at least as safe. While advertising executives acknowledge that the networks

have improved on last year's concepts, the reaction is mixed as to whether there are any breakout concepts in the works.

"If last year's schedule was clean, then this year's is squeaky clean," said one network television buyer. "There wasn't anything that I'd call controversial at all. In fact, you never heard the word irreverent until you got to Fox," he said. "They all said consistently that they were going to take chances, but the only one that exhibited it was Fox."

He pointed to *True Colors*, a Fox comedy

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Ackerley Communications	Fourth	\$45,900	13	(\$2,800)	NM	(\$0.18)
	Year	\$168,600	10	(\$7,400)	NM	(\$0.48)
American Family	Fourth	\$14,900	3	\$900	71	NM
	Year	\$58,500	7	\$3,600	66	NM
Clear Channel Commun.	Fourth	\$15,292	46	\$317	63	\$0.08
	Year	\$45,694	30	(\$359)	NM	(\$0.09)
Gray Communications	Second	\$7,541	2	\$1,209	15	\$2.46
	Fourth	\$62,104	352	(\$3,414)	NM	(\$0.08)
Heritage Media Corp.	Year	\$165,000	255	(\$30,025)	NM	(\$1.00)
	Fourth	\$32,623	-3	\$3,977	43	NM
Jefferson-Pilot Corp.	Year	\$126,990	—	\$12,505	12	NM
	Fourth	\$110,189	4	\$18,208	138	\$1.74
Pulitzer Publishing	Year	\$402,214	3	\$31,389	60	\$3.00

In 1988 **Ackerley Communications** had net gain of \$100,000 in fourth quarter and net loss of \$2.5 million for full year. Company said that "adjusted operating profit (defined as net revenue less operating expenses plus other income before depreciation, amortization and interest)" increased 6% for both fourth quarter (to \$9.3 million) and full year (to \$31.6 million). ■ **American Family Corp.** results are for broadcast group only. Earnings results are pre-tax and do not include \$12.1 million gain from sale of KTVI-TV Sioux City, Iowa. Excluding recent acquisitions, revenue declined 16.1% and 7.4% in fourth quarter and year, respectively. American Family said: "We expect advertising sales to remain sluggish in the first quarter.... We still have substantial unrealized profits in the broadcast group and have the option to realize some of them in the future." ■ In prior year **Clear Channel Communications** had net income of \$2.4 million. Company said that for year, station operating income before depreciation and amortization increased 75% to \$4.5 million. ■ Results for **Heritage Media** include fourth-quarter non-recurring writedown, including "write-downs associated with broadcasting programming rights and properties." Television group revenue declined 3% to \$33.3 million, and company noted "absence of \$2.6 million of political advertising revenue" in prior year. Television cash flow decreased 6% in 1989 to \$16.2 million. Fourth-quarter figures were revenue of \$9.2 million (down 6%) and cash flow of \$2.6 million (down 14%). Radio group results showed year-long revenue up 27% to \$15.6 million, and operating cash flow up 18%, to \$2.2 million. Fourth-quarter results for radio were revenue of \$4.1 million (up 4%) and operating cash flow of \$705,000 (up 58%). ■ **Jefferson-Pilot** results are for communications segment only. Company said that "media service operations continued to show substantial profit increases." ■ Fiscal 1989 for **Pulitzer Publishing** included one fewer week than FY '88. Company said that excluding extra week, fourth-quarter broadcasting revenue would have been down 0.2%, while full-year results would have been "essentially even." Actual results show that broadcasting operating cash flow was down 6% for both fourth quarter (to \$11.2 million) and for year (to \$33.7 million).

development project about an interracial family, as one project that exhibited the kind of daring that the other networks talked about.

Other advertisers, however, said the overall development slate was a positive one and an improvement from last year. "Each of the networks has a good strategy," said Marc Goldstein, senior vice president, national broadcast and programing, Lintas-USA. "There were some interesting ideas and exciting new ways of doing old concepts. Music being included in a pilot is a new area for the networks," he said, referring to ABC's *Cop Rock*, CBS's *Shangri-La Plaza*, and NBC's *Be True To Your School*, which are musical-dramas.

Paul Schulman, president, Paul Schulman Co., said one trend exhibited at all the networks was an obvious attempt to do something different. "Series that use music, claymation, animation, using comedians to build shows around, series about auto racing, those are all the types of things that the network should be doing, it's good for the industry," he said. "It was obvious that all four of the networks are spending a lot of money. The question is whether they will spend the money in turning the pilots into series," he added.

In addition to the format trends, Goldstein and other advertising executives said all of the networks seem to be more heavily targeting the 18-34 year-old age group. That has principally been the sole target of Fox, which said during the presentation it intended to broaden its audience base with-

BottomLine

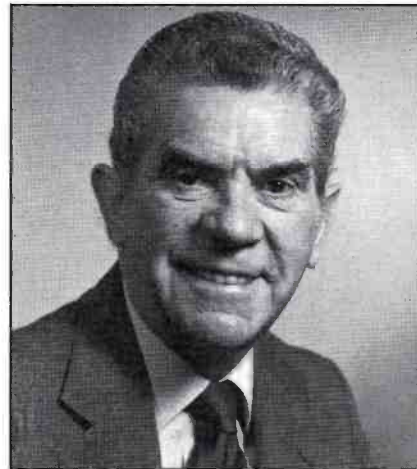
Taking stock. Million-share repurchase was authorized last week by Capital Cities/ABC board of directors. Company said repurchases would be made in open market "from time to time at prices then prevailing. The stock will be retained as treasury shares and will be available for issuance under employe stock plans and for other corporate purposes." In May 1988, Capital Cities/ABC board had authorized similar million-share repurchase in which 806,108 shares had been repurchased as of last Tuesday, March 20. Capital Cities/ABC as of last week had 17,268,000 shares outstanding.

Pay phone. Time Warner has agreed to purchase 25% interest in cellular operations of Price Communications for \$13.3 million. Agreement is also said to give Time Warner five-year warrants to purchase 667,000 shares of price for \$10-\$11.88.

out alienating its current viewers.

"Fox was the most consistent with what they are and what they stand for," said Goldstein in describing Fox's development projects in relation to their audience profile. "They appear to have stayed on track, and it becomes more difficult to remain single-minded as you branch out."

Most advertisers questioned gave high marks to CBS, which was led in its presentation by Jeff Sagansky, president, CBS Entertainment, who has been in the position for some three months. "CBS gave an extremely professional and upbeat presentation," said John Sisk, senior vice president, J. Walter Thompson. "Sagansky came away as terrific. He did a masterful job



Sisk

Chesley Maddox & Associates, Incorporated

*is pleased to announce that
Claudia S. Horn
has joined CMA as Vice President.*

*We welcome you to the NAB.
Join us in our Hospitality Suite
at the Atlanta Marriott Marquis.*

*9:00 a.m. to 5:00 p.m.
March 31, April 1 & 2*

CMA

Chesley Maddox & Associates, Incorporated

*Investment Banking,
Financial Consulting and
Loan Placement Services
for the Broadcast Industry*

without over-promising. He gave a very frank admission of their audience profile, which they don't always do. For CBS to do the job they did with this guy in the job for only two months is amazing," said Sisk.

Both Schulman and Goldstein pointed out that Sagansky has already been able to attract top talent to CBS, which has sometimes been the third stop by producers who were turned away by other networks. "Sagansky has opened doors there that might not have had people coming through them a year ago. We think CBS is going to do some things next season. We came away with the impression that CBS doesn't have all their money tied up in sports programing," said Schulman.

"Jeff made it clear he's firmly in control," said Goldstein. "There was a genuine sense of good feeling of the working relationships between Jeff and the people attached to the pilot projects we haven't seen previously. CBS showed they are intent on getting the best talent and projects available."

The ad buyers cautioned, however, that trying to judge a network's success or failure next season based on their development slate is next to impossible. "Anything can happen between now and then with a project," said Goldstein. "The big bridge they have to cross now is putting the words they have on paper effectively onto film or tape."

LBS to rep Nostalgia

The Nostalgia Channel and LBS Communications Inc. have signed a five-year agreement whereby LBS will serve as Nostalgia's exclusive advertising sales representative, in addition to providing marketing support. The deal is being touted by the two companies as the first-ever such arrangement between a television syndicator and a basic cable network.

Henry Siegel, LBS chairman and president, will begin soliciting national advertisers "immediately" to fill the 187,500 spots

available annually on Nostalgia. "We will look for advertisers, programming, perhaps advertiser-sponsored, and different kinds of sponsorships," Siegel said.

Siegel told BROADCASTING that barter will be one approach used. "An advertiser may have a show it was involved with in syndication," he said, "or in network television, and may want to rerun on Nostalgia. Or it may want to be involved in creating a new property."

LBS may also be able to set up a deal, Siegel said, "with another production entity or producer, that would use some kind of revenue sharing. Fifty percent of the revenue may come from the production entity

paying for that acquisition of property, or 50% of the revenue may go to the producer, or owner, of the property."

LBS will be involved in decisions about the future direction of Nostalgia's programming, said Siegel. "The relationships, as well as the ideas we have, will be important," he said. Over its 15-year history, LBS has worked with at least 100 companies and more than 1,000 programs, according to Siegel.

The LBS-Nostalgia contract also includes projected revenue and subscriber goals, Siegel said, and options for continuing the relationship will be reviewed at the expiration of the five-year agreement. □

Cablecastings

KBL ad sales

KBLCOM Inc. has formed an advertising sales division, KBL-TV, to sell local advertising time on its cable systems. KBLCOM President Gary Weik said the venture will operate "as a television station because of our high audience shares that equal or exceed network affiliates. We expect to become the fourth television affiliate in markets like San Antonio and Laredo."

KBL-TV will purchase the ad time on selected cable systems from KBLCOM's systems in Texas, Oregon, Minnesota and California, and be packaged and marketed for local, regional and national, said Len Allsup, president of the new company.

Allsup said KBL-TV will have 16-channel insertion capability and will road-block spots, allowing advertisers to air the same commercial "on any combination of 16 channels within a 15-minute span."

Sales offices will open in San Antonio and Laredo, both Texas; Minneapolis; Portland, Ore., and Orange County, Calif.

CNBC notes

CNBC will begin carrying selected editions of NBC's *Later with Bob Costas* on Saturdays at 7 p.m., beginning April 14. The programs will be culled initially from the first year's worth of programming, then, from more current Costas programs. The program will be repeated at 11 p.m. Saturdays. The Costas program replaces the weekend composites of the *Media Beat*, which continues its Sunday run at 7 and 11 p.m.

The network also announced the first of its special segments that will be produced in conjunction with *U.S. News & World Report*. *The 1990 Homeowner's Guide* will be carried April 1 at 8 to 9 p.m. and will tie in with the April 9 cover story in *USN&WR*.

Around the clock on cable

Public station WTV(TV) Charlotte, N.C., and ATC's cable system there have teamed up to extend the station's programming to 24 hours a day on the

cable system. Using the station's ITFS transmitter and a computer automated sequencer, WTV will send a pre-programmed schedule via microwave to the cable system. The service will operate from midnight to 6 a.m. Monday through Thursday, Friday midnight to 8 a.m., Saturday 1-8 a.m. and Sunday from 10 p.m. to 6 a.m.

Troubling returns

A survey of the 378,000 cable TV subscribers in Manhattan shows "considerable dissatisfaction" with the service provided by Time Warner-controlled companies Manhattan Cable TV (MCTV) and Paragon Cable TV. Questionnaires were in both English and Spanish and addressed reception quality, telephone service, repair service and billing practices. Of the 144,757 questionnaires sent to Paragon subscribers, 45,046 were returned. Of the 233,139 questionnaires mailed to MCTV subscribers, 78,552 were returned.

John L. Hanks, Director of Franchises for the city's Board of Estimates, said that it was "especially disturbing that over one-third of all respondents reported the 'overall, everyday' quality of their reception as less than 'good,' since one of the primary reasons for subscribing to cable television in Manhattan—where large buildings often interfere with the reception of broadcast signals—is to get good reception." Hanks said that the survey results are consistent with information the Bureau of Franchises has received from subscribers who have testified at hearings held by the bureau. The survey findings are part of the record being compiled to determine whether the franchises will be renewed. Both expire Aug. 17, 1990, and a decision must be made by April 15.

PPV news

SET Pay Per View will again carry the Miller Genuine Draft 500 stock car race from the Pocono International

Raceway on Sunday, June 17 at 11:30 a.m. The event will be carried by Cable Video Store, Request TV and Viewer's Choice and will be priced between \$10.95 and \$14.95.

The event will be made available to 13.5 million addressable homes, but SET plans to key in on 11 million homes which have the best track record for an event such as this. Last year, 12% of the addressable audience delivered 38% of the buys, with the event skewing to

HOW TO Raise Revenues:

- Improve lead-in factors, and
- Air more high-dollar spots without increasing total avails;
- Optimize network program times for YOUR market, or add 2-5 minutes to your local news with TimeShifter.

HOW TO Lower Costs:

- Automate recording and playback of programs with **PrograManager**.
- Time and analyze quality of programs with **ShowTimer**.
- Let a **Validator** monitor your video and audio and sound the alarm when signals deteriorate.

**WE HAVE NEW WAYS TO
IMPROVE YOUR PROFITS!**

SEE US AT NAB BOOTH 6730.

FloriCal Systems, Inc.
Gainesville, Florida
904/372-8326



the network at launch or when space becomes available. Although Comcast will have no equity position, it will receive revenue from job listings and opinion polls, CTVN said.

Dog's life

Family Channel has renewed *Rin Tin Tin: K-9 Cop* for 22 additional episodes, which will give it 66 episodes of the program. It plans to syndicate the program in the fall of 1992.

Upgrade

Continental Cablevision has begun a \$2.5 million fiber optic upgrade of its 146,000 subscriber Broward county, Fla., cable system, in which more than 60 miles of fiber will be laid. Continental said the fiber construction will reduce the number of amplifiers needed from 22-33 to 8-12. The project is expected to be completed in 1994.

News pickup

Continental Cablevision's Fresno, Calif., system will begin carrying the 6 p.m. newscast of KSEE(TV) Fresno on its community programming channel weekdays at 8 p.m. beginning April 2. PSA's will be inserted into the ad spots in the retransmitted newscast.

PPV talk

The NBC-Cablevision Systems 1992 pay-per-view summer Olympics will get a healthy hearing at the Cable Television Administration & Marketing Society's first PPV conference, April 22-25 in Orlando, Fla., where the companies' top executives are slated to address the conference. Cablevision Chairman Charles Dolan will provide the Tuesday morning (April 24) keynote opening address, and Tom Rogers, president, NBC Cable and Business Development, will be the Monday luncheon speaker. Jack Trout, marketing strategist with Trout & Reis, will be the Monday morning opening speaker for the first day of the conference.

Laughing matters

HBO announced last week that Stu Smiley, who had been senior vice president, original programming, The Comedy Channel, and HBO vice president, comedy, East Coast, would drop the TCC title. Smiley, who will move back to HBO headquarters, will now report to John Newton, executive vice president, programming, TCC, and Bridget Potter, HBO senior vice president, original programming.

Smiley will serve as development liaison between the pay service and its new basic offspring, according to an HBO spokesperson, "focusing in on new programming for specific use by The Comedy Channel." Newton will take over Smiley's TCC duties, although the possibility exists that Smiley's former TCC position will eventually be filled.

In other news on the cable comedy

systems in the Southeast. Charlotte delivered the best performance, even though it's only the 37th largest addressable market.

As in past years, the event will include a 1-800 number for viewers to call to ask questions of drivers and pit crew members.

Graff PPV said it has added 443,000 subscribers for its Drive-In Cinema movie service this spring, giving it an overall subscriber count of one million homes. United Artists in East Valley, Calif.; Los Angeles, and Baton Rouge, along with Warner's Houston and Cincinnati systems will launch the service May 1.

Graff said the schedules for both The Drive-In Cinema and Rendezvous, its adult PPV service, will be available through CableData's PPV Auto Load downlinking system, beginning May 1.

□

Showtime has announced that the April 28 boxing bout between Thomas Hearns and Michael Olajide will be available to non Showtime subscribers as a PPV event on participating addressable systems. The event will be offered to the 850 addressable systems carrying Showtime, since the event is part of the normal network's feed. The suggested retail price is the system's standard monthly fee for Showtime.

Welcome mat

According to the Career Television Network, Comcast will allow the service to be carried on its systems when the service launches or when channel capacity becomes available. The new network is set to launch Oct. 1, with 16 hours daily of original programming. CTVN said 90% of the Comcast system managers it contacted agreed to clear

Mountain View Broadcasting, Inc.
(Robert C. Frisch, Principal)
has purchased WXXK 101.7 FM, Newport, NH

We initiated and structured this transaction
and represented the buyer, a first-time owner

Gibbs & Bressler, P.C.
1995 Broadway, New York, New York 10023
(212) 595-3514

Bud H. Gibbs and Martin J. Bressler
will be at NAB at the Atlanta Marriott Marquis
beginning Friday afternoon

front, HA!, which launches April 1, will be guaranteeing a .7 rating on a 24-hour basis, according to Douglas J. Greenlaw, executive vice president, advertising sales, MTV Networks. This guarantee will be effective as of next month, Greenlaw said.

Ed Bennett, president, HA! and VH-1, said last week that comedy was what viewers wanted more than any other new cable service. "Add up all the cowboys, lawyers, and extraterrestrials," and nothing else comes close, said Bennett, speaking at a luncheon sponsored by the New York Television Academy.

Creating job pool

The Walter Kaitz Foundation is regionalizing its hiring efforts by conducting and recruiting qualified minorities in six regions across the country on a year-round basis. The effort is designed to create a wider pool of potential applicants for cable positions.

SNN in Las Vegas

Mizlou announced that TeleCable and Prime Cable in Las Vegas have agreed to carry Sports News Network. TeleCable serves 630,000 subscribers and Prime serves 125,000 in Las Vegas. The Prime agreement also gives Prime the option of launching it in other systems.

New look for Showtime

Showtime Networks has created a new on-air look using state of the art animation and a new promotion campaign. The "It's Showtime" campaign uses all digital animation, created by Pittard/Sullivan Design, Los Angeles. A clock indicating the next program and when it will air will be part of the promos and short-form pieces, designed to give zappers a quick idea of what's next.

Family affair

TNT has signed Brian Dennehy to star in *Rising Son*, a two-hour movie based on a story of interfamily conflict. David Manson is executive producer in the Sarabande Production.

Request experiment

Request Television will experiment with different PPV scheduling and pricing during National Cable Month. "Indiana Jones and the Last Crusade" and "Field of Dreams" will be carried in alternate time slots in prime time on April 4, while Request 2 will carry the films all day in alternate slots. Marathon movie days will also be introduced. "Indiana Jones" will run all day on April 2, while "Field of Dreams" will run all day on April 9. April 10 will be action and suspense day, with "License to Kill," "Indiana Jones," "The Package" and "One Man Out." April 13 and 14 will be children's days, with "Little Monsters," and April 23, 24, 27 and 30 will be horror and thriller days, with "Shocker" and "Psychocop," the latter priced at \$2.

The
Federal Communications
Bar Association
and the Editors of
Broadcasting Magazine present

The Fourth Annual Broadcasting/Cable Interface

June 11, 1990 ■ The Westin Hotel ■ Washington, D.C.

Featuring

Jerry Agema, Tribune Broadcasting □ Howard Anderson, Yankee Group □ Paul Bortz, Bortz & Co. □ Joseph Collins, ATC □ Antoinette Cook, Senate Commerce Committee □ Brian Deevy, Daniels & Associates □ Chuck Dolan, Cablevision Systems □ FCC Commissioner Ervin Duggan □ Tim Dyk, Jones Day Reavis & Pogue □ Ken Elkins, Pulitzer Broadcasting □ Eddie Fritts, National Association of Broadcasters □ Ward Huey, Belo Broadcasting □ Larry Irving, House Telecommunications Subcommittee □ Diane S. Killory, Morrison & Foerster □ Jay Kriegel, CBS □ David Leach, House Commerce Committee □ Milton Maltz, Malrite □ FCC Commissioner Sherrie Marshall □ Rick Michaels, Communications Equity Associates □ James P. Mooney, National Cable Television Association □ Preston Padden, Fox Broadcasting □ Robert Pettit, FCC □ FCC Commissioner James H. Quello □ John Reidy, Drexel Burnham Lambert □ James Robbins, Cox Cable □ Charles Schott, FCC □ FCC Chairman Alfred C. Sikes □ Roy Steward, FCC □ The Honorable Tom Tauke □ Ted Turner, Turner Broadcasting □ Robert Wright, NBC □ Dick Zaragoza, Federal Communications Bar Association □ Additional participants to be announced

Registration Fee \$450

FCBA members \$350 □ Second and succeeding registrants from same firm or company \$300

Address inquiries to Corporate Relations Department, Broadcasting, 1705 DeSales Street N.W., Washington, D.C. 20036, 202-659-2340

Engineers react strongly to 'Times' quote on Yushkiavitshus

ABC's Barnathan and CBS's Flaherty among those in technology community who object to characterization of UNESCO appointee as life-long censor

In the era of the global village, broadcast engineers occupy a tightly knit neighborhood. Members have worked together for years on the mysteries—technical and political—of their jobs. Charlatans are exposed. Good ones are respected. Then there are those few some seem to regard as heroes. Henrikas Yushkiavitshus, former vice chairman of the Soviet Union's State Committee for Television and Radio, is one.

It was not surprising, then, that a story in the March 14 *New York Times* in which Yushkiavitshus was described by an anonymous source as a life-long censor was greeted with outrage by those who have shared their professional lives with him. "I know from personal experience," said Julius Barnathan, Capital Cities/ABC Inc.'s senior vice president for technology and strategic planning, in a letter of protest to *The Times*, "that Mr. Yushkiavitshus was pushing for glasnost long before Mr. Gorbachev made it popular."

The article at issue—by Youssef M. Ibrahim—dealt with the appointment of Yushkiavitshus to a senior post at UNESCO in the midst of what was said to be "a new crisis" rocking that organization. Employees and member countries were said to be resisting plans by the agency's new director general, Frederico Mayor of Spain, to change UNESCO's administrative structure and to make a large number of appointments to senior posts, including 20 new ones. Members were said to be complaining that the plan would compound the kind of financial problems that had helped drive the U.S., the United Kingdom and Singapore out of the organization several years ago.

But the article said that "Western nations

appear to be upset most" by Mayor's appointment of Yushkiavitshus as UNESCO's deputy director general responsible for communications and information. The move was described as "extremely sensitive," in view of the controversy surrounding UNESCO's efforts "to formulate a New World Information Order, a move Western critics describe as a disguised attempt to impose press censorship." It was that issue that also helped cause the U.S. to defect. Then the piece quotes "a delegate" as saying: "This is a guy who spent all of his professional life imposing censorship at home. How can he [Mayor] put him in this job now?"

"As a long-time associate of Mr. Yushkiavitshus," said Barnathan in his letter, "I have no hesitations about saying that this charge could not be further from the truth." And as "a dedicated" reader of *The Times*, Barnathan added, he does not expect its reporters to "use unfair labels from anonymous character assassins." He said there are many at ABC, CBS, NBC and CNN who have worked closely with Yushkiavitshus over the years and could have provided the reporter with information about Yushkiavitshus's "solid record."

One of those is Joseph A. Flaherty,

CBS's vice president and general manager, engineering and development. "In the technical community of television," Flaherty said, there is no one who is as much a citizen of the world as Henrikas Yushkiavitshus. He is a singular leader in our community in supporting openness and fairness.... He has taken a very bad hit from that delegate. This individual is uniquely qualified in the world for the UNESCO post [to which he was appointed]. I don't think the world or the U.S. could have a better individual in that job than Henrikas Yushkiavitshus."

Yushkiavitshus, reached in Moscow, said he had seen *The Times* story. But he did not seem concerned. "Those foreign broadcasters who worked with me over many years know my personal life has been a fight for a free flow of information in spite of technical and political obstacles," he said.

But it is not only his opinion of himself that concerns Yushkiavitshus. For he clearly is a member of that tightly knit neighborhood of television engineers in the global village. "The most important thing for me," he said, "is the opinion of my colleagues with whom I have worked for many years." —LZ

For the Record

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

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced;

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

Ownership Changes

Applications

■ KTAN(AM)-KFFN(FM) Sierra Vista, AZ (AM: BAL900216ED; 1420 khz; 1.5 kw-D, 500 w-N; FM: BALH900216EE; 100.9 mhz; 3 kw; ant. -46 ft.)—Seeks assignment of license from GCS Broadcasting Co. Inc. to Turquoise Broadcasting Inc. for \$875,000. Seller is headed by Sam Young and John J. Young, brothers. Buyer is headed by Thomas P. Gammon and Althea Bauers. Gammon owns 100% of licensees of KTTR(FM) Loveland, CO; KZXY-AM-FM Apple Valley, CA; KRWR(FM) Carson City, NV; WHMA-AM-FM Anniston, AL. He owns 50% of WBEX(AM)-WKKJ(FM) Chillicothe, OH and 61% of KATD(FM) Los Gatos, CA. Althea Bauers is officer of

EDWIN TORNBERG & COMPANY, INC.

Negotiators
For The Purchase And Sale Of
Radio And TV Stations • CATV • Appraisers

P.O. Box 55298 Washington, D.C. 20011
(202)291-8700



above-listed stations. Filed Feb. 16.

■ KOQO(AM) Clqvz and KOQO(FM) Fresno, CA (AM: BTC900221EA; 790 khz; 500 w-D; FM: BTCH900221EB; 101.9 mhz; 1.8 kw; ant. 1,870 ft.)—Seeks assignment of license from GKC Broadcasting Inc. to GKC Inc. for financial considerations to be filed. Sale is transfer of ownership control within principals of licensee. Sellers are George R. Fritzing and Herbert S. Winokur Jr. (see KKAM[AM] Fresno and KBOS[FM] Tulare, both California, below). Buyer is headed by Kenneth Wolt who is GM of KTNQ(AM)-KLVE-FM Los Angeles and president of Hefel Broadcasting of California Inc., licensee of KTNQ(AM)-KLVE-FM. Filed Feb. 21.

■ KKAM(AM) Fresno and KBOS(FM) Tulare, both California (AM: BAL900220EA; 1340 khz; 1 kw-D, 250 w-N; FM: BALH900220EB; 94.9 mhz; 16.4 kw; ant. 847 ft.)—Seeks assignment of license from Radio Fresno Inc. to Jayveco Inc. for \$5 million. Seller is headed by James Olerich, Burke Kaplan and Alex Sheffell and has interest in KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California (see below). Buyer is owned by National Media Ventures and is headed by George R. Fritzing, Herbert S. Winokur, Jr., Dwight Case, and Regina Sears. National Media Ventures Inc. has interests in GKC Broadcasting Inc., licensee of KOQO(AM) Clovis and KOQO-FM Fresno, both California (see above); US Entertainment Corp. proposed assignee of KCOB-AM-FM Albuquerque, NM; Magic Broadcasting Corp. proposed assignee of KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California. Fritzing owns Communicators of America Inc., which owns 95% of Communicators of Corpus Christi, permittee of ch. 59 Corpus Christi, TX. Filed Feb. 20.

■ KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California (AM: BAL900220EC; 1340 khz; 1 kw-D, 250 w-N; FM: BALH900220ED; 106.3 mhz; 365 w; ant. 879 ft.)—Seeks assignment of license from Radio Santa Barbara Inc. to Magic Broadcasting Corp. for \$6.75 million. Seller is headed by James Olerich, Burke Kaplan and Alex Sheffell (see KKAM[AM] Fresno and KBOS[FM] Tulare, both California, above). Buyer is subsidiary of National Media Ventures (see KKAM[AM] Fresno and KBOS[FM] Tulare, both California, above). Filed Feb. 20.

■ KTEE(AM) Idaho Falls, ID (BAL900226EB; 1260 khz; 5 kw-D)—Seeks assignment of license from AJP Communications Investment Co. Western Communications Inc. for \$55,000. Seller is headed by Allen J. Potts and Fred M. Hall, who have interest in Anapaca Broadcasters, licensee of KBBQ(AM) Santa Barbara, CA. Buyer is headed by M. Kent Frandsen, Nancy F. Twining, Patricia Frandsen and James T. Burgoyne, and is licensee of KBLI(AM)-KLCE(FM) Blackfoot, ID. Filed Feb. 26.

■ WJSP(AM)-WBLN(FM) Murray, KY (AM: BAL900212GY; 1130 khz; 1kw-D; 250 w-N; FM: BALH900212GZ; 103.7 mhz; 100 kw; HAAT: 661 ft.)—Seeks assignment of license from Jackson Purchase Broadcasting Co Inc. to Starlite Communications Inc. for \$2,771,484. Seller is headed by Sam Parker and has no other broadcast interests. Buyer is headed by Michael Karem and has no other broadcast interests.

■ KWMB-AM-FM Wabasha, MN (AM: BAL900216EG; 1190 khz; 1 kw; FM: BAPH900216EH; 102.5 mhz; 1.94 kw; ant. 125 ft.)—Seeks assignment of license from Interstate Communications Inc. to Radio Ingstad Minnesota Inc. for \$275,000. Seller is headed by Gary D. Stumpf and has no other broadcast interests. Buyer is headed by Robert E. and Jan Ingstad, husband and wife, and has interests in KBUF(AM)-KJJQ(FM) Garden City, KS; KGFX(AM) Pierre, SD. Jan Ingstad has interest in KLIZ-AM-FM Brainerd, MN; KKOA(AM)-KKPR(FM) Kearney, NE; KQPR(FM) Albert Lea, MN; KFKA(AM)-KSQI(FM) Greeley, CO; and permittee for KSEB(FM) Sleepy Eye, MN. Filed Feb. 16.

■ KZZX(AM)-KINN(FM) Alamogordo, NM (AM: BTC900215EE; 1270 khz; 1 kw-D; FM: BTCH900215EF; 105.5 mhz; 3 kw; ant. 209 ft.)—Seeks assignment of license from KINN Inc. to KINN Inc. for \$10. Sale is transfer of share within company. Seller is William Lask who is selling all of his shares of outstanding stock, 62.96% of total, to buyer. Buyer is Howard Jacob. Principals have no other broadcast interests. Filed Feb. 15.

■ WABY(AM)-WKLI(FM) Albany, NY (AM: BAL900213HY; 1400 khz; 1 kw-U; FM: BAPLH900213HZ; 100.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Premier Broadcast Group Inc. to Paul N. Bendat for \$10.7 million. Sale includes WUTQ(AM)-WOUR(FM) Utica, NY. (See below). Seller is headed by William J. Selwood Jr. and has interest in WHRS(AM)-WFLX(FM) Winchester, KY. Buyer is licensee of WHRS(AM)-WFLX(FM) Winchester, KY. Filed Feb. 13.

■ WUTQ(AM)-WOUR(FM) Utica, NY (AM: BAL900213GE; 1550 khz; 1 kw-D; FM: BAPLH900213GF; 96.9 mhz; 50 kw; ant. 800 ft.)—Seeks

assignment of license from Premier Broadcast Group Inc. to Paul N. Bendat for \$10.7 million. Sale includes WABY(AM)-WKLI(FM) Albany, NY. (See above). Seller is headed by William J. Selwood Jr. and has interest in WHRS(AM)-WFLX(FM) Winchester, KY. Buyer is licensee of WHRS(AM)-WFLX(FM) Winchester, KY. Filed Feb. 13.

■ WHOT(AM) Campbell, OH (BAL900216EF; 1330 khz; 500 w-D, 1 kw-N)—Seeks assignment of license from WHOT Inc. to WVBR Inc. for \$290,000. Seller is headed by Myron Jones and John Kanzius, who have interest in The Jet Broadcasting Co., licensee of WJET-FM Erie, PA. Buyer is headed by Frederick D. and Patricia G Perry, husband and wife, and their children Michael F. and Nicole A. Perry. Filed Feb. 16.

■ WXVK Coal Grove, OH (BTCH900216GG; 97.2 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Tri-State Broadcasting to J. Giuliani, Gene E. McCoy and David Schoumacher for \$145,000. Seller is headed by Arthur V. Belendink and has no other broadcast interests. McCoy has interests in WPMW(FM) Mullens and WXVA-AM-FM Charles Town, both West Virginia; WIRO(AM)-WMLY(FM) Ironton, OH, and WMDN(FM) Rehoboth Beach, DE. Schoumacher and Giuliani have interest in WXVA-AM-FM Charles Town, WV and WMDN(FM) Rehoboth Beach, DE. Filed Feb. 16.

■ KLAD-AM-FM Klamath Falls, OR (AM: BAL900216EA; 960 khz; 5 kw-U; FM: BALH900216EB; 92.5 mhz; 30 kw; ant. 2,118 ft.)—Seeks assignment of license from Todd Communications Inc. to B&B Broadcasting Inc. for \$325,000. Seller is headed by Gary and Linda Todd, husband and wife, and has no other broadcast interests. Buyer is headed by George J. Broadbin Jr. and Robert L. Barron and has no other broadcast interests. Filed Feb. 16.

■ WENO(AM) Nashville (BAL900216EC; 760 khz; 1 kw-D)—Seeks assignment of license from Radio Corp. of Nashville to WENO Inc. for \$300,000. Seller is headed by William R. Hunt and has no other broadcast interests. Buyer is owned by Trevecca Nazarene College, which is headed by Homer Adams, and is licensee of WNAZ-FM Nashville. Filed Feb. 16.

■ WTCR(AM) Kenova and WTCR(FM) Huntington, both West Virginia (AM: BAL900208HV; 1420 khz; 5 kw-D, 500 w-N; FM: BALH900208HW; 103.3 mhz; 50 kw; ant. 490 ft.)—Seeks assignment of license from CRB of Ken-

tucky Inc. to Alpine Media Inc. for \$7.65 million. Seller is headed by Edward G. Rogoff and has interests in WAEB-AM-FM Allentown, PA; WJBR-AM-FM Wilmington, DE; WZZR(FM) Stuart, FL; WFAS-AM-FM White Plains, NY; and WNLK(AM)-WAFX(FM) Norwalk, CT. Buyer is headed by Michael Nigris Jr. and Dean Landsman, and is proposed assignee of WBZA(AM) Glens Falls and WAYI-FM Hudson Falls, both New York. Norma Nigris owns 100% of Alpine. Filed Feb. 8.

■ WEAU-TV Eau Claire, WI (BALCT900216KF; ch. 13; 316 kw-V, 20 kw-A; ant. 1,990 ft.)—Seeks assignment of license from Busse Broadcasting Corp. to Benedek Broadcasting of Wisconsin Inc. for \$31 million. Seller is headed by Lawrence A. Busse and has interests in WWMT(TV) Kalamazoo, MI, and KOLN(TV) Lincoln, NE. Buyer is subsidiary of Benedek Broadcasting Corp., and is headed by A. Richard and Laura Benedek, husband and wife, and K. James Yager. Benedek Broadcasting Corp. is licensee of WTAP-TV Parkersburg, WV; WHSV-TV Harrisonburg, VA; WIFR-TV Rockford, IL; KHQA-TV Hannibal, MO, and WTOK-TV Meridian, MS. Richard Benedek owns Youngstown Broadcasting Co. Inc., licensee of WYTV(TV) Youngstown, OH; Benedek Broadcasting of the Virgin Islands Inc., licensee of WBNB(TV) Charlotte Amalie, VI; and Blue Grass Television Inc., licensee of KDLM-TV Duluth, MN, and WBKO(TV) Bowling Green, OH. Filed Feb. 16.

Actions

■ WELE(AM) Ormond Beach, FL (BAL890717EJ; 1380 khz; 5 kw-D; 2.5 w-N)—Dismissed app. of assignment of license from Eugene T. McMahon, receiver, to McMahon Broadcasting Inc. for \$226,000. McMahon has no other broadcast interests. Action March 7.

■ WKJG-TV Ft. Wayne, IN (BTCCT900102KE; ch. 33; 594 w-V, 59 kw-A; ant. 770 ft.)—Granted app. of assignment of license Corporation for General Trade to The Joseph R. Cloutier Trust for no financial considerations. Seller is headed by Joseph R. Cloutier and has no other broadcast interests. Buyer is headed by Joseph R. Cloutier, Joseph A. Cloutier, Patricia A. Dewerff, Hilliard Gates and Debra L. Dixon and has no other broadcast interests. Action March 12.

■ WIOU(AM)-WZWZ(FM) Kokomo, IN (AM: BTC891229HK; 1350 khz; 5 kw-D 1 kw-N; FM: BTCH891229HL; 92.7 mhz; 3 kw; ant. 340 ft.)—Granted

We would like to welcome the members of the NAB to our home town.



Please plan on visiting our Hospitality Suite in
the Marriott Marquis, #1110, during NAB '90.

Nationwide Media Brokers
Chapman
Associates

Corporate Offices • Atlanta, GA • 404/998-1100

app. of assignment of license from Caravelle Broadcast Group to Tomlin & Company Inc. for \$10. Purchase is transfer of all class B shares from Caravelle to Tomlin & Co. (purchase includes WSFL-AM-FM New Bern, NC; WKCN[AM] Dorchester Terrace-B, SC; WDXZ[FM] Mt. Pleasant, SC; and WJRR[FM] Rutland, VT). Seller is headed by Howard L. Schrott. Buyer is headed by Donald R. Tomlin Jr. and Patrick L. Tomlin, brothers, and has no other broadcast interests. Action March 5.

■ WBPA(AM)-WECL(FM) Elkhorn City, KY (AM: BTC900112EE; 1460 khz; 5 kw-D; FM: BTC900112EF; 103.1 mhz; 3 kw; ant. 1,530 ft.)—Granted app. of assignment of license from White Water Broadcasting Inc. to Gary K. Justice for \$268,303. Seller is headed by Gary K. Justice. Buyer is 75% shareholder of Cumberland Publishing Co., licensee of WLSI(AM) Pikeville, KY. Action March 7.

■ KVCL-AM-FM Winnfield, LA (AM: BAL900116EE; 1270 khz; 1 kw-D, 500 w-CH; FM: BALH900116EF; 92.1 mhz; 2.7 kw; ant. 180 ft.)—Granted app. of assignment of license from Winn Broadcasting Co. to Harrison Broadcast Organization Inc. for \$275,000. Seller is headed by Betty R. Hall and has no other broadcast interests. Buyer is headed by George B. Harrison and has no other broadcast interests. Action March 7.

■ WLTC(AM) Gastonia, NC (BAL900105EB; 1370 khz; 5 kw-D)—Granted app. of assignment of license from Gastonia Broadcasting Service Inc. to Burke-Harvell Broadcasting Inc. for \$125,000. Seller is headed by James B. Petty and has no other broadcast interests. Buyer is headed by Charles R. Burke, David Harvell and Carolyn Burke and has no other broadcast interests. Action March 8.

■ WSFL-AM-FM New Bern, NC (BTC891229HG; 1380 khz; 5 kw-D; FM: BTCH891222HH; 106.5 mhz; 100 kw; ant. 915 ft.)—Granted app. of assignment of license from Caravelle Broadcast Group to Tomlin & Company Inc. for \$10. Purchase is transfer of all class B shares from Caravelle to Tomlin & Co. (purchase includes WIOU[AM]-WZWX[FM] Kokomo, IN; WKCN[AM] Dorchester Terrace-B, SC; WDXZ[FM] Mt. Pleasant, SC; and WJRR[FM] Rutland, VT). Seller is headed by Howard L. Schrott. Buyer is headed by Donald R. Tomlin Jr. and Patrick L. Tomlin and has no other broadcast interests. Action March 5.

■ WWAX-AM Olyphant, PA (BAP891213ED; 750 khz; 400 w-D)—Granted app. of assignment of license from Chance Communications Inc. to MCP Group Inc. for \$33,000. Seller is headed by Robert C. Cordaro, who has interest in buyer. Buyer is headed by Robert C. Cordaro, Michael Ducas, James Emmel, Joseph Bevilacqua, William Panacci, John J. Terrana, Robert Holtzman and Michael J. McDonald. All shareholders of the assignee are presently minority shareholders of Chance Communications. Action March 8.

■ WLIZ(FM) Elizabethville, PA (BAPH891222HR; 100.5 mhz; 1.2 kw; ant. 88 ft.)—Granted app. of assignment of license from Great Scott Broadcasting Co. to David Bernstein for \$100,000. Seller is headed by Faye Scott and Elmer S. Friedberg and has interest in WSEA(AM)-WZBH(FM) Georgetown, DE; WPAZ(AM) Pottstown and WKST(AM) New Castle, both Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ; and WMB(AM)-WPXC(FM) Auburn, NY. Buyer is 85% owner of WYGL Selinsgrove, PA and 50% owner of WHGL-AM Troy and WHGL-FM Canton, both Pennsylvania. Action March 1.

■ WPTJ(TV) Johnstown, PA (BTCCT891031KH; ch. 19; 1660 kw-V; 166-A; ant. 1,190 ft.)—Dismissed app. of assignment of license from Leon A. Crosby, debtor-in-possession to S.F. Royster for no financial consideration. Seller has no other broadcast interests. Buyer is WPTJ(TV) general manager and has LPTV station in Altoona, PA. Action March 12.

■ WKCN(AM) Dorchester Terrace-B and WDXZ(FM) Mt. Pleasant, both South Carolina (AM: BTC891229HM; 910 khz; 500 w-U; FM: BTCH891229HN; 104.5 mhz; 30 kw; ant. 650 ft.)—Granted app. of assignment of license from Caravelle Broadcast Group to Tomlin & Company Inc. for \$10. Purchase is transfer of all class B shares from Caravelle to Tomlin & Co. (purchase includes WIOU[AM]-WZWX[FM] Kokomo, IN; WSFL-AM-FM New Bern, NC; WDXZ[FM] Mt. Pleasant, SC; and WJRR[FM] Rutland, VT). Seller is headed by t. Buyer is headed by Donald R. Tomlin Jr. and Patrick L. Tomlin and has no other broadcast interests. Action March 5.

■ WZYX(AM) Cowan, TN (BTC900109ED; 1440 khz; 5 kw-D)—Granted app. of assignment of license from Tims Ford Broadcasting Co. to Tims Ford Broadcasting Co. for \$50,000. Sale is transfer of shares within ownership principals. Seller is R. Neil Bracken, who is selling his 50% of Tims Ford Broadcasting. Buyers are Mary Lou Garner, Charles W. Moye, Jeffrey N. Pennin and Willie T. Wiseman, each of whom are acquiring 12.5% of total. Action March 13.

■ WKCH-TV Knoxville, TN (BALCT890627KG; ch 43; 55 kw-V; 5.5 kw-A; ant. 1,079 ft.)—Dismissed app. of assignment of license from C. Kenneth Still, trustee, to Newsouth Knoxville Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Timothy S. Brumlik, who owns WTSG-TV Albany, GA; and is proposed transferee of WLLI-TV Caguas and WSUR-TV Ponce, both Puerto Rico. He also has interests in several LPTV's. Action March 12.

■ WMSR-FM Manchester, TN (BALH891208HQ; 99.7 mhz; 30 kw; ant. 200 ft.)—Dismissed app. of assignment of license from American General Media-Nashville Inc. to Tennessee Broadcasting Ltd. for no financial considerations. Seller is headed by Ray Spivey Sr. and has no other broadcast interests. Buyer is headed by John D. Mattus and has no other broadcast interests. Action March 1.

■ KHLB-AM-FM Burnet, TX (AM: BAL900131EA; 1340 khz; 1 kw-U; FM: BAPLH900131EB; 107.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Hawkins Broadcasting Inc. to Kirkman Group Inc. for \$483,000. Seller is headed by Jeanette D. Hawkins and has interest in KULM(FM) Columbus, TX. Buyer is headed by William E. and Janice S. Kirkman, Kevin W. Kirkman, Kelly K. Byrd, Kent S. Kirkman and Keith A. Kirkman, and has no other broadcast interests. Action March 12.

New Stations

Applications

■ Attala, AL (BPH900122MX)—Kerry Rich seeks 102.9 mhz; 1.1 kw; ant. 701 ft. Address: Route 6, Box 655, Arab, AL 35016. Rich has 40% interest in Kerry Rich and Joel Kenamer Ltd., licensee of WLLK-FM Somerset, KY. He is also 75% stockholder of Alexandra-Brooke Broadcasting Co., licensee of WCRQ-FM Arab, AL and 75% stockholder of Arab Broadcasting Inc., licensee of WRAB(AM) Arab, AL. Filed Jan. 22.

■ Sun City, CA (BPH900122MT)—Carmen Diaz seeks 92.9 mhz; 4 kw; ant. 718 ft. Address: 1749 Alviso St., Simi Valley, CA 93065. Diaz has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122)—FM Data Broadcasting Inc. seeks 94.5 mhz; 3 kw. Address: 900 17th St., NW, Washington, DC 20006. Principal is headed by William Sullivan, and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122MM)—Los Amigos Media Ltd. seeks 94.5 mhz; 3 kw. Address: 265 Calle La Mirada, Bonita, CA 92002. Principal is headed by Annie M. Gutierrez and Oscar Padilla, and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122MN)—Kimler Broadcasting Inc. seeks 94.5 mhz; 3 kw. Address: P.O. Box 845, Sun City, CA 92381. Principal is headed by Helen Kimler Jones and Chester Coleman, Coleman, non-voting stockholder of applicant, is 50% owner of Concord Area Broadcasting Corp., licensee of KWUN(AM) Concord, CA. Filed Jan. 22.

■ Temecula, CA (BPH900122MO)—MCI Broadcasting Ltd. seeks 94.5 mhz; 3 kw. Address: 2108 Fair Park Ave., #304, Los Angeles, CA 90041. Principal is headed by Maria C. Maldonado, Daniel Braverman and Michael Sirkis, and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122MP)—Artistic Airwave Broadcasters seeks 94.5 mhz; 3 kw; ant. 328 ft. Address: 41220 Calle Contento, Temecula, CA 92390. Principal is headed by Audrey T. Cilurzo and Stephen M. Cilurzo, and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122MY)—Laura Wilkinson Herron seeks 94.5 mhz; 3 kw. Address: 21579 Wilcox Rd, Red Bluff, CA 96080. Herron is 15% stockholder and officer of McNulty Broadcasting Corp., licensee of KBLF(AM)-KALF(FM) Red Bluff, CA. She has 50% interest in Herron and Genetti, which holds 66% of CP for new FM in Morgan Hill, CA. Filed Jan. 22.

■ Petersburg, NJ (BPH900118MQ)—Jersey Shore Broadcasting Corp. seeks 102.7 mhz; 3.4 kw. Address: P.O. Box 100, Manahawkin, NJ 08050. Principal is owned by Atlantic Broadcasting Corp. and Joan B. Hansen. Atlantic Broadcasting Corp. is headed by Joseph J. and Elizabeth Knox Sr., husband and wife, Joseph J. Knox Jr. and Brent G. McNally, and is licensee of WJRZ(FM) Manahawkin, NJ. Filed Jan. 18.

■ Hubbard, OH (BPH900122MZ)—T.C. Monte Inc. seeks 101.9 mhz; 3 kw; ant. 328 ft. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel and has no other broadcast

interests. Filed Jan. 22.

■ Hubbard, OH (BPH900122NA)—Stop 26-Riverbend Productions Inc. seeks 101.9 mhz; 3 kw; ant. 328 ft. Address: 100 South Third St., Columbus, OH 43215. Principal is headed by Robert A. Douglas, Frank E. Halfacre and Percy Squire, and has no other broadcast interests. Filed Jan. 22.

Actions

■ Rockledge, FL (BPH861105MK)—Granted app. of D.V.R. Broadcasting for 102.7 mhz; 3 kw; ant. 328 ft. Address: 1437 Merion Ct., SE, Port Saint Lucie, FL 33452. Principal is headed by Valree Ann Peralta, Douglas Leo Peralta and Robert T. Rowland Jr., and has no other broadcast interests. Action Feb. 28.

■ Harpswell, ME (BPED881125MA)—Granted app. of Downeast Christian Communications for 91.9 mhz; 3 kw. Address: P.O. Box 432, Freeport, ME 04032. Principal is headed by Thomas Starkey, James Butt, David Goldrup, Chris Drummond and Ron Drummond, and has no other broadcast interests. Action March 7.

■ Falls City, NE (BPED881207MC)—Dismissed Nebraska Educational Telecommunications Commission for 91.7 mhz; 7.1 kw; ant.: 551 ft. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal has no other broadcast interests. Action Feb. 13.

■ Locust Grove, OK (BPH871124MK)—Granted app. of Michael P. Stephens for 100.7 mhz; 3 kw; ant. 328 ft. Address: Rte. 5, Box 227, Sapulpa, OK 74066. Stephens owns 100% of KXOJ Inc., licensee of KXOJ-AM-FM Sapulpa, OK. Action Feb. 9.

Facilities Changes

Applications

AM's

■ Mobile, AL WBHY(AM) 840 khz—Feb. 15 application for CP to change TL: 3960 Whistler St., Pritchard, AL, and make changes in ant. system.

■ Gonzales, CA KKMC(AM) 880 khz—March 2 application for CP to increase night power to 2.5 kw and day power to 50 kw; change city of license to Del Rey Oaks, CA; application resubmitted nunc pro tunc.

■ Pomona, CA KTSJ(AM) 1220 khz—Feb. 12 application for Mod of CP (BP870105AB) to increase day power to 930 watts and make changes in ant. system.

■ Chicago, IL WCRW(AM) 1240 khz—Feb. 21 application for CP to make changes in ant. system; change TL: 5475 N. Milwaukee, Chicago, IL; 41 58 53N 87 46 20W.

■ Frederick, MD WQSI(AM) 820 khz—Feb. 16 application for CP to make changes in ant. system.

■ Minneapolis, MN KTIS(AM) 900 khz—March 5 application for CP to augment day directional pattern.

■ Lincoln, NE KLMS(AM) 1480 khz—Feb. 20 application for CP to augment day and night radiation pattern.

■ Solvay, NY WJFG(AM) 890 khz—Feb. 15 application for Mod of CP (BP850729AE) to change TL: 219 Lamson St., Solvay, NY; 43 04 30N 76 06 08W.

■ Lewisburg, PA WTGC(AM) 1010 khz—Feb. 13 application for CP to reduce power to 1 kw and make changes in ant. system.

■ Morovis, PR WMTI(AM) 1580 khz—Feb. 15 application for CP to increase day power to 10 kw and change TL: approx. 2.3 km SE of Manati, PR; 18 25 28N 66 28 16W.

■ Baytown, TX KWWJ(AM) 1360 khz—March 7 application for CP to increase day power to 5 kw; application resubmitted nunc pro tunc.

■ Dublin, VA WKNV(AM) 810 khz—Feb. 5 application for Mod of CP (BP870629AI) to reduce power to 350 watts; changes in ant. system; TL: near Fairlawn, VA; 37 11 20N 80 27 16W.

FM's

■ Selma, AL WDXX(FM) 100.1 mhz—Feb. 14 application for CP to change ERP: 50 kw H&V; ant. 288 ft.; class: 261C2; per docket 88-367.

■ Fort Smith, AR KBBQ-FM 100.9 mhz—Jan. 31 application for CP to change ERP: 25.0 kw H&V; ant. 698 ft.; change TL: located on Backbone Mountain, 2 km SW of Old Jenny Lind, AR; freq: 100.7 mhz, and class: C2 (per docket 89-32).

■ Apple Valley, CA KZZY-FM 102.3 mhz—Feb. 8 application for CP to change ERP: 6 kw H&V; ant. 328 ft.

■ Rocky Ford, CO KAVI-FM 95.9 mhz—Feb. 12 application for CP to change ERP: 6.1 kw H&V; freq: 95.5 mhz; class: C3.

■ Washington, DC WGMS-FM 103.5 mhz—Feb. 5 application for CP to change ERP: 44 (max-DA) kw H&V, change ant.: 518 ft.; and to replace DA.

■ Tallahassee, FL 106.1 mhz—March 13 petition for reconsideration granted and application for new FM on 106.1 Mhz, Tallahassee, FL, reinstated nunc pro tunc. Applicant is J.L.J.B. Wireless, Inc.

■ Dublin, GA WKKZ(FM) 92.7 mhz—Feb. 9 application for CP to change ERP: 50 kw H&V; ant. 301 ft.; class: C2; per docket 88-460.

■ Fort Valley, GA WQBZ(FM) 106.3 mhz—Feb. 13 application for CP to change ERP: 48.3 ks H&V; ant. 492 ft.; TL: .6 km NW of Mount Pleasant Church, Bibb County, GA; class: C2; per docket 88-221.

■ Waynesboro, GA WYFA(FM) 100.9 mhz—March 6 application for CP to change ERP: 6 kw H&V; HAAT: 328 ft.; TL: 1.8 km W. of St. Rd. 59. 9.9 km N. of Waynesboro, GA.

■ Mendota, IL WGLC-FM 100.1 mhz—Feb. 9 application for CP to change ERP: 6 kw H&V; change to DA.

■ Metropolis, IL WREZ(FM) 105.5 mhz—Feb. 13 application for CP to change ERP: 6 kw H&V.

■ West Lafayette, IN 106.7 mhz—March 13 petition for reconsideration granted and application for new FM on 106.7 Mhz at West Lafayette, IN, reinstated nunc pro tunc. Applicant is Goodrich Broadcasting, Inc.

■ Salem, IN WSLM-FM 98.9 mhz—Feb. 9 application for CP to change ant.: 492 ft.; TL: .54 km S. of US Rte. 150 and .31 km E. of Buttontown Rd., Greenville, IN.

■ Allen, KY WMDJ-FM 100.1 mhz—Feb. 14 application for CP to change ERP: 2.6 kw H&V.

■ Alexandria, LA KRRV-FM 100.3 mhz—Feb. 14 application for CP to change ant.: 1,052 ft..

■ Mamou, LA KIHG(FM) 101.1 mhz—Feb. 15 application for Mod of CP (BPH881207MH) to change ERP: 6 kw H&V; TL: approx. .15 km E. of Rte. 758, Faquetage Prairie Heights, LA.

■ York Center, ME WCQL-FM 95.3 mhz—Feb. 14 application for CP to change ERP: 2.9 kw H&V.

■ Thief River Falls, MN KMGK(FM) 102.7 mhz—Jan. 31 application for Mod of CP (BMPH890316MI as Mod) to change ant.: 537 ft.; TL: 2.2 km NE of Euclid, MN.

■ Flint, MI WWCK-FM 105.5 mhz—Feb. 13 application for CP to change ERP: 25 kw H&V; class: B1; install DA; per docket 89-38.

■ Charleston, MS WTGY(FM) 94.3 mhz—Feb. 13 application for Mod of CP (BPH880907II) to change ERP: 6 kw H&V.

■ Garden City, NY WDRE-FM 92.7 mhz—Feb. 1 application for CP to change ERP: 2 kw H&V.

■ Monticello, NY WSUL(FM) 98.3 mhz—Feb. 13 application for CP to change ERP: 2.2 kw H&V; ant. 5,320 ft.; change tower height resulting in increased HAAT and proposed increase to equivalent of 6 kw ERP at 328 ft.

■ Valley City, ND KOVC(FM) 100.9 mhz—Feb. 1 application for CP to change ERP: 3.5 kw H&V; ant. 423 ft.; change TL: 1.64 km SE of Peak, ND bearing of 102 degrees (per docket 88-375).

■ Port Clinton, OH WOSE(FM) 94.5 mhz—Feb. 20 application for CP to change TL: 3.2 km NE of Elmore, OH.

■ Philadelphia, PA WXPB(FM) 88.9 mhz—March 1 application for Mod of CP (BPE870515OE) to change ERP: 2.8 kw H&V; ant. 918 ft.; TL: Foot of Culp St., just off Flamingo Lane, Philadelphia, PA.

■ Gray Court, SC WSSL-FM 100.5 mhz—Feb. 12 application for CP to change ERP: 63 kw H&V; ant. 1,190 ft.; TL: approximately 4 km ESE of Woodruff, SC; class: C1.

■ Marion, SC WQTH(FM) 100.5 mhz—Feb. 15 application for Mod of CP (BPH880301MK) to change ERP: 3.6 kw H&V; change ant.: 400 ft.; TL: Hwy. 76 E, Pee Dee, SC.

■ Karns, TN WCKS(FM) 93.1 mhz—Feb. 14 application for CP to change ERP: 1.84 kw H&V; ant.: 583 ft.; TL: .25 km E. of Jackson Rd.

TV's

■ Broomfield, CO KBDI-TV ch. 12—March 2 application for CP to change ERP: 316 kw-V; ant. 1,233 ft.; TL: adjacent to 950 N. Lookout Mountain Rd., Golden, CO; ant.: ADCT12H2.SMS35S(DA)(BT): 39 43 54N 105 14 10W.

■ Las Cruces, NM KASK(TV) ch. 48—Feb. 15 application for CP to change ant.: AndrewATW30H2-HSPX-48S "Peanut" (DA) (BT).

■ Roanoke, VA WBRA-TV ch. 15—March 5 application for CP to change ERP: 1,820 kw-V; ant. 2,050 ft.; TL: on Poor Mtn., .8 km W. of intersection of Rtes. 916 and 612; ant.: Harris TWS-30 (DA) (BT).

LOCK THE DOORS, WALK AWAY, YOU'RE ON THE AIR...



... Because We're On The Job

The National Supervisory Network is your duty operator 24 hours a day, seven days a week, providing:

■ FCC & FEMA Compliance for an Off-Premise Control Point ■ A Licensed, Trained, Experienced Operator on Duty ■ Transmitter Monitoring & Command ■ Emergency Broadcast System Monitoring & Command ■ Security & Fire Alarm Monitoring ■ Complete Operations Logs—Readings Every 30 Minutes ■ Trend Analysis Reports for Your Engineer ■ An On-Line Broadcast Data Base ■ Optional Private Data Sub-Networks for Station Groups ■ Optional CD Quality Digital Audio Sub-Networks

We supply the satellite and computer equipment for the basic data link as part of our regular service fee: \$1.09 per hour.

For Information

1 (800) 345-VSAT

NATIONAL OFF-PREMISE CONTROL



**NATIONAL
SUPERVISORY
NETWORK**
SM

AVON, COLORADO

NAB Booth #7022

Actions

AM's

- Madbury, NH WWNH(AM) 1340 khz—March 7 application (BMP890131AE) granted for Mod of CP (BP870903AC) to change TL to Knox Marsh Rd., Madbury, NH; 43 10 22N 70 55 00W.
- Portland, OR KBNP(AM) 1410 khz—March 7 application (BP900117AF) granted for CP to change TL: Oaks Park, foot of SE Spokane St., Portland, OR; 45 28 24N 122 39 36W.

FM's

- Gainesville, FL WJLF(FM) 91.7 mhz—Feb. 28 application (BMPED880425IC) granted for Mod of CP (BPE-D8409191X) to change TL: 7175 SW 8th Ave., Gainesville, FL; ERP: 2 kw H&V; ant. 400 ft.
- Crawford, GA WGMG(FM) 102.1 mhz—March 5 application (BMPH891109II) granted for Mod of CP (BPH870506KB) to change ERP: 6 kw H&V; TL: 2.4 km NW of Arnoldsville, GA.
- Honolulu, HI KIPO(FM) 89.3 mhz—March 2 application (BMPED890915IE) granted for Mod of CP (BPE-D850514MB) to change ERP: 3.258 kw H&V.
- Traverse City, MI WLJN-FM 89.9 mhz—March 7 application (BMPED891018IC) granted for Mod of CP (BPE-D870521ME) to change ant.: 442 ft.; add vertical polarization.
- St. Cloud, MN KCFB(FM) 91.5 mhz—Feb. 28 application (BPE-D890522MC) granted for CP to change ERP: .8 kw H&V; ant. 119 ft.; TL: 1310 2nd St. N., move studio outside community of license.
- Onieda, NY WMCR-FM 106.3 mhz—March 6 applica-

tion (BPH900102ID) granted for CP to change ERP: 1.17 kw H&V; ant. 711 ft.

- Youngstown, OH WYSU(FM) 88.5 mhz—March 7 application (BMPED891213IC) granted for Mod of CP (BPE-D880114MA) to change DA antenna.
- Cayce, SC WYYS(FM) 96.7 mhz—March 7 application (BPH891017ID) granted for CP to change ERP: 4.4 kw H&V; install DA.
- Minocqua, WI WWMH(FM) 95.9 mhz—March 7 application (BPH890626IB) granted for CP to change ERP: 100 kw H&V; change ant. 462 ft.; class: C1; TL: on Razorback Rd., 2.3 km N. of Camp Highland Rd., in Plum Lake Township, WI.

■ Glasgow, KY. Denied Telescripps Cable Company, operator of cable system at Glasgow special relief and stay of FCC program exclusivity provisions of rules. (By MO&O [DA 90-361] adopted March 7 by chief, Video Services Division, Mass Media Bureau.)

■ Newark, NJ. Approved settlement agreement in Newark FM proceeding, channel 290A. (MM dockets 84-115, et al., by MO&O [FCC 90-86] adopted Feb. 26 by commission.)

■ South Carolina Broadcasters. Denied NAACP/NBMC petitions to deny numerous South Carolina Radio stations; granted renewals subject to reporting conditions, short term renewals and issued notices of apparent liability for EEO violations. (By MO&O and NALs [FCC 90-55] adopted March 5 by commission.)

Actions

- Perry, GA. Granted applications of Perry Television, Inc., for new TV station at Perry. (MM docket 87-353, by Decision [FCC 90R-14] adopted Feb. 8 by Review Board.)
- Richmond Hill, GA. Granted appeal by Mass Media Bureau and conditionally granted application of Richmond Hill Broadcasting for new FM facility on channel 287A in Richmond Hill. (MM docket 89-353 by MO&O [FCC 90R-17] adopted March 5 by Review Board.)
- Mahomet, IL. Granted application of Adlai E. Stevenson IV for new FM station on channel 290A at Mahomet; denied competing application of Alliance Broadcasting. (MM docket 88-364, by Decision [FCC 90R-16] adopted March 2 by Review Board.)

Allocations

- Bolingbroke, Unadilla and Warner Robbins, all Georgia. Effective April 27 amended FM table by allotting channel 278A; allotting channel 271A to Bolingbroke; and channel 273A to Warner Robbins. Filing windows open April 30, and closes May 30. (MM docket 89-55 by R&O [DA 90-326] adopted Feb. 23 by chief, Allocations Branch, Mass Media Bureau)
- Elkins, WV. Effective April 26, amended FM table by substituting channel 234B1 for Channel 237A at Elkins; modified license of WELK(FM) accordingly. (MM docket 89-283, by R&O [DA 90-329] adopted Feb. 23 by chief, Allocations Branch)

Services

BROADCAST DATABASE
dataworld[®]
MAPS
Coverage Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base Allocation Studies
Terrain Profiles
A Div. of Muffet, Larson & Johnson, Inc.
703 824-5666
FAX: 703-824-5672

UNUSED CALL LETTERS
MAILING LABELS
AM • FM • TV
dataworld[®]
301-652-8822 800-368-5754

Teletech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact: KENNETH W. HOEHN 23400 Mich Ave
(313) 562-8873 Dearborn MI 48124

dataworld MAPS
• TERRAIN SHADOWING
• POPULATION DENSITY
• CONTOUR COVERAGE
(301) 652-8822 (800) 368-5754

SOFTWARE
FM & TV CHANNEL SEARCH
FCC databases for MS-DOS
Broadcast Technical Consulting
V Doug Vernier
Broadcast Consultant
1600 Pictouque Drive
Cedar Falls, Iowa 50613
319 266-7435

DSI
COMMUNICATIONS, INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite Engineering and Installation
627 Boulevard
201-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29401 • (803) 377-6681

SG Communications, Inc.
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
1-800-824-7865 Tucson, AZ
1-800-874-5449 Tampa, FL

Space Segment
• Turn Arounds
Fixed and Remote
Uplinking
Pittsburgh International Teleport
800-634-6530

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 • FAX 251-8080

LDL COMMUNICATIONS, Inc.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL, MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

PIROD INC.
ENGINEERS & MANUFACTURERS OF
SOLID STEEL TOWER STRUCTURES
PHONE 219-936-4221
FAX 219-936-6796
P.O. Box 128, 1200 N. Oak Rd.
Plymouth, IN 46563

TRANSMISSION STRUCTURES LTD.
TOWER ENGINEERING SERVICES
Registered Professional Engineers
INSPECTIONS*ANALYSIS*MODIFICATIONS
P. O. Box 907 • Vinita, OK 74301
(918) 256-7863 • FAX (918) 256-2558




New towers, transmitter buildings, earth stations, turnkey site development.
Tower Structures, Inc.
1868 Mirvana Avenue
Chula Vista, CA 92011
619-421-1181
Fax: 619-421-0833 Lic. No. 254513

STARLINER ★★
MOBILE VIDEO PRODUCTION UNIT
MULTI CAMERA CAPABILITY
32 AUDIO INPUTS-STEREO SOUND
PROGRAMMING • SPORTS • CONCERTS
VIDEO CONFERENCES • MEETINGS
CONTACT: ERIC ADDRESS
(215) 626-6500

Utility Tower COMPANY
SERVING BROADCASTERS
FOR OVER FORTY YEARS
(405) 946-5551

IRS Equipment Appraisals
for Television Equip & Assets
* Recent experience
* 25 years in sales & as dealer
Don Forbes Co.
512 346-4112 800 950-2223

Professional Cards

<p>du Treil, Lundin & Rackley, Inc. A Subsidiary of A.D. King, P.C.</p> <p>1019 19th Street, N.W., Suite 300 Washington, D.C. 20036 Telephone: 202-223-6700 Member AFCEE</p>	<p>SAIC Carl T. Jones Corporation A Subsidiary of Science Applications International Corporation</p> <p>CONSULTING ENGINEERS 7901 YARNWOOD COURT SPRINGFIELD, VA. 22153 (703) 569-7104 MEMBER AFCEE</p>	<p>LOHNES & CULVER Consulting Radio-TV Engineers 1156 15th. St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722</p> <p> Since 1944 Member AFCEE</p>	<p>COHEN, DIPPELL and EVERIST, P.C.</p> <p>CONSULTING ENGINEERS 1300 "L" STREET, N.W. SUITE 1100 Washington, D.C. 20005 (202) 898-0111 Member AFCEE</p>
<p>SILLIMAN AND SILLIMAN 8121 Georgia Ave. #700 Silver Spring, MD 20910 ROBERT M. SILLIMAN, P.E. (301) 589-8288 THOMAS B. SILLIMAN, P.E. (812) 853-9754 Member AFCEE</p>	<p>Moffet, Larson & Johnson, Inc. Consulting Telecommunications Engineers Two Skyline Place, Suite 800 5203 Leesburg Pike Falls Church, VA 22041 703 824-5660 FAX: 703-824-5672 Member AFCEE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Box 280068 San Francisco, California 94128</p> <p> (415) 342-5200 (202) 396-5200 Member AFCEE</p>	<p>Jules Cohen & Associates, P.C. Consulting Electronics Engineers Suite 600 1725 DeSales, N.W. Washington, D.C. 20036 Telephone: (202) 659-3707 Teletype: (202) 659-0360 Member AFCEE</p>
<p>CARL E. SMITH CONSULTING ENGINEERS AM-FM-TV Engineering Consultants Complete Tower and Rigging Services "Serving the Broadcast Industry for over 50 Years" Box 807 Bath, Ohio 44210 (216) 659-4440</p>	<p>VIR JAMES CONSULTING ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 3137 W. Kentucky Ave. - 80219 (303) 937-1900 DENVER, COLORADO Member AFCEE & NAB</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57 Street New York, N.Y. 10107 (212) 246-2850</p>
<p>Mullaney Engineering, Inc. Consulting Telecommunications Engineers 9049 Shady Grove Court Gaithersburg, MD 20877 301-921-0115 Member AFCEE</p>	<p>HATFIELD & DAWSON CONSULTING ENGINEERS 4226 SIXTH AVE. N.W. SEATTLE, WASHINGTON 98107 (206) 783-9151; Facsimile: (206) 789-9834 MEMBER AFCEE</p>	<p>F.W. HANNEL & ASSOCIATES Registered Professional Engineers 911 Edward Street Henry, Illinois 61537 (309) 364-3903 Fax (309) 364-3775</p>	<p>STRUCTURAL SYSTEMS TECHNOLOGY, INC. J. Cabot Goudy, P.E. PRESIDENT TOWERS, ANTENNAS, STRUCTURES New Tall Towers, Existing Towers Studies, Analysis, Design Modifications, Inspections, Erection, Etc. 6867 Elm St., McLean, VA 22101 (703) 356-9765</p>
<p>C. P. CROSSNO & ASSOCIATES Consulting Engineers P.O. Box 18312 Dallas, Texas 75218 (214) 669-0294 Member AFCEE</p>	<p>JOHN F.X. BROWNE & ASSOCIATES, P.C. 525 Woodward Ave. Bloomfield Hills, MI 48013 (313) 642-6226 Washington Office (202) 293-2020 Member AFCEE</p>	<p>D.C. WILLIAMS & ASSOCIATES, INC. Consulting Engineers AM-FM-TV-LPTV-CATV POST OFFICE BOX 700 FOLSOM, CALIFORNIA 95630 (916) 933-5000</p>	<p> COMMUNICATIONS TECHNOLOGIES INC. BROADCAST ENGINEERING CONSULTANTS</p> <p>CLARENCE M. BEVERAGE LALRA M. MIZRAHI (609) 985-8077</p> <p>P.O. BOX #1138 MARTON, NJ 08853 FAX: (609) 965-8124</p>
<p> LAWRENCE L. MORTON ASSOCIATES 1231 MESA OAKS LANE MESA OAKS, CALIFORNIA 93436</p> <p>LAWRENCE L. MORTON, P.E. AM • FM • TV APPLICATIONS • FIELD ENGINEERING MEMBER AFCEE (805) 733-4275 / FAX (805) 733-4793</p>	<p>SELLMEYER ENGINEERING Consulting Engineers P.O. Box 356 McKinney, Texas 75069 (214) 542-2056 Member AFCEE</p>	<p>PAUL DEAN FORD, P.E. BROADCAST ENGINEERING CONSULTANT R.R. 12, Box 351 WEST TERRE HAUTE, INDIANA 47885 812-535-3831 Member AFCEE</p>	<p>• FCC Data Bases • FCC Applications and Field Engineering • Frequency Searches and Coordination • AM-FM-CATV-ITFS-LPTV</p> <p> OWL ENGINEERING, INC. Consulting Communications Engineers 1306 W. County Road F, St. Paul, MN 55112 (612) 631-1338 "Member AFCEE"</p>
<p>Datel Corporation</p> <p>BROADCAST CONSULTANTS Applications • Inspections</p> <p>Call Toll-Free (800) 969-3900 1515 N Court House Rd., Arlington, VA 22201</p>	<p>RADIO SYSTEMS ENGINEERING</p> <p>FCC Applications • Design • Installation Field Service</p> <p>Experienced & Affordable</p> <p>4250 East Powell Avenue • Las Vegas, Nevada 89121 24 Hr. (702) 454-2085</p>	<p>DON'T BE A STRANGER</p> <p>To Broadcasting's 116,427* Readers. Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers. * 1986 Readership Survey showing 35 readers per copy</p>	<p>AFCEE Association of Federal Communications Consulting Engineers P.O. Box 19333 20th Street Station Washington, DC 20036 (703) 534-7880</p>

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General manager. Initiate Public Radio Station KEDM Experience in fundraising, grantsmanship, working with CPB, NPR, FCC. Salary commensurate with qualifications. Application review begins immediately; continues until filled. Send resume, three confidential recommendations, official transcripts: Dr. William R. Rambin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209-0320. EOE/AA.

General manager for small market, Northeast Combo. Position requires strong manager with proven small market and sales management experience. Great growth potential and equity for the right person. EOE. Box E-31.

Selling sales manager. AM/FM. 100,000 market. New facilities. Turnaround AM. Start-up FM. University, light industry, tourism, agriculture. Prosperous area. WTGC. PO Box 592, Lewisburg, PA 17837 EOE.

General manager: FM in small Midwest college market has opening for aggressive, honest, stable, knowledgeable radio person. Send complete information including salary history to: PO Box 11543, St. Louis, MO 63105. EOE.

Small, yet aggressive, SE broadcast group seeks a take charge manager to develop latest addition. Must have a passion for sales. Long term players only. Resume to: Radio Operations, 1790 September Ave., Memphis, TN 38116. EOE

General manager: Big FM Combo in growing Sunbelt market. Need manager with strong sales background, equity possible, tremendous opportunity. Box E-20. EOE.

Absentee owner seeks high-energy GSM or GM to manage AM station in one of the nation's most beautiful and fastest growing Florida resort areas. Opportunity to earn equity and be part of growing group. Resume and letter outlining your management philosophy for modest but fast growing market. All replies confidential. No phones, please. B. Gordon, 6823 Hammerstone Way, Cincinnati, OH 45227. EOE.

Equal opportunity employer Liggett Broadcast Group looking for experienced professional for Fresno, California radio station general manager position. Send references and resume to 160 E. Grand River Ave., Williamston, MI 48895.

Our sales manager has just been promoted. Immediate opening for a local sales manager for a Hot Adult Contemporary FM. Benefits and compensation for a track record with experience, ability and desire. Resumes to Russ Whitnah, B-97.3 FM, PO Box 1507, Harrisburg, PA 17105. EOE.

General manager, strong in sales. Outstanding opportunity to earn percentage of the profits and part of the company for right person. St. Ignace, Petoskey area. 100,000 watt FM. 5,000 watt AM radio station. Call evenings. 517-321-1763. EOE.

Top rated AOR/ Classic Rock station seeking regional sales manager/vendor specialist. Requirements are 4 years broadcast sales, 1 year managerial experience, ability to motivate, coach & train. Food vendor knowledge a real plus. Send resume to: General Manager, WFVY AM/FM, 9090 Hogan Rd., Jacksonville, FL 32216. Females and minorities encouraged to apply. Equal opportunity employer.

Turn-around general manager: For small market FM stations located in very attractive Sunbelt region of the Northwest. Must have prior experience in successful turn-around operations of small to medium market radio stations. Competitive base compensation plus incentives for successful completion of turn-around. Send resumes to Box E-66. EOE.

HELP WANTED SALES

Trumper Communications is looking for experienced account executives for its newest acquisition, WLVK in Charlotte, North Carolina. If you have a minimum of two years of radio selling experience, a proven sales track record, desire upward mobility and want to be a part of one of radio's fastest growing companies, please send resumes to WLVK Radio, 4701 Hedgemore Dr., Suite 801, Charlotte, NC 28209. Trumper Communications is an equal opportunity employer and encourages minority and female applicants.

Established Southeastern market leader wants aggressive, hungry, sales TIGER as local sales manager. Must have previous management experience, ability to coach and inspire experienced billers as well as new reps. Strong track record of sales in a competitive environment is a must! If you're in markets 60-100 and want to move up, send resume, references, etc. to Box E-26

Suburban NY station seeks an aggressive account executive. Active list. Contact Tom Arbon, 914-747-1071. WZFM, 444 Bedford Rd., Pleasantville, NY 10570. EOE

Sales manager. Small market radio with big opportunity. Lead a staff of four salespeople, plus telemarketing salesperson. Full time NBC affiliated AM and Class A (soon to be a Class B-1) FM. Station under same ownership over 40 years. We have a history of strong performance and need you to help carry on the tradition. Send resume to Joyce McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

We want to add stations to our successful group but need more sales managers. Join us as an account executive and advance to sales management. Get expert training and career growth. Resume to Jim Glassman, President, Community Service Radio, Inc., Box 3335, Peoria, IL 61614. EOE. M/F.

Established 45 year old AM/FM is looking for an aggressive local sales manager. Full benefits including auto expense and insurance. Minimum of 2 years management experience required. College degree with background in business administration, marketing or sales preferred. FM format is Solid Gold. AM format is Country. We are 40 miles from Nashville, TN and are the home for General Motor's Saturn plant. In 45 years, we've had 5 sales managers. Current sales manager leaving to pursue MBA. Send resume and photo, no phone calls. WKRM, PO Box 1377, Columbia, TN 38402. EOE.

Experienced local sales manager needed for established group-owned FM giant in large Midwestern market. Organized, goal-oriented motivator needed to lead our team. Good ideas, ability to recruit and train, and ratings savvy a must. Letter of interest and resume to Box E-64. EOE.

HELP WANTED TECHNICAL

Search reopened for radio engineer for University 30,000 watt radio facility, reporting to director of engineering. Full benefit package. Modern equipment in new building. Experience in RF and studio maintenance. FCC General Class or SBE certification preferred. Review of applications will begin March 28, 1990 and continue until position is filled. Salary range, \$25,000-\$27,000. Send resume and three professional references to General Manager, WMUB, Miami University, Oxford, OH 45056. Miami University is an Affirmative Action/equal opportunity employer.

Fort Myers, Florida: Chief engineer for a top rated group owned 100 Kw FM/10 Kw Directional AM. Applicants should have minimum of five years of technical experience, be a good communicator and not be intimidated by computers. Send resume to Kevin McNamara, Director of Engineering, Beasley Broadcast Group at 3033 Riviera Dr., Naples, FL 33940. EOE

Wisconsin's prettiest city needs experienced chief with people skills. Full power FM requires the job to be done today. If you're competitive, send resume to: 109 Conner Dr., Suite 105, Chapel Hill, NC 27514. EOE.

Broadcast engineer: WFPK-FM, Louisville, Kentucky. Qualifications: Two years of college in Electronics/Technical training. Three years of experience in public radio or as an assistant chief engineer for a high power FM station. An equivalency of training and experience may be substituted. Special requirements: Possession of a General Radio-Telephone Operator's license. Send resume no later than March 31, 1990. City of Louisville, Department of Employee Relations, 609 W. Jefferson St., Louisville, KY 40202. Equal opportunity employer.

Engineering: Satellite earth terminal engineer: National Public Radio seeks qualified personnel to execute earth terminal projects for the public radio satellite system. The successful candidate will have a minimum of five years experience with broadcast or satellite transmit and receive equipment and will have demonstrated ability to handle full administrative and technical responsibility for projects in these fields. We are looking for the person who can take an idea and turn it into a finished product with a minimum of supervision. Send resume with salary requirements to: National Public Radio, Personnel Dept., 2025 M St., NW, Washington, DC 20036. EOE/AA.

Engineering: Satellite facilities manager: National Public Radio seeks an experienced manager for the technical facilities unit of the nation's public radio satellite network. The successful candidate will have responsibility for the planning and execution of satellite facilities projects, and will manage the Satellite Facilities unit of the Distribution Division. We are seeking an experienced, take-charge individual with a minimum of three years experience in a technical management position. Two years hands-on experience with satellite transmit and receive terminals is required. Send resume with salary requirements to: National Public Radio, Personnel Dept., 2025 M St., NW, Washington, DC 20036. EOE/AA.

Technical: Satellite project staff engineer: Participates in needs assessment, system design, specifications, vendor relations, manual writing for next generation public radio satellite system. Interacts with radio station engineers and management, some travel. 4 years hands-on experience with broadcast station and/or satellite terminal maintenance and operations including digital or analog audio transmission systems. Good writing skills required. BSEE, FCC license and SBE certification desirable. Fixed-term position through end of 1993. Submit resume by April 1, 1990 to: National Public Radio, Personnel Dept., 2025 M St., NW, Washington, DC 20036. Women and minorities are encouraged to apply. EOE/AA.

Broadcast engineer: WFPK-FM, Louisville, Kentucky. Qualifications: Two years of college in electronics/technical training. Three years of experience in public radio or as an assistant chief engineer for a high power FM station. An equivalency of training and experience may be substituted. Special requirements: Possession of a general Radio-Telephone Operator's license. Send resume no later than March 31, 1990. City of Louisville, Department of Employee Relations, 609 W. Jefferson Street, Louisville KY 40202. Equal Opportunity Employer

Engineering/technical: Satellite project staff engineer (FISPO technical coordinator). Participates in needs assessment, system design, specifications, vendor relations, manual writing for next generation public radio satellite system. Interacts with radio station engineers & management, some travel. Four years hands-on experience w/broadcast station and/or satellite terminal maintenance & operations including digital or analog transmission systems. Good writing skills required. BSEE, FCC license and SBE certification desirable. Fixed-term position thru end of 1993. Resume to Personnel, National Public Radio, 2025 M St., NW, Washington, DC 20036 by April 9. Women and minorities are encouraged to apply. EOE/AA.

HELP WANTED ANNOUNCERS

Afternoon drive CHR host/production genius wanted! Multi track skills and CHR sensibility needed. Send T&R to Jim Cook, JET-FM 102, 1635 Ash St., Erie, PA 16503. No calls, please! Equal opportunity employer

Classical music announcer, major East Coast market. Must be familiar with all aspects of Classical music, musical terms and artist and composer names. Duties will include some programming as well as weekday evening airshift. Must be comfortable with radio production and have strong commercial presentation. Air-check must accompany resume to: Dave Conant, WFLN, 8200 Ridge Ave., Philadelphia PA 19128, by April 15th. EOE.

Announcer/salesperson. Solicit advertising. Sell, create and announce (tape) your commercials. Maryland suburban station near Washington. Box E-63. EOE. No tapes.

Announcer/producer: Full-service public radio stations, KUNI/KUNY/KHKE, need announcer producer to host popular daily music programs: do interviews, report news and produce features. Position requires knowledge of Contemporary music, including Blues, reggae, worldbeat, folk, rock and new age. Good voice and on-air personality a must. Bachelor's degree, minimum 1-2 years on-air experience. Salary range \$18,440 - \$21,270. Send letter, recent audition tape and resume to: Carl R. Jenkins, KUNI/KUNY/KHKE, University of Northern Iowa, Cedar Falls IA 50614-0359. Deadline: April 16, 1990. An affirmative action/equal opportunity educator and employer.

HELP WANTED NEWS

Midwest opportunity. Need reporter willing to travel. Want good writing, voice and fast study. Start \$16,000 plus benefits. Tape & resume. N/RN, 1420 N. Claremont Blvd., 207 C. Claremont, CA 91711. EOE.

News director and morning talk personality needed as a co-host on a News/Talk morning show. T/R and salary requirements to: Walter Maxwell, WGHO, 82 John St., Kingston, NY 12401. EOE.

Editor. National Public Radio's Foreign Desk is looking for an overnight assignment editor. This position is responsible for assigning and editing breaking news stories for NPR's Morning Edition program and coordinating on-going foreign coverage for NPR's news programs. Incumbent should have BA and five years journalistic experience. To include 2 years administrative/editorial experience in a news organization, extremely desirable. Knowledge of foreign/international news coverage/planning. Demonstrated writing and editing ability, and broadcast experience extremely desirable. Salary commensurate with experience. Send resume with salary history: National Public Radio, Personnel Dept., 2025 M St., NW, Washington, DC 20036. EOE/AA

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director for suburban DC Country, includes morning personality. Experience a must. Resume/tape: R. McKee, WPRW, Box 1460, Manassas, VA 22110. EOE.

Asst. news director for WBBM Newsradio 78, CBS O & O in Chicago is looking for news professional with a proven track record in newsgathering and management. College degree required. Advanced journalism or management degree helpful. Major market news and management experience required. No phone calls. Direct resumes to: Chris Berry, Director News and Programming, WBBM Newsradio 78, 630 N. McClurg Court, Chicago, IL 60611. An equal opportunity employer.

Production manager/announcer for commercial Classical music station. Must have working knowledge of radio production and thorough understanding of Classical music with ability to host Classical music programs on relief basis. Send tapes and resumes to Dave Conant, WFLN, 8200 Ridge Ave., Philadelphia, PA 19128. by April 15th EOE.

The City of Louisville is seeking: Associate producer/Classical, WFPK-FM, Louisville, Kentucky. Qualifications: Bachelor's degree in Music Communications, or relevant area of assignment. One year of experience with a public radio station. An equivalent combination of training and experience may be substituted. Special requirements: Possession of an FCC Restricted Radio Telephone permit. Audition tape is to be submitted with application. Desirable: Conversational, upbeat Classical music announcer needed. Knowledge of Classical music required. Production skills a plus. Send audition tape and resume no later than April 6, 1990 to City of Louisville, Department of Employee Relations, 609 W. Jefferson St., Louisville, KY 40202. Equal opportunity employer.

On-air promotion coordinator: National Public Radio seeks an experienced producer to coordinate the production and distribution of all on-air promotion for the National Program Service, including the award-winning news magazines All Things Considered, Morning Edition, and Weekend Edition. Excellent writing and production skills a must. Salary commensurate with experience. Specifications: Bachelor's degree preferred. Minimum four years related experience. Work at a radio station, supervisory experience preferred. Public radio background a plus. Send cover letter, resume and five minute cassette tape highlighting your creative use of the medium, including 20, 30, and 60 second produced spots to NPR, Personnel Dept., 2025 M St., NW, Washington, DC 20036. EOE/AA.

SITUATIONS WANTED MANAGEMENT

Position your station where it counts! Professional broadcaster with over 26 years experience in sales, programming and engineering can dominate your market. Everything I touch can turn to gold. Possible fulltime or consultant basis. Bill Elliot, 413-442-1283

Radio consultant! Specialist in sales, programming, station acquisitions, inventory & cost control, financial management and more. Experienced in both group and individual ownership situations. Turnaround pro. bottom line oriented. Call R.P.M. Assoc., 804-232-5197.

Take charge general manager available. Successful in medium and major markets. Love turnarounds and rebuilds. Group management and acquisitions experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Dean Johnson 503-472-1221.

General manager with 18 years of successful small to medium market experience. 512-824-1282.

Rescue me! 13-year radio sales/sales management veteran seeks return to radio and exit from big-city life. Currently SM in allied field. Ideal candidate for medium/metro GM position. 55K minimum. 305-770-5149.

SITUATIONS WANTED ANNOUNCERS

Easy Listening, Big Band only. 28 years experience. Deep pipes. Final career move. 717-675-6982. PA

Available for guest appearances, Veronica German, BA, professional psychic, ready to host call-ins, on-the-air psychic-advice radio show. 415-763-8000

Major market producer. Ivy League MA. Emotive. Sense of humor. Business minded. Will launch on-air talk career anywhere. Small market okay. 212-242-1568.

Listen: The financial world is cracking. Revolutionary changes are taking place. People can count only on change. Public thinking must adjust. I successfully manage capital in futures/options (23 yrs.) & write "Reflections for Financial Transformation." I want the opportunity to serve a quality New York audience with a 30 min. talk show. Current exp. inc. interviews w/BRN. (tapes available). Money for all is the result of a job well done. Marlee-Jo Jacobson. 212-777-3862.

Compelling talk show host, entertaining and engaging, now available. Creative style handles trivial to tragic. Veteran of major, medium, small and overseas markets. Kevin. 717-524-5255.

Dynamic sports pro tired of moving around. Top-notch PBP, anchoring/reporting and talk shows. Looking for the right situation to stay in Talent, creativity, marketing ability, and a work ethic that shows a burning desire to be the very best. Todd: 407-737-1923.

Hard-working, knowledgeable man with H.S. and minor-league BB experience looking to take the next step up the PBP ladder. Will relocate. John. 608-742-8833 (days), 608-429-3830 (nights).

Something totally different. Popular, surreal sports call-in show has lost its lease. Unprofessionally professional regular guys with sports expertise. We sound like a sports show hosted by used-car salesmen. Spoofing, self-deprecating put-on artists specializing in mock solemnity, yet serious and insightful. We avoid sports cliches, debunk sacred cows. Documented proof we said Tyson would lose to first good opponent. Our biggest fan is NHL big-shot (name available on request). Our humor and talent transcend sports, also fit other formats (music, talk radio, drivetime hosting). Contact Bill Abelson, 782 Orange St. #3, New Haven, CT 06511, 203-776-2221, for tapes reviews.

5 yrs. experience. Professional sound. Currently working part-time for Daytona Beach's #1 Adult Contemporary FM station. Seeking full time. Willing to relocate. Call anytime! 407-352-4658.

SITUATIONS WANTED TECHNICAL

Veteran engineer. Major market experience, available temporary or permanent. Studio construction, high power FM. Directionals, processing, satellites, automation. Box E-62.

SITUATIONS WANTED NEWS

Former KMOX sportscaster seeks to rebuild career with medium to large market station. Well developed background. Available immediately. Box E-43.

Sportscaster. Ten years medium market radio/TV. Great background. Strong writer. PBP. Solid references. Degree. Five AP awards. 32. Need an opportunity. Bill. 812-853-9173.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

TELEVISION

HELP WANTED MANAGEMENT

TV/radio regional manager. Career entrance position with broadcasting's oldest (35 years) media-merchandising promotion. TV/radio experience required. Full-time (Mon./Fri.) Travel required. Substantial draw against commission. Resume and recent picture to John Gilmore, President, CCA, Inc., PO Box 151, Westport, CT 06881, 203-226-3377. EOE.

TV station manager needed. Experienced only. Send resume and salary history to Box E-39. EOE.

Local sales manager: Top 60 Eastern affiliate is accepting applications immediately. Top individual will have a strong sales background, possess quality communications skills, be an aggressive, self-motivated leader and be willing to creatively make the extra effort toward goal achievement. Great opportunity for the right person. Management experience preferred but not necessary if you're a cut above the rest. Excellent benefits. Send resume to Box E-46. EOE, M/F.

Large, aggressive, Northeastern Church seeks manager for its television, radio and tape ministries. Duties include small studio management, direction, promotion and administration. Skill in recruitment and training of volunteers essential. Christian commitment preferred. Much opportunity for creative programming and development. Send resume and demo tape to Dr. Meek, First Presbyterian Church, 320 Sixth Ave., Pittsburgh, PA 15222-2580. EOE.

Station manager. KRMA-TV, CO. KRMA is seeking a qualified professional to serve as station manager. Working under the president and general manager, candidate would administer and coordinate the day-to-day activities of the station. Requirements include working knowledge of the following areas of television station activities: Programming, production, finance, marketing, engineering and educational services. A Bachelor's degree in Mass Communications, Journalism or related field, with a minimum four years successful experience at the senior management level of a television station or equivalent combination of education and experience. Salary range \$55,000 - \$65,000. Send letter of application, resume and three professional references to Search Committee, 1261 Glenarm Place, Denver, CO 80204. Applications to be received no later than April 30, 1990. EOE/AA.

Asst. development director: The Broadcasting Service of Southern Illinois University at Carbondale, invites applications for the position of asst. development director for its television station: WSUI-TV (Carbondale). Responsible for fund raising and marketing of WSUI-TV (including underwriting sales and community relations activities). Qualifications needed: Bachelor's degree in Marketing, Business Administration or related area required. Master's preferred; experience in public broadcasting (preferably in development); marketing, sales and community relations experience; a good working knowledge of public broadcasting organizations; and a valid driver's license. Letter of application requested by April 1, 1990 to include: Resume, examples of fund raising work, list of references who can be called, and three professional letters of reference to: Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University, 1048 Communications Bldg., Carbondale, IL 62901. Southern Illinois University is an equal opportunity/affirmative action employer.

Station manager: Muskegon, Michigan. New low power TV station and marine coastal station looking for a take charge station manager. Wide open market with network affiliation. Sales and production experience helpful. Profit sharing with unlimited potential. Send resume to: Kelley Enterprises, 60 S. Mill Iron Rd., Muskegon, MI 49442. EOE.

General sales manager: KPLC-TV, southwest Louisiana's dominant television station is seeking a skilled broadcast professional to lead its dynamic sales team into the new decade. TV sales management required; college degree preferred. Send letter and resume to Veronica Bilbo, EEO/Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Marketing director needed for WKRN-TV. ABC affiliate in Nashville is looking for dynamic, creative, experienced, hands-on marketing director to manage promotion, art, community affairs department. Send resume to Deb McDermott, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

HELP WANTED SALES

Odetics, Inc., an Anaheim, California based manufacturer of tape recorders for the space industry and broadcast video cart machines for the television industry, has an opening for a regional sales representative to sell broadcast products in the Northeast area of the USA. Applicants must have at least ten years experience working in, or selling equipment to, the television industry. Experience with video tape recorders would be beneficial. Please send resume and salary history to Bill Keegan, Odetics, Inc., 1515 S Manchester Ave., Anaheim, CA 92802. EOE.

Metrobase Cable Advertising is hiring aggressive, experienced, goal-oriented account executives for Pittsburgh and New York area offices. Excellent fringe benefit package. Send cover letter, resume, and references to General Manager, Metrobase Cable Advertising, 70 East Lancaster Ave., Frazer, PA 19355. EOE, M/F.

Account executive: Strong SE Ind. Must have 3-5 years TV sales experience. Coop/vendor and Ind. sales experience a plus. Local & regional territory. Sales manager, WJZY, PO Box 668400, Charlotte, NC 28266-8400. No phone calls. EOE.

WANE-TV seeks account exec with 3-5 years TV sales/marketing experience. Ideal candidate is aggressive self-starter with strong marketing skills and new business development track record. Marshall Marketing experience a strong plus. Salary history and resume to Mark diBuono, WANE-TV, Box 1515, Fort Wayne, IN 46825. EOE.

General sales manager with strong local sales management background and experience. Send resume and salary history to Box E-56. EOE.

General sales manager. Upper Midwest market. Oversee and manage all facets of local/regional/national sales department. Must have proven track record in local sales; co-op and vendor support programs. Must have minimum 7 years experience. College degree or equivalent experience needed. Send resume to Box E-57. EOE.

San Francisco sales manager: Kelly Broadcasting Co. (KCRA-TV/Sacramento and KCPQ-TV/Tacoma) seeks a qualified individual for the position of San Francisco sales manager. Prior sales management experience is preferred; and candidate should have experience in selling for both affiliate and independent television stations. Candidates should possess strong leadership, organizational and motivational skills. Send resume and salary requirements to: KCRA-TV, Attn: Dept. CPG, 3 Television Circle, Sacramento, CA 95814-0749. No calls, please. EOE, M/F. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

National sales manager. Upper Midwest market. Sell and service national accounts. Coordinate and communicate with national rep firm. Three years experience with regional/national sales preferred. Prior experience working with national rep preferred. College degree or equivalent experience needed. Send resume to Box E-58. EOE.

WKRN-TV, the ABC affiliate in Nashville, TN and a division of Young Broadcasting, Inc. - America's fastest growing broadcast group - is seeking a national sales manager. A minimum of two years national sales manager experience at a television station or two television rep manager experience is required. Send a complete resume to Dave Sankovich, General Sales Manager, 441 Murfreesboro Rd., Nashville, TN 37210. No phone calls, please. EOE.

HELP WANTED TECHNICAL

Chief engineer: WRBL-TV 3, Columbus, GA is looking for a hands-on chief to supervise staff, oversee master control operations, handle maintenance of equipment and transmitter. Send detailed resume and references to: General Manager, WRBL-TV, PO Box 270, Columbus, GA 31994 or Fax 404-327-6655. EOE.

Assistant chief engineer: KETA TV, Oklahoma City, OK. This is a hands-on supervisory and maintenance position. The successful candidate will have minimum of five (5) years television broadcast maintenance experience with supervisory and organizational skills. This position is an excellent opportunity for future advancement into engineering management. We offer a salary commensurate with experience and a benefits package. Qualified applicants should send resume with reference to: Personnel Department, OETA, PO Box 14190, Oklahoma City, OK 73113. EOE.

Media systems engineering supervisor. Dynamic, growing community college district with advanced video operations, seeks highly experienced, skilled, imaginative, and cooperative individual with strong video, audio, and media engineering and supervisory skills. Responsible for development, supervision, and performance of technical systems design, maintenance, repair, installation, and production engineering related to composite, component, and digital video production; satellite up/downlink; teleconferencing; cable, fiber optic, microwave, and broadband video distribution; audio and broadcast radio; videodisc, and media production; and classroom and interactive media equipment. Supervises television engineers and media repair specialists. Extensive systems design, production engineering, troubleshooting, and hands-on bench skills essential. Broadcast radio experience desirable. Starting salary \$45,972 to \$60,321. Very generous benefits. Classified management position. Send resume to NOCCCD, Personnel Office, 1000 N. Lemon, Fullerton, CA 92634 by 4/12/90. EOE.

TV engineering technician III: Performs complex repairs, maintenance, over-hauls and alignments of VTR machines, studio and ENG cameras, video switching consoles, computers, audio equipment. Operates related equipment during productions. Installs new equipment and/or modifies existing equipment. Position located at WJWJ-TV, Beaufort, SC. Salary range \$21,678 - \$32,517, depending on experience. Requires an Associate's degree in Electronics and three years related television technical experience. For applications, please call 803-737-3457 or write SCETV Personnel Department, 2712 Millwood Ave., Columbia, SC 29250. EOE.

Chief engineer. Hands-on systems level maintenance and oversight of new production facility. Experience in production and knowledge of Grass Valley 200 switcher and 141 editor, graphics, edit systems, Ultimatte 300, and Beta SP machines. We are looking for an articulate, responsible, self-starter who is eager to work in a fresh, energetic team environment with lots of opportunity. Send resume to: Operations Manager, Channel One, 655 Third Ave., Rm. 1500, New York, NY 10017. EOE.

Maintenance engineer wanted for VHF ABC affiliate in Columbus, GA. Individual should have minimum 2 years formal training in electronics and 3 years experience in broadcast related field. FCC General Class license or SBE certified preferred. Salary negotiable. Send resume to: Chief Engineer, WTVM-TV, PO Box 1848, Columbus, GA 31994. EOE.

LFI Productions, Inc. is seeking EICs for mobile units. Salary is commensurate with experience. Send letters and resumes to: LFI Productions, Inc., PO Box 2618, West Lafayette, IN 47906. Or call Ken Gardner at 317-463-2396. EOE.

Assistant chief engineer for Nashville's public TV station. Individual must have strong maintenance background and proven supervisory abilities. Minimum of five years experience and valid FCC General or SBE certification required. Send resume to Chief Engineer, WDCN-TV, Box 120609, Nashville, TN 37212. EOE/AA.

Assistant chief engineer: WDBB-TV seeks qualified individual. Must be able to troubleshoot both studio and transmitter equipment. All equipment is state-of-the-art. Transmitter is Harris 120Kw. Resume to Mr. John Batson, Chief Engineer, 651 Beacon Pkwy. West, Suite 105, Birmingham, AL 35209. Equal opportunity employer.

Engineer, broadcast maintenance. Maintenance engineer must be able to troubleshoot and repair state-of-the-art television equipment. Two-year Associate degree or equivalent in Electrical Engineering and a minimum of two years broadcast television experience a must. An FCC license or SBE certification helpful. Send resume to: Bob Thomas, WISH-TV, PO Box 7088, Indianapolis, IN 46207. No phone calls. EOE, M/F.

Chief engineer. The Weather Channel, a cable network providing 24 hour information to 43 million homes. Become an integrate member of a growing communications business. We are looking for an experienced chief engineer to lead a staff of twelve dedicated, talented engineers. Applicants must have extensive experience in all facets of television engineering. Management experience with operating and capital budgets is essential, as is excellent human relations skills and management abilities. Qualified candidates can arrange interview during NAB Convention by sending resume or calling Doyle Thompson, VP Engineering, or Stan Hunter, Senior VP Programming/Operations, The Weather Channel, 2600 Cumberland Pkwy., Atlanta, GA 30339. 404-434-6800. EOE.

Chief engineer: WDSU-TV, New Orleans, LA. WDSU-TV, the Pulitzer Broadcasting, NBC affiliate on Channel 6 in New Orleans, is looking for an experienced chief engineer. If you are committed to excellence in engineering, we want to talk to you. The successful candidate must be skilled in all areas of engineering, broadcast technology, people management and administration. We need a team player who can work well with an aggressive news department. You will be fully involved in the planning and construction of a completely new building and studio facility. Excellent salary and benefits package. Send resume and salary requirements to Fred Steurer, Vice President/Engineering, Pulitzer Broadcasting Company, One City Centre, St. Louis, MO 63101. EOE, M/F.

Maintenance engineers. The Weather Channel, a cable network providing 24 hour information to 43 million homes has career opportunity for experienced broadcast maintenance engineers. Extensive background in television engineering and at least two years training in electronics technology required. Qualified candidates can arrange interview during NAB Convention by sending resume or calling Doyle Thompson, VP Engineering, or Stan Hunter, Senior VP Programming/Operations, The Weather Channel, 2600 Cumberland Pkwy., Atlanta, GA 30339. 404-434-6800. EOE.

Chief engineer: WAKA-TV, Montgomery, AL needs hands-on chief with experience in VHF transmitters, production, news and studio equipment. Managerial skills should include supervisory capabilities and knowledge of budget planning and execution. Experience with remote control and microwave desirable. Send resume to John Rogers, GM, WAKA-TV, Box 230667, Montgomery, AL 36123. An EOE.

Mtce engr: Need engr. to maintain 300/Kscope, Digital F/X200, 141 post prod., Harris 9100 AM-FM-TV remote control, VPR-2's, ACR's, 3's, 80's, FM, 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMML lic or SBE certificate. Contact KFM, John Weigand, AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

HELP WANTED NEWS

Anchorperson: Wanted for top rated Gulf Coast station. Applicant must have previous anchoring experience. We are a group-owned station with an aggressive state-of-the-art news department. Send resume, non-returnable demo tape and salary requirements to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Sports director/anchor: Tulsa's #1 news operation is looking for an enthusiastic and personable sportscaster to produce and anchor our primary sportscares, as well as direct our sports coverage. Should demonstrate strong on-air personality, creative sports reporting, and ability to produce a lively sportscast that will appeal to both fans and non-fans. Send resume, tape and references to Michael Sullivan, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE, M/F.

News producer: If you are a take-charge individual, you should work at KVBC-TV. Send non-returnable tape and resume to: Cindy Heinrich, 1500 Foremaster Ln., Las Vegas, NV 89101. Equal opportunity employer.

News co-anchor: Energetic, authoritative anchor needed for highly competitive Midwest affiliate. Salary range: Low 30's. Send resume to Box E-52. EOE. No tapes.

South Florida affiliate needs creative news photographer/editor. 2 years minimum experience. Top-notch operation, visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

ENG editor. Vacation relief: 3-5 years experience in medium market television news operation. Ability to operate Sony 200 and 800 system a must - Sony 600 system a plus. Must be able to work unsupervised under deadline pressure. Resumes only to Peter Menkes, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

Executive producer/line producers. Southeast major market station seeks qualified news manager and producers. Executive producer position requires previous management experience. Preferable as EP. Producing positions require strong writing skills, news judgement, line experience. Send resumes only to Box E-54. EOE.

More than a producer. You'll be a hands-on, decision-making number two person in a fast-growing news environment. 100+ station thinks and acts like top 50. Lots of ENG, special projects. You'll work hard, but we've got lots of sun and beaches for R&R. Great step toward ND's position. **Up-and-comer preferred.** Resume and salary history to Box E-55. No tapes. EOE.

10 PM news producer: Creativity, leadership, solid news judgement and good writing. Degree and some experience preferred. If you have these qualities and want a chance to work in a competitive medium market with a commitment to news excellence, send your tape, resume and references to Duane Wallace, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE, M/F.

WRCB-TV is looking for a news reporter who is excellent at digging up stories, and great at telling people about them. Lots of previous experience as a live reporter is required. No phone calls. Send resumes and videotapes to: Lee Meredith, 900 Whitehall Rd., Chattanooga, TN 37405. EOE.

Anchor/producer needed for top-ranked news team. Must be well-rounded contributor. Send non-returnable tape and resume to Pete Michenfelder, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903. EOE.

Possible future opening for reporter, capable of shooting and editing own material. Entry level considered. Resumes and non-returnable tapes to: Newcenter Network, KECI-TV, Box 5268, Missoula, MT 59806. No calls. EOE.

Reporter: WDTN, (Dayton ABC affiliate) is looking for a real reporter, not someone who merely takes handout assignments. Must have strong writing, live, on-set, and enterprising skills. Submit your tapes by April 6th. No phone calls, please. Send to Personnel Department, PO Box 741, Dayton, OH 45401. Women and minorities are encouraged to apply. An equal opportunity employer.

Co-anchor/correspondent with minimum three years experience. Strong journalistic background to develop nightly crime beat segment. TROUBLESHOOTER is a live, thirty minute strip program for Ft. Myers with an aggressive style and format. Position requires strong live interview skills ability to work closely with law enforcement and the desire that separates average from exceptional. Submit resume and tape: TROUBLESHOOTER, WFTX-TV, 621 Pine Island Rd., Cape Coral, FL 33991. EOE.

MotorWeek Illustrated, a weekly motorsport show on ESPN is looking for motor racing reporters. We need people who cover racing in their local markets and know how to write highlight and personality stories. Send resume to MotorWeek Illustrated, 1281 Fowler St., NW, Atlanta, GA 30318. No phone calls, please. EOE.

Reporter for a NEW bureau about to open in Washington, DC. Strong live shot skills a must, minimum 5 years experience in broadcast journalism. We're looking for an aggressive, competitive reporter who's still enthusiastic about the job. If you love politics and follow national affairs, send your resume and tape with at least 3 live reports to: Potomac/Television Communications, 500 North Capitol St., NW, 8th Fl., Washington, DC 20001. No phone calls, please. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotions under pressure: On-air promotions manager. Top national independent/Fox station seeks creative whiz to lead the troops to ratings victory! Must have station experience, excellent writing skills, and plenty of hands-on experience. Winners send reels and resumes to: Diane Frisch, Station Manager, KTRV-TV, PO Box 1212, Nampa, ID 83651. EOE.

We're an ABC affiliate looking for a director. Minimum 2 years commercial TV experience directing live newscasts and commercials. Must be familiar with Grass Valley 300, ADO digital effects and Chyron 4200. Send resumes to Dave Beane, Production Mgr., 99 Danville Corner Rd., Auburn, ME 04210. No phone calls. EOE.

Promotion producer. #1 Capital Cities/ABC station in fourth market is looking for a promotion producer with a minimum of two years station experience in a major market. Primary concentration will be NEWS production, working closely with news producers and on-air talent on a daily basis. Boundless creativity, excellent writing skills, and a strong production background are essential. Resume/tape (no calls) to William Burton, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

Night crew production supervisor: Applicant must have four years broadcast television experience in all areas of production. Major responsibilities include directing of the three one-half hour nightly newscasts, public service programs and commercial production. Salary \$20,000-\$23,000. Send resume and 3/4" videotape to Production Manager, KOLO-TV, PO Box 10,000, Reno, NV 89510. KOLO-TV is an equal opportunity employer.

TV director of programing: Responsible for the supervision and management of a five station, state-wide telecommunications network's programing department including planning and development of general audience programs, audience/market research, program acquisition, viewer services and supervision of traffic activities. Applicants should have a Bachelor's degree, ten years work experience with at least five years with ETV/PTV programing. Forward two copies of your letter of application, current resume including names and phone numbers of three professional references and salary history to: Personnel Office, Arkansas ETV Network, PO Box 1250, Conway, AR 72032, prior to April 2nd. AETN is an EE/AA employer. Minorities and women are encouraged to apply.

Program manager: Greater Media Cable of Philadelphia is looking for an energetic, self-starting program manager who will be responsible for program production and scheduling, plus development of related revenue streams for the local origination department. The candidate must possess strong management and video production skills. Requirements include 3-5 years experience in a commercial video production facility and/or cable television local origination operation. Production management experience necessary. Send resume to: Greater Media Cable of Philadelphia, 1351 S. Delaware Ave., Philadelphia, PA 19147. Affirmative action/EO employer.

Production manager: WSPA-TV, CBS affiliate in Greenville-Spartanburg, the nation's 35th market, is seeking an experienced TV professional to develop and motivate 20 member production staff. Experience in news, program and commercial production a must. Minimum 5 years TV experience with 2 years supervisory experience required. Send resume to Jimmy Sanders, Program Director, WSPA-TV, PO Box 1717, Spartanburg, SC 29304 by March 31, 1990. EOE.

Director/producer: Top corporate broadcast/production facility seeks full-time staff director/producer for live satellite broadcasts. Position also includes producing pre-packaged roll-ins. Ideal candidate will have corporate experience. Send resume with references to Rich Walsh, Merrill Lynch Video Network, World Financial Center - B23, New York, NY 10080-6123. No phone calls, please. EOE.

Fox affiliate in San Antonio, TX seeking programing-operations manager. Movie scheduling and program research skills and some computer knowledge required. Send resumes to: General Manager, KRRT-TV, 6218 NW Loop 410, San Antonio, TX 78238. EOE.

Commercial producer/copywriter/announcer: Skills in location/studio tape production required for Southeast state-of-the-art broadcast facility. If you are senior director with talent, enthusiasm, and a great attitude, send your demo tape plus photo and resume to Lew Koch, Operations Manager, Box 2555, Huntsville, AL 35804. EOE.

Assistant promotion manager. WBBM-TV, Chicago, CBS owned and operated station seeks creative, energetic self-starter with excellent writing, producing, leadership skills. Three to Five years TV promotion experience required. Send tape and resume to: Karen Clark, WBBM-TV, 630 N. McClurg Ct., Chicago, IL 60611. No phone calls! EOE.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also a most knowledgeable news person. 216-929-0131.

Reporter: Seeks entry level position in small to medium market. Interned in sixth market. Strong, creative writer. Ilene, 617-232-8253.

News director looking for a home, not just a job. If you've made a commitment to a quality news product, as I have, contact me. Twelve year track record in the trenches making over achievers out of under producers. I've paid my dues so you can reap the benefits. Respond Box E-42.

Bright, enthusiastic go-getter looking for assistant producer/news writing position. Formerly worked at ABC O&L. Have talent, will travel. Marshall Fish, 225 Louise Ln., San Mateo, CA 94403.

Sportscaster. Eight years medium market sports director. Great background. Strong writer. PBP. Solid references. Five AP awards. Degree. 32. Need an opportunity. Bill, 812-853-9173.

Meteorologist. 2 years on-air. Accurate and computer friendly. Available now! Call John at 314-821-3872.

Innovative, knowledgeable, humorous, sportscaster with top 10 market PBP experience, seeks sports anchor/reporter position. Small-mid market. Robert, 609-871-4161.

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.

Reporters & anchors: Are you growing? Get the specific feedback you need. Customized confidential service. Ron Tindiglia Enterprises. News talent coaching. 914-967-8472. Call now for free details!

Free job listings! Just send us your resume and a self-addressed stamped envelope. We'll mail you a generous sample of our current leads, plus subscription information on The Hot Sheet--broadcasting's most comprehensive employment publication! Media Marketing, PO Box 1476-XMB, Palm Harbor, FL 34682-1476. 813-786-3603.

Career Videos. Our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format. Coaching/referrals. 708-272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Television instruction. New Trier Township High School in Winnetka, Illinois is seeking applications for the recently developed position of Instructor/Coordinator of Television Production. Experience in a successful TV program is preferred. Responsibilities include the development and implementation of a television production curriculum, the establishment of short- and long-range goals, and the supervision of student-produced programs to be aired on the New Trier LYCEUM cable channel. High School teaching certification required. Address inquiries to Dr. Donna Brennan, New Trier High School, 385 Winnetka Ave., Winnetka, IL 60093. EOE.

R/TV/F Graduate Assistantships: News, research, production, management, in a leading mass communication program. Stipend plus tuition. Undergraduate programs in management, production, performance, filmmaking, and broadcast news. Contact Dr. William R. Rambin, School of Communication, Northeast Louisiana University, Monroe, LA 71209. EOE/AA.

Graduate assistantships available to qualified students studying in our MA program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantships assignments may involve teaching, production, or research assistance in Broadcasting, Journalism, Photography, or Communication. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

Graduate assistantships: TV production interns, 12 positions, 20 hours/weeks. Serve as teaching assistants, crew; work support in research, electronic graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$6,600+. September 1990. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EO employer, M/F.

HELP WANTED MANAGEMENT

Financial analyst: Washington, DC-based appraisal firm seeking financial analyst with broadcasting or mobile (cellular, paging, SMR) communications experience. Challenging position w/competitive, small firm. MBA a plus. EOE. Call our office, 703-478-5880, for appointment at NAB at the Atlanta Marriott Marquis, Suite 1107, 3/31-4/2/90, or send resume and salary requirement to BIA/FGK, Box 17307, Washington, DC 20041.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Client services traffic. This is not a production job, but it is Monday thru Friday. Need responsible, organized, detail-oriented, self-starter to deal with ad agencies and production houses. Able to grasp concepts, type 45 WPM, work well under pressure. Two-year commitment. Convince us to hire you with your letter and resume. Salary \$16,000 - 18,000 plus benefits. TJE, 248 E. 48th, New York, NY 10017 EOE.

Research assistants: Washington, DC-based broadcast consulting firm seeking research assistants. Challenging position w/competitive, small firm. EOE. Call our office, 703-478-5880, for appointment at NAB at the Atlanta Marriott Marquis, Suite 1107, 3/31-4/2/90, or send resume and salary requirement to BIA/FGK, Box 17307, Washington, DC 20041.

EMPLOYMENT SERVICES

Entry level reporters: One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 619-270-6808.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent; New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Syracuse University Sportscasting Academy, June 22-26. Performance-oriented. Get both TV & radio play-by-play experience daily. Do simulated live broadcasts at the Carrier Dome (Big Orange Basketball camp) & MacArthur Stadium (Syracuse Chiefs Baseball). Create audio & video tapes of your performances. Work with veteran network sportscasters. For more info, call Syracuse University, 315-443-5296, or write the Div. of Summer Sessions, Suite 230, 111 Waverly Ave., Syracuse, NY 13244-2320.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

FM transmitters: Harris FM20K (1979), RCA BTF20E (1976), Harris/Gates FM20H3 (1970), RCA 5D (1967), Collins 631D1 (1973), Harris FM2.5K (1983). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1977), Harris BC10H (1972), Gates BC-5P2 (1967), McMartin BA2.5K (1981). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

1KW AM transmitters: Harris BC1H1 (1974), Collins 820D1 (1970), Sparta SS1000 (1981), CSI T-1-A (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.

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 videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$8.99. 3/4" - 20 minutes \$5.99. 3/4" - 60 minutes \$4.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, CM, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

Newly constructed 26' GMC remote truck. Grass 1600 2 M/E switcher. Yamaha 24 channel audio. ClearCom Intercom/IFB. Sony 1" tape with sl-o-mo. Dubner 5K character generator. Ikegami 730A cameras. If you're looking for a mid-size truck, you've gotta see this one. Call for an appointment, Media Concepts, 919-977-3600.

Equipment sale. Microwave, transmitters, studio, and production. America's oldest used equipment broker. Maze Broadcast, 205-956-2227. Fax 205-956-5027.

Anixter Marx 5 meter transmit/receive C-band satellite dishes, power amps, etc. (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. 800-342-2093.

Tektronix 1980 Answer System video test measurement set. \$8,900 Call: 415-482-8824.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

For sale: Used guyed towers. Standing & dismantled. Microwave dishes & line. Swager Communications, 219-495-4065.

1977 Hughes 500D, ENG aircraft available May 1990. BMS equipped. "T" panel, shooting window, high skids w/floats. Wire strike protection kit. This aircraft is loaded. \$350,000. 206-448-3863.

No money down on rental towers. OMPOWER Towers. Phone: 504-521-8862. Fax: 504-522-2662.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Wolfcoach EFP vehicle 4x4 Ford E 350 Super Van. System capability: 4 cam's, 4 VTR's. Grass Valley 1600-1A switcher, Sony stereo board, Ikegami monitors, Tektronix scopes, RTS communications, shooting platforms front, rear, top. Microwave tower, 6.5 Kilowatt Oman generator. Excellent condition. 212-929-5035.

New factory sealed Ampex 175 2" video tape \$99.00 per hour (60 minute rolls). Order now. quantities are limited! Keith Austin Enterprises. 805-969-1503. Visa or MasterCard accepted.

Fidelipac audio cartridges, model 300. new. Many lengths. \$2. 702-386-2844.

Super towers financed. 2000 ft. 13 ft. face, 200 mph wind load with T-Bar. Approx. \$3 million installed with elevator + strobes. Approx. 5% down in escrow. Terms negotiable. Other size towers available. Ten yr. warranties. *Free tattoo, and Range Rover with next three orders over 1500 ft.* OMPOWER Towers. Phone: 504-521-8862. Fax: 504-522-2662.

RADIO

Help Wanted News

KGO NEWSTALK RADIO 81 Reporter position

KGO Newstalk Radio 81 is now seeking a full time reporter with extensive field reporting experience and a well developed personal style. If you have "curiosity", can get answers and then put it all together so it makes sense, send your tape and resume to:

**KGO NEWSTALK RADIO 81
900 Front Street
San Francisco, CA 94111
c/o John McConnell,
News Director
No phone calls, please. EOE.**

Help Wanted Management

GM's and GSM's

Group owner acquiring four more properties — looking for qualified medium market managers and sales managers. Solid company with growth. All replies confidential. EOE.

Box E-61

Help Wanted Management Continued

VP FOR OPERATIONS

Expanding group owner with medium market properties needs strong manager for group operations. Station management experience with bottom-line results necessary. All replies confidential. Washington, DC area. EOE.

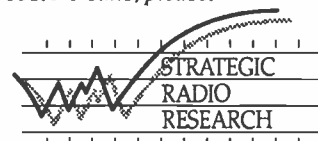
Box E-60

Help Wanted Sales

Account Executive Radio Research Opportunity

Strategic Radio Research, one of the Inc. 500 fastest-growing private companies, seeks an experienced, aggressive radio-sales representative. You'll travel extensively (nationally and internationally), meeting with PDs, GMs, and broadcast executives to present our audience-research services. Radio programming

knowledge a plus. You'll report directly to the National Sales Manager. Send resume in complete confidence to: Human Resources Manager, Strategic Radio Research, 180 N. Wabash, Chicago, IL 60601. *No calls, please.*



Situations Wanted Technical

MAJOR MARKET CHIEF ENGINEER

Tough competitor with great people skills.

Excellent manager in both union and non-union situations. Now in top ten market. Looking for new challenge. Solid experience in audio processing, studio and transmitter plant construction, domestic and international remotes.

See me at NAB.
Call 516-621-8412 right now!

Situations Wanted Announcers

EXTRAORDINARY TALK SHOW HOST OUTSTANDING NEWS ANCHOR MAJOR MARKET AND NETWORK EXPERIENCE!

As a talk show host I'll build ratings by involving and exciting your audience without alienating them and without being obnoxious. As a news anchor, I'll deliver warmth, authority, credibility and crisp imaginative writing. **Major markets only. Box E-59.**

Situations Wanted Management

GENERAL MANAGER

Available to lead your medium to large market property. Outstanding success record as GM, GSM, PD with start-ups, turnarounds, and established stations. Currently employed, station being sold. **Call to arrange meeting at NAB. 214-373-2108.**

Programing Services

THE WEATHER SOLUTION

Edward St. Pe' & National Weather Networks

The 1988 National Weather Association
Radio contributor of the year.
AMS Seal Certified customized weathercasts...
complete barter

CALL 1-800-722-9847

Situations Wanted Management Continued

**YOUNG FORMER OWNER
LOOKING FOR
TAKE CHARGE OPPORTUNITY
WITH OPTION TO
PURCHASE YOUR STATION.
REPLY BOX E-53.**

CORPORATE VP SEEKING A NEW CHALLENGE

20 year extensive background in broadcasting. Well-known and respected in the industry. Award-winning technical projects. **Looking for permanent position with:**
An owner needing a partner to operate his stations (technical, programing, general management). A corporation desiring prime technical talent. A firm specializing in broadcast or communications products. Also available on a consultancy basis nationally and internationally for broadcast start-ups and operations. **I can meet with you at the Atlanta NAB Convention. Call: 703-684-3169 Anytime.**

**Situations Wanted Management
Continued**

**TIRELESS COMPETITOR
AND WINNER**

General manager available
for major market
time brokered radio stations.
Excellent track record and references.
Expert in all phases
of station operations
including cash flow
Box E-18

**INVESTORS/OWNERS &
GROUP PRESIDENTS**

Executive with extensive acquisition
and operating experience would like
to help "grow" your company.
I can raise capital,
do strategic planning,
handle investor and bank relations,
and manage operations.
Let's meet in Atlanta at the NAB.
Call **DAVE KENNEDY**
to arrange a time and place.
512-477-8834 - Before convention
404-696-0757 - During convention

**GENERAL MANAGER AVAILABLE
Interview at Atlanta NAB**

Experienced radio GM
with strong sales, sales training,
bottom line, group administration
and people skills seeks position
with a solid growing company
in the East or Southeast.

If you need a creative, knowledgeable
and dedicated broadcaster
who excels at the business of radio,
please call
404-855-1420
for an

INTERVIEW AT THE NAB IN ATLANTA.
Or for a resume, references, information.

**TAKE CHARGE
GENERAL MANAGER
AVAILABLE**

Extensive & stable background
as successful full charge
General Manager
in medium and major markets.
Group management and
acquisitions experience.
Excellent references.
Relocate for quality opportunity
in top 75 markets.
Phone for complete resume.

Dean Johnson (503) 472-1221

TELEVISION

**Help Wanted Programing
Production & Others**

VIDEOGRAPHER/EDITOR

Highly crafted spots
are your speciality.
Your eye sees
the extraordinary
and you know how
to get it on tape.
You are an artist with lighting,
and a wizard
on an editing console.
If you are ready
to be part of a
top notch promotion team
in a major market,
send tape and resume to:

**Pame Gardner,
Promotion Manager,
KARE-TV,
8811 Olson Memorial Hwy,
Minneapolis, MN 55427.
Gannett Broadcasting, EOE.**

SENIOR WRITER/PRODUCER

Producing great TV
is your passion.
You produce compelling topicals,
and image promos
that set the standard
in your market.
Innovation is your trademark.
If you are ready to be part
of a top notch promotion team
in a major market,
send tape and resume to:

**Pame Gardner,
Promotion Manager,
KARE-TV,
8811 Olson Memorial Hwy,
Minneapolis, MN 55427.
Gannett Broadcasting, EOE.**

Help Wanted Technical

**Join us
on the edge
of tomorrow**

Operation & Maintenance Service, Inc., a subsidiary of the General Electric Company, has a requirement for a chief engineer in an expanding video operations department supporting the NASA Langley Research Center in Hampton, VA. This challenging opportunity will require the incumbent to coordinate design, installation, operation and maintenance of a variety of state-of-the-art video equipment and systems.

We seek candidates with a Bachelor's degree in related field and minimum 10 years' hands-on experience to include any or all of the following: design, installation, O&M of TV studios, satellite earth station up and down link, computer-assisted videotape editing, videographics, microwave, electronic news gathering and production. RF and closed-circuit interconnect. Experience in broadcast quality Betacam environment is essential.

For immediate consideration, qualified candidates interested in pursuing this career opportunity are encouraged to forward resume with salary requirements to:

R.L. Bullock
Video Operations Manager
GE Government Services
22 Research Drive
Hampton, VA 23666
(804) 864-6734

GE is an equal opportunity employer.



**GE Government
Services**

WANTED
Individuals with
Television News Experience

Are you experienced in television news? Have you thought about making a transition into sales and marketing? An internationally known news organization is looking for TV news people who are interested in pursuing an exciting and financially rewarding sales and marketing career.

If interested, please send resume and salary requirements to
Box E-38
EOE

FILM SUPERLIST 1894-1959
WORLD'S GREATEST GUIDE TO
PUBLIC DOMAIN FILMS
 by Walter E. Hurst, Attorney
Save your TV*LPTV STATION BIG BUCKS
\$995.00 Complete Set
 Seven Arts Press, Inc., Dept. B
 6253 Hollywood Bl., #1100
 L.A., CA 90028 - (213) 469-7209

ICING?
TORNADOS?
HURRICANES? **HA!**
OMPOWER TOWERS
 See "Super towers financed" page 118

Situations Wanted Management

TIRED OF LACK LUSTER PERFORMANCE?

If you're tired of your bottom line not being what it should be and you want to make a change - Experienced GM, GSM available for turnaround or can just improve your bottom line. Independent or affiliates. 14 years experience at building and turning around the tough ones. Excellent references. Hard nosed competitor and can get the job done. Serious inquiries only. Will be at NAB. For interviews call 901-668-6630. It's worth the time to talk

America's Competitive Edge...
American Workers.

Across the U.S., companies and unions have dramatically improved productivity, quality, and employment security by tapping the ideas of some willing and able partners—American workers.

To find out how your company can tap this valuable resource, write:



Elizabeth Dole
 Secretary of Labor
 U.S. Department of Labor
 Room N-5419
 Washington, DC 20210

CABLE

Help Wanted News

Help Wanted Technical

TECHNICAL MANAGERS

Immediate FREE LANCE opportunities with CATV Network

Established, growing New York City leader in innovative cable TV broadcasting has immediate opportunities for technically skilled individuals.

Assignments are challenging, varied and can put you in the forefront of remote/studio production, coordination of point-to-point transmission, and implementation of client support services. Audio/video technical management experience in these areas is essential.

If you feel you qualify for one of these positions, please send resume with salary requirement to:

DEPT. 312984
 1501 Broadway, New York, NY 10036
 An equal opportunity employer

DREAM JOBS FOR TV NEWS IN SOUTHERN CALIFORNIA

One of the great adventures for TV News is about to begin.

Now recruiting anchors, reporters, producers, camera people, tape editors -- a whole start-up staff for the first 24-hour news channel in the west, the second in the country.

More than 2,300,000 people in Orange County live adjacent to L.A., but live differently from L.A. Different enough to support a major daily paper (we publish it). Different enough for us to start Orange County Cable News/OCCN, a part of the five station Freedom Television Group.

Alan Bell is President. Kenneth Tiven is V.P. and G.M. of OCCN.

Tapes and resumes to:

OCCN
 Orange County Cable News
 P.O. Box 19549
 Irvine, CA 92713-9549

An Equal Opportunity Employer

ALLIED FIELDS

Employment Services

California
Broadcast Job Bank
For application information call
(916) 444-2237
California Broadcasters Association

1-900-234-INFO ext. TV (88)
JOBPHONE
THE NATIONAL JOB LISTING SERVICE
FOR THE COMMUNICATIONS INDUSTRY
\$2 per minute From any touch tone phone

GET REAL!
The real source of job leads for the television industry is MEDIALINE. We deliver daily reports of news, weather, sports, production, programming and promotion jobs to hundreds of clients nationwide. GET REAL! GET MEDIALINE.
1-800-237-8073
In CA: **1-408-648-5200**



THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

THIS PUBLICATION AVAILABLE
IN MICROFORM
University Microfilms International
300 North Zeeb Road.
Dept. P.R., Ann Arbor, MI 48106

For Sale Stations

MOTIVATED SELLERS

- **SOUTHWEST COMBO**
Owner retiring, FM upgradable
Less than 2x gross at \$775,000
- **TEXAS CLASS C**
Newly constructed Full C near major market. \$2,850,000 — 650,000 down
- **TEXAS C-2 + AM**
Owner's health limiting growth.
Excellent facilities, good market area.
\$750,000 with attractive terms.
- **HAWAII COMBO**
Absentee owner, exclusive format
AM leads FM. \$3,150,000, possible terms
- **TEXAS MED. MKT. PAIR**
Non-broadcast owner rebuilding condo.
Good buy now @ \$1,200,000.
Price to go up.

George **MOORE** & Associates, Inc.
12900 PRESTON RD., SUITE 1040, DALLAS, TX 75230
(214) 661-8970

Wanted to Buy Stations

WANT TO BUY
SICK STATION NEEDING TLC
Experienced Broadcaster
Seeks Turn-Around AM or Combo
Requiring Owner/Operator with
Strong Community Orientation.
Will Also Consider Joint Venture.
912-681-6378

For Sale Stations Continued

RADIO STATION FOR SALE
DENVER AM STATION WITH
GOOD SIGNAL, GOOD EQUIPMENT,
AVAILABLE REAL ESTATE,
POSITIVE CASH FLOW,
1.2 MIL, WILL FINANCE 40%.
PRINCIPALS ONLY.
BOX E-48

For Sale Stations Continued

MIDWEST UHF
TOP 30 MARKET
\$5,000,000
COMMUNICATION RESOURCES
TOM BELCHER, BROKER
918-743-8300

HAWAII
A rare opportunity to absolutely dominate the radio market in this state. Two Class C stations that can reach over 90% of population and key resort areas. Offered as a package or separately. Perfect for broadcaster experienced in startup market development.
Qualified principals or their brokers only contact:
Mr. C. Imlay (202) 296-9100,
during NAB,
Hyatt Regency-Airport (404) 991-1234

R.E. Meador & Assoc
— MEDIA BROKERS —

NAB CONVENTION
ATLANTA HILTON TOWERS
SUITE 2632
(404-659-2000)

Ralph Meador
P.O. BOX 36
LEXINGTON, MO 64067
816-259-2544

UHF TV STATION
BANKRUPTCY SALE
TOP 100 MARKET

Broadcasting license and equipment for sale to the highest bidder. To qualify, prospective bidders shall submit written bids to debtor's counsel on or before March 31, 1990. Bids will be opened in the office of debtor's counsel at 2:30 PM, April 3, 1990. Written bids that are not less than \$400,000 can be advanced orally at the bid opening. The successful bidder will be required to deposit certified funds in the amount of \$20,000 as earnest money with debtor's counsel.

Contact R. David Boyer,
300 Metro Building,
Fort Wayne, Indiana, 46802.
(219) 422-7422.

EXCLUSIVE!
Los Angeles FM

Contact Ray Stanfield or Jim Mergen

Nationwide Media Brokers
Chapman
Associates

Los Angeles Office • 818/893-3199

CALIFORNIA HERE U COME!!!

- BAY AREA AM + CLASS 'B' FM —INCLUDES REAL ESTATE. \$7,000,000.
- HI-POWER AM + CLASS 'B' FM COMBO —DEMAND MARKET, OWNER TRADING UP. \$2,500,000 TERMS
- SOUTHCOAST FM - "B1" BOMBER —GREAT FORMAT, PROFITABLE. \$1,500,000 WITH TERMS.

All stns. subject to prior sale-financial capacity of buyers required—PHONE NOW FOR APPOINTMENT!

(NAB '90 ADDRESS:) Atlanta MARRIOTT MARQUIS-404—521-0000 SUITE 3206



Chester P. Coleman - G. Warren Earl,
American Radio Brokers Inc./SFO,
1255 Post Street/Suite 625,
San Francisco, CA 94109. 415—441-3377




Satterfield & Perry, Inc.
Brokers - Consultants
PHILADELPHIA DENVER
(215) 668-1168 (303) 239-6670

N. CALIFORNIA COAST
Upgradable A
\$350,000 terms
805—523-7312

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this rate-card. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.


Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.



The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rocky Mountain High Power Combo
\$1.3M
FM Near Ft. Worth
500K
W. Texas C-2 Owner Finance
700K
Call for a NAB Appointment
DAVE GARLAND
The Proctor Group, Inc.
409-765-6086
621 Moody Avenue, Suite 307
Galveston, Texas 77550

NEW, NORTH TEXAS
100,000 WATT FM
FULL CLASS C
Strong coverage of two rated markets.
Projected to bill 1 million yearly.
Asking 1.6 million with some terms.
Reply to Box E-65

NAB SPECIAL
SOUTHERN CALIFORNIA COMBO
1989 REVENUE \$766,500
1989 CASH FLOW \$286,000
Highly motivated seller
on hand at NAB
ready for quick sale.
Call for an appointment.
BILL EXLINE ANDY McCLURE DEAN LeGRAS
ATLANTA HILTON
Suite 746
(404) 659-2000

William A. Exline, Inc.
Media Brokers • Consultants
4340 Redwood Highway • Suite F 230 • San Rafael, California 94903
TEL (415) 479-3484 • FAX (415) 479-1574

At The NAB
Suite 2809
Marriott Marquis
Atlanta
March 30-April 3

MEDIA BROKERS
Tom Snowden • Dick Paul
 **404-521-0000**

Fates & Fortunes

Media

David P. Beddow, corporate VP, chief strategic officer, Comsat Corp., Washington, joins K Prime Partners, Philadelphia, as VP and general manager. **Thaddeus S. Mazurczyk**, manager, new products and services, GE American Communications, Princeton, N.J., joins K Prime Partners, Philadelphia, as VP of engineering.



Beddow



Mazurczyk

Jack Willis, president, Willis Group, independent film production company, New York, joins KTCA-TV St. Paul, Minn., as president and CEO, succeeding **Richard O. Moore**, retired.

Frank E. Wood, president and chief operating officer, Jacor Communications Inc., Cincinnati, resigns to start new private company involved in radio station ownership and consulting.

Steve Warner, assistant to president, CBS Inc., New York, joins CBS Entertainment Division, Los Angeles, as VP, special projects. Succeeding Warner is **Larry Baer**, director, market development and strategic planning, KPIX(TV) San Francisco.

John Mitchell Dolan, president and general manager, WPRO-AM-FM Providence, R.I., joins WPLJ(FM) New York in same capacity.

Deborah McDermott, station manager, WKRN-TV Nashville, named VP and general manager.



McDermott



Dodds

David R. Dodds, VP and general manager, WGAL-TV Lancaster, Pa., joins WYFF-TV Greenville, S.C., in same capacity.

Joel Hudson, general manager, Jones Spacelink Ltd., Rosenberg, Tex., system, named general manager, Lake Almanor,

Calif., and Winnemucca, Nev., systems. **Thomas Autry**, chief technician, Jones Spacelink Ltd., Lodi, Ohio, system, named general manager.

Kevin LeRoux, television operations manager and general sales manager, television and radio, KCRG-AM-TV Cedar Rapids, Iowa, joins WGGB-TV Springfield, Mass., as VP and general manager.

Teresa Wahlert, executive director of finance, US West Communications, Fargo, N.D., named VP and CEO, North Dakota operations.

Sales and Marketing

Appointments at MTM TV Distribution Group: **Albert Shore**, VP, Southwest division manager, 20th Century Fox Television, Dallas, named Southwest regional sales manager there; **Christopher Rovtar**, sales manager, central region, MCA TV, Chicago, named central regional sales manager there; **Michael DeLier**, president, DeLier Broadcasting, Dallas, named Southeast regional sales manager there, and **Mark Lipps**, account executive, WITI-TV Milwaukee, named Midwest account executive there.

Russell Postell, national account executive, Group W Sports marketing, San Francisco, joins KPIX(TV) there as national sales manager, succeeding **Fred Eppinger** ("Fates and Fortunes," March 12).

Carlette Peters, account executive, WINS-(AM) New York, named sales manager. **Debbie Yu**, VP and director of broadcast, Levine, Huntley, Schmidt & Beaver, New York, joins WINS as account executive.

Jim Burke, general sales manager, KCBS-TV Los Angeles, named director, sales.

Tom Smith, VP and general manager, WGNT(TV) Portsmouth, Va., joins ADREP Inc., Jacksonville, Fla., as VP, sales and marketing.

Gerard Mulderrig, senior VP, sales, WPIX(TV) New York, resigns to pursue other interests.

Susan P. McMullen, general sales manager, WDOS(AM)-WSRK(FM) Oneonta, N.Y., adds duties of VP. **Brian Levis**, account executive, WDOS(AM)-WSRK(FM), named regional sales director.

Sharon Poritzky Feldman, sales service executive, CNN Headline News, Atlanta, and **David Baker**, ad sales representative, *New York Observer*, New York, join Weather Channel, Atlanta, as account managers.

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$190 2 years \$135 1 year \$70 6 mos. \$35

(International subscribers add \$20 per year) (6 mos. term must be prepaid)

Yearbook '89 (SAVE \$50 off cover price)

The complete guide to radio, television, cable and satellite facts and figures--\$65 (prepaid orders only) while supplies last. Please give street address for delivery.

To order by **MASTERCARD** or **VISA**, phone toll free 1-800-638-7827

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

(required)

For renewal or address change
place most recent label here

Ray McAnallen, associate creative director, D'Arcy Masius Benton & Bowles, St. Louis, named VP. **Michael S. Hutchinson**, associate creative director, McDaniels Henry Sproul Advertising, San Francisco, joins DMB&B, St. Louis, in same capacity.

John A. Washington, director of program marketing, WNET(TV) Newark, N.J. (New York), joins Seltel, San Francisco, as general manager. **Lanle Richberger**, associate program director, Telerep, New York, joins Seltel there in same capacity.

Appointments at W.B. Doner & Co.: **Nancy Hill Knox**, account supervisor, Baltimore, named VP; **Edd Mangino**, associate creative director, Foote, Cone & Belding, Los Angeles, joins as VP, creative group supervisor, Detroit; **Chuck Borghese**, VP, creative group supervisor, Lowe Marschalk, New York, joins as creative group supervisor, Detroit; **Jeff Hale**, account executive, named account supervisor, Detroit; **Linda Caplan**, **Ken Ebo** and **Michelle DeLucia**, account executives, Baltimore, named senior account executives; **Mike McMahon** and **Paul Ahrens**, assistant account executives, and **Paul Kin**, traffic coordinator, named account executives.

Jeanne Hoberman, sales manager, HNWH, Boston, named regional manager. **Margaret Vennie**, account executive, KRLA(AM)-KLSX(FM) Los Angeles, joins HNWH, New York, in same capacity.

Appointments at Blair Television: **Kevin C. Branigan**, account executive, Philadelphia, named manager, Seattle; **Carol L. Bryant**, account executive, MMT Sales, Dallas, and **Cynthia L. Weigand**, account executive, Camelot Communications Inc., Dallas, join as account executives there; **Susan Ebert**, account executive, WVEU(TV) Atlanta, joins there in same capacity. Account executives appointed in Boston: **Patrick Verdi**, salesperson, MMT Sales, Minneapolis; **Mary A. Coghlan** and **Steve Dillworth**, recent graduates, Blair Television sales training program, New York. Blair Entertainment, New York: **Catherine Sulmasy**, director, special projects, Hersch, Diener & Co., New York, and **Amy Willstatter**, account executive, Program Syndication Services Inc. there, named account executives.

Appointments at Bozell Inc., Omaha: **Lynnda Alvarez**, associate media director, named media director; **Kim Mickelsen**, VP, marketing and client services, G&N Marketing, Omaha, as account supervisor, and **Kara Schubel**, associate, global trading and distribution, Continental Bank, Chicago, as account executive; Dallas: **Tony Balmer**, VP, account supervisor, Ketchum Advertising, San Francisco, as account supervisor; **Olga Arseniev**, art director, Richards Group, Dallas, in same capacity; **Deborah Carver**, account planner, Richards Group, Dallas, as senior research analyst. **Karen Pinkney**, media supervisor, Keller Cresent Co., Dallas, as broadcast supervisor, and **Kevin McSpadden**, assistant account executive, named account executive.

Programing

Paul Steinle, president, United Press Inter-

Top investigators

Winners of the investigative Reporters and Editors annual competition for the best investigative reporting stories aired in 1989, chosen by a panel of top investigative journalists, have been named. In the television category: **KQED(TV)** San Francisco (Scott Pearson and Lewis Cohen); **Primetime Live/ABC News** (Pierre Salinger, Chris Wallace, Judd Rose, Sam Donaldson and Diane Sawyer); **WFOR-TV** Secaucus, N.J. (Joe Collum, Gary Scurca and Barbara Gardner); **WFTV(TV)** Orlando, Fla. (Karin Dorsett); and **WTVF(TV)** Nashville (Tom Gasparoli). In the radio category: **KTOR(AM)** Oklahoma City (Jerry Bohnen).

national, resigns to start broadcast production company, Steinle Communications, emphasizing news and information programming

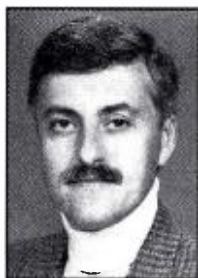


Newman

Gary S. Newman, VP, business affairs, prime time programs, NBC, Los Angeles, joins Twentieth Television there as senior VP, business affairs, succeeding Lawrence A. Jones ("Fates and Fortunes," March 19).

Paul Sabella, producer, Hanna-Barbera Productions Inc., Los Angeles, named senior VP, production.

Les Garland, executive VP, Quantum Media, New York, joins Video Jukebox Network Inc., Miami, as VP, programming.



Sabella



Garland

Lynwood Spinks, VP, business affairs, Caroloco Pictures Inc., Los Angeles, named executive VP, business and production affairs.

Bruce Dunn, freelance director, graphics coordinator, camera operator, Fort Lauderdale, Fla., joins WPSX-TV Clearfield, Pa., as program production head.

Myrna Lamb, substitute air personality, NBC Talknet, New York, named full-time air personality.

Jack Savage, air personality, KNIX-FM

Phoenix, joins KEY-FM Minneapolis in same capacity.

Amanda Dickinson, production manager, air personality, KTKK(AM)-KLVV(FM) Sandy, Utah, joins KSL(AM) Salt Lake City as air personality.



Burns

Sherry Burns, president and general manager, WTVU(TV) Raleigh/Durham, N.C., joins WLS-TV Chicago as program director. **Christopher Eames**, client service executive, Nielsen Media Research, Chicago, joins WLS-TV there as research director.

Roy B. Laos, former marketing representative, Golden Eagle Distributors, Tucson, Ariz., and former Tucson city councilman, joins KNST(AM) there as talk show host.

News and Public Affairs

Kimberly I. Montour, VP, associate news director, WNYW(TV) New York, and VP, network news development, Fox, joins Fox affiliate WTTG(TV) Washington as VP and news director. She succeeds **Joseph Saitta**, who moves to new position with Fox Broadcasting Co. affiliate relations to help expand news operations.

Bret Marcus, news director, WRC-TV Washington, joins co-owned station WNBC-TV New York in same capacity, succeeding **Terry Baker**.

Bob Jamieson, national correspondent, NBC News, New York, joins ABC News, there as correspondent.



Natz

Jacques Natz, assistant news director, WHCH-TV Boston, named VP, news.

Roberta Dougherty, political editor, CBS News's *CBS This Morning*, New York, joins ABC Entertainment's *Good Morning America* there as editorial producer.

Allen Alter, producer, Northeast bureau, CBS News, New York, named producer, *CBS Evening News with Dan Rather*, succeeding **Kathy Sciere**, named senior producer, CBS News foreign desk.

Stuart H. Loory, executive director, international relations, Turner Broadcasting System Inc., Atlanta, adds duties of VP, editor-in-chief, Cable News Network's *CNN World Report*. **Simon Vicary**, senior producer, *International Hour* and *World Day*, named executive producer for both programs and for *CNN World Report*. **Henry Schuster**, senior producer, *CNN World Report* and *Future Watch*, named executive producer, *Future Watch*. **Magda Walter**, Kiplinger Fellow, Ohio State University School of Journalism, Columbus, Ohio.

and former special projects producer, WPBT(TV) Miami, joins *CNN World Report* as writer.

Gail Yancosek, talent coordinator, WNBC-TV New York, joins WNYW(TV) there as coordinating producer.

Christine Craft, anchor who sued KMBC-TV Kansas City, Mo., in 1986 charging sexual discrimination (BROADCASTING, March 3, 1986), left KOFY-TV San Francisco after one week with station because of back injury.

Will Robinson, executive producer, special projects, KRON-TV San Francisco, joins KCBS-TV Los Angeles as managing editor.

Ysabel Duron, general assignment reporter, WMAQ-TV Chicago, joins KRON-TV San Francisco in same capacity at NewsCenter, San Jose, Calif.

Technology

Akio Kobayashi, president, Hitachi Denshi Canada Ltd., Woodbury, N.Y., adds duties as president, Hitachi Denshi America Ltd.

Tony Ciesniewski, director, engineering, Fox Tape, Los Angeles, named VP.



Rohrbach

John M. Rohrbach Jr., owner, KSTS(TV) San Jose, Calif., joins Carabiner Assoc., Los Gatos, Calif., firm specializing in placement of technical and production management personnel for video and cable TV industries, as president.

Paul R. Watson Jr., operations manager, Wang Laboratories' Western support center, Irving, Calif., joins Teknekron Infoswitch Corp., telecommunications equipment manufacturer and supplier, Fort Worth, Tex., as VP, customer service.

John E. Kumpf, corporate director of public relations, E-Systems Inc., Dallas, named VP, corporate communications.

Alan Amos, account executive, General Instrument Corp., Hartboro, Pa., named manager, territory sales, Northeast region, Jerrold Communications. **Steve Cimino**, account executive, General Instrument, named senior account manager, Northeast region.

Bruce Mozelle, engineer, WGN-TV Chicago, joins WTTX(TV) there as air operations technician.

Dwayne E. Smith, senior technician, Orchard Communications Inc., Wallingford, Conn., named service engineering manager.

William A. Winn, senior audio engineer, *USA Today on TV*, Arlington, Va., joins Atlantic Video, Alexandria, Va., as audio engineer.

Ann Shilladey, supervisor, executive services, Andersen Consulting, Chicago, joins Editel there as administrative manager.

Atlanta's WXIA-TV wins Green Eyeshade award

Named "best of show" at the 40th Green Eyeshade Awards banquet, WXIA-TV's hour-long documentary *USA-USSR Exchange* won top honors in the 11-state Southeastern regional journalism awards program sponsored by the Atlanta chapter of the Society of Professional Journalists.

er. **David Blum**, freelance editor, Los Angeles, joins Editel there as staff editor.

Nat Zimmerman, associate art director, Compugraph Designs, New York, joins Broadway Video Graphics there as producer and animator.

Promotion and PR

John A. Kukla, senior producer, promotion, WAGA-TV Atlanta, named executive producer, advertising and promotion.

Dick Goggin, director of advertising and promotion, WRC-TV Washington, joins KYW-TV Philadelphia as director of creative services. **Eileen Wallace**, national senior promotion coordinator, Campus Dimensions Inc., Philadelphia, joins KYW(AM) there as promotion coordinator.

Don Stephens, program director, WEZW(FM) Milwaukee, named promotion manager.



Beller

Debra Beller, public information manager, WLIV(TV) Plainview, N.Y., joins Western New York Public Broadcasting Association, Buffalo, N.Y., as director of publicity and promotion.

Ken Kashan, promotion director, KHYL(FM) Auburn, Calif. (Sacramento), joins KMEL(FM) San Francisco as promotion director.

Maureen Smith, promotion manager, LBS Communications Inc., New York, named promotion director. **John Budkins**, promotion coordinator, named assistant promotion manager.

Staff publicists **Diane Lamb** and **Rob Tobias** named communications coordinators, ESPN Inc., Bristol, Conn.

Jeff Fish, writer-producer, WDIV(TV) Detroit, named senior producer of promotion.

William N. Burton, promotion producer, WPVI-TV Philadelphia, named director of promotion.

Kenneth A. O'Keefe, development associate, Once Upon A Time Films, Los Angeles, joins Broadcast Promotion & Marketing

Broadcasting Cable

SUBSCRIPTION ORDER CARD

Fill in, sign and mail to:
Circulation Department
Broadcasting/Cable
1705 DeSales St, NW
Washington, DC 20036

YES, I want to receive an introductory subscription to **Broadcasting/Cable** at no charge.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone No. (____) _____

Date _____ Signature _____

PLEASE PRINT OR TYPE

BUSINESS CLASSIFICATION:

- Please check the category that best describes your firm's primary business (please check only one).
- | | |
|---|--|
| <input type="checkbox"/> 1. Cable TV systems Operations | <input type="checkbox"/> 6. Microwave or Telephone Company |
| <input type="checkbox"/> a. Independent Cable TV System | <input type="checkbox"/> 7. Commercial Television Broadcaster |
| <input type="checkbox"/> b. MSO (two or more Systems) | <input type="checkbox"/> 8. Cable TV Component Manufacturer |
| <input type="checkbox"/> 2. Cable TV Contractor | <input type="checkbox"/> 9. Cable TV Investor |
| <input type="checkbox"/> 3. Cable TV Program Network | <input type="checkbox"/> 10. Financial Institution, Broker or Consultant |
| <input type="checkbox"/> 4. SMATV or DBS Operator | <input type="checkbox"/> 11. Law Firm or Government Agency |
| <input type="checkbox"/> 5. MDS, STV, or LPTV Operator | <input type="checkbox"/> 12. Program Producer or Distributor |
| | <input type="checkbox"/> 13. Advertising Agency |
| | <input type="checkbox"/> 14. Educational TV Station, School or Library |
| | <input type="checkbox"/> 15. Other _____ |
- (Please describe)

Executives there as resource center coordinator.

Brooks V. Moore, senior level, production, WTTG(TV) Washington, joins WNUV-TV Baltimore as creative services director. **Jennifer Lynn Isenhower**, production manager, WJZY-TV Charlotte, N.C., joins WNUV-TV as promotion manager.

Renle Hale, promotion director and air personality, WQUE-AM-FM New Orleans, joins KOY-FM Phoenix as promotion director.

Monica Spoelstra, account executive, Portland Trail Blazers, Portland, Ore., named promotion director.

Audrey Flowers, promotion writer and producer, WOTV(TV) Grand Rapids, Mich., joins WXYZ-TV Detroit as writer and producer, creative services.

Tim Motley, office manager, Community Guidance Crisis Stabilization Unit, Cleveland, joins WOIO(TV) Shaker Heights, Ohio (Cleveland), as special events coordinator.

Allied Fields

Penelope Payne, director of government affairs, Turner Broadcasting System Inc.,

Washington, named special assistant to President, Senate legislative affairs, White House.



Coltrin

Stephen H. Coltrin, chairman and CEO, Coltrin & Assoc., New York, named to United States Information Agency sector Voice of America Broadcast Advisory Committee.

Matthew L. Kreiner, president and general manager, KOLD-TV Tucson, Ariz., joins

Television Bureau of Advertising, New York, as VP, national sales development.

James P. Bellis, director of public affairs, Palumbo & Cerrell, Washington, joins Association of National Advertisers Inc. there as manager, government relations.

Kathie Delkos, advertising sales director, *Montage Magazine*, Los Angeles, named administrative director, Southern California Cable Association.

Ohio Cable Television Association names new board members, Columbus, Ohio: president, **H.E. Lytle**, VP, Continental Cablevision of Ohio, Findlay; VP, **Stanley J.**

Smith, manager, Viacom Cablevision, Dayton, and secretary-treasurer, **Steven R. Fry**, general manager, Warner Cable Communications, Akron.

Arizona Cable Television Association 1990 officers: president, **Jeff Spiegelman** of Jones Intercable, Tucson; VP, **Tom Hommel** of Paragon Cable, Prescott; secretary/treasurer, **Mary Manning** of Post-Newsweek, Phoenix, and associate representative, **Robert Bird**, of Scientific-Atlanta, Tempe.

Marnie K. Sarver, senior associate, communications group, Reed Smith Shaw & McClay, Washington, elected partner.

Deaths

Jerome Schnur, 66, TV producer and director, died of melanoma March 12 at Mount Sinai Hospital in New York. Joining CBS network, New York, in 1950's, Schnur directed prime time game shows *Beat the Clock*, *What's My Line?*, *Two For the Money* and *I've Got a Secret*. He produced several music and ballet specials for CBS, including Christmas special *L'Enfance du Christ*, *Michelangelo's Pauline Chapel* and science special, *Tomorrow for Yesterday*. Founding Schnur-Chastain Productions in 1963, Schnur packaged many of his specials there. When developing *Dance in America* series for WNET(TV) New York, he served as board member for WPBT(TV) Miami, additionally planning studios and programming there. He won Ohio State award in 1975 as well as earning Emmy and Peabody awards. Schnur is survived by his mother, Frances, and sister Celeste.

Joe M. Baisch, 71, died Feb. 28 of colorectal cancer at his home in Rockford, Ill. Former VP, general manager and founder of WREX-TV Rockford, Ill., Baisch's interests turned toward cable industry in late 1960's, resulting in position as board member, consultant and director for Century Broadcasting Corp., Chicago, up to time of his death. Baisch is survived by his wife, Carole, and four daughters, Heidi, Lisa, Kristin and Karen.

Walter T. Ridder, 72, reporter, editor and executive for Ridder Publications and later Knight-Ridder Inc., died of lung cancer and emphysema March 17 at his home in McLean, Va. Grandson of Ridder publishing founder Hermann Ridder, he was, according to Knight-Ridder Chairman James Batten, "one of the principal architects of Knight-Ridder," which grew to include 28 newspapers and partial ownership of TKR Cable. In 1947 he headed information department of Marshall Plan and was originator of news broadcasts into East Germany, forerunner of Radio Free Europe. He is survived by his wife, Marie, and three daughters: Cary, Stephanie and Pamela.

Lorraine Lester, 88, producer, died March 14 at New Rochelle Medical Center in New York of heart attack. Beginning producing career with Fox Studios in Hollywood in 1930's, she moved to New York to operate her own studio producing TV commercials. Lester is survived by her husband, George Lessner; two sons, Alford and Robert; five grandchildren and one great-grandchild.

INDEX TO ADVERTISERS

Americom/Cover 2, 44 ■ Ampex 59 ■ Arbitron 11 ■ Associated Press Broadcast Services 48-49 ■ AT&T Capital Corp. 63 ■ BIA Publications 98 ■ Blackburn & Co. 96 ■ Blair Entertainment 25 ■ Brite Voice Systems 65 ■ Broadcast/Cable Interface 107 ■ Broadcast Investment Analysts/Frazier, Gross, & Kadlec 74B, 74C ■ Broadcast Television Systems 47 ■ Broadcast Trustee Management 66 ■ Business Radio Network 91 ■ Chapman Associates 109 ■ Chesley Maddox & Associates 104 ■ Classified Ads 114-122 ■ Columbia Pictures Television 5, 6-7 ■ Comark 79, Cover 4 ■ Communications Equity Associates 68 ■ Continental Electronics Division 74E ■ Conus Communications/Front Cover ■ Crisler Capital Co. 26 ■ R.C. Crisler & Co. 99 ■ Decision, Inc. 71 ■ Enterprise Electronics Corp. 34 ■ Eventide 33 ■ Floral Systems 105 ■ Gammon Media Brokers 75 ■ Gibbs & Bressler, P.C. 102 ■ Greyhound Financial Corp. 76 ■ Harrison Bond & Pecaro 101 ■ Health NewsFeed 86 ■ Ted Hepburn Co. 97 ■ Home Shopping Network 9 ■ International Festival of Monte Carlo 24 ■ Kahn Communications 93 ■ Kid's Choice Broadcasting Network 57 ■ Kozacko-Horton Co. 84 ■ H.B. La Rue 74A ■ Mahlman Co. 73 ■ Malarkey-Taylor Assocs. 64 ■ Media Venture Partners 95 ■ Merrill Lynch 89 ■ MLC Uplink & Production Services 81 ■ Motorola 74H ■ National Association of Home Builders 74 ■ National Supervisory Network 111 ■ Odetics Broadcast 43 ■ Pacific Recorders & Engineering Corp. 51 ■ Professional Cards 113 ■ Program Exchange 52-53 ■ Questcom 94 ■ Services Directory 112 ■ SFM Entertainment 67 ■ Sillerman Companies 100 ■ Sony Broadcast Products 28-29, 69 ■ Sun Radio Network 90 ■ Szabo 77 ■ TeleRep 31 ■ Tokyo Broadcasting System 3 ■ Edwin Tornberg & Co. 108 ■ Twentieth Television Corp. 21, 22-23 ■ UPI 27 ■ Viacom 12-13, 15, 17, 19 ■ Video Brokers Inc. 55 ■ Westinghouse Credit 74F, 74G ■ World Events Productions, Ltd. 61 ■ Zapnews 92

George Newi: ABC's man in the middle

When the telephone in George Newi's office rings it plays "Stormy Weather," a whimsical acknowledgement of the sometimes difficult environment ABC television's executive vice president in charge of affiliate relations has faced. But these days the song is fortunately less appropriate, since ABC's affiliate relationship is the best in recent memory. Newi, a 27-year ABC veteran, is given some of the credit for the improvement.

Newi grew up not far from network row, in Queens, New York, where his father ran a meat market. Aside from delivering for the family business on weekends, Newi spent his high school years planning to be a print journalist, working as sports editor for the high school newspaper and attending seminars at Columbia University journalism school.

The electronic medium was of growing interest, however. Said Newi, "I secretly wanted to be a foreign correspondent. When I was a kid there was an album out by Edward R. Murrow called 'I can hear it now,' which I memorized and tried to do the delivery like he did."

After high school, Newi attended Syracuse University, where he double-majored in English and radio-TV studies, the latter an academic subject still in its infancy. While picking up some of the lingo of the business in class, Newi gained more practical experience at the campus radio station, where he did some on-air news announcing.

Upon graduation Newi faced two years of Army service to fulfill his ROTC requirement. He tried to get assigned to the signal corps' Astoria studios (now the Kaufman-Astoria studios) in Queens, but instead landed a 13-month tour of duty in Korea where he ran a communication center that included teletype, telephone and radio.

After the Korea duty, Newi spent four months looking for work. What ended the search was a fellow Syracuse alumnus and Phi Delta Theta member who referred Newi to Compton Advertising Inc., which was hiring for its media research department. Newi got the job.

He called his time in media research "invaluable training...reading ratings and demographics and budgets." After a few months he was made an assistant time buyer, just at the time that a client, Procter & Gamble, was spending millions of dollars in spot TV and radio to roll out a dishwashing version of Ivory soap.

In 1960 Newi was sought out by advertising agency McCann-Erickson to work in the network programming department, new program development. He notes that the business was in the process of changing from one of program sponsorship to one where individual commercial units were



GEORGE HENRY NEWI—executive vice president in charge of affiliate relations, ABC Television Network, New York; b. June 10, 1935, New York; BA, radio-TV and English, Syracuse University, 1956; First Lieutenant, U.S. Army Signal Corps, Korea, 1956-58; media buyer, Compton Advertising, New York, 1958; director, new program development and daytime programming, McCann-Erickson, New York, 1960; assistant daytime sales manager, ABC television network, 1963; director of sports sales, 1963; account executive, Eastern division, 1964; vice president, daytime sales, 1969; vice president, general manager, ABC Television Network, 1978; president, 1985; senior vice president in charge of affiliate relations, 1986; present position since January 1989. m. Sally Garnett, September 8, 1962; children: George Jr., 25; Lisa, 22; Alec, 19.

sold in the marketplace. It was at McCann that he met his wife, Sally, then a production assistant in the commercial production department.

At McCann, Newi said he did a lot of "number punching and negotiation.... One of the first things I learned is that you better learn how to deal quickly with rejection—not necessarily to accept it, but don't necessarily let it bother you that much."

One major project found Newi creating a presentation to persuade clients such as Nabisco, Nestle, Del Monte and Rice-A-Roni to use daytime TV. His knowledge of daytime and "tough and discriminating" negotiating caught the attention of Ed Bleier, then vice president, daytime sales, ABC television: "He always seemed to have a rational argument and so we wanted to get those skills and turn it around for our use."

Not long after arriving at ABC Newi was made director of sports sales, and the job immediately found him having to host the network's advertisers over in Innsbruck, Austria, from which ABC was televising the 1964 Winter Olympics. For the most

part, he enjoyed the job—in college he played forward for the basketball team and now plays golf (Sally Newi has won regional amateur golf tournaments and a son currently pitches for Auburn University).

But the job, Newi said, had the disadvantage of demanding his presence on weekends, so it was with some relief that he accepted a new assignment in prime time sales. Several years later the assignment changed again, this time to run the network's daytime department, which also included weekend, kids and late night sales.

Newi, whose New York offices overlook the network's West 66th Street daytime studios, said he was lucky to have overseen daytime during the early 1970's: "We had terrific years...the daytime advertising market was growing, and our ratings were growing." But top executives at ABC were nonetheless impressed with the department's vice president. Said one: "We didn't spend a lot of time with George, the reason being that he never came to us with problems."

Newi was appointed vice president and general manager of the television network in 1978, filling a post that previously was vacant and overseeing all of sales, affiliate relations and affiliate advertising and marketing. He reported to Jim Duffy, and when Duffy left the president's job, Fred Pierce decided to put him in the top network slot.

Whereas Newi's daytime ascendancy was fortuitous, his network captaincy was not. Even before he took the job, Capital Cities Chairman Thomas Murphy had proposed buying ABC. It was soon after Capital Cities took over that certain top management positions were eliminated, and in the executive reshuffling, Newi took over as senior vice president in charge of affiliate relations. "It was perfectly normal...they paid \$3.5 billion and they wanted people of their choice running the operation."

Evidence that Newi could realistically and gracefully accept the change is seen by some in the effective way he heads the network's affiliate relations effort. It is an effort that has been slimmed down from roughly 90 people in 1984 to half that number two years later. Said affiliate board treasurer Peter Desnoes: "He is a very straight shooter, a very important attribute in dealing with over 200 affiliates with over 200 agendas."

Such attributes were quickly put to work at a time when ABC, like other networks, was seeking to cut its compensation expense at the same time that stations were seeking to take back program hours. His first meeting as affiliate head, said Newi, was "no fun," but the seeds of compromise were planted there. Today, one-time-only preemptions are down and some affiliates are receiving performance bonus payments. But Newi is not reprogramming his telephone yet. ■

CBS agreed to reschedule Major League Baseball playoffs and World Series to accommodate delayed regular season start caused by labor dispute, thereby allowing full 162-game regular season. National League Championship Series (originally starting Tuesday, Oct. 2) will start Thursday, Oct. 4; American League Championship Series (originally Wednesday, Oct. 3) will start Saturday, Oct. 6, and World Series (originally Saturday, Oct. 13) will open Tuesday, Oct. 16. ESPN, which lost seven exhibition and two Opening Day games to delay, confirmed March 26, 27 and 29 telecasts and said Opening Day tripleheader April 9 is possible, pending release of new schedules by league.

Empire Radio Partners is selling its portfolio: WGY(AM) Albany and WGY(FM) Schenectady, both New York; WFBG-AM-FM Altoona, Pa., and WJYY(FM) Concord and WRCI(FM) Hillsboro, both New Hampshire. Empire is liquidating because of declining tax advantages. Six stations are expected to bring \$21 million-\$25 million. Empire is headed by Dennis Israel. Frank Boyle & Co. is brokering sales.

USTA President John Sodolski sent letter to FCC Chairman Al Sikes last week, saying that DBS announcements of Sky

Cable and K Prime "should not be used as a basis for weakening the premise" for telco entry into video services. Sodolski said DBS remains only "promise," that its leading U.S. proponents are incumbent cable MSO's and broadcasters, and that it does not promise unlimited two-way service that telephone company can.

Command Communications Inc. decided not to sell KRLD(AM), Texas State Network and KODA(FM) Houston, Tex., to Evergreen Media Corp. for \$86.5 million. Deal called for \$58.5 million for KRLD and Texas State Network ("Changing Hands," Jan. 8). Command President-CEO Carl C. Brazell said deal was pulled because Command's partners agreed to raise additional equity on their own to secure senior financing in order to restructure company. Sale was intended to "eliminate an unpleasant layer of debt," he said. Company does not plan to leave KRLD as stand-alone AM. KRLD deal never reached definitive agreement stage, and KODA contract had escape clause that Command exercised. Brazell said that company will again pursue top market stations, with Texas likely to be focus. Evergreen is headed by Jordan Ginsburg and Scott Ginsburg and owns WVCG(AM) Coral Gables, Fla.; WAPE-AM-FM Jacksonville, Fla.; WLUP-AM-FM

Telcomsubcom clarification

"We're just clarifying [the law]. We're not freezing State out." That was how House Telecommunications Subcommittee staffer Larry Irving put it last week in taking issue with a BROADCASTING story and a subsequent "Closed Circuit" on a draft bill Subcommittee Chairman Edward Markey (D-Mass.) was considering introducing. It would make the Commerce Department's National Telecommunications and Information Administration the lead agency in fashioning U.S. policy "to be pursued" before international bodies developing high-definition production standards. But the draft does not, Irving said, shift responsibility for representing the U.S. before those bodies from the State Department, as BROADCASTING had reported. The bill is silent on the question of such representation, so does not change existing law, said Irving. But State Department officials see the draft as reducing the department's role.

The draft explicitly states that NTIA would be the lead agency in the development of the U.S. policy governing international HDTV standards, though NTIA would be expected to consult with other interested agencies, including the State Department. "That doesn't take any jurisdiction away from State," said Irving. "It is simply clarifying the existing jurisdiction.... Commerce has the policy development role." And that, Irving added, is as the situation "is and should be."

However, subcommittee sources acknowledge that Markey feels that in the past, at least, the State Department has taken "a broader view" of its jurisdiction—and has been "more aggressive" in pursuing it—than its statutory authority allows. The source said that this has led to "a problem of a disconnect" between the State and Commerce Departments and between the subcommittee and State in the development of policy. "We haven't seen that problem for a couple of years," the source said. "But we don't want a repetition of it as we get closer to a resolution of the HDTV issue."

State Department officials reject the subcommittee's analysis. They contend the agency is already acting within its jurisdiction. One cited language in the 1978 executive order creating NTIA that indicates State is to be the lead agency in the development of international telecommunications policy. The section begins, "With respect to telecommunica-

tions, the Secretary of State shall exercise primary authority for the conduct of foreign policy, including the determination of the U.S. position and the conduct of the U.S. participation in negotiations with foreign governments and international bodies." The reference to "determination," officials feel, is significant. The section also says that, in the process of determining the U.S. position, State is to consult with other agencies.

One State Department official said the draft bill would "modify" and rewrite as law that presidential executive order. Accordingly, Ambassador Bradley Holmes, the head of the Bureau of International Communications and Information Policy—the State unit directly affected—plans to meet this week with subcommittee staffers to express his concern. An aide said Holmes will attempt to determine what problems Markey and his staff see in the existing situation and whether they cannot be resolved without the proposed legislation.

On one point there is agreement—on the controversy that sometimes marked relations between the State and Commerce Departments. But one State Department official sees the draft as a setback in that regard. "We thought we had this sorted out," the official said, in a reference to the years in which the rough edges of the relationships among NTIA, State—and the FCC, too, for that matter—appeared to have worn off, as those agencies seemed to enter an era of good feeling.

"We're not looking for a fight," said the official, in a final comment on the draft. "But this is not an issue we can simply ignore. It goes to substantial underlying relations."

The developing controversy could involve the Markey subcommittee in a jurisdictional dispute with the House Foreign Affairs Committee, which has jurisdiction over the State Department. One committee staffer said the draft strikes him as "inappropriate," even "bizarre" in focusing exclusively on HDTV. "HDTV," he said, "is becoming a stalking horse for a jurisdictional fight." The committee chairman, Representative Dante Fascell (D-Fla.), is not yet involved in the issue. "He wants to see where it's going," the aide said. "If they [the Markey subcommittee] are intent on going forward with the draft, we'll jump all over it."

-LZ

Chicago; KHYI(AM) Dallas, and KKBT(AM) Los Angeles. Americom was broker.

□
NASA and Intelsat officials meeting March 22 identified "no insurmountable technical issues" that would rule out potential shuttle recovery of Intelsat VI (F3), according to Intelsat. Satellite was left in safe but inoperable orbit when Martin Marietta Commercial Titan rocket failed in timely release of spacecraft following successful March 14 launch. NASA shuttle schedule includes missions in April, July, August, October and November. Intelsat said bird should maintain orbit for up to year.

□
Testifying at **first of two Senate Communications Subcommittee hearings on staff draft regulating cable** Thursday, March 29: INTV's Jim Hedlund; NAB's Eddie Fritts; NCTA's James Mooney; Amos Hostetter, Continental Cablevision; Tom Burchill, Lifetime; MMDS operator Joseph Hippel III; Alan Garner, representing Jefferson City, Mo., and Henry Geller, Center for Public Policy. Also appearing will be Group W's Tom Goodgame who will discuss broadcasters' if carry/must pay proposal. NAB said last week proposal would go to Hill by today (March 26) at latest ("Closed Circuit," March 19).

□
National Association of Counties last week adopted policy calling for legislation that would permit telcos to provide video services as long as they are subject to same local government franchise requirements and fees as cable operators. NACO says safeguards must be instituted to protect consumers against cross-subsidy.

□
Cory Dunham, formerly NBC executive VP and senior counsel to president, has been named counsel to New York-based Cahill Gordon & Reindel, specializing in government and communications work. Dunham continues to consult on legal matters for NBC.

□
Solicitor General's office, which filed briefs in Supreme Court arguing that FCC's minority preference policies are unconstitutional, will not participate in one-hour oral arguments to be held before justices on Wednesday. Solicitor General did not request time in either case—*Metro Broadcasting Inc. v FCC*, in which minority preference policy was upheld by U.S. Court of Appeals in Washington, or *Astroline Communications v. Shurberg Broadcasting of Hartford Inc.*, in which different panel of same appeals court overturned commission's distress-sale policy, aimed at encouraging minorities' acquisition of broadcast facilities. John Midlen will represent Metro in urging justices to declare minority preference policy unconstitutional, and Harry Cole will speak for Shurberg in calling on high court to affirm lower court's decision in *Astroline*. Daniel M. Armstrong, chief of commission's litigation division, will divide half hour with Margot Polivy, counsel for Rainbow Broadcasting Co., in defending minority preference policy. Roger Wollenberg, who filed friend-of-court brief for Capital Cities/ABC Inc. in behalf of *Astroline*, will argue *Astroline's* case.

□
MPAA President **Jack Valenti**, in letter to NBC President Robert Wright last Friday, rebuked network for not disclosing its political interest in fin-syn in its March 21 prime time special, *The New Hollywood*, which was critical of major studios. In same-day letter of response, Wright said Valenti attack on integrity of NBC News was "appalling and an insult. We can only conclude that this entire episode is yet another publicity stunt designed to undermine the negotiations, the FCC hearings or both," Wright said.



Testimony on TV. Viewers in the U.S. and around the world last week were able to watch, on tape, a former President of the U.S. testifying under oath in a criminal trial. Former President Reagan's videotaped appearance as a defense witness in the Iran-contra trial of former National Security Adviser John Poindexter was carried in bites on ABC, CBS and NBC. But CNN and C-SPAN carried virtually all of Reagan's testimony—almost seven hours, which was played for the jury over two days, Wednesday and Thursday. CNN, interspersing the testimony with commercials, devoted about six and a half hours to the Reagan appearance on Wednesday (an edited version appeared on Thursday), and the remainder on Friday. C-SPAN transmitted the testimony in prime time, beginning at 8 p.m. ET, over three nights—Wednesday, Thursday and Friday. C-SPAN was also scheduled to repeat the process over the weekend. Since C-SPAN is regularly carried around the world via the U.S. Information Agency's Worldnet satellite transponders, the Reagan testimony was also made available to viewers worldwide. CNN International carried only the first hour and 15 minutes to its international audience, then ran an edited two-and-a-half-hour version on CNN's overnight service. Reagan's videotaped appearance was not unprecedented. President Ford, while still in office, testified on videotape in 1975 in the trial of Lynette Frome, a woman who had attempted to assassinate him.

□
Los Angeles-based **Ventura Entertainment Group has acquired Harmony Pictures**, producer of television commercials, for combination of cash and stock estimated at \$10 million-\$15 million. Harmony co-owners Stuart Gross and Robert Lieberman have joined Ventura's board of directors. Harmony was founded in 1979, and earned \$18 million in revenues from 100-plus commercials produced in fiscal 1989. Ventura, independent production company develops and produces network, cable and syndicated TV programming.

□
Time Warner named **Robert Pittman** president-CEO of Time Warner Enterprises, division responsible for business and strategic development.

□
Hollywood studios will begin eight-market "Continuous Hits" PPV test beginning May 1, in which one major movie each week will be scheduled 24 hours per day. "Lethal Weapon 2," "Casualties of War," "Dead Poet's Society," "Honey I Shrunk the Kids" and "Johnny Handsome" will be seen on separate PPV channel in Milwaukee; Raleigh-Durham, N.C.; Philadelphia; Irvine, Calif.; St. Paul; Lubbock, Tex., and Richardson, Tex. In Pinellas County, Fla., Viewer's Choice 2 will be preempted.

Editorials

One for all

FCC Chairman Al Sikes brought them up short on HDTV last week. In a surprise appearance before the agency's advisory committee that has shepherded this country's development of that new medium, the chairman anointed simulcast systems as the way to go (dismissing the augmentation alternative) and set a deadline of spring 1993 for selection of a high-definition standard. In moments, he clarified the rules of the road and bade the blue-ribbon industry committee representatives to get on with it.

Whether this country will end up with true HDTV at the end of that road is far from clear. The Sikes statement appeared HDTV-friendly but did not dismiss the lower-cost alternative, EDTV (extended definition TV), from the equation. (EDTV might have wider screens and better sound but would still use the present NTSC transmission system with its 525 lines.) And there is the possibility that, in the end, it may not be possible to encapsulate all that HDTV information in the terrestrial scheme of broadcasting. In that event, EDTV would be the fallback; hence the parallel development. But the chairman did disappoint EDTV advocates by saying that if there were to be an EDTV standard, it would not be until an HDTV standard is adopted.

There are some who believe that HDTV and EDTV standards could exist jointly. This page is not among them, and we hope the chairman and his FCC will similarly conclude. The AM stereo precedent is still vivid in these precincts, along with Beta and VHS, 45 rpm records and eight-track tapes. The mission of the FCC's advisory committee, as enunciated by Chairman Dick Wiley and his colleagues in 1989, is to achieve a "single terrestrial advanced television standard." As the realization of that goal grows larger in our sights, its imperative does not diminish.

The iron is hot

A report by the State Department's Task Force on Telecommunications and Broadcasting in Eastern Europe (BROADCASTING, March 19) speaks of responding quickly to the "priority needs of Eastern European democracies." Eastern European democracies? The concept is a strange one. What was once an oxymoron is now a reality. In the time expended in a double take, however, the opportunity to capitalize on the Fifth Estate opportunities therein could be lost to others. That is why this page agrees with the task force's conclusion that the U.S. should waste no time in providing capital, both intellectual and monetary, to the communications industries in those fledgling free (or at least freer) markets.

In publishing the report the same week it returned from its fact finding mission, the task force hoped to emphasize a sense of urgency. Considering the leisurely pace usually associated with government-appointed task forces, we were suitably impressed. "America's opportunity to make a strategic and unique contribution is now—this week, this month," said the task force chairman, Diana Lady Dougan. We might even add "today."

From its tour of Hungary, Czechoslovakia, Romania and East Germany, the task force concluded that a formal government-private industry partnership, The Corporation for Communications in Eastern Europe, should be established with a mandate of aggressively pursuing opportunities there through seed money, education and whatever else is needed (a sort of "ABROAD-CAP," providing a pool of private sector and government money combined with training and consultation to boost minor-

ity participation—in this case the minority being private broadcasters).

Whatever form the aid takes, whether investments, advice on spectrum management and new technologies, help in pricing and selling advertising or education in journalism in an open society (it will likely include all those things), it should be extended as soon as prudently possible. The task force report, filled with urgency and calls for action, is somewhat curiously entitled "Eastern Europe: Please Stand By." That is one thing the U.S. cannot afford to do.

Fighting inflation

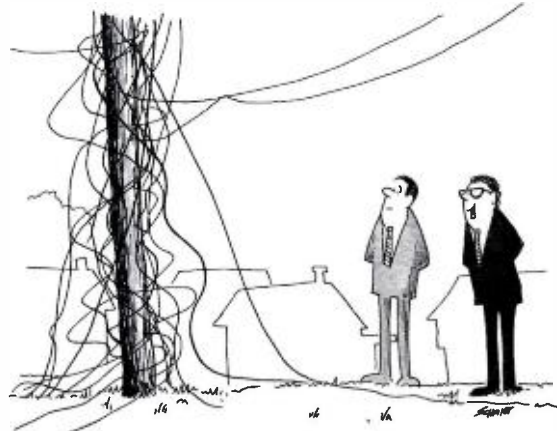
Radio and TV broadcasters don't want it. The future former head of Radio Marti doesn't want it. The Cubans certainly don't want it. Few in the general public know enough about it to know whether or not they want it (it is enough to know that it is too much money for too insubstantial a return). Readers of this page will recognize it as TV Marti, which has appeared here as a topic of discussion on more than one occasion, although it has yet to appear over the skies of Florida. There is speculation that a trial float is imminent, but don't hold your breath.

It has been delayed for months by technical problems—a rip here, a gust there—that suggest the effort is not only unwise and unwarranted, but unworkable.

Ernesto Betancourt, director of Radio Marti and a member of the TV Marti task force, is in an excellent—perhaps the best—position to judge the project's viability. He has been head of the radio service to Cuba almost from its beginning, and believes, in theory, in a TV Marti service. In practice, however, he believes that "in the absence of a crisis that justified exceptional action by the United States, it is not feasible to find a legal way to broadcast a TV signal to Cuba."

And what is the U.S. Information Agency's response to that counsel from the man it chose to head its Cuban broadcasting effort? Betancourt is being removed from his post (a promotion, says the agency; an ouster says Betancourt). His replacement? The current acting director of TV Marti.

The government is bending over backwards to throw away money in a political power game. It is a most unflattering posture.



Drawn for BROADCASTING by Jack Schmidt

"We're a test community for cable competition."

**SPECIAL
REPORTS**

Exclusively in Broadcasting

Five weeks left that can pretty much make your whole year.

Broadcasting is uniquely equipped to report on all these areas. NAB Convention. Broadcast Technology. State of the Art - Radio and Television Equipment. SMPTE. SBE. Make sure your message reaches the people who make the decisions and sign the checks to buy your services and equipment. With bonus circulation at NAB, SMPTE and SBE.

- **March 26 - Pre-NAB.**
- **April 2 - NAB Convention.**
- **April 9 - NAB Wrap-up.**
- **April 16 - Broadcast Technology.**
- **Sept. 24 - State of the Art: Radio Equipment.
Pre-SBE.**
- **October 8 - State of the Art: TV Equipment.
Pre-SMPTE.**
- **October 15 - SMPTE Convention/SBE Wrap-up.**

Broadcasting

**Space reservations and copy closing:
10 days prior to publication date**

For details on these Special Reports or space reservations in Broadcasting Cable, Broadcasting Abroad and The Broadcasting Yearbook, call any of the numbers listed below

New York
(212) 599-2830

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

Los Angeles
(213) 463-3148

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

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

Chicago
(312) 679-1100

Los Angeles
(213) 462-2700

Pattis/3M

Hawaii
(808) 545-2700

London
(01) 427-9000

Broadcasting . Over 115,000 readers every week.

COMARK'S 240 kW FIELD PROVEN KLYSTRODE[®] EQUIPPED TRANSMITTER

The Clear Winner!

**Now In Service
At WDRB-TV Channel 41
Blade Communications, Louisville, KY**

Comark financing or leasing available to qualified buyers.

Comark has the only proven track record in advanced technology transmitter performance.

For further information on Comark's complete line of water or air cooled Klystrode equipped transmitters call or write:



COMARK

COMARK COMMUNICATIONS, INC. 1990[®]

A Thomson-CSF Company

Route 309 & Advance Lane, Colmar, PA 18915
(215) 822-0777 • FAX: (215) 822-9129 • TELEX: 846075

Klystrode[®] is a registered trademark of Varian Associates, Inc.

**Full Power
Air Cooled
UHF Transmitters
NAB Booth
5920**