

# Broadcasting Jun 11

Incorporating Broadcasting / Cable

59th Year 1990

## RADIO / 48

*CHR-Top 40:  
Format in search  
of definition*

## TELEVISION / 39

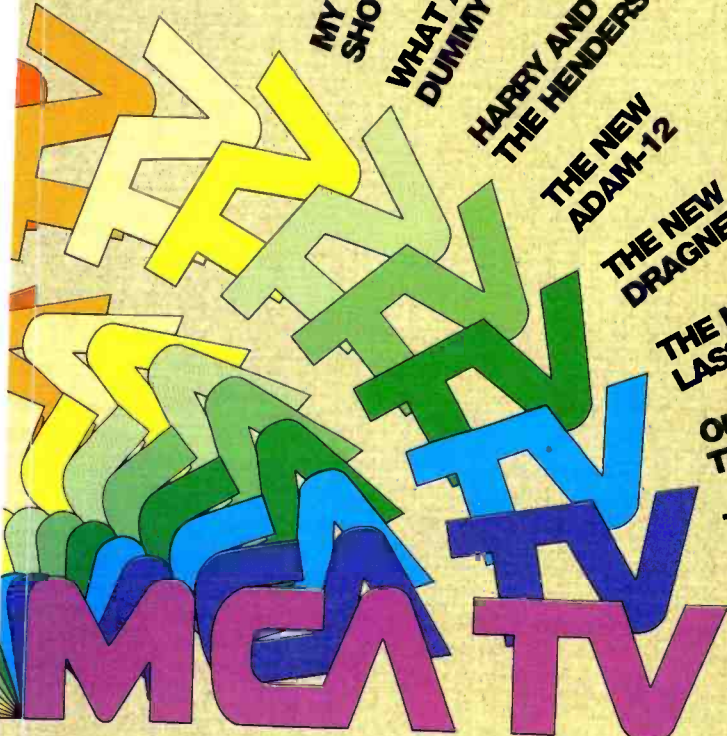
*Number 1 NBC's  
no longer running  
unopposed*

## CABLE / 53

*Advertising and PPV:  
the new revenue  
streams for MSO's*

## TECHNOLOGY / 68

*Latest words about  
compression, the hot  
new concept in TV*




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HARRY AND THE HENDERSONS  
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Vol. 118 No. 24  
**TRYING, TRYING AGAIN  
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# THIS WEEK



Paramount's Larry Levinson, Frank Mancusco and Mel Harris arrive at FCC last week, as did other Hollywood and network executives, to report on progress of fin-syn talks.

## 27 / DOWN TO THE WIRE (AGAIN) ON FIN/SYN

The networks and Hollywood trooped to Washington last week to tell the FCC they hadn't been able to make a deal—then just as quickly trooped off to try once again. That will happen tomorrow and/or Wednesday in L.A. as they try to bring their acts together. Failing all that, the FCC's rulemaking kicks in Thursday. Also: What the respective sides have in mind.

## 29 / BEST LAID PLANS

The cable TV industry, besieged by the threat of reregulation for the last two years, suffered a major setback Thursday when the Senate Commerce Committee passed a bill that, among other things,

gave competing media a right to cable programming. It was more than the industry could stomach. So, although its most fervent desire is for a reregulatory bill it can live with, the industry will now seek to kill the Senate bill and abandon legislative hope for this session of Congress.

Meanwhile, Montana Senator Conrad Burns's attempt to add telco entry to the cable package was derailed onto a stand-alone siding of its own, giving cable still another target to shoot at. But it will have help from the broadcasters on that score: they're similarly anxious to hold the line.

## 31 / FOXIER AND FOXIER, AND NEWS TOO

In a move that is certain to alter the local news terrain,

Fox unveiled for its first full-blown affiliates meeting some details of the national news service it is preparing for its station members (most of them UHF). Fox told the affiliates it hopes that all 129 will begin producing a 10 p.m. newscast within the next two years. Toward that effort, it will provide start-up help, offering low-cost equipment and news sets to stations not already in the news business.

The Los Angeles meeting was considered "the coming of age of a new network." Once just a day stuck onto the end of the Association of Independent Television Stations convention, the Fox affiliates conclave is rapidly pulling alongside the meetings of the big three networks as a major industry event.

## 31 / VIACOM LOGS IN ON TIERING

Viacom Cable joins other MSO's in instituting a negative option tier—that the viewer can skip if he wants to—for an average of eight services for between 75 cents and \$1.20.

## 33 / ARE THE BRITISH FUNNIER? CBS HOPES SO

## 35 / NBC AFFILIATES IN WASHINGTON

In a show of force designed primarily to impress Congress with its unity on financial interest and other issues of interest to the over-air medium, NBC assembled its television affiliates in Washington last week for a series of meetings that also heard concerns over a \$200 million shortfall in advertising revenue and distress over Nielsen's peoplemeter. The network hopes to strengthen its news division and to stem the ratings slide in the morning and evening news races.

## 39 / TRACKING THE RATINGS RACE

What has seemed etched in stone for the last half-decade isn't anymore. NBC, for years the automatic assumption to be first, is now—in the opinion of industry observers—vulnerable to the onslaughts of the other three. Still, it is doubtful that any are in a position to take full advantage of that vulnerability. A perspective on the balance of power.

**43 / FIGHTING NETWORK EROSION**

As the usually sleepy summer television season begins, there is more at stake for the three major TV networks than ever before. Each is preparing to air an unprecedented amount of original summer programming just as advertisers set their rates for stations.

**44 / PROMOTING CARTOONS**

With almost all syndicated children's programming relying on barter advertising dollars, Warner Bros. and Buena Vista TV are spending up to \$100 million each to promote their new programs and characters. They will outline their respective local marketing campaign strategies to station promotion executives during this week's BPME/BDC in Las Vegas.

**48 / THE CHANGING FACE OF CHR**

Faced with diverse audience preferences, changing listener demographics and new advertiser priorities, some question whether CHR-Top 40 will survive as mass appeal music—or what form it will assume next.

**51 / HYBRID RADIO PROGRAMER**

Emmis Broadcasting's Jeff Wyatt, widely considered one of the pioneers of hybrid contemporary hit radio and a leader in current CHR-Top 40 programming, is winning over listeners, critics and mainstream radio and record industry executives with his own form of the format.

**53 / CABLE'S GROWTH AREAS**

Local advertising and pay per view are enjoying double-digit growth during a time when basic cable percentage

growth is slowing down and pay increases are virtually stalled. To realize the full potential of local ads and PPV, cable leaders agree that more emphasis and resources have to be put into those two categories.

**58 / DISCOVERING THE NEXT DECADE**

As it completes its fifth year of operation—having already reached 50 million homes, bolstered its prime time ratings over the last year and expanded its programming initiatives, The Discovery Channel sets its sights on the next 10 years.

**60 / DANIEL BURKE: THE NOT SO NEW KID ON THE BLOCK**

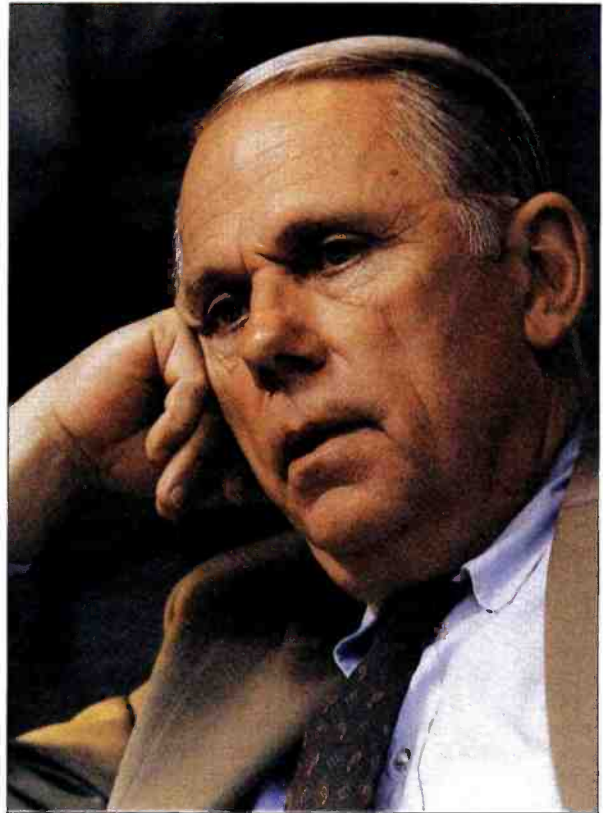
Since joining Capital Cities almost 30 years ago, Dan Burke has spent much of that time working side by side with Tom Murphy, who, two weeks ago, passed over the CEO's mantle (Murphy keeps the title of chairman). In this "At Large," Burke details the company's new management scheme, saying specifically that no new COO will be designated in the immediate future.

**64 / SATELLITE REPORT**

PrimeTime 24, which delivers network affiliate signals nationally via satellite, has reached an agreement with GE Americom to exercise options on the remaining three transponders aboard GE Americom's Satcom K-1 satellite, the same satellite K Prime Partners will use to launch a medium power Ku-band direct broadcast satellite service.

**68 / COMPRESSING ISSUE**

Video compression is the buzzword in technology these days. Its leading proponent has changed the name and the game of



Capcities/ABC's Dan Burke

high definition by moving the arena from analog to digital. Just as significantly,

it could dramatically increase satellite capacity and save money on satellite time.

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**Broadcasting**  
**& Cable**

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# CLOSED CIRCUIT

## Washington

### Not over yet

Even though plea bargain last week with U.S. attorney in Washington seems to foreclose further federal criminal action against Washington attorney Tom Root for his activities in connection with Sonrise Management Services, FCC is moving forward with its own investigation of Root-Sonrise affair and, once done, plans to forward findings to Justice Department.

FCC's investigation reveals that partnerships put together by Sonrise and represented by Root fared poorly in their effort to land construction permits for new FM stations or enter into lucrative settlements for competing applicants. Of some 175 Root-Sonrise applications, according to Mass Media attorney James Shook, only four received permits—all through settlements. And permit for one of applicants for station in Sparta, Ga., has expired. More than 100 others have been dismissed for reasons ranging from settlements to engineering flaws to Root's failure to prosecute. Remainder is still pending.

### Self-determination

Mandated access to cable programming by third parties is among cable industry's chief bones of contention with Senate cable bill, and issue has caused great debate within industry generally. How would cable programmers themselves determine how to sell to competing third parties? At least five factors would come into play, says one: 1) potential increases in advertising revenue from increased distribution; 2) potential revenue

### Through cracks

FCC's inquiry aimed at undergirding law banning broadcast indecency around clock was to have been on agenda for commission's open meeting this Thursday (June 14), but it wasn't ready. Reason appeared to be technical one. Lead attorney preparing item, Marilyn Mohrman-Gillis, left agency last month to become general counsel at National Association of Public Television Stations. With David Siddal taking over for Mohrman-Gillis, Mass Media Bureau hopes to have item prepared for July 26 meeting.

from exclusivity clauses with existing suppliers; 3) whether or not access was governmentally mandated, and 4) specific terms of deal. Fifth is whether refusal to sell would cause similar service to be

created—scenario one programmer described as "two generals and a dish" dilemma, generals being General Motors and General Electric, two proponents of Sky Cable DBS service.

Rupert Murdoch, head of News Corp., which owns Fox Broadcasting Corp.; Jamie Kellner, president, FBC, and Betsy Frank, senior vice president, Saatchi & Saatchi DFS-Compton, joined advertisers and Fox affiliates for a three-hour dinner cruise aboard the Hornblower yacht off San Pedro, Calif., on June 4, to kick off Fox's affiliate meeting in Los Angeles, which ran June 5-6.



## New York

### Troubled waters?

With less than three weeks remaining before June 30 deadline, BAB Broadcasting—group of investors trying to buy Noble Broadcasting's WBAB-FM in Babylon, New York—are still scrambling to tie up \$26 million deal. Because deal is highly leveraged, insiders are skeptical as to whether financing can be found, but Tony Michaels, WBAB-FM VP and general manager and BAB Broadcasting president, reportedly is optimistic about finalizing deal within next few weeks. Michaels' partner in BAB Broadcasting is Eddie Simon (president of Top 40 outlet WWHB[FM] Hampton Bays, N.Y., and brother of singer Paul Simon). Former *Saturday Night Live* executive producer Lorne Michaels (no relationship to Tony) also apparently is involved.

### Unwired up front

While the networks haggle with Nielsen about declining audience share and with advertisers about guarantees, further delaying start of up-front marketplace, it's apparently business as usual for unwired networks. For example, Independent Television Network Inc. expects to sell \$35 million-\$40 million or 45% of its inventory in up-front, according to sales executive at ITN. ITN, for first time, is selling news and has sold about \$4 million so far.

Meanwhile, should network up-front ever get going, news will probably be one of first dayparts sold.

### Getting serious

Disclosure by Capital Cities/ABC Chief Executive Offi-

# DO-ERS PROFILE:

## FRANK FONTANA

HOME: Washington, D.C.

AGE: 40

PROFESSION:

Investigative reporter on top-rated "FYI" news magazine.

HOBBY: Playing full court basketball with kids half his age.

ROLE MODELS:

Ted Koppel, Michael Jordan.

LATEST

ACCOMPLISHMENT:

Being nominated for an Emmy for his role on CBS's run-away hit, MURPHY BROWN.

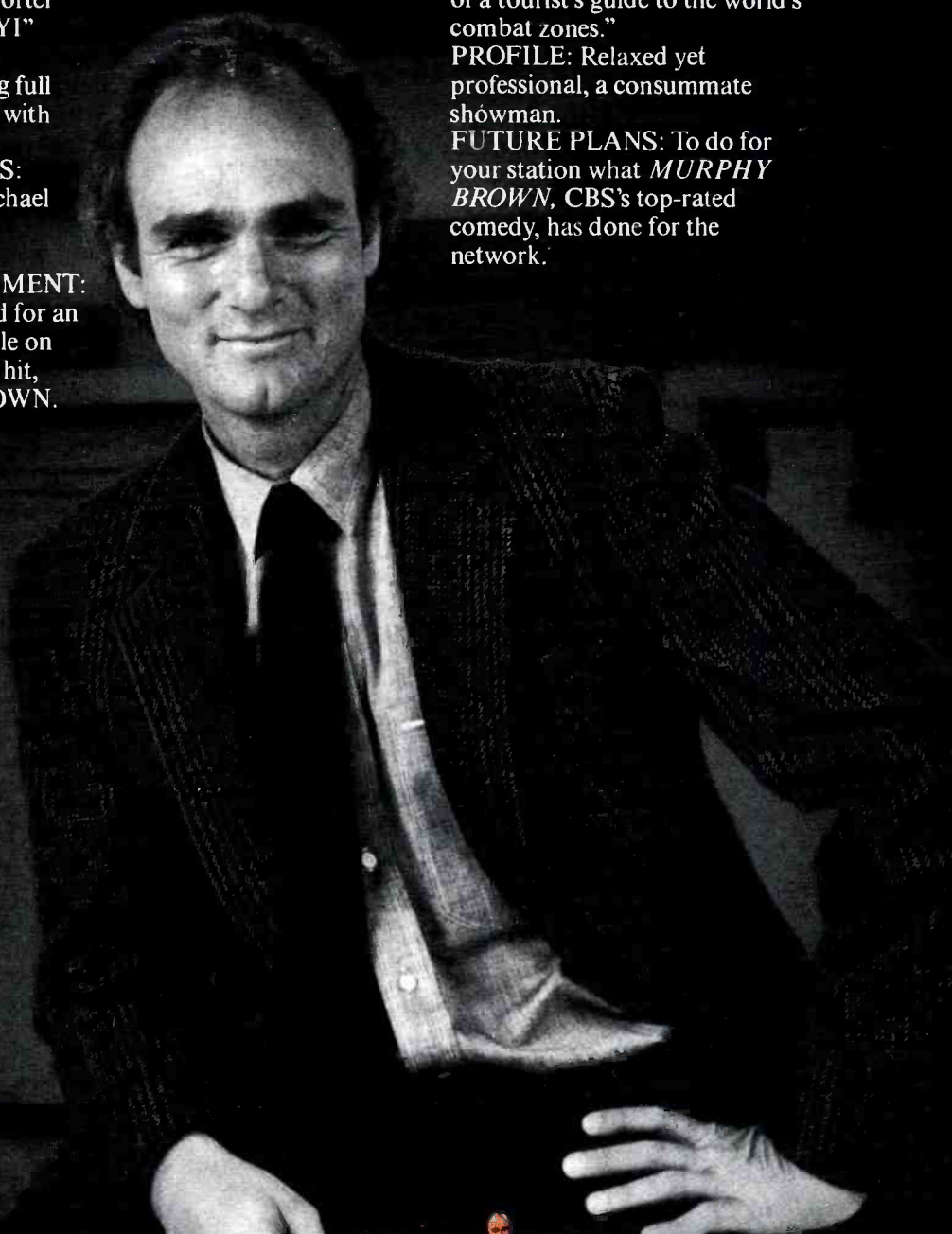
WHY I DO WHAT I DO: "I'm too short to play pro basketball."

LAST BOOK READ:

*HOLIDAYS IN HELL*. "It's sort of a tourist's guide to the world's combat zones."

PROFILE: Relaxed yet professional, a consummate showman.

FUTURE PLANS: To do for your station what *MURPHY BROWN*, CBS's top-rated comedy, has done for the network.



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# MURPHY BROWN

Available Fall '92

# AP's Radio Network Except The

Programming a radio station is an art. And with AP Network News you have the control to do it right.

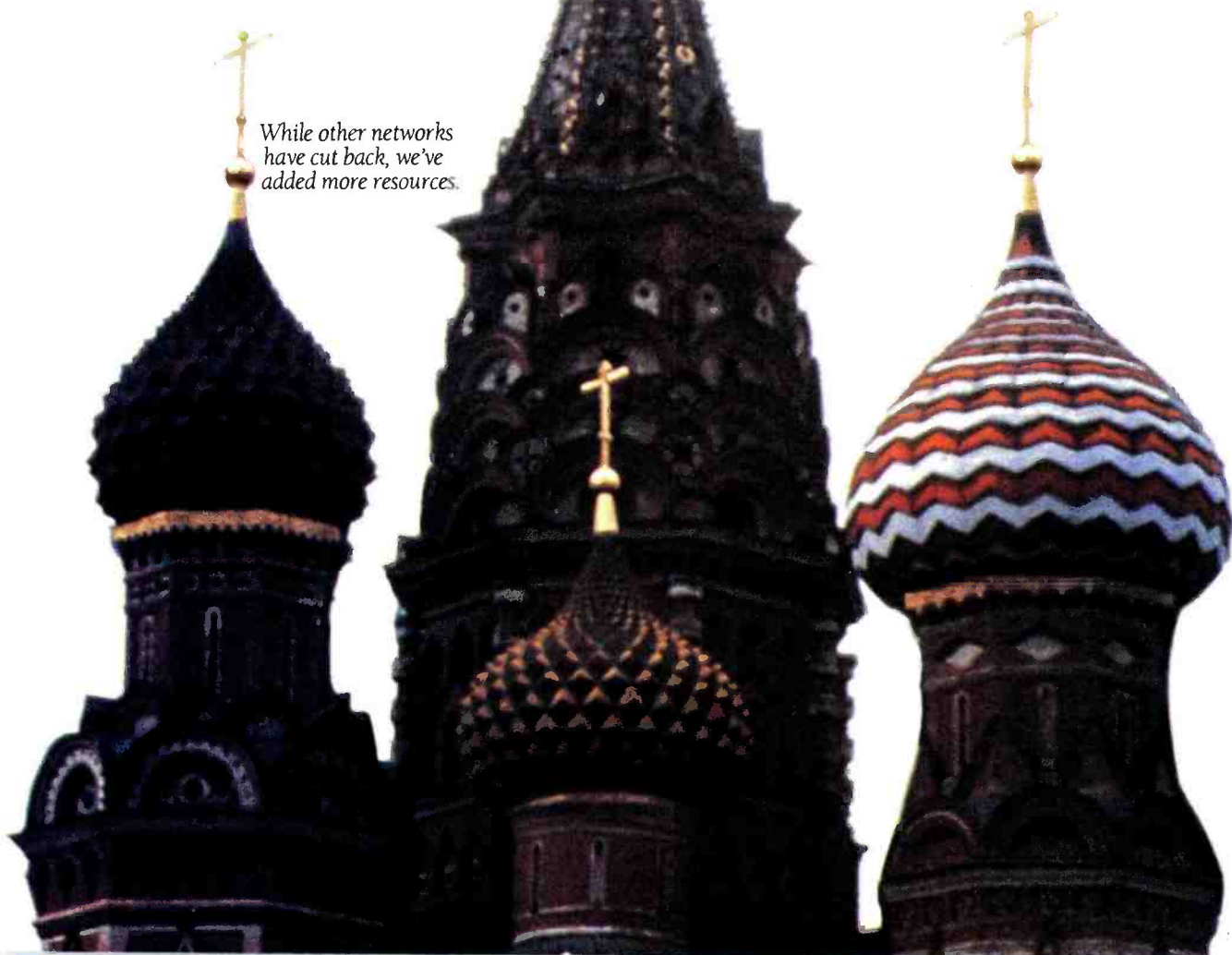
No commercials means more flexibility, more freedom to program the way you want. And that's good news to stations looking for an advantage. Our format is designed to fit your format and provide sales and sponsorship opportunities.

You make all the decisions because all programming is yours to sell without affidavit or clearance requirements from AP. When you carry AP Network News you get more than sales opportunities.



*The only news bureau at the U.S. Department of Agriculture.*

*While other networks have cut back, we've added more resources.*





# Gives You Everything. Commercials.

You get the most comprehensive radio news coverage in America. While other networks have cut back, we've added even more resources. AP Hotline is our second channel for live continuous coverage of breaking news and events.

Now you're where the news is happening, when it's happening. Our



*AP Hotline provides continuous coverage of live events.*

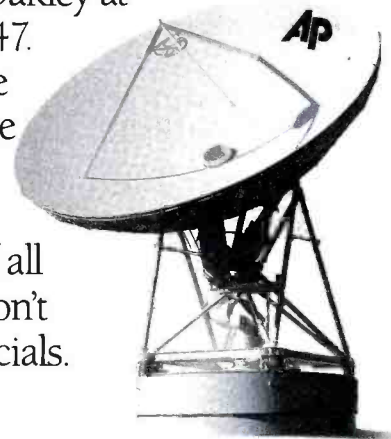


*More live sports coverage than any radio network.*

sports staff covers more major sports events than any other network. We cover Wall Street with more reports per day than anyone. Ours is the only broadcast bureau at the U.S. Department of Agriculture.

And we offer over 20 lifestyle and entertainment features to suit any taste or interest. Become an AP Network News affiliate today by calling Rosie Oakley at (800)-821-4747.

You'll get more comprehensive news and the most flexible format. Best of all is what you won't get... commercials.



# AP Network News

cer Daniel Burke that he and NBC and CBS counterparts Robert Wright and Laurence Tisch had met with Dun & Bradstreet counterparts (see "At Large," page 60) may indicate that ratings controversy has been elevated to new level. Purpose of meeting, which took place in April, was said to have been primarily to register seriousness with which network parent companies viewed matter. But at least one other joint-CEO meeting plus their continued separate involvement in matter suggests willingness to commit financial and strategic resources to improved or additional ratings service that may not have existed at time that AGB Research went out of business two years ago.

### Missing persons

One network's problems with peplemeters extend beyond declining HUT's. NBC News was preparing segment for new Jane Pauley show, to air this summer, talking about ratings and experience of being Nielsen family, but researchers had hard time locating peplemeter family, even after running newspaper ads in some markets. If aired, segment might include some discussion about "fatigue" factor in new ratings system, although one news person said segment had no axe to grind and would probably not get very "technical." Nielsen has stuck by established policy and declined to provide names of any families.

### World history

ABC, in New York, Gostelradio, in Moscow, and NHK, in Tokyo, will make simultaneous announcements early this week about major joint undertaking. It will be series of documentaries recounting history of 20th century. Each organization will have material not available to others to contribute to project. It is likely to become ABC News videocassette series.



The Smithsonian's Air and Space Museum was the scene Sunday night of the party kicking off the NBC affiliates meeting in Washington. NBC president Robert Wright (c) takes time out from meeting affiliates to pose with Lorne Michaels (l), executive producer of *Saturday Night Live*, and Dick Ebersol, president of NBC Sports.

### Los Angeles

#### Movie move?

NBC apparently came close to eliminating its Sunday movie starting next fall, move network had been considering for past year. Apparent hitch, according to sources, was that NBC programmers couldn't decide on compatible lead-out to Lorimar Television's one-hour drama, *Sisters*, which was penciled in at 9 p.m.-10 p.m. slot. *Sisters*, relationship drama about four sisters, is candidate for mid-season pickup. Fate of NBC's Sunday movie is still up in air, although no change is anticipated before 1991.

#### Paramount and Povich

As result of Paramount Domestic Television's signing of *Current Affair* anchor Povich away from Twentieth (Fox) Television for talk show, sources are suggesting that Povich may be used as guest anchor or contributing

reporter on Paramount's similar half-hour tabloid, *Hard Copy*, once Povich joins studio in June 1991. One station representative says Povich has declined to host *Hard Copy* permanently, but is possibly open to small participating role "during sweeps periods." Such a move could help Paramount cross-promote Povich talk show.

### Chicago

#### Dionne done?

Word from Tribune Entertainment sources is that weekly music/variety program, *Dionne & Friends*, will have plug pulled at end of current syndication season after launching last January. First-run hour series, which is hosted by singer Dionne Warwick, is one of few from genre that have been able to stick in syndication (not to mention broadcast networks). Notable exception is highly-rated *Star Search* (from TPE).

### Nashville

#### Dish deals

Whether by coincidence or design, HBO is one step ahead of congressional sheriff in new effort to create third-party, nondiscriminatory wholesale deals with home satellite distributors, half-dozen of which it plans to announce at July 9-11 home dish show in Nashville (see page 66 and "Top of the Week"). Near press time last week, BROADCASTING identified two parties with whom HBO is negotiating.

All-but-signed contract with Indianapolis-based National Program Service (subsidiary of Consumer Satellite Systems, which has eight DBS equipment dealers in seven states) gives NPS "basically the same deal as TCI," said President Mike Schroeder. That deal and pending agreement with Sioux Falls-based Programers Clearinghouse Inc. will give distributors national rights, monthly billing and "ownership of subscribers," said PCI President Ralph Warren.

### San Diego

#### Co-oping Cable

Cable industry's nascent marketing co-ops are banding together to form official committee under Cable Television Administration & Marketing Society. Emergence of DMA Co-op Committee emphasizes their increased importance in era when basic growth is slowing and pay growth is flat.

Committee is chaired by HBO's Dan Levinson and Continental's Steve Reimer, both marketing vice presidents, and will hold next meeting Sunday, July 15, at start of CTAM convention in San Diego. Twenty-five member committee includes heads of major marketing co-ops and representatives from "virtually all" cable networks, said Levinson.

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# DATEBOOK

■ indicates new listing or changed item.

## THIS WEEK

**June 10-13**—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference, including presentation of Gold Medallion Awards. Bally's, Las Vegas. Information: (213) 465-3777.

**June 10-14**—*Radio Advertising Bureau* management development program. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

**June 11**—*Broadcasting/Cable Interface IV*, telecommunications policy seminar sponsored by *BROADCASTING* magazine and *Federal Communications Bar Association*. Westin hotel, Washington. Information: Patricia Vance, (202) 659-2340.

**June 11-12**—*Children's Express* symposium on the media and children's issues. Co-conveners: ABC's Peter Jennings and Bill Moyers. New York Hilton, New York. Information: (212)

620-0098.

**June 11-13**—*New York Festivals*, comprising International Radio Festival and International Advertising Festival, featuring screenings and awards banquet. Sheraton Center hotel, New York. Information: (914) 238-4481.

**June 11-13**—JC Penney-Missouri community affairs television workshop, sponsored by *University of Missouri*. Columbia, Mo. Information: Charles Warner, (314) 882-6883.

**June 11-14**—Second annual management seminar for broadcast news directors, sponsored by *Radio-Television News Directors Association* and *University of Missouri School of Journalism*. University of Missouri, Columbia, Mo. Information: (314) 882-6883.

**June 12-14**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 12**—"Radio: Operating a Station in the 90's," seminar sponsored by *International Radio and Television Society*. Panelists: Gary Fisher, WHTZ-FM; Dave Logan, WNEW-FM, and George Wolfson, WLTW-FM, all New York. Via-

com Conference Center, New York. Information: (212) 867-6650.

**June 13**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Lipsyte, host, *11th Hour*, on WNET(TV) New York, "Do talk shows have to be freak shows to survive?" Copacabana, New York. Information: (212) 768-4510.

■ **June 14**—*Federal Communications Bar Association* annual meeting and monthly luncheon meeting. Speaker: Ambassador Bradley Holmes, U.S. Department of State. Washington Marriott hotel, Washington.

■ **June 14**—1990 Creative Awards of *Philadelphia Advertising Club*. Adam's Mark hotel, Philadelphia. Information: (215) 874-8990.

**June 14**—Semi-annual advertising/media outlook seminar, sponsored by *Interpublic Group of Companies*, featuring speaker Robert J. Coen, senior VP, McCann Erickson USA. College Hall, University Club, New York. Information: (212) 399-8078.

**June 15**—*Women in Communications, Washington chapter*. Matrix luncheon. Capital Hilton ho-

## MAJOR MEETINGS

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

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

**June 12-14**—*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 9-11**—*Satellite Broadcasting and Communications Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

**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, 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 members meeting. Loews Anatole, Dallas.

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

**Jan. 3-6, 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.

**Jan. 24-27, 1991**—*Radio Advertising Bureau* Managing Sales Conference. Opryland hotel, Nashville.

**Jan. 26-30, 1991**—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

**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.

**Feb. 27-March 1, 1991**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio.

**March 6-9, 1991**—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4487.

**March 24-27, 1991**—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

**April 7-9, 1991**—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

**April 15-18, 1991**—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**April 19-24, 1991**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**April 21-24, 1991**—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles.

**May 15-18, 1991**—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W. Va.

If I could only  
run an  
"off-network"  
comedy  
in access.

# MARRIED

WITH  
CHILDREN

The face of television has changed.



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

You can.



The non-network  
"off-network" comedy.

tel, Washington. Information: (202) 998-8431.

**June 15**—Deadline for fifth annual Orson Welles Creative Advertising Awards, sponsored by *Radio Advertising Bureau*, honoring "outstanding national, regional and local radio advertising." Information: Jess Lowy, (212) 254-4800.

**June 15-16**—*Texas Association of Broadcasters Radio Day*. J.W. Marriott, Houston. Information: (512) 322-9944.

■ **June 16**—*National Academy of Television Arts and Sciences, Washington chapter*, 32nd annual Emmy Awards presentation. Sheraton Washington, Washington.

## ALSO IN JUNE

**June 17-22**—"Broadcast: Power Reporting," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

**June 17-22**—Sixth annual "Leadership Institute for Journalism and Mass Communication Education," sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**June 18**—"A Salute to Television," gala sponsored by *Museum of Broadcasting board of trustees and gala benefit committee*. Pierre hotel, New York.

**June 19**—"New Rules of Professional Responsibility: Impact on the Communications Bar," sponsored by *Federal Communications Bar Association*. Washington Marriott, Washington. Information: (202) 416-6762.

## ERRATA

May 28 "Changing Hands" item on **KSJX(AM)-KSJO(FM) San Jose, Calif.**, should have listed KSJO(FM) as being on **92.3 mhz with 50 kw and antenna 464 feet above average terrain.**

May 28 story, "AWRT panel addresses indecency issue," misspelled name of **Joseph J. Reilly.**

**Wagenvoord Advertising Group**, licensee of KLAJ(AM) Las Vegas ("Changing Hands," May 21), is headed by **David Wagenvoord** and has interests in WTAN(AM) Clearwater, Fla. (Tampa).

*ciation*. Washington Marriott, Washington. Information: (202) 416-6762.

**June 19-21**—*Iowa Broadcasters Association* annual convention. Stouffer hotel, Cedar Rapids, Iowa. Information: (319) 366-8016.

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

**June 20**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in lun-

cheon. Speaker: Lee Masters, E! Entertainment Television. Copacabana, New York. Information: (212) 768-4510.

**June 20**—"Tape restoration and preservation," speech by John Metarrazzo of Agfa-Gervart to *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David Bialik, (212) 752-3322.

**June 20**—"The Craft of Writing for Television," one (comedy) of five seminars co-sponsored by *Museum of Broadcasting* and *Writers Guild of America East*, Museum, New York. Information: (212) 752-4690.

**June 20-22**—Advanced seminar for European radio broadcasters in management and programming, "The Future Is Here," sponsored by *Radio Express*, distributor of American radio programs, and *Burns Media Consultants*. Heidelberg, West Germany. Information: (213) 850-1003.

**June 20-24**—*Society of Cable Television Engineers* annual conference. Stouffer's and Nashville Convention Center, Nashville. Information: (215) 363-6888.

**June 20-24**—*Florida Association of Broadcasters* annual convention. Longboat Key Club, Sarasota, Fla. Information: (904) 681-6444.

**June 21-22**—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.

■ **June 21-23**—Seventh annual management seminar for television executives, sponsored by *NATPE Educational Foundation*. Ithaca College, Ithaca, N.Y. Information: (213) 282-8801.

**June 21-24**—20th conference on broadcast meteorology, sponsored by *American Meteorological Society*. Clarion Harvest House, Boulder, Colo. Information: (617) 227-2425.

**June 21-24**—*North Carolina Association of Broadcasters* summer meeting. Elbow Beach hotel, Bermuda. Information: (919) 821-7300.

**June 21-24**—*Society of Cable Television Engineers* convention. Nashville.

**June 22**—Deadline for comments to *National Telecommunications and Information Administration* on globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

**June 23**—Nontelevised presentation of 17th Annual Daytime Emmy Awards for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Sheraton Universal hotel, Los Angeles. Information: (818) 763-2975.

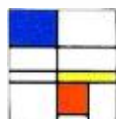
**June 23-27**—1990 Development Exchange, workshops and seminars for public radio. St. Petersburg, Fla. Information: (202) 785-4321.

■ **June 25**—*Society of Broadcast Engineers, chapter 15*, talk on FMX stereo and occupied bandwidth. One East 53rd Street, New York. Information: David Bialik, (212) 752-3322.

■ **June 25-27**—*Television Bureau of Advertising* sales management meeting and product usage seminar. Radisson Plaza hotel, Charlotte, N.C. Information: Eilyn Radel, (212) 486-1111.

**June 25-29**—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broad-*

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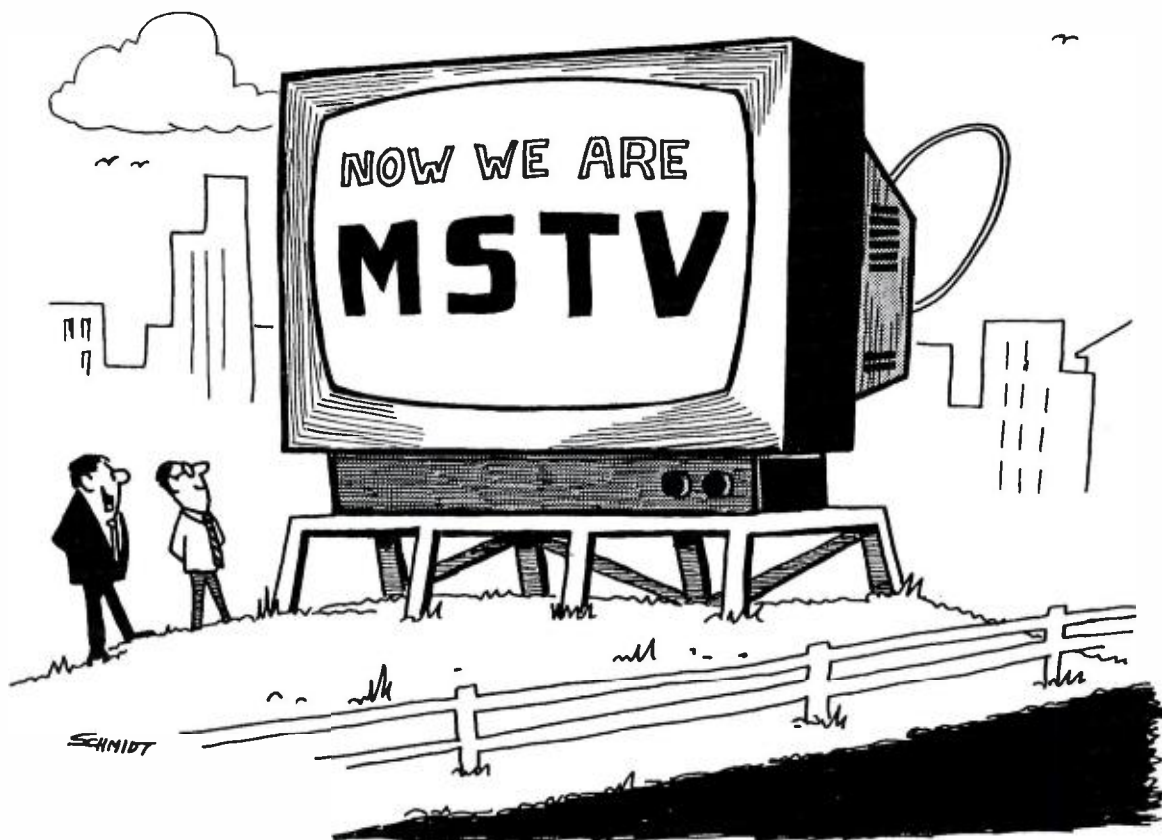
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**June 25-26**—"Municipal Administration of Cable Television in the Nineties," ninth annual seminar sponsored by *University of Wisconsin-Madison/Extension, department of communication program*. Wisconsin Center, Madison, Wis. Information: Barry Orton, (608) 262-2394.

**June 26**—"Agency Financial Management: How to Improve, Expand and Revitalize Your Agency Financial Skills for Success in the 90's," financial seminar sponsored by *American Association of Advertising Agencies*. Westin Hotel O'Hare, Rosemont, Ill.

**June 27**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tom Capra, executive producer, *Today*, NBC News. Copacabana, New York. Information: (212) 768-4510.

**June 27**—"An Inside Look at C.U.N.Y. TV," studio tour of cable channel of the City University of New York, event of *National Academy of Television Arts and Sciences, New York chapter*. New York. Information: (212) 768-7050.

**June 27-29**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 28**—Broadcast on ABC-TV of 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts and Sciences and National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: (818) 763-2975.

**June 28-July 1**—*Mississippi Association of Broadcasters* 49th annual convention. Biloxi Hilton hotel, Biloxi, Miss.

**June 30**—Deadline for entries for *International Electronic Cinema Festival*, scheduled for Nov. 5-9 in Tokyo (Makuhari). Information: 81-3-408-4111 or (212) 688-5429.

## JULY

**July 8**—Showtime Dealer college, workshop sponsored by *Showtime Satellite Networks* during SBCA convention (see next item). Opryland hotel, Nashville. Information: Jeanne Ricci, (212) 807-1400.

**July 9-11**—*Satellite Broadcasting and Communications Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

**July 11**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in lun-

cheon. Speaker: Edward Koch, former mayor, New York City, and co-host, *Channel 2 News Sunday Edition*, on "My New Career in Television." Copacabana, New York. Information: (212) 768-4510.

**July 11**—*Caucus for Producers, Writers and Directors* third annual general membership meeting. Guest speaker: Jeff Sagansky, president, CBS Entertainment. Chasen's, Los Angeles. Information: (213) 652-0222.

**July 11**—Revised deadline for reply comments in study by *National Telecommunications and Information Administration* of globalization of mass media firms. U.S. Department of Commerce, NTIA, Washington.

**July 12**—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Hartford, Conn. Information: (212) 254-4800.

**July 12-15**—15th annual *Upper Midwest Communications Conclave* radio and record convention. Radisson Hotel South, Bloomington, Minn. Information: (612) 927-4487.

**July 13-15**—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Buffalo, N.Y. Information: (212) 254-4800.

**July 14-16**—*Television Programming Conference*. Hyatt Regency hotel, Nashville. Information: Jerry Fox, (606) 233-3600.

**July 14-17**—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

**July 15-18**—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego. Information: (703) 549-4200.

**July 16-18**—*Television Bureau of Advertising* sales management meeting and product usage seminar. Sheraton International at O'Hare, Rosemont, Ill. Information: (708) 297-1234.

**July 18-20**—*National Religious Broadcasters* Southwest regional convention. Harvey hotel, Dallas. Information: (602) 254-5001.

**July 19-21**—*Public Radio News Directors Association* annual conference. Ramada Renaissance, Washington. Information: Pat Kemp, (813) 974-3733.

# Broadcasting

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# OPEN MIKE

## Looking in wrong direction

EDITOR: Page 55 of the May 7 issue featured a story about Representative Thomas Luken and his tirade against the three networks' coverage of sports events that are promoted by tobacco companies.

This is grandstanding and hypocrisy of the worst sort. Sports are an essential part of the television inventory, and to ban coverage simply because tobacco companies support those events is madness.

I submit that a far more important target for Mr. Luken would be the cleanup of his own House. I would be interested in seeing his on-the-record assault

against U.S. government-mandated subsidies to the tobacco industry—an industry that just happens to be legal in this country.

It has been demonstrated that tobacco is a killer, and for our government to support the industry on one hand and attack it on the other reads like something written by Kafka.

I suggest that Congressman Luken go after the source of the problem, not the messenger.—Robert E. Richer, Farmington, Conn.

## Teacher's pet

EDITOR: I want to thank you for including my remarks in the cable TV/telco TV debate as a "Monday Memo" in the

April 9 issue of BROADCASTING.

I have used BROADCASTING as a supplementary text in classes that I have taught in media management and broadcast programming at Arizona State University for the past 15 years. It has proved to be a valuable resource necessary to link the classroom to the dynamic events of the broadcasting business. Thank you for your support of education, and your continued quality publication of events and commentary concerning broadcasting and the emerging telecommunication business.—John E. Craft PhD, associate professor, Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe.

**July 19-21**—Colorado Broadcasters Association 41st annual summer convention. Manor Vail, Vail, Colo.

■ **July 19-21**—Idaho State Broadcasters Association annual convention. Sun Valley Resort, Sun Valley, Idaho. Information: (202) 345-3072.

**July 22-24**—Wireless Cable Association national convention. Denver Tech Center, Denver. Information: (202) 452-7823.

**July 22-27**—Management development seminar for television executives, sponsored by National Association of Broadcasters, in conjunction with J.L. Kellogg Graduate School of Management at Northwestern University, Northwestern campus, Evanston, Ill. Information: (202) 429-5368.

**July 23-24**—"Newsroom Technology: The Next Generation," technology studies seminar for media professionals sponsored by Gannett Center for Media Studies, Gannett Center, Columbia University, New York. Information: Shirley Gazsi (212) 280-8392.

■ **July 24-25**—National Association of Broadcasters research summit for television and radio. NAB, Washington. Information: (202) 429-5380.

**July 24-26**—Florida Cable Television Association annual convention. Sheraton Bonaventure, Fort Lauderdale, Fla.

**July 25**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Marc Weiss, executive producer, P.O.V., weekly public TV series of nonfiction film. Copacabana, New York. Information: (212) 768-4510.

**July 25**—Radio Advertising Bureau regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Chicago. Information: (212) 254-4800.

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The Discovery Channel® launched Assignment Discovery™ last September with wide acclaim and support from key educational groups including the NEA, AASA, National PTA, NSBA and NASSP.

Teachers recognized the value of Assignment Discovery almost immediately. Broadcast daily, it consists of two 20-25 minute documentary segments which are easy to use, easy to plan with, and easy for teachers to

share with each other and with their students.

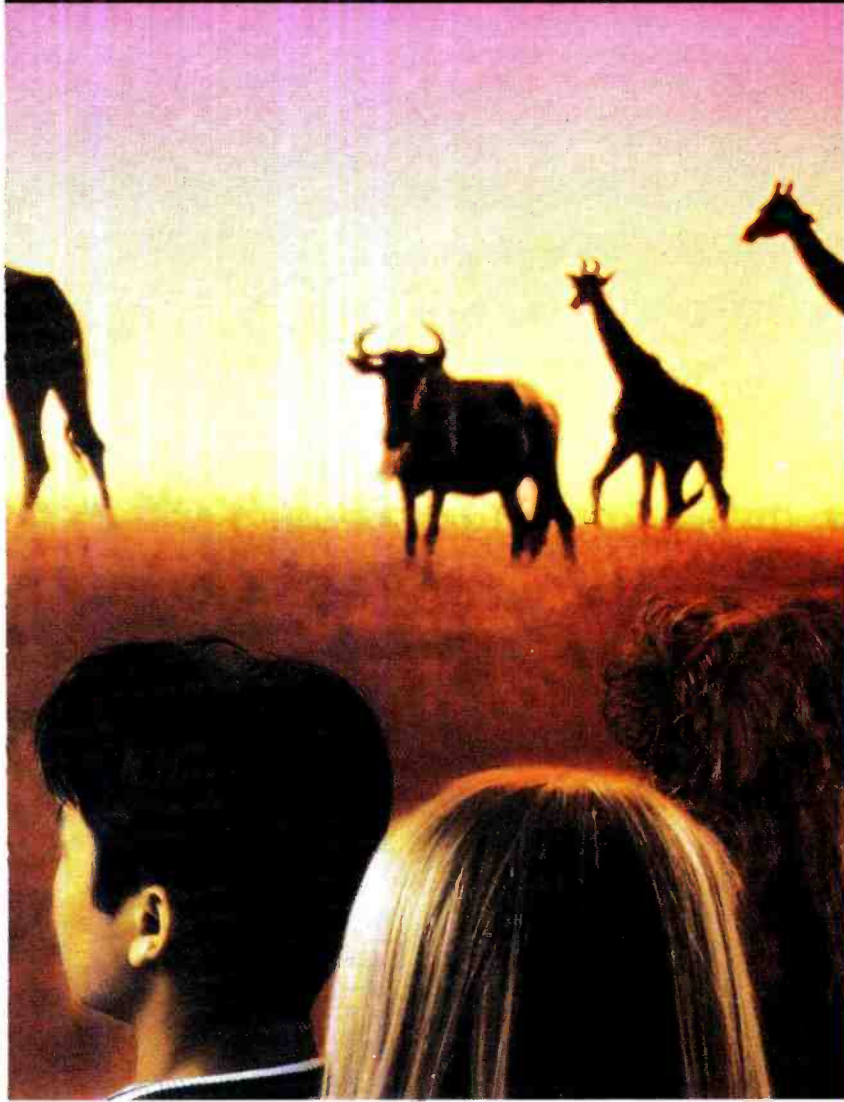
Although Assignment Discovery is free, the Educator's Kit and monthly *Spectrum* curriculum guide which enable teachers to develop their lesson plans cost \$100 per school per year.

To get the maximum value out of the program, the cable operators we've listed here all came up with the same approach: Paying for the support materials themselves.

Cable operators saw the value of providing those materials. Not only for the positive community response—but because they recognized the tremendous educational value of Assignment Discovery.

In addition to the schools which have signed up directly, the operators honored here have enrolled over 2,700 schools on their own making Assignment Discovery the #1 cable educational initiative in the country. It's used by nearly

# FOR SEEING THE VALUE OF EDUCATION.



half a million teachers and 8 million students—and it's used twice as often as the #2 program.\* A remarkable achievement in less than nine months.

We thank the cable operators who support our efforts. And we invite both schools and other cable operators

to contact us about participation in the 1990-91 academic year.

The real issue of television in the classroom is whether the program can benefit teachers and educate students. And on that score, Assignment Discovery and our participating cable operators have all earned High Honors.



\*Source: Bruskin Associates Survey of Teachers, April 1990.

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# MONDAY MEMO

A financial interest and syndication commentary by Leonard Hill, Leonard Hill Films

**H**ow is the public interest served by letting the big get bigger? That question is at the heart of the debate over repealing the rules regulating the ownership and syndication of television programs.

As a producer, I have seen these rules at work. They protect the independence and creativity of producers and encourage quality and diversity in television. If the government changes the rules, networks will re-emerge as both buyer and supplier, umpire and player. Networks will own the only three major league stadiums and proceed to demand ownership of all of the teams.

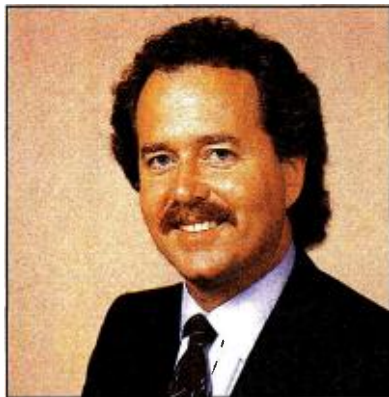
The financial interest and syndication rules prevent a network from demanding a financial interest in a television show that it broadcasts but has not produced itself. Fin-syn also prevents networks from engaging in the business of domestic syndication, that is, the selling of their off-network shows directly to individual American TV stations.

On May 14 a Washington lobbyist argued in this space that changes to fin-syn "quite possibly" could have a positive benefit. Not even his lawyerly prose could camouflage the fact that his argument was based on ideologically constrained microeconomic theory and not practical, real-world experience of working with the networks.

The networks were largely unregulated before 1970. Their past behavior should serve as a warning to us now. No amount of new economic theory can obscure the incontrovertible evidence of history. In 1965 the FCC responded to the anti-competitive practices of the networks by proposing the rules that are in jeopardy of repeal today. Left unregulated, the networks demonstrated a clear tendency to manipulate the program marketplace by extorting back-end rights and restricting the access of independent stations to off-network shows.

The Justice Department followed the FCC proceeding by suing the three networks for restraint of trade. The rules we now have in place grew out of these federal actions. They guarantee free access and are a paradigm of self-enforcing, content-neutral, pro-competitive regulation.

Competition and creativity have blossomed in the 20 years since fin-syn be-



came law. Independent producers have proliferated, as have independent television stations. There were just 70 independent television stations before fin-syn. Today there are 340.

The networks are arguing that the fin-syn rule restricts their ability to make a reasonable profit. Though regulatory debate should focus on issues of public interest and not private profit, it is worth analyzing the tenets that underlie the network campaign.

While network audience share has declined, the networks still garner more than two-thirds of prime time viewers. The prime time network audience is five times the size of all basic cable channels combined, and 13 times the size of all pay cable channels.

Despite marginal changes in viewing habits, networks are enormously profitable. BROADCASTING reported that profits for NBC, ABC and CBS will be up by 30%, 45% and 141%, respectively, in 1990. NBC's chief programmer recently told *The New York Times* that his network will "gush" one-half billion dollars in profits this year.

No, the networks are not in need of economic subsidy. They go to Washington with tales of woe, but shuttle back to Wall Street with enviable tales of woe.

The networks' position is about to strengthen regardless of any modification of fin-syn. This November, agree-

ments limiting network in-house production will expire. For shows networks produce themselves, they will be allowed to reap 100% of the first-run profits as well as 100% of the profits from global and domestic syndication.

The FCC should consider the conflict of interest inherent in unlimited in-house production. It is foolhardy to think that the public would benefit from a deregulated environment allowing the networks to show paternalistic preference in the scheduling and renewal of programs that are produced by their in-house units.

The networks are now demanding repeal of the financial interest rule even for the shows they choose not to produce themselves. They want all the financial benefits without any of the risk.

The easiest way to assess the implication of deregulation on television quality is to look at the coalition united in support of the rules. The networks' only allies are a few ideologues who have no practical experience in the politics of network dealing. Those in favor of retention include a broad array of consumer groups, labor unions, independent television station owners and more than 200 producers of prime time television programming.

The creative community, an unusually fractious and mutually antagonistic group, speaks in harmony on this issue. Everyone with real-world experience

knows it is an unavoidable truth that any move to reduce federal regulation of network broadcasting will stifle competition, reduce innovation and diminish program diversity.

The fin-syn rules protect the independence of small production companies and, by so doing, contribute to program alternatives. Take, for example, *The Cosby Show*, produced by former ABC executives Marcy Carsey and Tom Werner. Without fin-syn, it is doubtful an independent Carsey-Werner company would have been created.

Fin-syn maintains a flexible and open environment where the best ideas rise to the top on merit and viewer choice. ■

*"The fin-syn rules protect the independence of small production companies."*

**“New  
times  
always.**

**Old  
time  
we  
cannot  
keep.”**

BURROUGHS

**W**e last used that quotation on May 1, 1972, when BROADCASTING introduced the format succeeded by this issue. At that time the magazine was but 40 years old, my father was the editor and I his publisher and partner. He felt then that it was time to sharpen our editorial ways, as I have decided now to bring us into an even tighter fit with contemporary graphics and the media we cover.

As we said then: “The occasion is appropriate, and the impulse irresistible, to remark about the issue of BROADCASTING you hold in your hands. There is, obviously, something new about it. Quite a lot that is new, as you will discover in pursuing the news through its pages. A new look, certainly. A new style, in the broad sense of that term. A new, easier, more urgent readability, if our execution of these changes has lived up to our expectations for them...[But] there is also quite a lot that is old about this week’s BROADCASTING. A dedication to accuracy and comprehensiveness. A fierce caring about the editorial product that is our only claim to your time and attention.” Now, as then, we remain “The News Magazine of the Fifth Estate,” as Vol. 1 No. 1 proclaimed when radio—given new prominence with this issue—was our only concern.

We have not been static since that 1972 debut, although that format proved both sturdy and flexible. There has been increasing attention to photography and design and in the last few years BROADCASTING has been conspicuous in its field for the use of editorial color. More importantly, our field of view has broadened to embrace more and more new media: cable, significantly, and satellites, along with MMDS and DBS and HDTV and DAB among others almost too numerous to mention. (In recent weeks we’ve led the industry in covering a new digital TV transmission technology that could bring the next century into this one—to remind any who needed it that one dare not turn his back on technology for even a minute these days.)

Indeed, one dare not turn his back on any of the stories that animate these pages each week and occupy our days and nights in their gathering. The “broadcasting” business as we now know it spans many media, many continents and many voices. Its diversity has caused us to publish two companion monthlies, BROADCASTING/ABROAD, now enjoying increasing success overseas, and BROADCASTING/CABLE, which is being incorporated into the parent magazine with this issue to take advantage of greater frequency and longer reach. We have had more new projects on our drawing boards in the last year than in almost the last decade, a pace more than matched by the media we cover.

More than anything else, this issue represents a raising of the bar. Now in our 59th year, we seek to outdo the best we’ve done before. It is our hope and intention that BROADCASTING, the magazine, and all the media of broadcasting blaze new trails together into ever new times, always.



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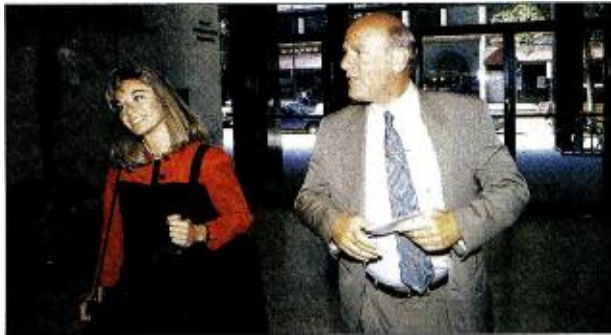
## **THE FIRST TEAM**

This is one top story worth repeating. For the second consecutive sweep period, WCBS-TV is Number 1 in New York. Number 1 in the country. Channel 2 News. The First Team. Again.



WCBS-TV NEW YORK

# TOP OF THE WEEK



Arriving at the FCC: Larry Tisch of CBS and Tom Murphy of Capcities/ABC; Molly Pauker and Barry Diller of Fox



Bob Daly of Warner Bros. and Jack Valenti of MPAА; attorney Mickey Gardner and producer Jerry Leider

## LIFE ON THE WASHINGTON-HOLLYWOOD SHUTTLE

*Producers, networks and their lawyers keep airplanes busy as they maneuver for a solution to the great fin-syn dilemma; latest round produces a wish list from both sides*

**H**ollywood and the networks showed their hands last week.

After years of private negotiations and public posturing, the two laid out for the FCC and the press what they hope to achieve in revamping the FCC's financial interest and syndication rules and related consent decrees.

The networks, for their part, want an opportunity to acquire financial interest in the programs they license from outside producers so they can share in the billions of dollars that flow from the domestic and foreign syndication of the programming.

They also are demanding the right to enter the foreign syndication business and a lifting of the limits on the length of licensing contracts (the number of option years). They want assurances from

Hollywood that Fox will not be permitted to be both network and domestic syndicator and, finally, a sunset sometime in the not too distant future on all remaining restriction of their participation in the broadcasting industry.

Hollywood, on the other hand, wants to hold the line wherever it can, and get "safeguards" against what it sees as potential network abuses wherever it cannot. It also wants new caps on the amount of programming the networks can produce for themselves to replace the caps in the consent decrees set to expire in November.

The two sides revealed their wish lists after meeting with FCC Chairman Alfred Sikes and other FCC officials last Monday to report on the progress (or lack of it) in their ongoing negotiations,

set to resume this Tuesday at Warner Bros. headquarters in Los Angeles.

Following the meeting, Sikes said he "heard nothing...that makes me optimistic" the two industries will be able to reach an agreement before Thursday's (June 14) FCC-imposed deadline.

If the deadline passes without a deal, the FCC has vowed to get under way with its own review of the 20-year-old rules and to wrap it up late this year or early next.

The FCC voted last March to conduct the review, but deferred the due date for the first round of comments until June 14. That due date constitutes the FCC deadline. Both sides concurred that the likelihood of an agreement after the first round of comments

is virtually nil.

Sikes's pessimism is shared by the other FCC commissioners and staff, who met with the parties later in the day. According to the officials, much of their pessimism stemmed from the attitude of CBS President Larry Tisch, who dismissed the negotiations as fruitless and expressed a readiness to take his chances at the FCC in the belief that the networks have the stronger public interest argument.

This week's negotiating session is not necessarily the last. Sikes told the parties at the Monday meeting that he would consider pushing back the deadline, but only if both sides agreed to it. As of late last week, only Hollywood favored an extension.

Coming out of the Sikes meeting, Tisch was asked by a reporter which side was to blame for the failure of the talks. "It takes two to tango," he answered. What's his next step? "Run our business...fight the good fight," he said without elaboration.

Fox Chairman Barry Diller, whose petition for Fox's relief from fin-syn triggered the FCC's interest in reviewing the rules, told reporters that a deal was unlikely. "It's very difficult to get two sides to exactly agree to a deal that neither of them likes," he said, adding that the negotiations have been plagued by "paranoia" on both sides. "And the paranoia is rational—the worst kind of paranoia," he said.

As of last week, the only parties who were holding out any hope for the negotiations were some of the Hollywood representatives and ABC. Both felt progress had been made at the two-day session two weeks ago and both felt a deal was not out of the question.

"We don't think the negotiations are bankrupt at all," Bob Daly, chairman and chief executive officer of Warner Bros. and Hollywood's chief negotiator, told reporters at a press briefing following the Sikes meeting. "We think there is a chance we will make a deal."

Daly later told BROADCASTING that he became less confident of making a deal after hearing reports of Tisch's negative comments to the other commissioners.

Steve Weiswasser, general counsel for Capital Cities/ABC and the lead negotiator for the networks, said "some progress" had been made on financial interest. Daly and Weiswasser agreed that the parties would not, as Daly put it, "reach closure" on any single issue while other issues were unsettled.

In contrast to Weiswasser, Rick Cotton, general counsel of NBC, who has represented the network in the negotiations, told reporters Monday afternoon

at the NBC affiliates convention in Washington that the parties "have not made significant progress" on any of the issues, although the discussion over financial interest had yielded "many interesting ideas."

Judging from the remarks of Cotton and Tisch, NBC and CBS are eager to take their case to the FCC, where they feel they will win significant relief from the fin-syn rules if not outright elimination. Their confidence has apparently not been tempered by repeated warnings by Sikes and the other commissioners that the networks may end up with less relief if the FCC conducts its review of the fin-syn rules in the absence of an inter-industry agreement that sets the foundation for new rules.

NBC and CBS are also undaunted by possible legal obstacles. The fin-syn rules are more or less duplicated by consent decrees the networks entered into in

*The negotiations have been plagued by "paranoia" on both sides. "And the paranoia is rational—the worst kind of paranoia."*

**—Barry Diller**

the mid-1970's to settle antitrust suits brought by the Justice Department.

The decision to modify the consent decrees is ultimately in the hands of a judge in the U.S. District Court in Los Angeles, where the consent decrees were entered. And before the judge acts, program producers and any other interested parties will have an opportunity to submit comments.

Hollywood put the networks on notice three weeks ago that it has built an antitrust case against the networks centering on alleged price fixing by the networks and that, in the event the negotiations fail, they are prepared to take that case to the Justice Department.

Even if Hollywood's complaints fail to spur Justice to investigate the networks, they could scuttle the networks' effort to amend the consent decrees. According to Daly, Hollywood has agreed to allow the networks to acquire financial interest "with the proper safeguards." "This is a major breakthrough for us," he said. "We have taken a

position in the past that they could not take a financial interest in any program they license."

According to Daly, the two sides have agreed to the concept of "separate negotiations." Under it, the networks would first have to reach an agreement on the basic licensing fee before negotiating for financial interest, he said. What's more, a formula would be devised that would create a "floor" or "minimum" payment for the financial interest, he said. The minimum could be based on a percentage of the licensing fee, he said.

The idea of separate negotiations is acceptable, said Cotton, but Hollywood wants "a whole set of additional regulations" that would "dictate the terms and conditions" of the deal. "It's there that it doesn't work for us," he said.

Although the parties have concentrated on financial interest, Weiswasser said, the number of option years the network can negotiate for "is equally important if not more so."

According to Weiswasser, in return for the right to increase the number of option years, the networks would be willing to provide assurances that the producers will get paid for the added options.

Daly said Hollywood is also prepared to allow the networks to take financial interest in the domestic syndication of in-house programming so they can share in the revenues and profits as long as the networks agree to protections against their warehousing programs or favoring their affiliates in the sale of the shows. As things now stand, the networks must sell the domestic syndication rights to such programming to syndicators for a single upfront payment.

The networks "seem to be very amenable" to a cap on in-house production, Daly said, although little discussion has taken place on what the cap should be.

One firm demand of the networks is commitment from Hollywood to oppose allowing Fox to be both network and syndicator. "It's fundamentally unfair to allow Fox in the domestic syndication business while we are to be kept out," said Cotton.

According to Cotton, no progress has been made on the networks' demands for foreign syndication rights and for putting a sunset on any new regulations.

Daly was not making too much of the apparent differences between ABC, on the one hand, and CBS and NBC, on the other. "As of the moment, they are clearly negotiating as one unit," he said. "I would not assume that they would break, but maybe at the last minute they will."

—NAJ

# SENATE COMMITTEE PASSES TOUGH CABLE BILL

*Cable vows to fight legislation that contains strong access to programming provisions*

**T**he Senate Commerce Committee last Thursday passed a harsh cable reregulation bill by an overwhelming vote of 18 to 1, delivering what many observers felt was a crushing blow to the cable industry's hopes to get a moderate bill enacted this year.

To make matters worse, during the markup, the senators strengthened access to programming provisions that would force vertically integrated cable programmers to make their product available on a nondiscriminatory basis to cable competitors such as the home satellite industry, wireless cable and DBS.

Prior to the committee vote, the National Cable Television Association said it would have to oppose the bill, angering lawmakers who said cable "walked out" on an earlier agreement not to try to kill it. Senator Bob Packwood (R-Ore.) was the lone dissenter.

The telephone industry also lost some ground last week when the committee approved the measure without including any language to permit the telcos to get into the video delivery business. Despite that loss, the phone industry was encouraged by Chairman Ernest Hollings's (D-S.C.) promise to hold a markup on a separate telco entry bill before the August recess.

Senator Conrad Burns (R-Mont.) dropped his telco-entry amendment and, in exchange, Hollings said the issue would be the subject of a committee hearing and markup. Broadcaster and cable lobbyists characterized the action as a defeat. But a Burns staffer said the senator considered Hollings's concession to move a separate telco bill a "major political victory."

"There was significant support for Senator Burns's amendment among the committee, and we anticipate even greater support will be forthcoming when the committee directly addresses these issues," said John Sodolski, president of the United States Telephone Association.

Just how soon the cable measure will get to the Senate floor is not certain, but what is clear is that cable will fight it.

As early as last Tuesday, it seemed NCTA President Jim Mooney had reached a compromise with committee

staff. Indeed, on Tuesday, Mooney issued a statement which indicated NCTA would not fight the measure. He said NCTA had serious problems with the bill and "we do not support it." But he also said the bill was "less onerous than the previous staff draft, and that being the case, we will at this point focus on opposing adverse amendments to it."

According to Senate staff, Mooney went to the Hill on Wednesday seeking some "last-minute" changes to the access to programming language. Other sources close to the negotiations said Mooney was trying to insert new language that would essentially exclude Ku-band DBS from the access to programming provisions. But sources said when the staff rebuffed his demands, Mooney said the industry would have to oppose the bill.

The NCTA president later told BROADCASTING there was a "clear and undisputed agreement that cable operators would be able to make exclusive distribution agreements just as broadcasters can." But he said the "language the staff gave us on Sunday didn't do that, and over a period of three days they refused to change it." Said Mooney: "I appealed to the principals [Hollings, Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.)] on Wednesday. Two of the three agreed that changes should be made." Danforth refused, he said, and from there the deal "unraveled." Said Mooney: "We regret the result, but under these circumstances, to describe us as having backed out of a deal or having done so at the last minute is unreasonable."

A Senate staffer, however, said the

## BILL'S KEY POINTS

- FCC sets basic cable rates if no effective competition. Basic includes all local stations.
- "Bad actors" clause enables FCC to identify and regulate operators charging excessive rates for programming services.
- Directs FCC limit number of systems operator can own and restricts number of channels offered by vertically integrated systems.



Mooney: in suspense

assertion that Hollings and Inouye had approved any change was "not correct."

In any event, Mooney clearly stepped up efforts to modify the language Wednesday evening and Thursday morning, possibly in response to a conference call he had with the association's executive committee early Wednesday afternoon. According to industry sources, the cable executives were concerned the regulatory thrust of the bill went too far. They were particularly upset by the requirement that vertically integrated programmers make their product available not only to backyard dish dealers but also to DBS operators like Sky Cable, a consortium of NBC, Cablevision, Rupert Murdoch and Hughes.

Cable's hard line on Wednesday and Thursday did not sit well with some senators. It has created some political "ill will," said one source. Cable has certainly "burned some bridges," said



Cable lobbyists Gene Godley for NCTA, Turner Broadcasting's Bert Carp, and TCI's Bob Thomson outside committee room

another. Senators Al Gore (D-Tenn.) and Danforth, neither of whom are considered cable allies, accused cable of "walking away" from the compromise.

The fact that committee members (including Hollings and Inouye) readily approved Gore's strengthening amendment concerning access to programming was seen as a sign that cable had stepped on some senatorial toes. Gore's amendment exacerbated cable's situation by striking a key finding from the bill: "Exclusivity is a legitimate competitive strategy for cable operators, video programers,

broadcasters and other video providers."

The Gore amendment also makes clear that DBS was included among those cable programers had to deal with and it requires all programers, even the nonvertically integrated ones, to sell to home dish owners.

After the committee vote, Mooney issued a statement which said the bill, "while a considerable improvement over the previous staff draft, goes too far and we must oppose it." Cable is especially troubled by the provisions con-

cerning access to programming and programming exclusivity, vertical and horizontal integration, must carry and bulk discounts, which relate to the non-discriminatory pricing clause.

Said Mooney: "While we continue to believe that a reasonable bill might yet be worked out, and are committed to continuing to make efforts toward that end in both the House and Senate, we cannot accept legislation that hampers the ability of our industry to continue to grow and to serve our subscribers."

If cable and the telcos were the losers, broadcasters, the home satellite industry, wireless cable and Sky cable were the winners. "We are very pleased," said National Association of Broadcasters President Eddie Fritts. Bob Schmidt, president of the Wireless Cable Association, was also enthusiastic. "The choice has been made," he said. "The legislative process is going for competition."

Among other amendments accepted by the committee, Senator Larry Pressler (R-S.D.) offered language that would prevent cable operators from discriminating against unaffiliated programers. Senators Wendell Ford (D-Ky.) and Robert Kasten (R-Wis.) expressed concern about the carriage of low-power stations. A finding will be added to the bill underscoring the committee's interest in seeing cable systems carry low-power stations.

And Senator John (Jay) Rockefeller (D-W.Va.) was reassured that he could add the public TV-NCTA must-carry agreement to the bill. -KM

## MARKEY SPELLS OUT PLANS FOR CABLE BILL

**H**ouse Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) last week released a summary of principal provisions he would like in a cable regulation bill. In some ways it is considered to be more moderate than legislation adopted last week by the Senate Commerce Committee (see page 29), but includes some language on access to programming that cable operators would rather see eliminated. Markey is expected to mark up a cable bill in two weeks.

An earlier discussion draft, offered by House Commerce Committee Chairman John Dingell (D-Mich.) and key Republicans Norman Lent of New York and Matthew Rinaldo of New Jersey, is considered cable's preferred choice. Dingell

and Rinaldo welcomed Markey's input. "The Markey summary builds on the draft legislation developed by Chairman Dingell, Congressman Lent and I last month, and suggests some interesting changes and additions to it," said Rinaldo.

Dingell said he appreciated the "time and effort" put into the summary and added that it "builds on the framework of the discussion draft. I am grateful that Chairman Markey is acting quickly so we can get a bill this session."

Markey is proposing to regulate access to cable programming by third parties, including DBS, for seven years or until the FCC determines the video marketplace to be competitive. This is especially upsetting to cable operators

who don't want to see Sky Cable build its service on existing cable programming.

Also included in Markey's summary are provisions permitting the FCC to regulate rates for a basic tier that would include off-air signals. And the FCC could regulate basic services when it receives complaints that rate increases are unreasonable and abusive.

Must carry requirements based on the 1989 agreement between NAB and NCTA are also included, along with the creation of FCC customer service standards and the institution of a three-year antitrafficking rule. The commission would be given increased oversight of the terms and rates of leased access channels. -KM

# FOX AFFILIATES GET THE NEWS

*At meeting in Los Angeles, network-to-be outlines national service and plan to help local stations build their own news operations*

**N**ews was the news coming out of the Fox affiliates meeting last week in Los Angeles, as Fox executives provided visiting station executives the first details of the planned and much anticipated national news service that Fox will be supplying to its stations.

Station managers were told not only about the format of the news feed, but also about efforts by Fox to provide start-up help by offering low-cost equipment and news sets to stations not already in the news business. Fox hopes its efforts will encourage all 129 of its affiliates to begin producing a 10 p.m. newscast within the next two years. The plan, when it comes to fruition, will alter the local news terrain, where for the first time a large group of UHF stations (which most Fox affiliates are) will begin producing a local newscast. Currently, only 16 Fox affiliates have a newscast.

Although no business plan has been decided upon, Fox is apparently considering either a plan whereby they will hold back an undetermined amount of national time, or a straight cash licensing fee to be paid on a monthly basis. Several Fox executives have suggested that at least 70% of the country will need to be cleared to make the project profitable, indicating that withholding of advertising time will be the more likely choice.

In front of an enthusiastic group that sounded at times during the two-day meeting more like a crowd attending a rock concert than an affiliate meeting, Joe Saitta, vice president, Fox affiliate news, said Fox's intention was to get all of the affiliates "in the news business within the next two years." Saitta also said 27 stations have put in requests to start immediately, and 40 others have "expressed serious interest."

Jamie Kellner, president, Fox Broadcasting Co., told BROADCASTING he expects to have between "80 and 100 affiliates on board" when the Fox nightly news service launches sometime in 1991. He hailed the move as a big step toward putting the Fox stations on a par with the other network stations in terms

of local station identity.

When the news feed becomes available, stations will, on a nightly basis, be able to pick from about an hour of pre-packaged national and international news stories to incorporate into their local newscasts. "Most of the stations I have talked to want a half-hour of local news and want Fox to provide the other half-hour," said Saitta.

According to Kellner, the model for the service will be the Fox Entertainment News vignettes currently carried on its O&O's and produced by KTTV(TV), the Fox O&O in Los Angeles. Like the entertainment spots, the national news segments will be self-contained, pre-packaged inserts that stations will be able to integrate into their local newscast. Although the inserts are pre-packaged, stations will be able to strip them down and re-package the stories.

The news feed will contain four elements: national, international, business and entertainment stories. In addition to the Fox O&O's news gathering capabilities, the service will put to use Rupert Murdoch's Sky Channel, the 24-hour news service run by parent company News Corp. Fox also announced to affiliates that Visnews has been signed to

provide an international newswire feed as part of the overall package.

To the end of helping its stations develop their local news gathering, Fox's Saitta outlined efforts by Fox to help affiliates purchase equipment and news sets for much lower than normal prices. "We're hoping that we can get stations into the news business for about 70% less than they anticipated," said Saitta.

Fox is currently being pitched by JVC and Sony for camera and editing equipment. Saitta said the cost for a Sony BetaCam runs about \$30,000, but expects a less extravagant design and volume discounts will make the new technology available for around \$8,000. According to Kellner, JVC is trying to interest Fox in a professional version of its consumer VHS equipment. JVC is trying to move into the broadcast industry with its line of equipment and sees a volume buy by Fox as the quickest point of entry. Sony already has a broadcast presence with their VHS line.

In addition to the hardware, Saitta said news sets would also be designed by one producer, who would build sets in a variety of sizes, and stations would be offered the sets at a lower-than-normal cost. Saitta said Fox would also provide research to stations, helping to defray another cost.

"I'm very pleased with what they've proposed, in terms of the national and international news elements, as well as the help in providing news gathering, editing and playback equipment," said Kevin O'Brien, vice president and general manager, KTVU, San Francisco. "What I'm impressed with is the unilateral effort of Fox to give Fox affiliates

## EXPANDING FOX NEWS

**F**ox Entertainment News, the 5-7 minute segment that is the model for the soon-to-be implemented Fox national news service, will expand to a weekend half-hour version "hopefully by the end of the summer," said Bill Knoedelseder, FEN executive producer.

The once-a-week half-hour version will be in addition to the daily feed that is available now to Fox O&O's. Knoedelseder said the plan is for the series to eventually grow to a daily half-hour show that stations can schedule adjoining their news or when there is a need for programming.

Currently, the segment is seen on only a few Fox stations such as KTTV(TV) Los Angeles, WFLD(TV) Chi-

cago and KRIV(TV) Houston. "The problem is that most of our affiliates don't have a news show to hang a 5-7 minute news segment on," said Knoedelseder. In fact, the Houston station runs the segment during its morning talk show because it doesn't have a newscast.

FEN began as a result of an idea by Fox Chairman Barry Diller, who hired Knoedelseder to bring the idea to life.

In addition to the half-hour version, the FEN segment will more than likely be expanded to about 15 minutes for inclusion into the hour of national, international, business and entertainment news that Fox will supply to stations as part of its national news service, to debut around June 1991.

all the tools to create news programming. It's another example of the sincerity of Fox to help its affiliates become more viable on their own," O'Brien said.

While the Fox affiliates were given broad plans for the national news service, O'Brien said in the next month to two months, Fox will announce the starting date of the service and the names of the hardware and news set suppliers.

In addition to the news expansion, affiliates got an opportunity to hear the strategy behind the prime time expansion to five nights and to view clips from shows being added to the schedule.

Saying that Fox was in a "real dog-fight and we need to rely on showmanship and flair," Peter Chernin, president, Fox Entertainment, outlined night by night Fox's new schedule. Affiliates apparently couldn't find fault with any of the moves, including the rescheduling of *The Simpsons* to Thursday night, where it will go up against *The Cosby Show*, as that and all other moves were met with extended applause and whistles.

When not applauding Fox's daring scheduling moves, affiliates were just as enthusiastic about the clips shown for the new shows that will premiere in the fall. "I was a general manager of an NBC affiliate for about 10 years, and the shows I saw today were on par with any I saw from NBC, and some went beyond," said Bob Leider, vice president and general manager, WSVN-TV Miami. As for Fox's ability to compete with the big three networks, Leider said, "they don't need to look over their shoulder anymore to find us, all they have to do is look beside them."

The one area of Fox programming that seemed to generate some concern among affiliates was the progress of a children's show, *The Nevertold Tales of Peter Pan*, which affiliates have not yet seen. "There certainly was concern about it, but Margaret Loesch [president, Fox Childrens Network] said stations would get to see finished product before the program's September launch date," said one affiliate.

"It was as close to a love-in as I think you're going to see," said one affiliate, "especially from former independent station general managers who have had to fight and scratch for any success they've had. So now that Fox is having all of this success very quickly, these hybrid general managers are still a little cynical." -SC

## VIACOM THE LATEST TO TIER

*Systems will have negative option selection of ESPN, TNT, USA, CNN, Discovery, Lifetime, VH1/HA! by June 30*

**V**iacom Cable joined Times Mirror, Jones, Century and Tele-Communications Inc. last week in disclosing a new tiering structure where seven to nine cable services would be separated into a revenue neutral, negative option tier.

Virginia Westphal, vice president, marketing, sales and programing, said all Viacom systems would have the tier in place by June 30. Subscribers will have the option to save between 75 cents and \$1.20 on their bills if they choose not to take the tier, which includes ESPN, TNT, USA, CNN, Discovery, Lifetime and VH-1/HA!. Depending on the market, other services are included in the tier, she said. In San Francisco, Viacom co-owned Pacific Sports Network is included.

The tier is being billed as a "satellite value package" and will be broken out separately on subscriber bills. No rate increase is accompanying the change, and Westphal said she didn't believe many subscribers would take advantage of the shift and downgrade service.

Viacom follows Times Mirror in add-

ing a few more services to the tier than had been the case with the other MSO's. ESPN, TNT, USA and AMC, which are fast becoming the standard lineup in negative option tiers because of their less predictable cost structures, have strong male demographics. Discovery, Lifetime and VH-1 were also included, Westphal said, "because we wanted to have a very well-balanced tier." The additional services Viacom has included appeal to women and younger viewers. Discovery is a strong service that "pulls people through," she said. One reason MTV is not on the tier is the possible negative reaction in some homes, which could be enough to make people downgrade, she said.

United Artists Entertainment also is moving toward a negative option tier structure, with the timetable for rollout dictated by franchise terms and other notification dates. UA's will look similar to TCI's, with TNT, ESPN, AMC, USA and a regional sports service on a negative option tier, and full basic remaining revenue neutral to the subscriber. The tier won't be priced above 99

## ABC AFFILIATES HEAD FOR CENTURY CITY

**A**fter productive Fox and NBC affiliate meetings last week, ABC affiliates converge on Los Angeles for their three-day meeting (Tuesday, June 12, through Thursday, June 14) at the Century Plaza Hotel in Century City. Aside from some questions on ABC's May sweeps strategy and their decision to schedule *Jeopardy!* and *Monopoly* in the Saturday 8-9 time slot on a trial basis, ABC affiliates are expecting an upbeat, optimistic gathering this year.

"I suspect it will be pretty much of a love-fest," said Joe Franzgrote, president and general manager, KUSA-TV Denver, adding, "Things are going well." He pointed to the small number of new shows (six) on the fall schedule as a sign of the network's prime time health. "I don't know if in the past 10 years they've had as few new shows on the schedule."

"Overall, I'm very pleased with the general performance of the network," said John Garwood, vice president and general manager, WPLG(TV) Miami.

"I'm a little disappointed with the May ratings book, but there are a number of reasons for it. As is the case with most affiliates, we'd like to see more fresh programming in the May sweeps."

Garwood said ABC announced it would have 70% original programming in May, but he says not enough of the fresh programming was scheduled on Monday through Friday nights. "A couple of original episodes of *The Wonder Years* would have been helpful last month," he said. "Overall, though, I think [Bob] Iger [president, ABC Entertainment] and his people have been doing good work."

"I'm expecting a very positive meeting," said Ed Quinn, vice president and general manager, KGTV(TV) San Diego, and newly elected chairman of ABC's affiliate board. Quinn said affiliates are pleased with the network's performance in daytime and "with Peter Jennings, and they like the risk-taking approach of the prime time schedule."



cents when first introduced, but may be raised as program costs increase.

MSO's creating negative option tiers say they remain flexible to meet whatever regulatory frameworks are imposed on the industry. Bills on both sides of the Hill call for rate regulation of only the lowest, or broadcast, tier. By definition, in systems where negative options are instituted, the full basic cable tier below it would be subject to regulation. MSO's that are informing subscribers now of negative option tiering may be informing them again of a broadcast tier option, if such a bill becomes law.

James O'Brien, vice president, Jones Intercable, which is implementing a negative option tier, said its tiering move is in response to congressional and consumer concerns. The move "is an intermediate step," he said, because "we don't know what the eventual landscape is going to look like." There was little channel realignment in conjunction with the move, and the company maintains "maximum flexibility." If low-cost broadcast tiering is mandated, O'Brien said, "I don't think we'd go to

Tiering scorecard	
<b>MSO's with or instituting broadcast tiers</b>	<b>MSO's with or instituting negative option tiers</b>
American TV & Communications	Tele-Communications Inc.
Warner	United Artists
Continental	Jones
Comcast	Times Mirror
Newhouse	Viacom
Cablevision Systems	Century
Cablevision Industries	<b>Undecided</b>
Adelphia	Cox
Paragon	Sammons
TeleCable	
Falcon	

a three-package configuration," where both the negative option and broadcast tiers are maintained. The multiple tiers of years ago "were confusing" to consumers, he said. Additionally, the triple tiering would almost certainly be objected to by the cable programmers on the third tier.

One negative tier proponent pointed out that systems could move the number

of channels and their costs around within a subscriber's bill, with the bottom line remaining the same. For example, a 42-channel, \$17 basic cable bill might become, with a negative option, \$16 for basic cable and \$1 for four to five services. If necessary, the offering could be adjusted, to where a 12-channel broadcast tier would cost \$12, and the full 42 channels \$17. **-MS**

## CBS SIGNS COMEDY DEVELOPMENT DEAL WITH THE BBC

*The network has first choice of British broadcaster's work; negotiations in works for other genres as well*

**C**BS is looking for a laugh from across the water.

The number-three network last week signed a long-awaited program development deal with British Broadcasting Corp. that guarantees the U.S. broadcaster one six-episode comedy series next summer, plus first dibs on the UK broadcaster's in-house comedy development work over the next 18 months ("Closed Circuit," Nov. 27, 1989).

Active negotiations are also under way between the two for other entertainment forms, including TV movies, drama series and specials, said Jim Warner, president, CBS Enterprises.

CBS also is working to close a separate, non-comedy deal with another, unnamed European producer, Warner said.

The CBS push for comedy programming is evident on its new fall 1990 schedule—the network will open four nights with comedies, compared with just one night on last fall's schedule.

As one of the more prolific comedy program producers outside the U.S., the BBC should have between 20 and 30 comedy projects for CBS to examine during the first year of the renewable

deal, said John Matoian, CBS Entertainment vice president, international.

CBS could choose to reformat any of the BBC shows for its U.S. audience, either producing it in-house or working with an outside producer.

The U.S. network would control international distribution rights to any reformatted programs, although those rights could be part of negotiations with potential outside producers.

CBS has already optioned and is developing two comedies appearing on, although not owned by, the BBC: *Birds of a Feather*, from the UK's Witzend and Twentieth Century Fox, and *Three Up, Two Down*, with the U.S. format optioned by DL Taffner and brought to CBS by Orion.

Past BBC comedies adapted into American hits include *All in the Family*, *Sanford & Son* and NBC's *Dear John*.

As part of the agreement, Matoian said CBS and the BBC will also jointly develop four or five scripts in the next year, selecting one to be produced by the BBC in the UK for a short run on CBS's summer 1991 schedule. The BBC would air the program as well.

Although Matoian said specific ideas for the jointly developed scripts have not yet been discussed—his first formal meeting with BBC executives following the agreement is scheduled in London this week—he suggested as a model the theatrical release "A Fish Called Wanda," which incorporated British and American elements and played successfully on both sides of the Atlantic.

The talks between the two companies have gone on since early 1989, helped by the friendship between Welsh-born CBS/Broadcast Group President Howard Stringer and the BBC's top co-production executive Roger Laughton, who were fellow undergraduates at Cambridge University. The current deal was apparently speeded by new CBS Entertainment head Jeff Sagansky.

The BBC is active not just with CBS, but with ABC and NBC as well. The BBC coproduced with an ABC non-fiction programming unit the soon-to-air prime time documentary *Flying Boats*. And the British broadcaster and NBC jointly own with an Australian partner the Visnews video news agency. **-AAG**

## SUPREME COURT RULES LAWYER AD IS NOT DECEPTIVE

Advertising industry sees Illinois decision as victory for First Amendment protection of commercial speech

**T**he advertising industry last week was celebrating what it regarded as a major First Amendment victory in the Supreme Court. The case involved the special category of lawyer advertising, and the advertising side prevailed, 5-4, only because one of the remaining justices believed that the total ban imposed by the Registration and Disciplinary Commission of Illinois was unnecessarily broad to protect the public; he would have supported some restrictions. Still, it was the first victory for the advertising industry after several losses. "There is still life in First Amendment protection of commercial speech," said Daniel L. Jaffe, Washington representative for the Association of National Advertisers.

The case involved the State of Illinois' censure of a lawyer for stating on his professional letterhead that he is a civil trial specialist certified by the National Board of Trial Advocacy, a non-governmental agency. The Illinois Supreme Court, which upheld a state rule against advertising oneself as a certified civil trial specialist, said such advertising was deceptive: It makes it appear the lawyer is more qualified than other lawyers who do the same work.

But Justice John Paul Stevens, in the court's main opinion, said that although a state may prohibit misleading advertising entirely, it may not impose an absolute ban on potentially misleading advertising "if the information also may be presented in a way that is not deceptive." Justices William J. Brennan, Harry A. Blackmun and Anthony M. Kennedy joined Stevens in Stevens's opinion overturning the censure of Gary E. Peel of Edwardsville, Ill.

Justice Thurgood Marshall provided the decisive fifth vote. He said in a concurring opinion—in which Brennan joined—that the letterhead is neither actually nor inherently misleading. Stevens had made the same point in his opinion, noting that the facts are true and verifiable. Peel was certified by the NBTA after passing its examinations. But Marshall also said the letterhead is potentially misleading; as a result, he said, the state could enact restrictions, other than an outright ban, to ensure that the public is not misled by such repre-

sentations. Dissenting were Chief Justice William H. Rehnquist and Justices Byron White, Sandra Day O'Connor and Antonin Scalia.

Jaffe contrasted the opinion in *Peel v. Attorney Registration and Disciplinary Commission of Illinois* with high court opinions on commercial speech in 1986 and 1989. Four years ago, in a case involving casino gambling in Puerto Rico, the court said states could bar even truthful advertising. And last year, in a case involving a State University of New York ban on Tupperware parties, the court abandoned its previous position that government restrictions on commercial speech be "the least restrictive possible." Instead, it said that such restrictions need only be "reasonable" and "a fit" between the legislature's ends and

the means chosen to achieve them. But *Peel*, Jaffe said, shows that the First Amendment still stands for something where commercial speech is concerned.

Jaffe said that some in Congress assumed, on the basis of the SUNY case, that the high court would be deferential to Congress and legislatures in commercial advertising cases. And bills have been introduced that would heavily restrict tobacco advertising—"bans in sheep's clothing," as they have been called. But *Peel*, Jaffe said, makes clear the court is prepared to question the judgment and rationale of legislatures that seek to ban commercial speech. "Whether the inherent character of a statement places it beyond the protection of the First Amendment is a question of law over which Members of this Court should exercise *de novo* control," Stevens wrote.

Floyd Abrams, a leading First Amendment attorney, agreed that advertisers had reason to be encouraged. He said the decision makes it seem that those who would seek to ban cigarette or alcohol advertising would have "powerful First Amendment" arguments to overcome. —LZ

## ROCHESTER CABLE NEWS GETS INTO MAY BOOK

**R**ochester cable channel WGRC, which launched a 10 p.m. newscast April 22, pulled a 1 rating/1 share in Nielsen's May sweeps. The Time Warner local origination channel's closest broadcast competitor was CBS affiliate WROC-TV, whose 11 p.m. newscast drew a 3/8. NBC affiliate WHEC-TV got a 10/29 and ABC WOKR-TV received an 11/31. Dennis Czechanski, WGRC director of programming and operations, said he was pleased to be so close in ratings to WROC-TV, which "has been around 30 or 35 years." He also said that since Rochester has 48% cable penetration, WGRC reaches only half the 368,000 DMA households the broadcast affiliates reach.

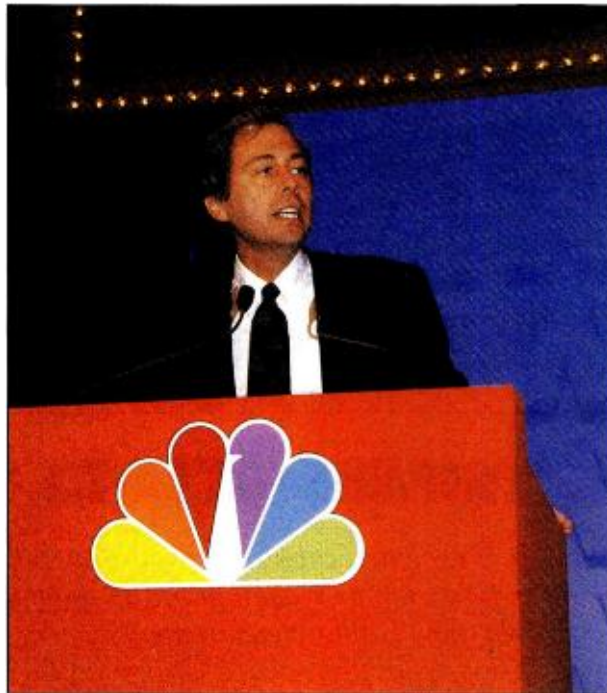
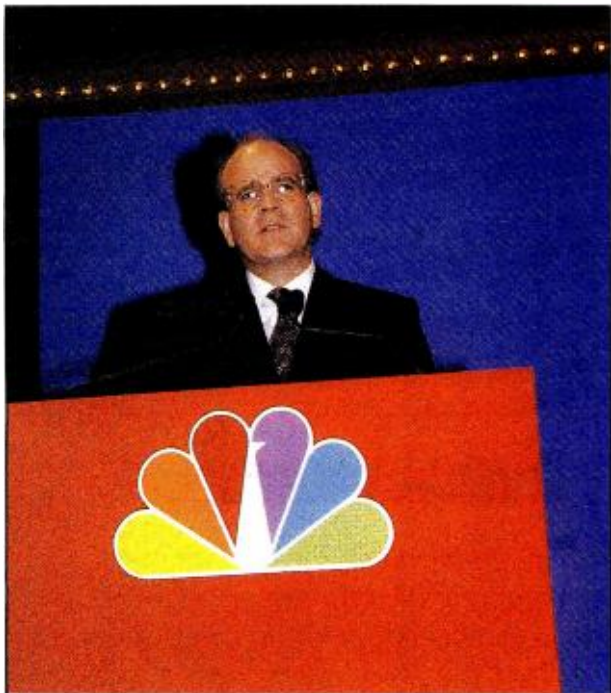
Carol Corigliano, president, C.C. Communications, a Rochester ad agency, said WGRC expected bigger numbers on its newscast, but to get them it needs more promotion and a more "cohesive, hometown sort of news team." She said WGRC showed a "phenomenal" performance in that it "showed up in the [Nielsen report] at all." But she stressed she buys ad time based on WGRC's young male demographic. "It's wrong to buy WGRC on a rating

point basis," she said.

WGRC's 8-10 p.m. *Prime Movie* also managed to make the Nielsen report with a 1/1. The station didn't deliver higher than a 1 rating for any of its programming, but Pam Godfrey, local broadcast negotiator for BBDO, said she did not expect any more. WGRC did not price itself as if it "were going to get fours and fives," she said. Tim Muratore, general manager for Rochester agency Doan Ford, said he plans to continue to buy spots on WGRC in the fall, including its newscast, and acknowledged that he has "taken away dollars from the broadcast stations" in Rochester and given them to WGRC.

Corigliano said WGRC is making a good enough showing to "keep the broadcasters on their toes." But Vincent DeLuca, WOKR president and general manager, called the numbers "truly insignificant" and said that if WGRC were a broadcast station, the ratings "would be considered a dismal failure." Czechanski said the main area of WGRC which "showed weakness" was the 5-7 p.m. airing of *Knight Rider* and *A-Team*. Both shows will be replaced in the fall. —SDM

# NBC AFFILIATES



NBC President Bob Wright and NBC Entertainment President Brandon Tartikoff address affiliates at Washington's National Theater.

## MIXED BAG FOR NBC AFFILIATES IN WASHINGTON

*While network is tops in prime time, concerns over revenue drop and Nielsen peplemeters aired at annual meeting*

**N**BC wrapped up its annual affiliates meeting in Washington last week confirming reports that it will suffer a shortfall this year of up to \$200 million in advertising revenue but stoutly denying a published assessment of the meeting as "gloomy." Pier Mapes, president of the television network, appeared flustered when asked to comment on the characterization. Not so, he finally said, at a briefing on the closed meeting with affiliates that had concluded the two-day session. "It was quite the opposite of gloomy," said Eric Bremner, president of KING Broadcasting Co., Seattle, and the incoming affiliate board chairman. "We had the best

time."

Still, the report of a \$200 million shortfall, first made privately by NBC President Robert C. Wright to affiliates, then confirmed for reporters, was not calculated to enhance the good cheer otherwise felt by affiliates of the network still in first place in prime time after five years. There was not a great deal the network could do immediately about the ratings slide suffered in the various day parts, including prime time, daytime and the *Today* show, although Mapes said "Madison Avenue and Michigan Avenue" are pleased by the network's plans for strengthening its schedule, and the news division is over-

hauling *Today*. Mapes said that about half the shortfall is attributable to a decline in the popularity of the shows.

But as he and Wright made clear in their remarks to affiliates on Monday morning, the network is blaming much of its grief—about \$100 million of it—on the manner in which the popularity of programming—all programming, including cable—is measured. Something has to be done and will be done, he said, about Nielsen's peplemeter system. Mapes said the network is considering a couple of options (see story page 36). And he said the network would make a decision soon, perhaps before the end of last week.

Beyond concern about the shortfall

and Nielsen, NBC executives did what they could at the closed meeting to improve conditions for the affiliates. For instance, Ken Shanzer, executive vice president, sports when asked whether the network would compensate affiliates for carrying the National Basketball Association games under the new contract NBC brass was boasting about at the meeting, Shanzer replied affirmatively. And when asked by how much, he said—in what was described by affiliates and officials as an on-the-spot decision—about \$1 million for each of the four years.

There was more. The network agreed to investigate whether anything could be done about affiliates' concerns regarding local cable systems importing signals of a distant station carrying a National Football League game that would compete with a game being carried locally or would involve a local team in a game

blacked out locally. "We'll run down all the questions raised," said Howard Monderer, counsel for NBC. Those questions could involve not only contractual arrangements involving the NFL but also FCC rules.

The network officials in the meeting with affiliates also agreed to permit affiliates in markets without an NFL team to have the final decision during the November sweeps as to which Game of the Week the station would carry—but not throughout the rest of the season. (The November sweeps are more important to the affiliates than to the network.) Mapes said this would change the existing system very little, since in most cases through the year the network and the affiliate agree on the game the affiliate is to carry.

But was the affiliates meeting "gloomy," even "the gloomiest since NBC moved into first place five years

ago?" as a newspaper contended. The network did what it could to accommodate the affiliates. The party Tuesday night featuring Milton Berle, still in prime time style, was "gangbusters," in the view of outgoing affiliates president Jim Sefert, president of Cosmos Broadcasting. And the presentations were well received, the affiliates said. Even Michael Gartner, president of the troubled news division, was given credit for making some good personnel moves, and appeared to have succeeded in buying himself some time.

But there are problems. Ratings are dropping. Wright himself said on Monday that victories would be smaller and wins narrower. There is that aggravation of the Nielsen system. And there is the unpleasant prospect of the \$200 million shortfall in revenues that Wright said would have a major impact on the bottom line. Life is not always fun at the top. —LZ

## NBC PREPARES FOR BATTLE ON SEVERAL FRONTS

*Network's executives address troupes during affiliate gathering held for first time in Washington; on agenda: lobbying against fin-syn; discussing new rating measurement system, and strengthening news division*

**F**or a television network that has had things its own way for the last five years, NBC seemed to have a lot to worry about as its top officials met with affiliates in Washington last week. There was the steady erosion afflicting the three major networks generally, in the face of competition from cable television, independents and, now, the Fox network. There were the problems with the numbers Nielsen's peplemeters were generating—problems so troubling NBC is cooperating in an industry-wide effort to create a new measurement system that might not be a Nielsen system. There are the legislative and regulatory problems the affiliates were summoned to Washington to help deal with as lobbyists. And there was the continuing worry over the news division's performance. How worrisome? NBC dressed a man in a suit of armor and sent him to the podium in response to the introduction of NBC News President Michael Gartner.

That was no joke. Of all of the problems, those involving the news division were described by NBC television president Pier Mapes, in his State of the Network address to the 1,100 attendees,



NBC News President Michael Gartner

as the network's "top priority," in no small part because of their impact on affiliates. But they are also the problems over which the network has the most direct control. NBC had already announced most of its plans for getting *NBC's Nightly News with Tom Brokaw* out of third place in the ratings and of arresting the precipitous slide in ratings

the once dominant *Today* show is suffering.

But what was new was the announcement of a 24-hour news service for the network's 209 affiliates, beginning Jan. 1, 1991. Gartner said the new NBC News Channel, which will operate as a video wire service with a dedicated transporter, will be run by Robert Horner, who as vice president of News Services for CBS News from 1985 to 1988, designed and built the CBS affiliate news service, NewsNet.

Gartner said the purpose of News Channel—which will provide raw video footage for breaking stories and feature material for use in local newscasts—is to provide affiliates with "the best news service in the country." He added: "Nothing is more important than our relationship with our affiliates and we want to improve and expand our current operation."

Gartner also disclosed another of the plans for strengthening the news division's overall performance—giving Maria Shriver several prime time news specials to help develop and to anchor.

With the already announced plans for Jane Pauley's prime time specials,

Gartner said, NBC News would have "a one-two punch." (The former co-anchor of *Today*, whose departure from that role in January helped trigger the show's decline, demonstrated again that she is a favorite of the affiliates. When she appeared to offer a brief description of her new role, she was given a standing ovation.)

"We caused it," Mapes said, speaking of *Today's* ratings slide as "your and our biggest problem." And, he said, "we're going to fix it." With affiliates having more than 50% of the advertising inventory in the show, the affiliates' incomes decline as much as the network's when ratings fall.

A major part of Gartner's answer to the *Nightly News* problems is Steve Friedman, the new executive producer. He had made a name for himself in the mid-1980's as executive producer of *Today*, taking it to first place. Since then, however, he made another kind of name for himself when he presided over what proved to be the *USA Today* television disaster. Indeed, it was that unhappy experience that Gartner said helped persuade him to hire Friedman. "He's been tagged with that fiasco," Gartner said. "That's why he'll win [with *Nightly News*]."

But if Mapes thinks the *Today* show is "the biggest problem," NBC President Robert C. Wright believes "the number one issue for all of us has to be, continues to be, and remains, protecting the franchise that has been established for so many years with the viewers." He said NBC would continue to enjoy victories in the future, as in the past, but said they would probably be narrower ones because of the "fierce competition" offered by a "mature" cable industry, by a Fox network that is "even stronger than we had anticipated and is rapidly moving to every night of the week," and from a rejuvenated ABC and CBS (although Mapes dismissed CBS as "not a factor" and ABC as "overrated in terms of their household delivery").

And in an allusion to the reason the affiliates meeting was being held in Washington for the first time—that is, to lobby Congress—Wright said: "We must gain an equal footing with our unregulated competitors. We simply have to achieve this. Fox and cable and Hollywood will run roughshod over us unless we are able to get on the same footing that exists for them."

Mapes, who was addressing his 20th affiliate convention, said the business was easier for the networks 10 years ago, when they could claim 90 shares of television viewing. After the 1980's,



Outgoing NBC affiliate board chairman Jim Sefert and incoming chairman Eric Bremner

during which technology and Fox generated various kinds of competition for viewers' attention, he said, the network shares have declined to 65. "So we're looking at a whole different landscape than we did a decade ago."

Compounding the problem, in the view of both Wright and Mapes, is what they seem to regard as the inadequacy of the Nielsen rating system, since the introduction of the peoplometer. Mapes said there are major differences in measurements of local stations and of networks and that "all national services are now disadvantaged"—MTV, ESPN, USA, as well as the four broadcast networks. He noted that the networks pay stations on the basis of the Nielsen Station Index, while advertisers pay the networks on the basis of peoplometer measurements, which he said are substantially lower. "It's a crazy way to do business."

Mapes suggested, as an "interim solution," either using the NSI or following the model proposed by ABC, which he said is "quite equitable." ABC's plan is to adjust audiences based on persons using television (PUT) data—which measures the percentage of people who watch TV—for the 1990-91 season in relation to the average PUT data for the previous three peoplometer seasons. But as a long-range solution, Mapes said NBC is working with CON-TAM (Committee on National Television Audience Measurement) and is urging all buyers and sellers of television time "to put together a new Nielsen system, or another measurement system," one in which Nielsen would not be a factor.

Mapes said bids would be invited on

"a Rolls Royce system," one that can "actually measure viewing, viewing in its totality: bars, hotels, motels, colleges, hospitals—every place where there's a television set." Mapes said NBC has been giving that audience away at no charge to advertisers for years. "It makes no sense at all, and economically, we can't afford to give away free audiences anymore," Mapes said.

Among the matters to which Mapes pointed with pride was what he called "the year of victories for NBC Sports." The division acquired rights to the National Basketball Association and Notre Dame football, while renewing its rights to cover National Football League games (if at a cost so high—\$752 million for four years—the network considers the package "a loss leader") and the summer Olympics in 1992. That one is also straining the NBC budget.

Mapes said the network asked the affiliates to share \$30 million of the \$650 million cost. He said that was done on the basis of advertising revenue, that he and Jim Sefert, president of Cosmos Broadcasting, who was chairman of the NBC affiliates group, put together what they thought was "a painless package." But the package proved painful "for several, if not all affiliates," Mapes said. So, he added, the network made "a major adjustment in the schedule" by giving affiliates the midbreak in *L.A. Law*. "It was the best spot I could find on the network in terms of ratings and demographics," he said. "It wasn't our intention to have you pay real dollars for the Olympics," Mapes said. "We just needed your help to offset what could be a loss leader in terms of the Olympics altogether." —LZ

## NBC MAKES READY FOR 'BIG BILL VS. LITTLE BART'

*Tartikoff tells affiliates the Huxtable family is ready to do battle with the Simpsons; spells out rest of schedule, including "off norm" programing for Sunday nights*

**A**lthough Bart Simpson wasn't at the NBC affiliates convention prime time presentation—it did, after all, come off without any glitches—he was clearly on the affiliates' collective mind. The prime time presentation was held at Washington's National Theater on June 4 and was hosted by Brandon Tartikoff, president, NBC Entertainment, and Warren Littlefield, executive vice president, prime time programs.

Oddly enough, Thursday night was expected to be the least ballyhooed on the NBC schedule because it remains relatively intact from last year. But with Fox's *The Simpson's* moving to Thursday to compete against *The Cosby Show*, that's all changed.

Tartikoff referred to the Thursday night matchup as "Big Bill versus Little Bart." He predicted the net effect of the move will be an across the board increase in network viewership. "We're expecting to take a hit," said Tartikoff, "but not nearly as big a one as everyone thinks." He believes the move is going to undermine Fox overall, and may cause the fledgling network real problems on Sunday, where *The Simpson's* had been seen. "It makes *Married... With Children* more vulnerable," he said.

*The Simpson's* benefitted from ABC's *America's Funniest Home Videos*, said Littlefield, because it helps put a younger audience in front of the television Sunday nights. That habit of changing to *The Simpson's* might become one that has viewers changing from it, Littlefield said. He doubted that the larger audience pulled in by *The Simpson's* will stay with Fox, which is airing *Babes* at 9:30, and might actually help NBC's numbers on *Different World*.

None of that means NBC is taking the Fox move lightly. Littlefield called Bill Cosby "one of the great competitors of our time" and said that Cosby is forging outside projects this summer and taking the show into production a month earlier than originally planned. Viewers can expect to see additional characters introduced and fresher story ideas, Littlefield said.

Sunday night, NBC's biggest problem night, is scheduled in two distinct blocks: 7-9 and 9-11, with the latter reserved for movies and specials. NBC, admitted Tartikoff, is taking its biggest risks in the earlier block with its two new hour-long shows, *Hull St. High* and *Signs of Life*.

*Hull St. High* hopes to cash in early on the defection of *The Simpson's*. Referred to as "Hip-Hop High," the show,

said Tartikoff, goes after young audiences, and is an example of NBC's attempt at "off norm" programing, which, he said, *Twin Peaks*, *The Simpson's*, *America's Funniest Home Videos* and *Quantum Leap* showed could be successful.

NBC tries "off norm" again at 8, with *Signs of Life*. Both programs, he added "have the possibility of breaking us out of our slump." -PS

## NBC AFFILIATES CHARGE THE HILL

**T**he NBC affiliates descended en masse on Capitol Hill last Tuesday morning. They conveyed a basic message: help preserve the free-over-the air system of broadcasting by urging the FCC to abolish its financial interest and syndication rules and revise the current cable policy to insure that cable pays for retransmitting broadcaster signals.

Their visits were being characterized as a "resounding success" by Cyril Vetter of WVAL-TV Baton Rouge, La., and chairman of the affiliate board's government affairs committee. "We came away energized and with a sense that they do want to hear from us," said Vetter, following the Hill sessions.

The broadcasters called on at least 95 House members and half of the U.S. Senate, according to NBC officials. They hit a number of the communications policymakers including Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), and John Danforth of Missouri, the ranking Republican on Commerce.

In making their presentation, the affiliates aired a videotape to sum up their concern that the system of free TV is threatened. Cable is a monopoly that has the "power to break free TV," said Bruce McGorrill, WCSH-TV Portland, Me., who was just one of the affiliates featured on the tape. In making the case against fin-syn, the affiliates argued that they are the "backbone" of the network system and that they too are penalized by the rules.

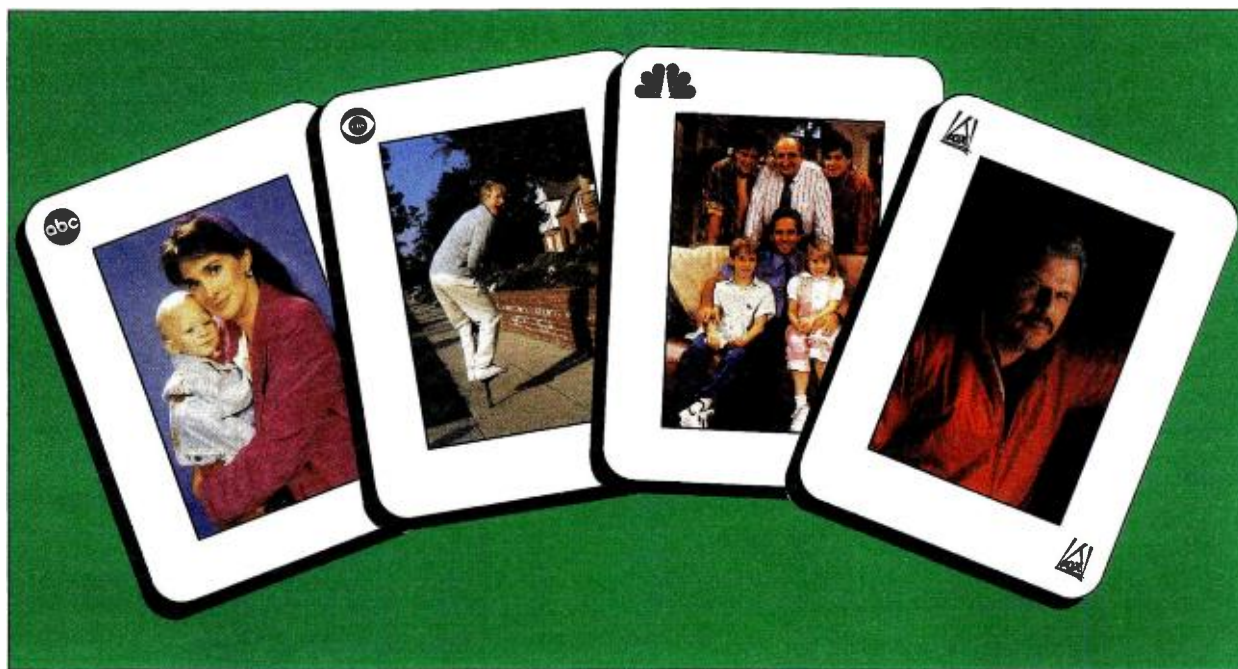
The financial interest rule favors foreign owned media conglomerates, the tape contended. It benefits companies like Rupert Murdoch's Australia-based News Corp., and Japan's Sony, which now owns Columbia, the tape said.

"We provide an enormous subsidy for cable. If they want to carry our signals they should pay for them," said Vetter. Vetter's request for some type of retransmission fee is not new. The National Association of Broadcasters (Vetter is on the NAB TV board) had been pushing its "if carry/must pay" proposal on Capitol Hill hoping to see legislative action this year. But when it became apparent in April they lacked the support for must pay, they backed off, making must pay a long-term goal. Vetter would not say how the affiliates hoped to achieve a retransmission fee, only that they were "seeking a dialogue."

Vetter said the affiliates do not have a position on telco entry. But as a broadcaster, he personally finds the prospects of having phone companies in the video business "pretty frightening."

In addition to their foray on Capitol Hill, the affiliates heard from Senate Majority Leader George Mitchell (D-Me.) and Minority Leader Robert Dole (R-Kan.), and House Speaker Tom Foley (D-Wash.) during a luncheon. Mitchell shared his views on where the Senate is headed this year followed by a *Meet the Press*-type interview with Dole and Foley by NBC anchor Tom Brokaw and congressional correspondent Andrea Mitchell. -KM

# PROGRAMING



## WHO HOLDS HIGH CARDS IN NETWORK PROGRAMING?

*NBC is facing stiff competition from 'demogenic' ABC and wild card Fox*

**N**BC, the hands down network winner in most dayparts for the past five years, has seen the field close dramatically over the past year. In prime time, ABC cut NBC's household lead in half by the end of the 1989-90 season. In the key selling demographics, NBC's lead has all but evaporated.

In the morning, the *Today* show faltered under the weight of continuing fallout from the Bryant Gumble memo and the departure of co-host Jane Pauley. In daytime, NBC finds itself in third place, as does the network's flagship news program, *NBC Nightly News with Tom Brokaw*.

"Vulnerable" is the adjective most often heard in media circles when the conversation turns to NBC. However, most industry observers still say the network has a good chance to finish first

next season in prime time, but probably in the closest race the industry has seen in half a decade.

Much of the credit for the new and heated competition in network television goes to Fox, which some say could play a spoiler role as next season's wild card, if its expansion to five nights and challenge on Thursday night, pitting *Simpsons* against *Cosby*, pays off.

Imitation, as the phrase is turned in programing circles, is the sincerest form of television. Fox's impact on network television is demonstrated on several fronts by that standard. It could be argued that Fox was first to launch a family sitcom not just showing the warts, but focusing on them—*Married...with Children*. ABC launched *Roseanne* a short time later, and CBS follows next season with *Lenny*.

Animation series in prime time hadn't

been seen in 20 years until Fox found a hit with *The Simpsons*. CBS plans to launch a mid-season animation-live action series based on the *Pink Panther* character, and has another full animation series for prime time in development.

Video shows aren't new. But Fox launched the first revival series with *Totally Hidden Video* a year ago. ABC found lightning in a bottle with *America's Funniest Home Videos* and is expanding its video block to one-hour next season, as is Fox.

NBC is the first to acknowledge that the heady, dominant era, when it reigned supreme without any real challengers, is over. "The landscape of the nineties is certainly going to be a lot more competitive," said Pier Mapes, president, NBC Television Network.

Fox used to be the brunt of many a joke told by executives at other net-

as seen on radio



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works. But now, the tone expressed is more likely to be one of respect for a worthy competitor. "With a fourth player in the game the dynamics are changing," said Mapes. "Fox and ABC are coming right at us," he said. Particularly in targeting the young adult audience. "You got a problem if two competitors come after what got you there."

Indeed, as Mapes points out, "history seems to be repeating itself" in the shifting audience patterns of prime time. When NBC made its dramatic comeback in prime time in the mid-1980's, its first accomplishment was to attract a younger audience base with quality shows that proved very attractive to advertisers. It then broadened the size of its audience with hit shows such as the *Cosby Show*.

Over the past year, ABC has become the network with the youngest skewing audience profile of the big three. As Mapes noted, it's the same pattern that also emerged when ABC made its last run at first in the mid-1970's with hits such as *Happy Days*, *Laverne and Shirley* and *Three's Company*. "There's

good reason to target younger viewers," said Mapes. "They eventually tend to drive households."

"ABC has become the mainstay of quality programming and innovative programming in network television," said Leslie Moonves, executive vice president, creative affairs, Lorimar Television. "They've done it with shows like *Twin Peaks*, *thirtysomething* and *China Beach*, similar to what NBC achieved several years ago with shows like *Hill Street Blues* and *Cheers*," he said. "Along with the critical acclaim came success."

With his usual confidence, Mapes enthusiastically predicts NBC will retain its number one position next season, having shored up at least "two out of three" major problem areas, Monday and Friday nights. Monday, he said, should get back on track with *Fresh Prince of Bel Air*, which a number of ad agencies have cited as NBC's best chance for a new hit next season. On Friday, he said, the mix of comedy and younger-appeal dramas that have done

well elsewhere (*Midnight Caller*) should improve the network's performance there. Sunday night, he concedes, remains "a question mark."

Others question NBC's new season moves, as well as its ability to remain on top. "NBC is certainly very vulnerable," said Dennis McAlpine, entertainment analyst for Oppenheimer & Co. McAlpine was mystified by NBC's Friday scheduling moves. "*Quantum Leap* doesn't seem to work anywhere," he said. He also suggested the network may have weakened its Tuesday hand by moving *Midnight Caller* to Friday.

But what are the chances of NBC getting knocked off? "It could happen," suggested McAlpine. But whether or not it does, he said, depends on factors that will have to play out next fall. "The key questions, I think, are will *The Simpsons* work on Thursday? How will ABC's *Funniest Home Videos* perform without *Simpsons* competition? And how will CBS's comedy block on Monday work against NBC's new comedies?"

Despite NBC's vulnerability, others

## SYNDICATION MARKETPLACE

**Warner Bros. Domestic Distribution** has signed Procter & Gamble as first national sponsor of *Voices of America with Jesse Jackson*. Weekly one-hour talk show hosted by Jackson is scheduled to debut next fall. Show has been cleared on 118 stations covering 85% of country, including WPIX(TV) New York and KCAL-TV Los Angeles.

**Viacom Enterprises** has changed name of first-run weekly half-hour *Super Cop* to *Super Force*, and is planning two-hour prime time movie presentation September 15 to trumpet full syndication rollout week of October 6. Ken Olandt will have lead role in 21st Century police adventure. *Super Force*, which is produced by Premiere Limited Productions in association with Viacom, has been cleared in over 122 markets, representing approximately 90% of country. Production is slated to start June 25 at Universal Studios in Orlando, Fla. Viacom spokeswoman put per-episode production cost at \$400,000-500,000.

**Genesis Entertainment's** weekly late fringe strip, *The Byron Allen Show*, has raised its station lineup to 93 markets, representing 66% of country. According to Phil Oldham, executive vice president, Genesis Entertainment, 70% of those 93 stations were *Byron Allen* client stations during hour show's debut. Top station markets clearing talk show next season are WNBC-TV New York, KCOP-TV Los Angeles, WPWR(TV) Chicago, KXAS-TV Dallas, WSB-TV Atlanta and WPXI(TV) Pittsburgh. Genesis is making show available on seven-minute national, seven local barter split.

In addition, Genesis' off-network hour, *Highway To Heaven*, has cleared 122 markets and has achieved 76%

coverage for its second season of stripping in 1990-91. New stations signing include WBZ-TV Boston, KXAS-TV Dallas, WISH-TV Indianapolis, WESH-TV Orlando and WAVY-TV Norfolk.

**Western International Syndication** is launching *Biosphere II: The Human Experiment* for December 1990 premiere as live hour special, broadcasting unique scientific endeavors planned in an \$180 million self-contained 3.15-acre structure in Tucson, Ariz., replicating seven separate earth environments (biomes), where eight scientists will conduct studies over two-year period on such problems as the "greenhouse effect" and acid rain. *Biosphere II*, which is joint production of Western International, Welk Entertainment Group and Space Biospheres Ventures, is being offered on straight barter basis (13 minutes national, 13 local).

**Hanna-Barbera Productions** has added two new cartoon segments, *Monster Tails* and *Fender Bender 500*, to its 1990-91 morning strip, *Wake, Rattle & Roll*. Comedian Jonathan Winters, disk jockey Shadove Stevens and actor Tim Curry join veteran voiceover talent Don Messick, Paul Winchell and Jean Vander Pyl in animation segments of combination animation-live action barter strip, which premieres September 17 in first-run syndication.

**Berl Rotfeld Productions** has cleared its hour special, *Future Legends of Baseball*, on 121 stations, representing 77% of the country—including stations in 28 of the top 30 markets—for June 2-July 1, 1990, broadcast windows. Among the participating stations are WNBC-TV New York, KABC-TV Los Angeles, WMAQ-TV Chicago and WPVI-TV Philadelphia.

are quick to point out that ABC, the biggest threat to the programming crown, has its own problems, including some troublesome erosion this season in key shows such as *Wonder Years* and *Growing Pains*. *Roseanne*, once a 40 share show, averaged a 29 share in the May sweeps, when the networks load up on best episodes and promote more to help their affiliates' cause.

"I think it will be very difficult for ABC" to overtake NBC next season, said Paul Schulman, president of the Paul Schulman Co., a subsidiary of Advanswers, the New York-based media buying firm. "The network with the momentum right now is Fox. People talk about ABC's momentum. But I think they were fooled by the press and how much the press loved *Twin Peaks*. The stronger Fox gets, the more it takes away from the network with the most similar audience profile to it—and that's ABC."

There's no question ABC lost some momentum during the May sweeps, where it finished third overall and third among regular series programs. ABC is expected to get an earful from its affiliates about that lackluster sweeps performance at its annual affiliates meeting this week in Los Angeles. Mark Mandala, president, ABC Television Network, was said to be busy preparing for the meeting and therefore unavailable for comment regarding this story.

Added Schulman: "There isn't a share on Fox that does not show a better performance quarter by quarter. And now they think they are invincible. With their new schedule, they're really pushing it to see how far they can go. It's possible they bit off more than they can chew. But it's also possible they will take a lot more of the audience away from the big three."

Betsy Frank, a senior vice president with Saatchi & Saatchi, said that NBC's problems are exacerbated by the fact that the younger audience the network is trying to recapture "is now being fragmented so effectively by ABC and Fox, not to mention cable and VCR's." NBC, she said, "is a particularly vulnerable position. The audience has a lot of new choices."

Fox's *Simpson's* gambit—pitted against *Cosby*—has caused Saatchi to reexamine its projections of just how much more time NBC might have on top. "Our prediction was that at least mathematically NBC had another year on a household basis and ABC would overtake them in younger audience demos first, and in households later." But if *The Simpsons* eats into *Cosby's* audi-

ence severely enough next season, said Frank, "it becomes a real possibility" that NBC's reign could end next season.

What about CBS? What role, if any, might they play in the battle next season? If nothing else, most observers think CBS has made some moves that will help it improve its relative position.

Howard Stringer, president, CBS Broadcast Group, said the network's development was "successful enough to prevent the usual write off [of CBS] both commercially and competitively." In recent months, he said, CBS has been "quietly successful" on Monday and Tuesday, with some signs of life also on

Wednesday and Friday. "We might surprise some people" next fall, he said.

Paul Schulman offers an evaluation that should be music to Larry Tisch's ears. "Overall, I think it's a pretty good, very buyable schedule," said Schulman.

Of CBS, Saatchi & Saatchi's Frank adds: "I think they've done some pretty good things. Despite what they say, they're the only ones out there not looking for a young urban position. Their comedies are pretty commercial, and I mean that in a complimentary sense." Still, for CBS, it's a question of "Will they be number three or number four? I don't know." -SM

## SUMMER HEATS UP AT NETWORKS

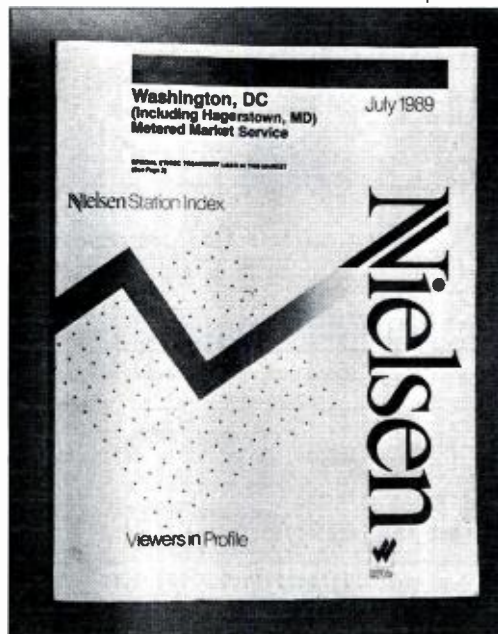
*ABC, CBS and NBC are airing more new material during July sweeps to help stop audience erosion*

**T**he July sweeps, traditionally a routine measure of reruns and the occasional special, are poised to take on added significance this year, as NBC, ABC and CBS gear up to air an unprecedented amount of original summer programming (BROADCASTING, May 14). The 28 days (from July 12 to Aug. 8) constitute one of the periods when advertisers set their rates for local stations.

In the face of increasing competition from cable, Fox, independent stations and other forms of entertainment, the networks will offer a variety of first-run series, made-for-television movies, new episodes of current series, specials and reruns, vying for viewers' attention during the July sweeps and subsequent months. As the usually sleepy summer television season begins, there is more at stake for the Big Three than ever before.

"You're looking at the beginning of a trend," according to Warren Littlefield, executive vice president, prime time programs, NBC, who believes that in the future the July sweeps will become increasingly important within the larger framework of the summer season. "There is no question about it," he said.

"It's pretty clear that if you lose them in the summer it's hard to get them back in the fall," said Preston Beckman, NBC vice president, audience research. Although July is "probably the least important" of the four sweeps periods, "I think all the networks realize that with all these other choices out there, we



have to provide viewers with programs they want to watch 52 weeks a year," Beckman said.

The belief that the July sweeps are not that important is "an old figment of everyone's imagination," according to Peggy Green, executive vice president, Saatchi & Saatchi. "Most of our clients are on the air 52 weeks a year.

"I think what's happening," Green said, echoing Beckman's statement, "is that the networks and the local stations

now realize that advertisers buy time throughout the course of the entire year. In fact, there are some advertisers, such as beers and soft drinks, whose selling season is primarily the summer. To give up any time of the year," added Green. "is really a mistake."

Beckman and Green also agree that it's not always necessarily original programming, but quality, that is key to retaining the viewing audience.

Changes in the July sweeps will probably be seen in terms of the networks, "but they won't change as far as local stations are concerned," according to Dick Kurlander, Petry Inc. vice president, director of programming. From a local standpoint, the July ratings book is "minimal," he said. "From a national perspective, the summer should be more interesting," said Kurlander.

"I think the game plan is totally changing," said Green. "It's good to have better product on the air more times of the year, recognizing that advertisers will advertise not just October to November, or January to March, but also in the summer. —RC

## SYNDICATORS VIE FOR LITTLE PITCHERS WITH BIG WALLETS

*Buena Vista and Warner Bros. budget up to \$100 million each to promote cartoons and characters; strategy sessions planned for BPME conference*

**T**he children's programming up-front market (including network sales) is expected to surpass \$360 million this coming season (BROADCASTING, April 30). With almost all syndicated kids programming relying on barter advertising dollars, Warner Bros. Domestic Television and Buena Vista Television are spending up to \$100 million each to promote their new programs and characters.

They will outline their respective local marketing campaign strategies to station promotion executives during workshops at this week's Broadcast Promotion and Marketing Executives/

Broadcast Designers Conference in Las Vegas.

As the children's animated market becomes even more hotly contested with Buena Vista's two-hour *Disney Afternoon* block and Warner Bros. Domestic TV's *Merrie Melodies* and *Tiny Toon Adventures* up against Fox Children's Network's *Peter Pan and the Pirates*, major promotional dollars are being allotted to secure their share of the first-run market next season.

Warner Bros. had initiated a cross-promotion with Major League Baseball to promote *Merrie Melodies*, but a players' strike forced the promotional department to keep a low-key stance until it was settled, according to Jim Moloshok, senior vice president, creative services, Warner Bros. Domestic TV. With 21 of 26 big league clubs participating, ballpark theme days are targeting parents and their children with product giveaways and merchandise sales, through Time Warner merchandising subsidiary LCA Entertainment, featuring the team insignia and Warner Bros. cartoon characters.

Buena Vista executives have indicated that the Walt Disney Co. division plans on budgeting over \$100 million on promotion of *The Disney Afternoon*.

In detailing the Warner Bros. summer blitz to promotion executives, Moloshok will reveal: that the AMC theater chain, with over 1,700 outlets, will be running the original Warner Bros. "Looney Tunes" and "Merrie Melodies" cartoon trailers before feature films; a Six Flags theme park promotion featuring those characters; new "Looney Tunes" comic book issues this summer (published by Time Warner subsidiary DC Comics); *Tiny Toon Adventures* study guides (40,000 copies) to be distributed to schools across the country; local *Tiny Toon* "party" tie-ins with J.C. Penney's 2,700 retail stores, and 30-second "infomercials" on the behind-the-scenes production work on *Tiny Toons*.

Meanwhile, Buena Vista has hired John Van Camp as director of the newly formed "Kids Club," who will report to

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Carole Black, senior vice president, marketing, BVT, to coordinate local fairs and shopping mall events with client stations. Black said that a "major national food retailer," expected to be McDonald's, will be announced at the convention as a participant with stations on "Kids Club." Van Camp spent three and a half years heading a children's club with KCBA-TV Monterey, Calif.

In another move, Mark Zarodi, vice president and general manager, BVT, said that Steve Carlston has been named to the newly created position of executive director, local ad sales and marketing. Zarodi said Carlston will be charged with helping stations develop promotion campaigns "aimed at attracting nontraditional, adult-oriented advertisers." It is Zarodi's contention that shoe and clothing manufacturers (e.g., Nike, Reebok and Levi Strauss) are realizing that "children 4-12 years old have real spending power, accounting for \$75 billion in consumer sales" this year.

Black and Zarodi are expected to give details at their promotional workshops about a two-hour premiere presentation of *Tale Spin*, one of the four programs within The Disney Afternoon, on Sept. 7, prior to the strip's Sept. 10 start; the August release of a two-hour theatrical version of *Duck Tales* (also part of Disney Afternoon); Disney Channel cable and home video promo trailers on the two-hour syndicated block; closed-circuit on-air promotions at Disney theme parks and hotels; "watch-and-win" sales promotions, and circulation of "Disney Digest" on 100,000 supermarket newsstands this October. —MF

## CHARLIE ROSE GOES TO FOX

*Veteran CBS interviewer will be million dollar man*

**E**nding several months of speculation over who will host Twentieth (Fox) Television Syndication's half-hour interview magazine, *Personalities*, Charlie Rose has been hired away from CBS's *Night Watch* to host the *Current Affair* companion piece.

Although Twentieth officials would not reveal terms of Rose's new contract, sources have suggested it is a multi-year deal that translates to about \$1 million annually for the veteran interviewer. A source at Twentieth indicated that Rose

will relinquish his CBS News post this Friday.

In addition to *Nightwatch*, Rose has served as anchor on other CBS News programs including *Face The Nation*, *CBS Morning News*, *CBS This Morning* and *Newsbreak*.

According to one Twentieth source,

*Personalities* Executive Producer Joel Cheatwood is still working feverishly to firm up the format in time for dry runs this July, and is still searching for 12-15 on-air reporters to fill remaining talent slots. Currently, 115 stations, representing over 80% national coverage, have signed on for *Personalities*. —MF

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# RATINGS ROUNDUP

**N**BC won the rerun-driven week of June 3 with a prime time average of 10.9/20, winning Wednesday, Thursday and Friday. ABC was second (10.2/19), and CBS third (8.9/17).

A *Cheers* rerun was the week's top show. The premiere of a new NBC comedy on Thursday (May 31), *Seinfeld*, was third for the week with a 16.2/28, beating ABC's *Young Riders* and

an NBA playoff game on CBS.

Fox had three shows in the top 20, fifth-ranked *The Simpsons*, 11th-ranked *Married...with Children* and 19th-ranked *In Living Color*, all on Sunday. *The Simpsons* won its 8:30 time period and *Married* won at 9. *Living Color* was second at 9:30.

Year to date, from Sept. 16, 1989, NBC has a 14/24 prime time average, followed by ABC's 12.6/21 and CBS's 8.9/16.

## Week 36

## May 28-June 3

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ●-Premiere broadcast, ●-No ranking change. 3rd column tells rating, 4th column tells network. 5th column tells show.

1	▲	18.1/32	N	Cheers
2	▲	18.0/30	A	Roseanne
3	●	16.2/28	N	Seinfeld
4	▲	15.7/29	A	Amer. Funniest Videos
4	▲	15.7/27	F	Simpsons
6	▲	15.6/23	C	60 Minutes
7	▲	15.5/26	A	Wonder Years
8	▼	15.3/28	N	A Different World
8	●	15.3/30	N	Cosby
8	▲	15.3/28	N	Unsolved Mysteries
11	▲	14.8/24	F	Married...Children
12	▲	14.6/25	A	Who's the Boss?
13	▲	14.5/24	A	Coach
13	●	14.5/25	N	Movie: Evidence
15	▲	13.7/26	N	L.A. Law
16	●	13.6/22	N	Heat of the Night
17	▲	12.9/23	C	Murder, She Wrote
18	▼	12.7/21	C	Designing Women
19	▲	12.6/20	F	In Living Color
20	▼	12.2/21	C	Murphy Brown
21	●	12.1/21	A	Doogie Howser, M.D.
22	●	12.0/22	C	Candid Camera Spec.
22	▲	12.0/23	A	20/20
24	●	11.8/24	N	Empty Nest
25	▲	11.7/20	N	Matlock
26	▼	11.6/20	N	Night Court
27	▲	11.4/19	N	Dear John
27	●	11.4/24	N	Golden Girls
29	●	11.3/19	A	S. Davis Jr. Spec.

30	▼	11.2/24	A	Family Matters
31	●	11.1/20	N	Midnight Caller
32	●	11.0/23	N	Carol & Company
33	▲	10.9/22	A	Perfect Strangers
34	●	10.8/18	C	Jake and the Fatman
34	●	10.8/20	A	Macgyver
36	▼	10.7/23	A	Full House
36	▲	10.7/20	A	Growing Pains
36	▲	10.7/19	A	Head of the Class
36	●	10.7/19	N	Movie: Pretty In Pink
40	●	10.5/21	C	NBA Playoff (Fri.)
40	▼	10.5/19	A	thirtysomething
42	▲	10.4/20	A	Just the 10 of Us
43	●	10.3/19	A	Equal Justice
44	▼	10.2/18	A	Movie: Heaven...Wait
45	▼	10.1/19	C	Major Dad
46	▼	10.0/17	C	Rescue: 911
47	▼	9.7/17	C	Newhart
48	●	9.2/18	C	NBA Playoff (Thurs.)
49	●	9.1/18	N	Hardball
50	●	9.0/15	A	Brewster Place
50	▲	9.0/16	C	Sydney
52	●	8.9/17	A	Primetime Live
53	●	8.8/16	C	NBA Playoff (Tues.)
54	▼	8.7/15	A	Young Riders
55	●	8.6/15	N	Hogan Family
56	▼	8.5/16	C	48 Hours
56	●	8.5/16	N	Quantum Leap
58	▼	8.4/18	N	FM

59	●	7.7/15	C	Dave Thomas Show
59	▼	7.7/15	A	Father Dowling
61	▼	7.6/16	A	Mystery Movie: Kojak
61	●	7.6/14	F	Am. Most Wanted
61	●	7.6/13	C	Tony Awards
64	▼	7.5/16	N	Amen
65	●	7.4/14	N	ALF
65	●	7.4/14	N	Nasty Boys
67	▼	6.7/14	C	Sat with C. Chung
68	●	6.5/15	N	My Two Dads
69	▼	6.4/14	N	Baywatch
70	●	6.1/13	C	Sports Comedy Netwk.
71	▲	5.9/12	A	Life Goes On
72	▼	5.8/11	N	Disney
73	●	5.7/13	F	Cops
74	▼	5.5/10	F	Booker
74	▼	5.5/12	C	Paradise
76	▼	5.1/11	F	Totally Hidden Video
77	●	4.8/8	F	Rolling Stones Spec.
78	▼	4.7/10	A	Mission: Impossible
79	●	4.6/9	C	America: C. Brown
80	●	4.5/10	C	City Spec.
80	▼	4.5/9	C	Tour of Duty
82	▼	4.3/7	F	Alien Nation
83	▼	4.2/9	F	Outsiders
84	▼	4.1/8	F	21 Jump Street
85	●	3.9/7	C	Normal Life
86	●	3.1/6	F	Open House
87	●	2.4/5	F	Tracey Ullman

## FREEZE FRAMES: Syndication Scorecard \*

## Week ended May 27

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.8	233	99	9	MGM Premiere Network (MGM/UA)	7.4	162	92
2	Jeopardy! (King World)	11.7	221	99	10	Wheel of Fortune, wknd. (King World)	6.7	209	92
3	Star Trek: Next Generation (Paramount)	10.6	234	98	11	Donahue (Multimedia)	5.8	230	99
4	Oprah Winfrey (King World)	9.5	217	99	12	Geraldo (Tribune)	5.2	195	99
5	Cosby Show (Viacom)	7.8	204	98	13	People's Court (Warner Bros. Domestic TV)	4.9	184	92
5	Entertainment Tonight (Paramount)	7.8	180	97	14	Columbia Night Movies (Columbia)	4.8	130	89
7	Portfolio XIII (Paramount)	7.6	179	93	14	Mama's Family (Warner Bros)	4.8	179	91
8	Current Affair (20th Century Fox TV)	7.5	195	97					

\* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.



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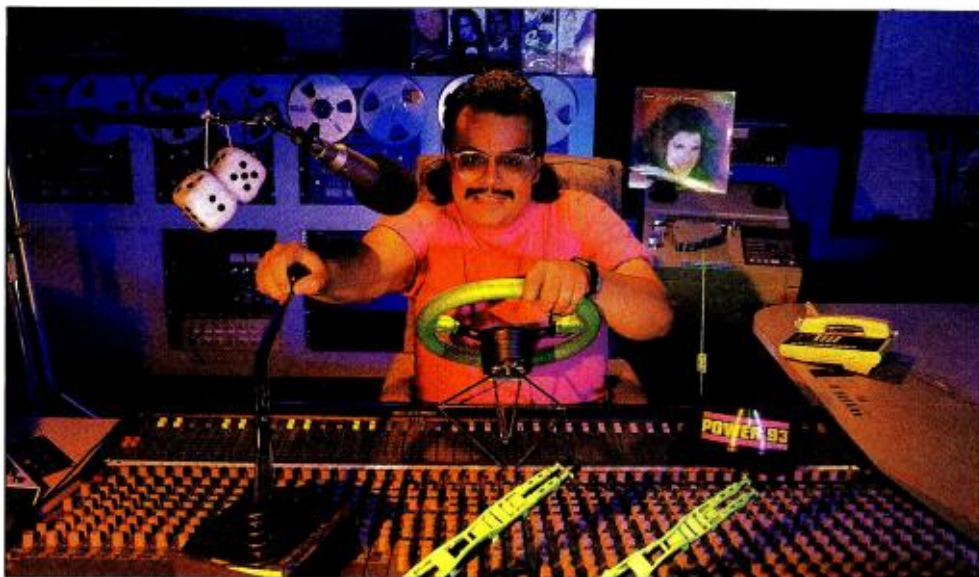
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# RADIO



KITY(FM)'s Rick (The Stick) Mireles shifts into high gear for morning drive.

## CHR-TOP 40: PROGRAMING A MOVING TARGET

*Hybrid CHR stations have carved out specific niches as mass appeal format deals with aging baby boomers, changing tastes, shifting ad priorities*

**D**on't look now, but mainstream Top 40-contemporary hit radio is changing.

In one sense, change is the designated role of the format—to pool the mainstream product of constantly altering listener tastes. But this flux also is leading many Top 40 programmers to reevaluate some of the basic tenets of the trade. Musical diversity dominates listeners' tastes today much more than ever before, leading to a change in the overall structure of CHR radio. While pop/CHR record charts have become a compilation of such diverse music acts as Alannah Miles, Digital Underground, Depeche Mode and Sinead O'Connor, rare is the station that includes all four of these acts in its daily rotation.

No longer can an established, right-down-the-middle CHR station be all things to all people. Additionally, record labels no longer can be assured that an

established artist can top the charts just by singing the equivalent of the telephone book. And no longer can CHR stations be guaranteed ratings success simply by ranking number one in 12-24 or 18-34 demos. The aging of the baby boomers, the "ethnicizing" of major cities and geographic regions, a noticeable shift in listeners' musical tastes and a realignment of advertisers' priorities all are having an impact on the Top 40 format.

### *Defying definition*

"In a lot of respects, CHR is a format in search of a definition," says Joel Salkowitz, regional vice president, programming, Emmis Broadcasting, and program director at WQHT(FM) New York. "In a market like New York, you can't be a CHR station just by playing what's on the charts." Admitting that his views

were tainted by the competitive nature of the CHR war, Salkowitz noted that the major musical difference between WQHT (Hot 97) and its ratings rival, WHTZ(FM) (Z100), was the difference in the Top 40 music the two stations played. Almost half of the 35 records on WQHT's playlist last week were not found on the major trade charts, while more than 80% of the records played by Z100 were listed in the charts.

Matt Farber, program director at Emmis-owned WAVA(FM) Washington, believes CHR is in a problem period because of three elements that haven't previously existed in radio programming. "You're seeing a lot more speciality formats, the core CHR demographic cell is shrinking, and the music is more segmented than ever before," he observed. The speciality formats Farber refers to range in taste from current black dance to hot AC to rock CHR's to urban cross-



overs. These formats, Farber contends, have splintered because the traditional CHR-Top 40 demographic—the 12-34 group—have grown up, taking their musical tastes with them. In their wake they have left a small base into which CHR radio is forced to program.

“The 18-24 cell is the smallest population cell today and it will continue to get worse for the next few years,” Farber said. “Also, in the past we saw a lot of songs that tested well across a wide range of demos, particularly 12-34 adults. Now you see a lot of songs that are important to teens being rejected by an older cell.”

### *Fragment rock*

Top 40 programming also has been affected by general growth and expansion of the radio industry. More and more signals competing for the same pool of listeners has led many broadcasters to create narrowly defined format niches, which has helped fragment previously solid playlists and listener bases. “With a proliferation of signals and substantial money supporting those signals, we’re seeing an opportunity to serve more diverse individual tastes than what used to be collected under the big tent we call CHR,” said Bill Tanner, vice president, programming and operations at WPOW(FM) Miami.

Ken Richards, program director at KHQT(FM) San Jose, concurred—although he still looks to ethnic diversity as a prime target for programming diversification. “CHR has become a different animal from what we’ve seen in the past,” he said. “More signals are demanding more formats, each of them narrowly defined according to the ‘ethnicizing’ of America. We’re seeing a growing awareness of the ethnic market on the part of broadcasters, and as that happens we’re seeing an adaptation of listener tastes.” Richards predicted that the 1990 census will reveal tremendous ethnic growth, and as a result, “radio will reflect that change in demographic makeup.”

Not all CHR programmers—especially those at mainstream Top 40 stations—view all this change as particularly abnormal. In fact, Casey Keating, operations manager and program director at KPLZ(FM) Seattle, said the direction of CHR is just as clear and defined as it always has been. “We’re here to play the hits—contemporary music that reflects what’s going on in today’s society,” he said. “A good definition of a CHR record is one that sounds good today but may not a year from now. If it’s good for today, that’s all that matters.”

Still, Keating conceded that CHR-Top 40 is in the midst of another of its many evolutionary cycles. “Every so often we hit another apex where the music sounds great and people love this new pop sound and then suddenly it all becomes very homogeneous and lacks the innovative, creative aspects that people liked it for in the beginning.” Keating observed that this cycle occurred in the late 1970’s and is happening again. “It sends up a scary red flag that it’s a good time for stations to be cautious.”

Some hybrid CHR’s—particularly dance-oriented stations—already are encountering format challenges, said Todd Fisher, program director at WEGX(FM) Philadelphia. “Listeners expect mass appeal CHR stations to play the hits and that’s where some dance stations are getting into trouble. They have this thought that they need to find their niche, but they’re beginning to discover that they need to broaden their approach.” To be successful, Fisher said, a station needs to develop an older audience base—which is difficult for a niche station to accomplish unless it is located in “a mega-huge market.”

### *Local hero*

Central to programming good CHR—both hybrid and mainstream—is the ability of the station to understand the local market. While in years past the national record sales and airplay charts were used heavily for playlist input, general sentiment today runs counter to that notion. In fact, one programmer who wished to remain anonymous said record charts

generally reflect an amalgam of highly varied musical tastes around the country rather than an accurate picture of CHR-Top 40 radio, and virtually were useless in local CHR programming.

Instead, the key to understanding local musical preferences comes from the varied approaches programmers take in their research—from knowing what new music is being played at private parties and after-hours clubs to analyzing record sales at “leading edge” record stores. Keeping an ear close to the streets and cash registers can be the key factor in whether a station is aggressive or reactive. “People inherently want to feel they’re at the head of any new fad, and a radio station that squarely positions itself consistently as first in music will do well,” said WPOW(FM)’s Tanner. “The avant garde edge of listeners like to think of themselves as making a social statement with their knowledge, so a station that allows them to do that is going to be a popular station.”

This is true whether the station is a mainstream CHR in Seattle, a dance-hybrid in New York, or a rock-edged Pirate Radio in Los Angeles. Astute CHR programmers tune in to the holes in the market and develop a format to fit listeners’ needs. “You have to know what the people are saying, what they want to hear,” said Tanner. “That’s how Pirate Radio became a factor in L.A. Scott Shannon, sharp programmer that he is, saw a need for that station and filled a niche.”

Shannon declined to comment on the success of KQLZ-FM Pirate Radio, but his



WEGX(FM) Philadelphia's morning jocks Rick Rumble and Scott Thrower



Matt Farber



Todd Fisher



Casey Keating



Joel Salkowitz



Rick Upton

harder-edged CHR Top 40 approach was lauded by many programmers when it first went on the air a year ago. Some of these program directors liked what they heard and began to target their own markets with a similar formula, and station owner Westwood One considered syndicating the format. The problem was that not all markets have the same demographic composition and lifestyle as Los Angeles, and many "Pirate Radio" spinoffs fell short of expectations.

Said KPLZ(FM)'s Keating: "There's no question we have to be in touch with what our listeners want to hear," he said. "Seattle is very much right down the middle, so we play a 50-50 mix of dance and rock." The challenge for stations such as KPLZ is that a lot of current hybrid record product misses the mainstream mark. "A lot of what we're hearing is sound-alike, musical wallpaper," Keating said. This makes his job more difficult, he said, because, while the record companies are flooding the market with "copycat" dance music, stations that align themselves with a strong mass appeal reputation have difficulty finding enough quality product to satisfy their listeners.

Such markets as New York, however, are a different matter altogether. Local record sales provide a vital tool in determining which new artists are on the leading edge of a trend. "We track 140 record stores each week to find out what's selling, and from that we generate our own list," said WQHT(FM)'s Salkowitz. "We also conduct extensive call-out research to find out what our audience likes, and what our competition's audience likes. Because of this we know who our core audience is and what they like, and they know what they're going to get when they tune us in."

A good example of local influence is San Antonio, where three CHR hybrids are caught in a tight ratings battle. To varying degrees, all three stations heavily program music not found on the national charts, a fact that KITY(FM) Pro-

gram Director Rick Upton said reflects an ethnic diversity specific to the market. "The feel for music in San Antonio is different from the feel in many other ethnic areas," said Upton. "We're heavily dance-oriented, but the music is different than what you'd find in Miami. Black records that work here aren't the same ones that work in Washington, D.C." Unlike other markets with heavy concentrations of blacks and Hispanics, Upton said San Antonio listeners generally are receptive to a black-Latin blend "as long as it has the right feel to it."

### Future shock

A common thread to Top 40-CHR radio has been the baby boomers' creed: "Rock and roll will never die." The radio and record industries both maintain strong commitments to mass appeal rock product, but regular pendulum swings, such as toward dance, rap, disco or country, occasionally suggest that rock-oriented CHR-Top 40 is poised to

evolve itself out of the mainstream. Top 40 radio again is caught in this state of flux, pitting the format's aging listener base against a powerful trend toward clustering and niche-targeting. In the face of format specialization, can the CHR format survive as a mass appeal format, or is it destined for further musical and listener fragmentation?

"The most difficult task of a CHR programmer is to take that broad base we deal with and try to make everybody happy," said WEGX(FM)'s Fisher. "As the mainstream audience segment grows older and attention focuses not just on 18-34, but [on] 18-49, the record companies are going to have to give us product that will work well with them as well as the younger market." CHR is in danger of clustering itself out of a format if programmers "overthink" too much, Fisher warned. "Some of these stations have over-reacted to dance or rock niche formats. What they need to do is remain focused on their core audience, then deliver the goods."

-REB

## Advertising advertising

The Radio Advertising Bureau last week announced plans to develop a series of announcements designed to dramatize the benefits of advertising to the American economy and to illustrate how the ad industry fuels "the economic machine." RAB President Warren Potash revealed the association's plans at the joint annual Radio Workshop in New York, co-sponsored by the Association of National Advertisers and RAB.

The campaign will include a number of radio spots, which will be sent to RAB's 3,000 member stations and network partners. Potash said the objective of the campaign is to increase understanding of the role advertising plays in national economic growth, and to heighten the awareness of "the

important role advertising plays in [consumers'] lives." Alluding to proposed restrictions on beer and wine advertising, as well as proposed state taxes on advertising, Potash suggested that this awareness campaign "might pre-empt some of the political pressure ... and cause people to recognize advertising as the productive economic activity that it is."

Potash called on magazines, TV and newspapers to put aside competitive differences and work with radio "to make a case for advertising."

This campaign is separate from the awareness campaign RAB is developing with Dallas-based The Richards Group, which specifically targets the benefits of radio to American consumers.

## AIR WAYS

### Emmis's Jeff Wyatt: dance-hybrid CHR pioneer

**J**eff Wyatt, program director at KPWR(FM) Los Angeles, and regional vice president, programming, for Emmis Broadcasting, is widely considered one of the pioneers of hybrid contemporary hit radio. When he first turned on Power 106 in January of 1986, his urban-oriented efforts met with considerable resistance within mainstream CHR. Trade charts were skeptical of his approach, and critics predicted that the station eventually would have to shift back to a mass appeal focus. But four years later the station is locked in a tight ratings battle with rival CHR KJIS-AM-FM. Because of his persistence and insight, Wyatt largely is regarded as a leader in current CHR-Top 40 programming.

Modestly accepting credit for his role in turning the heads of mainstream radio and record industry executives, Wyatt points to rapidly shifting market factors for leading him to change his approach to radio programming. "There was a time when a program director's best audience research tool was the trade magazine," he recalls. "You couldn't trust the record store reports because people may have been playing with those, the request lines were suspect, and so you looked at the charts." Wyatt says some stations, for whatever reasons, still view the record charts as gospel—"but far fewer now than ever before."

Today, stations that have the motivation—and budget—are redirecting their efforts into audience research. Understanding the particular quirks and tastes of the market will separate aggressive stations from the also-rans, Wyatt says. "Audience research on the part of individual stations is leading to better programming, which in turn has led to much of the fragmentation we're seeing in the Top 40 arena. Mainstream Top 40, which used to be the order of the day, is evolving into hybrid dance top 40, rock top 40," he says.

What confuses a lot of radio purists, Wyatt suggests, might be that Top 40 music today is being driven more by specific sounds than by artists, which makes programmers uneasy. "People are going for music more on the basis of sound and the artist doesn't matter," he says. "There are a few artists who every once in a while record such a hot album that they can pop through and it doesn't



Jeff Wyatt

matter what it sounds like. But those are few and far between."

During the 1970's and early 1980's, numerous artists could achieve chart success with whatever they recorded, he says. Not any more: "We used to see much more of a tendency to follow the artist," he explains. "If Tina Turner recorded a polka song, programmers would play it. Now, if it doesn't sound right for the radio station, the audience won't miss it because they are more attached to the sound of the record."

Ultimately, the audience determines a station's success. "In my battle to get Power 106 recognized as a CHR, we were attempting to get designated Top 40 very early in the station's evolution. Ultimately, the audience was there, and the trade charts and record companies had to designate us as mass appeal."

Wyatt notes that the criteria used to compile the record charts often keeps all but mirror-image stations from reporting their playlists. This, in turn, serves (intentionally or not) to maintain format continuity.

For a station to be part of the select group that reports to the trades, it has to meet specific criteria, "including playing 'X' number of titles that at any given moment are already on the charts," Wyatt says. "This might lead one to believe that in order to be a format leader you have to mirror what their list says, which suggests there has to be a uniformity to the sound of the radio station." The paradox, Wyatt notes, is that a CHR dance hybrid that attracts a CHR audience and shares a significant amount of audience with other CHR stations was considered something else altogether because "it doesn't play CHR music."

In the case of Power 106, Wyatt says, the trades ultimately "put on another set of glasses and at least conceded we were an important factor in CHR."

Wyatt believes the ultimate key to success is to deliver on listeners' expectations. "This is something that successful products other than radio find very easy to do—deliver on audience expectations," he says. "People go into a McDonald's because they expect a Big Mac. If someone were to replace that Big Mac one day a week with roast beef, people would start questioning whether McDonald's met their expectations. It wouldn't matter whether they liked roast beef; that's not why they go to McDonald's. The same is true in radio. A lot of people like Bruce Springsteen, but they don't expect to hear him on Power 106."

The entrepreneurs who have entered radio in the last few years should be credited with approaching radio with a strong business sense, Wyatt says. "These people have an outlook of how to appeal to consumers and their expectations. Radio programming is becoming very much like a consumer product, and more and more, the people who program it are becoming product managers rather than program directors." —REB

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## GROUP W STARTS 'RADIO CREATIVE FUND'

*Westinghouse operation will contribute \$1 million over 10-year period to fund promoting excellence in radio advertising; fund will be good for 'radio and broadcasting in general,' says Group W Radio President Thompson*

**G**roup W Radio President Jim Thompson announced the establishment of the "Radio Creative Fund" last Thursday (June 7), and a commitment from the group operator of \$1 million over a 10-year period. The fund is being established to promote excellence in writing radio advertising copy. Beginning in 1991, Group W will contribute \$100,000 annually "to recognizing and promoting excellence in radio advertising."

"We felt that we have always been leaders in the industry," said Thompson, "and we feel this is a great way to protect and enhance our medium." He added that the fund will be good for "radio and broadcasting in general," as well as for aspiring producers and copy writers.

As of last week, Thompson said, just

the framework and outline of the idea were in place. The particulars will be determined by a small advisory group to be formed in the fall. The group will consist of "outstanding" radio creative people, including station executives and agency and client representatives.

One of the two main thrusts of the fund, according to Thompson, will be to "seed and support research" to gauge the effectiveness of radio against other media. Group W hopes to sponsor one or more "creative fellowships" with the mandate to produce "significant useable evidence" of radio advertising's effectiveness.

Secondly, the fund will establish an annual award and cash prize, of up to \$50,000, for "the creative professionals" producing the year's best radio advertising—based on execution and re-

sults. The advisory group will determine the awards criteria and prize distribution.

Thompson told BROADCASTING last week that initial reaction from agency people has been encouraging. A cursory survey, he said, elicited a response of "terrific idea" from those contacted.

In a news release last week, Thompson said: "It is radio's responsibility to champion ideas and actions that work to strengthen the bond between radio and advertisers and to ultimately build value for advertisers."

Concurrently, Group W is establishing an in-house competition to reward and recognize excellence in spot production done at Group W stations.

New York-based Group W Radio owns and operates 10 AM and 10 FM stations. —LC

## RIDING GAIN

### TOUR COMPANY

Minnesota Public Radio is inviting stations to host a performance of Garrison Keillor's *American Radio Company of the Air*. The proposed 1990-91 ARCA schedule of 26 new shows calls for at least four tour dates. Stations interested in participating that can meet certain criteria established by MPR (such as whether the station has ever co-presented a concert performance) should contact MPR at (612) 290-1440.

### SPOT UP IN APRIL

National spot radio billings were \$115,437,900 for April 1990, an increase of 3.5% over April 1989's \$111,506,700 figure. Year-to-date number for 1990 is \$306,708,300, a 2.6% decrease compared to 1989's unadjusted total of \$315,038,600, and a 3.1% increase over the adjusted figure of \$297,536,500. All figures are

based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

### TNNR CANCELS 24-HOUR SERVICE

Group W Satellite Communications and Opryland USA have announced plans to discontinue their 24-hour satellite-delivered The Nashville Network Radio, effective June 30. The round-the-clock TNNR programming service was launched in December 1988 as a radio companion to the joint-venture cable service The Nashville Network. Group W and Opryland, which is owned by Gaylord Broadcasting, reportedly lost close to \$10 million since the radio service first went on the air. The cancellation will cause the layoffs of an unspecified number of producers and air personalities.

A spokeswoman for TNNR said that the service has been disbanded

because Group W and Opryland found it "extremely difficult to find adequate distributors for the product in major markets." Without stations to carry the programs, she said, the venture was unable to attract sufficient advertiser support.

Despite cancellation of the 24-hour service, TNNR will continue to produce *The Nashville Record Review*, a four-hour weekly countdown program that debuted April 7. Additionally, TNNR will continue to produce and distribute special programming, and the two shows recently slated for broadcast—*Superstar Spectacular* and *Country Music Legends*—will be broadcast as planned, June 23 and July 4, respectively. TNNR's spokeswoman said that *The Nashville Record Review* and occasional special programming would be continued because "we are encouraged by the response we have received to date. We want to continue with the best of our programming to see what we can develop by concentrating our efforts there."

# CABLE

## LOCAL ADS, PPV: CABLE'S 15%-50% GROWTH AREAS

*Cable's new revenue streams are rapidly growing in importance as basic growth slows and pay lurches along*

**W**hile basic cable percentage growth is slowing down, and pay increases are virtually stalled, cable's small but growing ancillary revenue streams—principally local advertising and pay per view—are enjoying double-digit growth, and MSO's see those categories playing a much larger role in the future.

BROADCASTING surveyed a number of MSO's on their 1989 and projected 1990 revenues for what are becoming cable's third and fourth largest revenue streams, and the only streams in their five-year

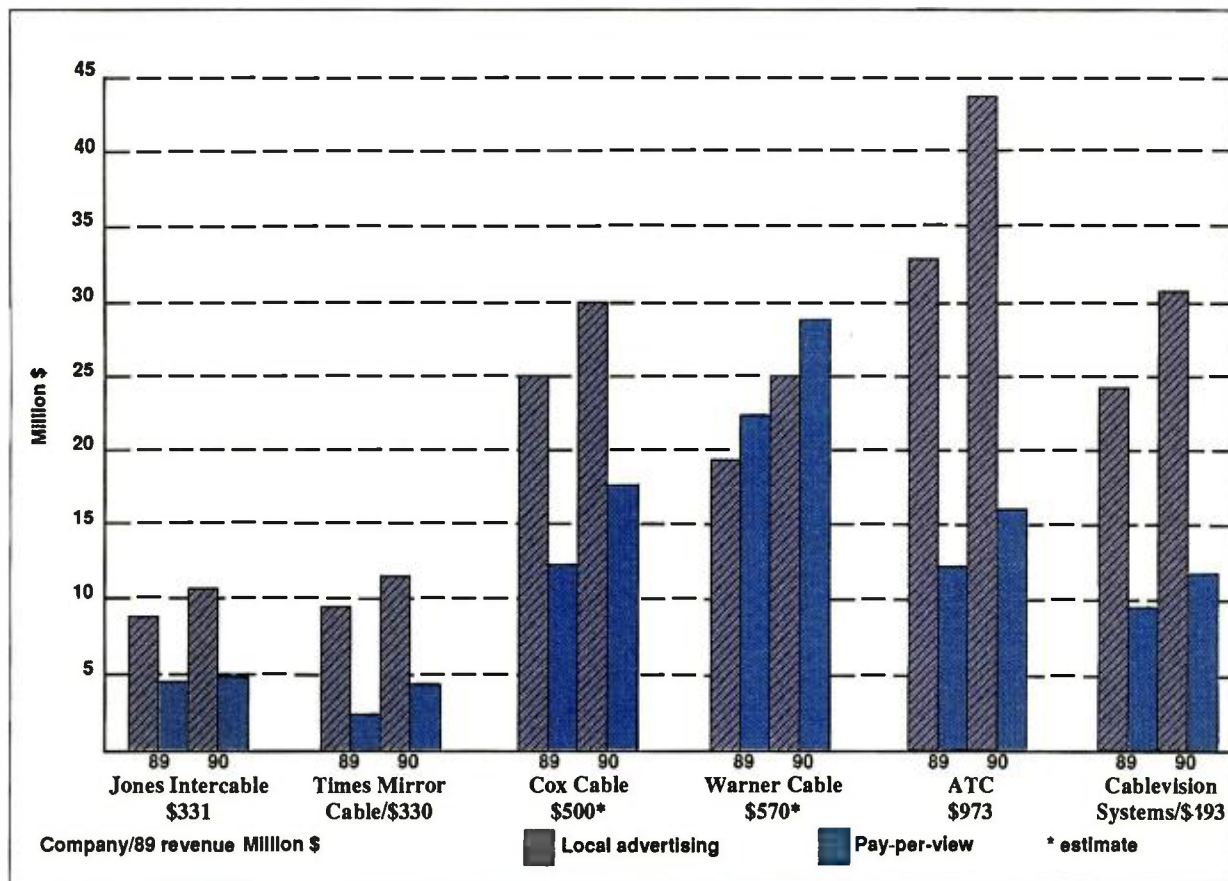
business plans that call for yearly percentage increases anywhere from 15% to 50%.

To get there, however, cable leaders agree that more emphasis and more resources have to be put into those two categories, still relatively new disciplines for the average cable operator.

■ **Warner Cable** is the only company where PPV revenues are, and figure to remain, slightly ahead of ad revenue. Much of that stems from the company's historical application of addressability in its new builds in the early 1980's. Kevin

Leddy, senior vice president, marketing services, at Warner Cable, said the company plans to grow PPV from \$27.5 million this year to \$45 million by 1994. On the strength of such titles as "Batman," "Honey, I Shrank the Kids" and "Roger Rabbit," as well as better marketing and telephone ordering systems, movie buy rates are up 15% this year, he said. The slowdown in events in the early part of the year has caused movie revenue to again reach parity with events within Warner, he said.

Ad sales are "doing pretty well," on



track to grow 35% this year to \$25 million, Leddy said. The company is forecasting 30% growth over the next five years, with a 1994 target of \$41 million.

■ **ATC** earned \$33 million in ad revenue and \$12 million in PPV revenue in 1989, and both are projected to increase 30% in 1990, according to Tim Evard, vice president, marketing.

On the PPV front, revenues are expected to increase this year through additional buy rates, as the MSO projects only modest increases in addressability through 1992. "We're not putting a lot of emphasis on pay per view right now, but that will change," said Joanne Abbey, director of marketing, PPV for ATC, as the technological hurdles that still exist are cleared.

■ **At Cox Cable**, David Kantor, vice president, advertising sales, reports that advertising has picked up after a "generally bad first quarter" for media companies across the board. Cox is looking to hit \$30 million in ad revenue this year, up from \$25 million in 1989.

To date, the automotive and retail categories have been soft, but grocery and

fast foods "have gone through the roof," Kantor said. The new sports product has been a mixed bag, he said, adding that he was "disappointed" with the results of the NBA on TNT, but that ESPN's Major League Baseball "is doing pretty good."

PPV revenue is also increasing, from \$12 million to \$17 million, but remains artificially limited because of window problems, said Ajit Dalvi, senior vice president, marketing at Cox. As events account for more of PPV's revenue (60% at many MSO's), it shows "PPV is slipping away from the studios," he said. Although the Continuous Hits test is a step in the right direction, Dalvi said, "the studios could do a lot more to fuel the PPV business," such as providing day and date release with home video.

■ **United Artists Entertainment's** PPV revenue just about matches its ad sales revenue, and for the first quarter of 1990 PPV was higher than ad sales revenue—\$5.5 million compared to \$4.9 million. But, said George Barnard, vice president, ad sales. "you can't forget

that the first quarter is traditionally the weakest in media sales." Ad revenue for the second quarter is expected to be between \$8 million and \$9 million, and \$29.2 million for the year, up from \$20.7 million in 1989. PPV's revenue for 1990 is keeping step with ad sales, and is projected to be \$28.1 million this year, up from nearly \$20.7 million in 1989.

Greg DePrez, vice president, PPV, places PPV's five-year projection at \$80 million through 1994.

■ **Connie Pettit**, vice president of Dimension Media Services, **Times Mirror Cable's** advertising sales arm, said DMS is projecting 20% increases over the next few years, then moving to 18% or 17% increases after that. DMS is on target to hit \$11.5 million this year, as ad sales are "starting to trend pretty heavily up" in May, June and July, after a slow start, said Pettit.

But cable ad sales still have a long way to go to realize their potential, said Pettit, which means anteing up for research and improved industry traffic standards. It also means tying ad sales to other cable departments. For instance, she said, it is "a no-brainer to tie the Goodwill Games with a 10K race" and include a corporate sponsor.

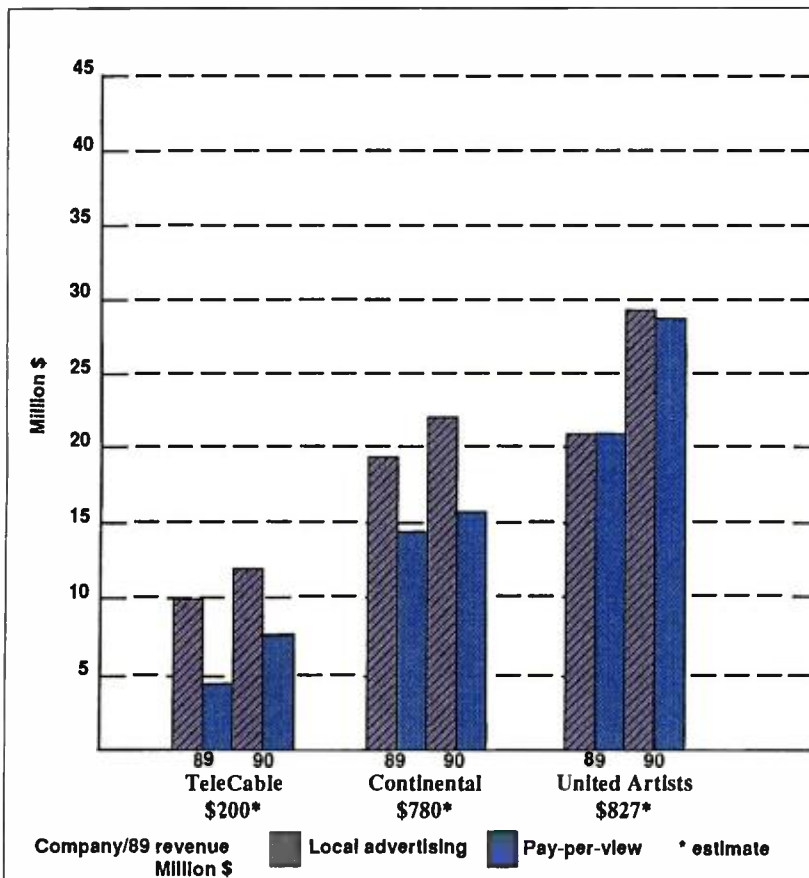
A number of Times Mirror systems just launched PPV last year. Charles Ward, vice president, national marketing and programming, said the company has just moved into double digits on buy rates this year. Revenues, which were \$1.6 million last year, are expected to more than double to \$3.7 million this year.

■ **At Jones Intercable**, advertising is 35% ahead of last year, when revenue was \$8 million, according to Jerry Czuchna, corporate director of ad sales. The increase has "not been as good as the growth in the last two years," he said, which was more than 50%. "We kind of got used to that."

The year began in the doldrums, but has improved, Czuchna said. "It is spotty," he added, in that "some markets are going great guns and some markets are having trouble hitting last year's numbers."

Still, Jones has an aggressive five-year plan to bring ad sales from \$13 per subscriber per year to \$50.

On the PPV side, Jones projects revenues to jump 20%, from \$4.3 million last year to \$5.2 million in 1990. John Mathwick, group vice president, marketing, said PPV was launched in many Jones systems last year, and margins are running at 30%. The company's goal is to triple PPV revenue to

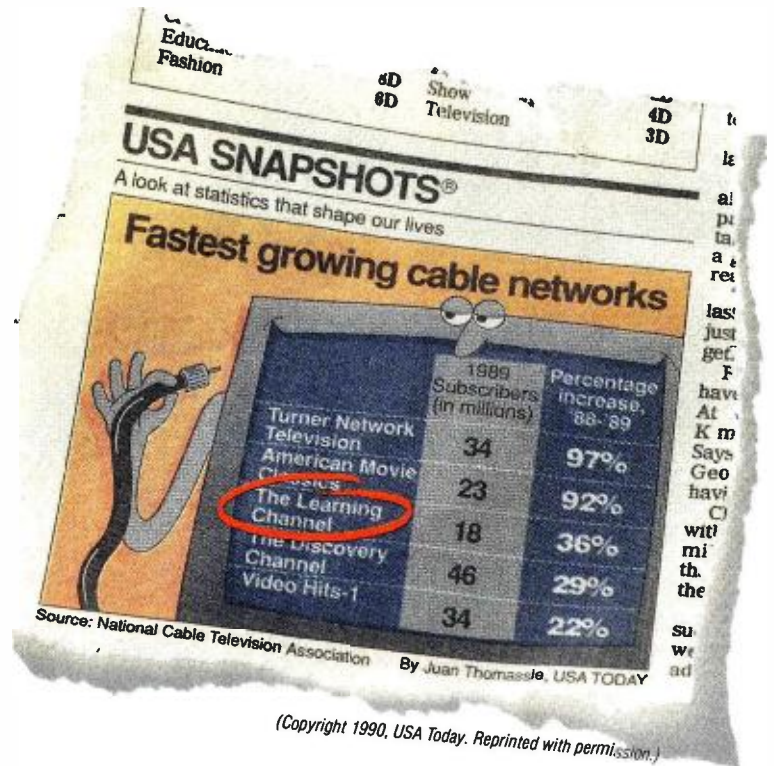


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*The above chart was published March 27, 1990 in USA Today.*

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\$15 million by 1995.

■ **TeleCable** earned \$9.6 million in ad sales revenue in 1989, and is pacing 25% ahead in 1990, although it has budgeted for a 28% increase, said Jerry Machovina, vice president, ad sales. The final numbers will depend on how well the automotive market does this year, he said, since that category drives 25% of local ad sales revenue.

Although PPV revenue is lower, TeleCable's five-year projections show 50% to 70% increases each year in PPV revenue, according to Tom Hurley, director of programing.

■ **Cablevision Systems** is expecting

PPV revenue to jump from \$9 million to \$12 million this year, and ad revenue to increase from \$23.9 million to \$30.6 million.

■ **Continental's** PPV and local ad sales revenue both are expected to increase 15% this year, according to Rick Hoffstein, comptroller. Last year's ad sales revenue was \$19 million, and is expected to be \$22 million this year. PPV, \$14 million in 1989, is expected to reach \$16 million this year. Problems that could affect ad sales revenues this year seem to swirl around the Turner networks. NBA spots "aren't selling as well as we expected," said Steve Fein-

gold, general manager, Cable Advertising, which handles Continental ad sales in the Northeast. Difficulties in setting up a separate feed for the Goodwill Games may mean that some local spots will go unused, since the expense of insertion equipment may be too much for operators, according to Feingold.

■ **Viacom Cable**, which tallied \$19 million in ad revenue in 1989, is on target to hit \$26 million this year, a 35% increase. The company sees its interconnect business in San Francisco and Seattle growing 30% and 20%, respectively, as more national and regional agencies are pulled into the mix. —MS, SDM

## WILL HOLLYWOOD STEP ASIDE FOR '92 PPV OLYMPICS?

*PPV networks and cable operators are hopeful that Request and Viewer's Choice can be used for summer games, but according to Hollywood, no one has asked them*

**N**BC, Cablevision Systems and cable operators may be thrashing out where to find channel capacity to carry the PPV portion of the 1992 summer Olympics, but in the end, Hollywood may hold the cards on the games' distribution.

As operators grumble about lack of channel capacity to carry the three-channel, two-week event, they are looking to the pay-per-view networks to provide the channels they need. And wielding considerable power over whether the PPV services carry the Olympics are the movie studios which have supply contracts with the PPV networks. But as yet, no one has approached the studios about giving up their movie slots in the name of the Olympics.

MSO's say they expect to put the Olympics on PPV networks, such as Request and Viewer's Choice, and also the PPV barker channel. Said Greg DePrez, vice president, pay per view, United Artists Entertainment, "If not, I have no idea what we look at next." According to Robert Stengel, Continental vice president, programing, "putting the Olympics on channels other than established pay-per-view channels doesn't make sense."

While many operators are pinning their hopes on using existing PPV channels for the Olympics, most studios are unaware that their movie slots have been unofficially chosen to make way for the Olympics. Most said NBC had not yet approached them, and many hadn't even heard that the PPV networks were up for consideration to air the event. Univer-

sal's Jerry Hartman, vice president of sales and marketing, pay TV, said he thought the Olympics would be shown on Cablevision channels, particularly on SportsChannel America.

Request Television, according to President Lloyd Werner, must get the permission of the studios that hold slots on the network before it can preempt in favor of the Olympics. Werner said he will encourage studios to allow Request to show the Olympics. He has a formidable job ahead of him, given the skepticism of some of the studios. According to one studio executive, taking PPV movies off the air during the Olympics will hurt awareness, he said. He also said the extent to which the studio is willing to support or even preempt for the Olympics depends on how much of an effort NBC and Cablevision make to promote PPV after the Olympics. He wants NBC to spend money not just on marketing the Olympics, but on marketing PPV itself. The executive said he remained unconvinced that the Olympics would help the PPV movie industry significantly. "It's a two-week subscription service, like buying HBO. It's not the same as buying a two-hour movie or event," he said.

Viewer's Choice doesn't need its suppliers' consent to make the decision to carry the Olympics, although its shareholders—Warner, Disney and eight MSO's—will certainly have something to say on the matter. Jim Heyworth, president of Viewer's Choice, said his network is just beginning discussions with NBC on carriage

of the Olympics. He doesn't consider airing the event as a "preemption," but rather a "multi-day event." Although Viewer's Choice doesn't need its suppliers' permission to show the Olympics, it can't afford to alienate the studios, especially since several already don't deal with Viewer's Choice. One top-10 MSO executive said if Continuous Hits—the one-movie-per-week PPV channel being tested by Viewer's Choice and its shareholders in eight markets—works and is expanded to other markets, that could appease studios, and in turn make preemption of Viewer's Choice I and II easier. But Heyworth said the Continuous Hits test makes no difference on how Viewer's Choice "might or might not work with NBC" on the Olympics.

Ed Bleier, one of PPV's biggest proponents, and president, domestic pay TV, Warner Bros.—a recent Viewer's Choice shareholder and supplier—doesn't want to see pay-per-view movies preempted in favor of the Olympics. "It's important to retain movie alternatives" during the Olympics, he said. "It would seem to me to be in NBC's best interest to retain" them, Bleier said.

UAE's DePrez said, "It is not clear to me that we'll present 24 hours of Olympics," since the evening 12 hours are a retelecast of live events shown between 6 a.m. and 6 p.m. UAE might show the live 12 hours during the day and use the evening hours for PPV movies, DePrez said, since the Olympics will be broadcast on NBC in the evenings. —SDM



## AN OPEN LETTER TO BROADCASTERS/CABLE OPERATORS

The FIRST AMENDMENT RIGHTS of television viewers and the intent of the Communications Act of 1934 are being eroded.

Legislation is being considered in Washington, RIGHT NOW, that incorporates the thinking of the NAB, NCTA, and INTV, which could adversely affect the TV viewers' rights. If it is enacted, a local television station expecting carriage on a major cable system could be in for a BIG surprise. That cable system could reach out to 50 miles and carry a distant signal competitor and deny carriage to the local station.

A growing coalition of 42 television licensees and permittees have assembled to protect the interests of viewers and small local TV stations. A study of one of our coalition members and the eleven (11) TV markets they serve, shows there are 29,274,980 TV households inside a 35-mile radius. Cable penetration is 44% or 13,055,525 households; 5,781,266 of those cable households (or 44%) are denied access to these 11 stations. Furthermore, these 11 stations carry on average over 20 hours weekly of locally produced non-entertainment and issue oriented programming. The viewers in these 5.7 million homes are denied access to this locally produced programming.

A second study incorporating 36 of the 46 minority-owned, on-air TV stations shows in these markets there are 25,213,820 TV households within a 35-mile radius. These stations are denied access to nearly 4 million of the 13,500,465 cable homes within a 35-mile radius (46% non carriage). Again, the viewers in those 4 million homes are denied the local programming of these 36 stations. If these studies had used a 50-mile radius, the number of homes denied cable access would increase significantly.

A study utilizing the A.C. Nielsen data base indicates (referencing the proposed draft bills) that within just the top 25 markets, there are thirteen ADIs where cable has the potential of excluding one or more local stations (inside 35 miles), by reaching out to stations between 36 to 50 miles from the cable system and importing a distant station. The above studies utilized the higher channel set-a-side charts as proposed in the current draft bills. Should a lower channel set-a-side be applied, even more homes and markets would be affected. This data supports the need for a must carry law or regulation including a 35-mile mandatory carriage rule.

Clearly, Cable is the gatekeeper to the home. FCC Chairman Sikes has said that today, cable is the dominant video delivery mechanism, and that cabled homes do not retain the ability to receive television signals over-the-air. Without a must carry regulation and without a 35-mile mandatory carriage requirement, TV stations are being and will continue to be denied access to the homes they are licensed to serve. This denial infringes upon the first amendment rights of TV viewers, by blocking the local programming these stations provide.

The three associations, NAB, NCTA, and INTV have not come to a final agreement on must carry, but have reached an accord on standards that recognize any station within a 50-mile radius of a cable system headend as being considered "local". However, Congress in creating the cable compulsory license, established that any station within a 35-mile radius of a cable system headend shall be considered "local". The Federal Communications Commission in re-establishing the syndicated exclusivity rules earlier this year, also recognized that any station within a 35-mile radius shall be considered "local". The NAB, NCTA, and INTV are hung up on issues of channel placement, if carry must pay, etc. Our coalition of higher-numbered UHF stations, stations who have recently gone on the air, and minority owned stations are worried about just getting on cable.

Our coalition is active at the FCC and Congress, proposing only a slight change in the must carry proposals, as drafted. The change is mandatory carriage of all local full-power television stations FIRST within 35 miles of a cable system's headend before carriage of any stations located between 36 and 50 miles of the headend.

The three associations would still have their 50-mile radius, and the small local television stations would be assured of carriage, and viewers would have access to the programming of local stations.

The constitutionality of any must carry law or regulation is certainly an issue. Our coalition has a firm legal opinion from the nation's leading communications law firm that a must carry rule can pass judicial muster if premised on Section 307(b) of the Communications Act. FCC Commissioner Quello is on record supporting must carry based on Section 307(b).

All full-power television station licenses are granted and renewed, in part, based on Section 307(b) of the Communications Act of 1934, as amended. Section 307(b) requires television stations to provide programming to serve their local communities. To ensure that viewers have the ability to receive the local issue oriented and non-entertainment programs that stations are required (by Congress) to air, any proposed legislation should require mandatory carriage of all local full power stations within 35 miles of the cable systems' primary headend, before carriage of any stations within the 36 to 50 miles. IF THE SUBSCRIBERS OF ONE CABLE SYSTEM ARE DENIED ACCESS TO THIS MANDATORY PROGRAMMING, THEN CLEARLY THEIR CONSTITUTIONAL RIGHTS HAVE BEEN VIOLATED.

One of our coalition members, Lowell W. Paxson, President, Home Shopping Network, licensee of 12 full-power TV stations, testified recently before the House Subcommittee on Telecommunications. The testimony urged enactment of a constitutionally supportable "must carry" rule, based on the following:

- 1) Local television stations have an obligation under Section 307(b) of the Communications Act of 1934, as amended, to provide programming to serve their local communities. Congress has mandated that the FCC issue and renew licenses in part on this basis.
- 2) Must carry legislation tied to the 307(b) programming obligation, and a quantitative standard is constitutionally sound, and will withstand the test of the Judicial system.
- 3) No local television station should be denied access to the homes in its immediate service area, as having been defined as 35 miles. A 50-mile rule will not guarantee this access and 35 miles will.

Localism is the cornerstone of American broadcasting. With cable clearly the gatekeeper to the home, no local television station should be denied access to the homes in its immediate service area. Nor should any individual be denied his or her FIRST AMENDMENT RIGHT to access the local stations' local programming. Finally, our coalition urges Congress to pass must carry legislation as outlined herein. Furthermore, if Congress fails to act, we urge the leadership of the FCC to step forward and do the job that broadcasting deserves and do it right this time.

*If you are a broadcaster and want more information or would consider adding your voice to our coalition, contact Ken Becker, G.M., WHSW TV-24, P.O. Box 30510, Baltimore, MD 21270. (No monies will be sought or collected)*

## THE DISCOVERY CHANNEL LOOKS FOR NEXT FRONTIER

*Programming service, celebrating its fifth anniversary this week, readies plans for next decade, including new channels, more original shows and international expansion*

**T**he Discovery Channel may be celebrating its fifth anniversary on Sunday, June 17, but looking back is the last thing on the minds of the service's top executives.

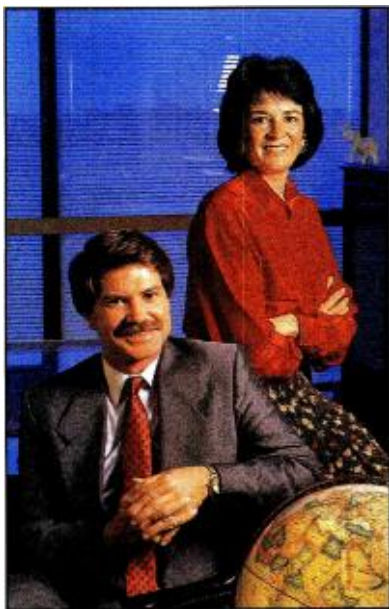
Not that John Hendricks and company aren't basking in the glow of surpassing 50 million homes in their first five years, a feat unmatched in cable (and only likely to be matched by Turner Network Television), or the steady increase in prime time ratings over the last year, vindicating their programming initiatives.

It's just that there is so much more to do to fully realize the potential of The Discovery Channel. "By the end of the decade, we'd like to be a \$2 billion media asset," said Hendricks, Discovery's chairman and chief executive officer, as well as its founder and leading visionary. From more original programming to new channels, to publishing to educational videodisks, to international expansion to merchandising, Discovery executives have more on their plate than they probably ever dreamed of five years ago.

Hendricks, an educator by professional training, had scraped enough money together to launch Discovery in 1985, but by the summer of 1986, things looked bleak. A \$6 million cash infusion deal with Chronicle Publishing fell through at the last minute, leaving Hendricks desperate for funds. In stepped four cable operators—Tele-Communications Inc., United Cable, Newhouse and Cox Cable—willing to put up \$30 million to keep the service afloat.

Robert Miron, president of Newhouse, remembers well the dinner where Discovery's new business plan was fleshed out on a napkin. "I really thought it was something that was real pure," Miron said, and "the industry needed something like that, something our cable systems would be proud to carry." In turn, that core group sold their colleagues on the service, and Discovery now is the seventh largest service, serving more than 50 million homes.

Even that spectacular growth may seem tame if Hendricks's vision of the next decade can be fulfilled. In 10 years, Hendricks believes the value of the channel itself will grow from \$400 million to \$800 million. Add several small-



Hendricks and Otte

er Discovery-type networks (see below) worth \$200 million each, an international operation worth \$150 million and an interactive division also worth upwards of \$150 million and the numbers add up.

If there are going to be 35 to 40 major programming niches in 10 years, said Hendricks, "we want to be the owners or developers of three or four, because you can enjoy so many synergies and cost economies." Some of Discovery's main genres—science, history, technology, nature and travel—"could exist as a standalone channel."

The Discovery offshoots may be down the road, but several other new ventures are quickly taking shape under the newly created banner, Discovery Enterprises, designed "to look at all of the [network's] ancillary business opportunities," said Hendricks. They include interactive videodisks, international program expansion, publishing, ancillary revenue from home video and international sales, and merchandising.

The interactive initiative is of particular interest to the educator in Hendricks. Discovery intends to create six to 12 videodisks on Discovery-type topics for educators to use next fall. The videodisk will typically include a 20-minute documentary and 100 to 150 color stills. An

advanced step would integrate a teaching plan and more detailed information on a PC with the videodisk. The videodisks will complement *Assignment Discovery*, which will return this fall.

Abroad, Discovery Europe serves about 800,000 homes in England and Scandinavia and expects to reach a million by year's end. Discovery's continental European plans will likely be unveiled over the next two years, but Hendricks indicated the network would retain its UK regional feed and create a separate feed for distribution over a high-powered DBS satellite on the continent. With eight audio subcarriers and sophisticated insertion equipment, Discovery could not only provide eight different language feeds to the continent, but also tailor separate graphics for different countries. Discovery programming is bicycled by Mitsubishi in Japan to 500,000 homes, with distribution in Australia, New Zealand and Hong Kong next on the agenda, said Hendricks.

Back in the U.S., Discovery is putting together its fall prime time schedule, 50% of which will be original productions or co-productions. The stated goal by Hendricks is to reach 80% to 90% originals in prime time, made realistic by its 50 million homes reached. "We know what's working on our channel," said Hendricks, "so we can then tailor the programming that the viewers have said, through the ratings, they want to see."

Those prime time ratings have climbed from the 0.7 range to 1.0 in the first quarter. Chuck Gingold, senior vice president, programming, said the ratings have continued to hold up in April (1.0) and May (0.94).

The 1.0 rating "is psychologically important to us," said Gingold, because "we pulled ahead of MTV, Nashville, Lifetime and some other networks." It also gives Discovery momentum going into the upfront selling season.

Discovery achieved those ratings by stripping its programming in daytime and increasing series programming in prime time. The latter is easier to promote and creates more loyalty, which translates into more stable ratings. Gingold said there will be more information programming in the daytime in the fall. Discovery also will introduce personalities to host

programming segments.

"People perceived us as passive," said Gingold, and using hosts, such as actress Margot Kidder for an upcoming BBC series, helps Discovery "improve our identity and relate to people."

"We're in this frame by frame battle to get people to stay," says Ruth Otte, president and chief operating officer. "People feel if they watch 10 to 15 minutes of our programming they get nuggets," she said, as viewers switch between three or four networks at a time. "We just want to be part of the set that they check out," she said.

Discovery's programming plans call for yearly programming budget increases of between 30% and 50% each year, from 1991-95, which will likely coincide with an adjustment in its rate card. The network's six-cent average rate card remains low, given its ratings, compared to other networks. But as it does with present license fees, "we're going to take that license fee and sink it right back into programming, drive ratings and be a more valuable cable service and keep feeding the machine in that way," said Hendricks, "and I think the industry will respond to that."

Discovery will send \$8 million worth of checks to affiliates this year, part of the 20% rebate on national advertising revenue it bestows on operators. From 1988 through next year, Discovery estimates it will rebate \$25 million to the industry, with the expectation that the program will continue, in some form, in the next contract cycle.

The network will also extend programs linking cable operators with Discovery special programming. "Every year we will have an environmentally driven, community-oriented program that they can participate in, that is tied into what we're doing," said Otte. An example is the "Global ReLeaf" program, a tree-planting campaign of the American Forestry Association that Discovery will begin test marketing this fall. The aim is to plant 150 million trees by 1992.

As for the issues that potentially divided operators and programmers, Hendricks, like other supply-side colleagues, is concerned about the headlong rush to tiering. "I'm convinced that we'll be the next tier up" after broadcast-only tiers, he said. If that second tier gets only 90% penetration, "we lose five million in distribution," he said, and "some advertising revenue." There is a theory that "we might only lose people who aren't watching us," he said, but no one knows for sure.

"What this has created within the

industry is a new playing field," he said. "It's time for programmer and the operators to sit back down and say in this new playing field what the rates are going to be, what's the economic structure. If you tier us and we don't have access to 100% of your subscribers, what are the rates? This is the uncertainty over the marketplace, and it has to be resolved."

If the 1990's, indeed, turn out to be the environmental decade, Discovery is in a perfect position to flourish. In addition

to programming improvements and cable operator carriage and attendant community relations benefits, Otte attributes the success of the network to the country's new consciousness. "In certain ways, we are relative to the concerns of Americans. That is important for a network like us," said Otte, whether it be the environment or endangered species. "There is something about the niche," Otte said, "about the promise of Discovery. There is just good will around it."

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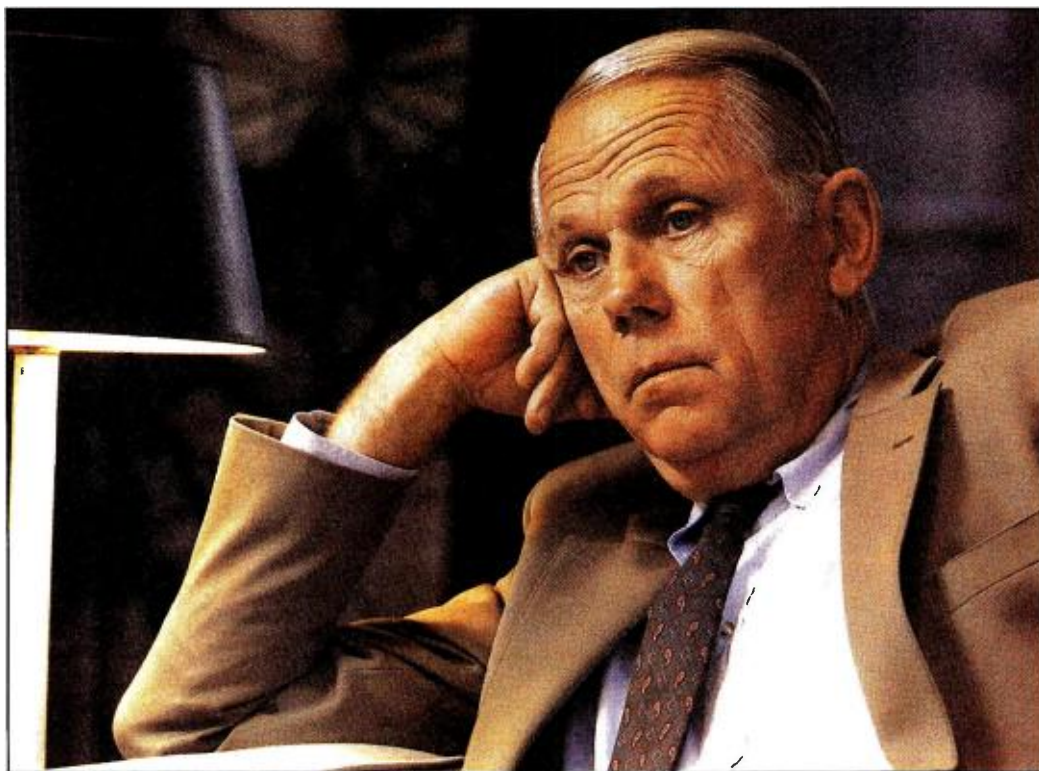
May 1990



**CITIBANK** 

# AT LARGE

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## AT CAPCITIES/ABC, IT'S BURKE'S LAW

*Daniel B. Burke began working at Capital Cities/ABC almost 30 years ago as general manager of WTEN(TV) Albany, N.Y. Since then his career has spanned radio station management and publishing. That diversity of experience and perspective, once an advantage, became essential two weeks ago when he took over the chief executive officer's mantle. Burke sat down with BROADCASTING chief correspondent Geoff Foisie to discuss what will and will not change under new management.*

**How would you define the division of responsibilities up until now between what you have done and what Tom Murphy has done?**

Well, if you look at an organization chart, virtually everybody in the operation has reported to me because that's what my title has been, chief operating officer. And over a period of time he and I have defined that relationship, and I have come to understand the kinds of things that he wanted to be made aware of, and I shared them with him over the years.

As an example, I've never made senior personnel assign-

ments without lengthy conversations and discussions with him. And I wouldn't expect that to change starting June 2nd. He's intimately familiar with most of the players at the senior level, and we obviously expect the same values and share most of the same insights and opinions. So I will counsel with him in the future just as I have in the past.

My perception is that over the years he has been the driving engine in our acquisitions area, and I have been intimately involved in most of the preliminary evaluations that lead to

acquisitions. Most of the ideas have been his. We discuss them with each other, because acquisitions work is very seldom done by an individual. But he was the one who made the calls, both to solicit possible interest on the part of the other party, and ultimately he made the call on things that were sent to us where we had to decide if we would proceed or decline to proceed.

He's been tremendously decisive in the areas of finance, by which I mean he has solicited advice over the years from Warren Buffett, and now Warren Buffett's stock position in the company makes his opinion and his input even more important to us than it was before. So that's acquisitions, finance and senior personnel matters. And then there have been some matters of policy that I just intuitively knew that Tom would be interested in. He's going to be no less interested in them June 1st than he was the day before. And I'm going to be no less interested in sharing those things with him when I can.

**So he has been involved in mergers and acquisitions, finance and Washington matters, and I've been told he's also been involved in programming. Do you feel more comfortable with some of those areas than others?**

Well, I don't feel comfortable or uncomfortable with the Washington thing, particularly since financial interest and syndication have percolated to the surface in the last couple of years as the time began to run out on certain elements of that. Tom has always represented the corporation in Washington. He's been very vigorous and very active. I'm acquainted there, but I'm not nearly as well acquainted as he is. He knows more people, and he knows the people that we both know better than I do. My feeling is that he will continue to carry the bulk of that load as long as he is willing. I hope he will. But I don't feel uninformed on the subject. We've discussed everything for so many years.

Each of us can finish the other's sentences. And this would be true in that area. We've never made an acquisition—large or small—that we didn't agree should be made. But there's a not-so-subtle difference between whoever has the ultimate authority. That's been Tom and, I guess in a technical sense, it will become me. But it is our expectation that he will be a major factor in the dialogue on financial interests.

**Do you feel that avoiding the public eye will not be as easy now that you are also the chief executive officer?**

Well, I think I was successful in avoiding it up until now, and I think Tom Murphy has been pretty successful at it, too, over the good many years that I have observed him, and I would hope that I will be able to follow in that tradition.

**Owning a television network changes that somewhat, I would assume.**

No, I don't own it. Neither did he. We have direct shareholders, and then we have a lot of stakeholders, the American public. It's a significant responsibility, but ownership of it is not one of them.

**True. But as far as control of it, as far as being the person who will make the final decision on some important issues ....**

On some things, but it is surprising how "misguided" I sense the outsider's position is on "control" of a network or a company as big and complex as this. It's absolutely impossible to try to meddle or interfere in the number of decisions, large and small, that have to be made every day. You have to have confidence in people you work with to make the bulk of those decisions sensibly and soundly. And happily, both Tom and I have confidence that the vast majority of decisions are made

constructively and sensibly. But they are by and large made by others. You'd be surprised, you know, about some of the things I found out about after they were pretty much decided and taken care of.

**For example?**

Brent Musburger was hired, as an example, without a consultation with either Tom or myself.

**When did you find out you were going to be chief executive officer?**

Well, I suspected it. Tom and I have had a relationship for a good many years, so that would not produce too many surprises. I felt he thought that as he approached 65 it was a sensible thing to do. We can't go on indefinitely, either of us, so I suspected that this probably would have been his intention. But I never really did find out until he announced it to the rest of our senior management group in January in Phoenix.

**Is there actually a process that you have in mind of identifying a new leader for the company?**

You say "a leader" but it would probably be more than one. There's an obvious hierarchy in place now and, as a matter of fact, just yesterday I had conversations with a number of individuals, each with a lot of direct reports, and solicited their ideas regarding a rearrangement of responsibilities, just for a change and to inject new thinking into things. This reorganization would not take the kind of form that people look for on a May Day parade at the Kremlin. But I have achieved the age, you know, where things can happen, and I think more than anything else, this is recognition of the fact that this isn't Capital Cities of 25 years ago. It's a big company with significant national and international responsibilities because of the network. And we take that seriously.

**So you're saying that you did not think there would be an anointed successor for at least a couple of years?**

We could do it more quickly than that, but I don't want to be committed to it any more quickly than that. But I wouldn't come in and conspire to get myself out of the job within a month, so the chief operating officer's job is not going to be filled immediately. If someone wanted to dot every "i" and cross the "t," and say, well, what are you going to be, well, I would intend to be both CEO and COO for awhile. And Tom is staying on as chairman.

**Capital Cities has a pretty liquid balance sheet. You have debt but it's payable over a fairly long period of time.**

Yes, the bulk of it is long term, and it's pretty much at fixed interest rates.

**So you could do a lot if you wanted to.**

Yes, we could.

**Given the relative state of asset values compared to a few years ago, things might begin to look attractive. Do you think asset values are attractive now generally in this business?**

That's a very broad question. My sense is that the price of a lot of things is lower now. We did spend, I think, upwards of \$75 million on acquisitions last year. That's only a fraction of our earnings. But I reviewed some of them with the people involved this morning, and in candor, we had an indifferent first six to nine months with some of those acquisitions because some of them are in New England where the economy is quite troubled.

It's also important to recognize that there are major areas that would have great interest and appeal for us, as prices

continue to come down, but which we're disqualified from owning. For all practical purposes, we're not in the television station market. We're not in the cable subscriber market. So adjustments in prices haven't necessarily meant a great deal to us. The last few daily newspapers that were sold eventually sold higher than we were prepared to pay.

Until recently, we've obviously demonstrated an opinion that our stock is as good a buy as we could identify, and of course, we bought quite a bit back. We haven't bought it back since it ran up in the last three weeks to a month, or at least I don't think we have.

But you know, you're right, the statement on the balance sheet is absolutely accurate. It puts us in a position of greater flexibility by far than we would have had, say, 24 to 30 months previously.

**You have spent a lot of time consolidating, bringing in ABC and changing it and merging the two companies. Do you have a way of defining the next era?**

When that's done?

**Many people would say it's largely done already.**

I guess I confess myself that I think it's largely done. It hasn't been easy. There was a lot of adjustment required, candidly, more on the part of ABC people than on the part of Capital Cities people. That's just the nature of coming together. Whatever, our style is better known to the Capital Cities people who have lived with it and worked with it before. And I think that by any reasonable standard, it can be judged to have been a successful coming together. But we're involved in some businesses that are very cyclical and volatile. The network comes to mind, obviously, in that connection. You have to fight every day to try to retain franchise strength at your television stations. Radio is an extremely volatile business. It's very difficult to maintain franchise position.

**Your affiliates, who you are going to be meeting with, most of them, I would guess, have probably seen their operating margins decline a little over the past couple of years. What kind of solace can you give them? They see Capital Cities/ABC doing well, and the network is probably beginning to show even a half-decent profit, and it's expected to increase this year.**

Well, the half-decent profit is relative. In terms of the risk involved, the volatility there, the unsecured investment we make every year, there would be very few affiliates in the room who didn't have a substantially better financial picture than the network does. The only thing you're saying is that it's better than it was by far three years ago. But the network business is a very perilous, terribly difficult business. My guess would be that in the aggregate, on \$9 billion worth of sales with three networks, excluding Fox, probably in the 12 months ended this spring, my guess would be that they didn't make more than \$650 million on \$9 billion worth of gross. That's about a 7% pretax return. That's not very good, considering how much is at stake. And in most cases, the affiliates post much better results than that.

Nobody can change the secular realities of life for an affiliate. Program costs are rising for them just as they are for us. They are locked in a competition where they clearly have to continue to acquire equipment to nourish their news operations. Most news departments in this country are only getting larger every year, not smaller. And in many cases, they're not broadcasting more news than they did four or five years ago.

But I don't see many of them passing around resumes or for-sale documents because they are dying to leave the business. I feel that our background as affiliates—both Tom and I have

been affiliates for a good many years—has helped us build a much better working relationship with them than might have been the case three and a half or four years ago. You'd have to ask affiliates, but I think some of them recognize we have been faithful to the commitments that we made to step up to the programing investments that were necessary. But not to all of the programing investments that they might have wanted to see us pursue.

For an affiliate, there's nothing but good that comes out of an overpayment for a Calgary Olympics in the short run. But in the long run, it isn't very healthy for the investment that the operator has in that affiliate if the network itself over time weakens itself financially to the point where it can't aggressively pursue other forms of news, entertainment programing and the other things required the other 50 weeks of the year.

And as you know, we lost all three of the Olympics that have been bid since we've been here, and we'd very much like to have had them all. But I think that the affiliates are probably somewhat less critical and somewhat more sophisticated about that whole subject today than perhaps they were four or five years ago.

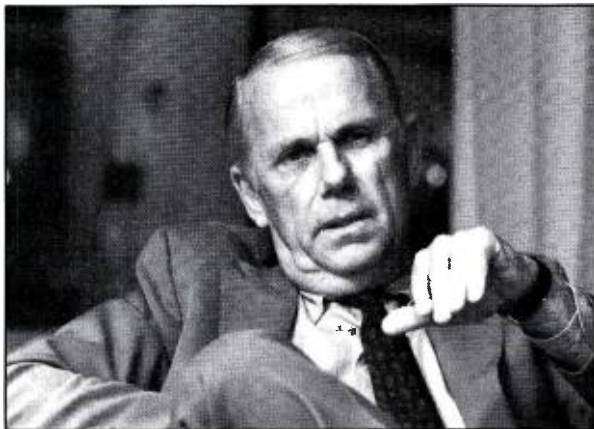
And the dialogue, when it began, was a little rancorous. But I can't change the fact that their margins have gone down and may go lower. That's not to say that in many cases their absolute profits haven't gone up. They're having to shovel more coal to get the same amount of heat. Just as we are.

You know, we're still number two, and part of getting close to NBC, regrettably, was that we didn't move up that much. They came down quite a bit. And that, by the way, may be a function of things you're reading about in the continuing discussions that we're having with Nielsen. We think significant elements are just being undermeasured on the peoplemeter. We've expressed ourselves on that subject to Nielsen.

**On the subject of peoplemeters: They have been in use since the fall of '87. At some point does a decision get made at the top of the company to say that we need to somehow structurally change the ratings business?**

Yes, it may come to that, but at the moment, the networks are involved in serious discussions with Dun & Bradstreet and Nielsen, and I think at some point they are going to be productive. Our argument is that fatigue is a factor, and that two years is unrealistically long. But you can't just shoot the messenger for bringing bad news. There has to be real substance to the argument that something's gone wrong when daytime loses five or six hundred thousand women in one week versus the prior week.

But that's a conversation that has been going on at top levels



for six or eight weeks, and we expect to be in contact with them again in the near future.

**Top level meaning at your office also?**

Yes. I've been involved in them as have the other CEO's with both Dun & Bradstreet and Nielsen.

**Tom Murphy was said to have worked a lot in the programing area. Do you go to Hollywood very much? Do you have friends out there at the studios?**

Well, I don't have broad, close friendships out there. I have people I admire and respect and enjoy being with, but I have met them all in the last four and a half years. And I consider lots of people new friends, and I am very grateful to have them as friends. That's been one of the better parts of the deal. I don't think that Tom has been in Hollywood substantially more frequently in the last four and a half years than I have been.

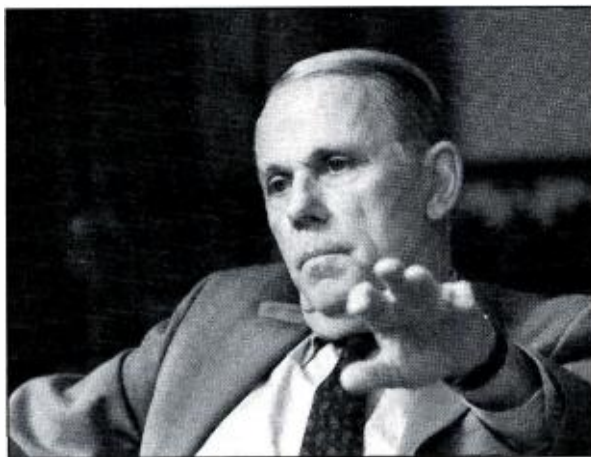
It became apparent that one of the areas of greatest risk and of greatest opportunity was the television network—things began to run better and more quickly at the television stations than we thought was possible, and we always have some sick circumstances in the radio operations, but generally that's come along very well. And like almost everybody else who watches any television, Murph and I had opinions on the subject. But unlike a great many other people who have interests in television, we also had some authority and responsibility and so we've exercised it.

But make no mistake about it, Brandon Stoddard ran the entertainment operations, and Bob Iger runs them now, reporting to John Sias. And the characterization of Tom operating individually or unilaterally, issuing bulletins or orders or mandates, it's always been more collegial than that. Sias has been very definitely involved in all of that.

By the way, I find myself wondering sometimes if in a public sense, John was the focus of quite a bit of the criticism of our inexperience when we came here. I can still remember that somebody, I know it wasn't BROADCASTING, ran a picture of him with a clown face. I think it's unlikely, but it would be quite nice if somebody woke up one day and said, I wonder if Sias is still running that network and I wonder how much credit he deserves for what has happened to it? Because he deserves a tremendous amount of credit.

**Speaking of Brandon Stoddard, has the amount budgeted for in-house production by ABC increased for 1990?**

We just paid the bills in the last half of '89. I don't think Brandon ever really had a budget. He submitted a budget and it was folded into the plan for 1990, and my recollection is that he's just about on plan. Although I think it probably got revised upwards because he submitted three pilots to the ABC network, and I don't know what the current status of one of the three is, but one has been pretty much rejected. Now what he may do with that, I don't know. He's obviously free to take it someplace else if he'd like to. We have no restrictions on his ability to sell concepts and projects any place he can find a buyer. So that's one of the three. In the case of one of the others, I'm quite sure that there is going to be a midseason order, and in the case of the third one, we feel that there is great merit in the concept, and it's likely that some retooling will be done on the concept, and that I would think it's better than fifty-fifty that something in the form of a pick-up will result for that. Well, once that project, either project, goes into production, his budget will rise dramatically. But so will the payments from the network in terms of license fees. In other



words, it's from one pocket to the other. But it's exciting and encouraging. He's done a wonderful job in a very short time.

**You have interest in cable's ESPN, Lifetime and Arts & Entertainment. What are your thoughts about the direction cable regulation appears to be heading?**

Well, cable subscribers are not an investment opportunity for this company as long as our ownership of the network proscribes them. So we probably pay less attention to this subject than you might suspect, because it's a matter of priority.

We had five or six hundred thousand subscribers, which we had to sell at the time that we made the merger with ABC. My sense is that Congress is ultimately going to respond to voter complaints about several things, including pricing, but perhaps more importantly, service response. And my guess would be that in those regards, they are going to try to protect popular access to over-the-air signals coming into homes at what somebody assumes is an affordable or a popular price.

And to some extent, when you separate the other satellite networks that have emerged in the last six or eight years, many of which are now viable only because they have two income streams, those are less likely to be reregulated than what cable originally was invented for, which was to propagate the networks and independent stations into terrain where the signals didn't normally go.

So, if they force community oversight on rates, and then they limit it to over-the-air local signals, or area signals, then probably pricing for ESPN, Arts & Entertainment and Lifetime may go somewhat higher than they otherwise would. And if they rise, and there is some elasticity to demand, we may suffer some loss of circulation. And in the long run, that's not good.

But it's incumbent on those three services, then, as I would see it, to (a) make their programing as compelling as possible to forestall losing circulation, and (b) to be in a constant dialogue with the affiliate customers.

But, again, we don't pay too much attention to the upcoming legislative circumstances, because we can't invest in that business on the subscriber side anyway.

**So that even though it will potentially affect the outlook for your programing businesses, being broadcast television...**

It could potentially affect them.

**At this point, you don't see much reward from getting involved in lobbying for one particular point of view or the other?**

No.

# SATELLITE

## PRIMETIME 24 GAINS SATCOM K-1 CAPACITY

*Presence on same satellite with K Prime is called 'synergistic'; co-venture is not ruled out*

**P**rimetime 24 (PT-24) became at least an adjunct player in K Prime Partners' plans to launch a medium power Ku-band direct broadcast satellite service, when last week the New York-based superstation uplinker reached agreement with GE Americom to exercise options on the remaining three transponders aboard GE Americom's Satcom K-1 satellite. K Prime plans to launch a 10-channel medium-power DBS service early next year via that same bird.

"I cannot see how anything we do would not be synergistic" with K Prime's plans to deliver seven superstations and three pay-per-view services to Ku antennas as small as three feet in



PrimeTime 24's Kazie Metzger

diameter, PrimeTime 24 President Kazie Metzger told BROADCASTING. Declining to confirm or deny that a K Prime/PT-24 deal had been discussed, Metzger said that, with the transponder acquisition resolved, "there is an opportunity to explore" synergies.

Describing the deal as "a matter between GE and PrimeTime 24," David Beddow, K Prime vice president and general manager, said, "We are not going to speculate on what might or might not happen" between PT-24 and K Prime.

Metzger said no satellite transmission and encryption system had yet been chosen. K Prime transmission, encryption, subscription and billing will be done via

## SATELLITE FOOTPRINTS

**Regional-national addressable sports.** Prime Network wanted to find the best way to allow its owned and affiliated regional cable sports services to selectively exchange programming on a real time basis, and it appears to have found the answer in Wegener Communications' Addressable Video Communications System. Designed for Prime, said Wegener, the Series 1800 Addressable Video receiver allows each regional service to access specific regional or national programming on the appropriate Satcom FIR transponder "at any designated time." Facing territorial restrictions imposed by virtually all the sports to which Prime affiliates hold rights, the network—which includes Prime Ticket (Los Angeles), Home Sports Entertainment (Houston), Prime Sports Network (Denver), The Sunshine Network (Florida) and Prime Sports Midwest (Indianapolis)—sought, and attained from Wegener, the ability to specify transmission to not only single networks but also subsets of cable system affiliates. Describing the system as a sports "library in the sky," John MacIntyre, vice president of engineering for Prime's operations center, Sportscom, said the system has cut costs and increased the affiliates selection of live programs.

**One World Cup.** The World Football Cup tournament began in Rome last Friday (June 8), and 50 nations were prepared to receive television and radio coverage of the month-long, 52-game event via eight Intelsat satellites. Providing 11

short-term lease TV channels over and above its nine occasional use transponders, Intelsat said that 11,000 channel hours of occasional use had been booked. Notable TV achievements scheduled include NHK's plans to deliver high-definition coverage of the semifinal and championship matches via satellite and BrightStar's plans to use Wegener's multichannel system to deliver three audio feeds—French and English commentary and natural sound—to The Sports Network in Toronto for national distribution in Canada.

**IDB share issue.** Not long after announcing record revenues and operating income for the first quarter ending March 31, 1990, IDB Communications Group said last week that Teleglobe International (U.S.) Inc. had exercised its option to purchase of 100,000 newly issued shares of IDB common stock. At \$11.165 per share, the purchase brought IDB \$1 million. Teleglobe, a partner in the new IDB Aero-Nautical Communications, purchased for \$13 million in stock a 20% interest in IDB last February, which enabled IDB "to substantially reduce our debt load," said IDB President Edward Cheramy. First-quarter figures included a 43% revenue increase over a year ago from \$13,130,000 to \$18,781,000. Although net income dropped about \$268,000 during that quarter, Cheramy said that increasing amortization and depreciation levels increased cash flow, reduces income tax level and "strengthens the company's balance sheet."



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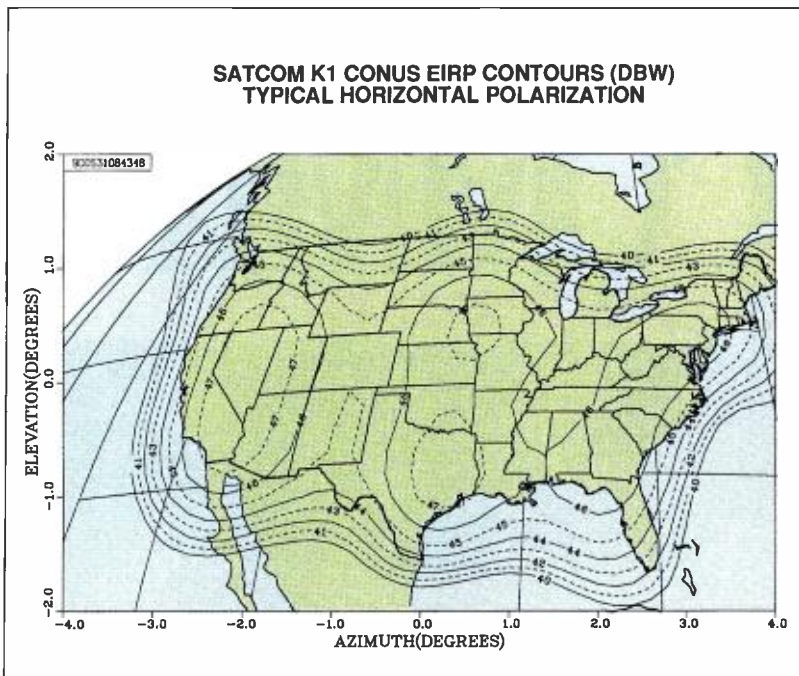
**HUGHES  
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Scientific-Atlanta's B-MAC system (BROADCASTING, May 21).

A dispute over transponder prices (promised or not promised in the four-year-old options) also remains between GE Americom (a partner in K Prime) and Primetime 24, which now uses GE Americom's Satcom F2 to deliver three network signals—ABC-owned WABC-TV New York, CBS-owned WBBM-TV Chicago and NBC affiliate WXIA-TV Atlanta—as well as pay-per-view events, to C-band home dish owners. The pricing issue goes to "expedited judicial proceeding" in the Chancery Division of the New Jersey Superior Court, New Brunswick, N.J., beginning July 9, said both parties. GE Americom declined further comment.

Despite the price dispute, said Metzger, "as of 12:01 a.m. ET, June 1, the transponders were ours." The original purchase of the K-1 options was based on "a migration strategy" that now provides her company with an opportunity "additional" to PT-24's C-band business, which she described as "healthy." However, Metzger added, "it is good to see that [C to Ku migration] strategy coming true."

Metzger said it would not be accurate to assume that all or any of its K-1 services would be uplinked broadcast station signals. She declined, however, to describe "several things in development" that might be marketed to both cabled and uncabled subscribers. "Ca-



ble TV is not going to cease to exist in this country," she said. "It's economical. But there is a place for the dish, and I don't think you can draw artificial boundaries" for the marketing of home satellite services.

K Prime Partners is preparing to market the 45 w K-1 transponders as able to reach one-meter home dishes, about one-third the size of standard C-band

antennas. Smaller, cheaper dishes, the theory has it, will draw more consumers to the DBS market.

"With the last three transponders on K-1 in our control," said Metzger, "PrimeTime 24 joins satellite broadcasters taking advantage of small Ku-band dishes and compression technology to bring satellite television into the mainstream of consumer electronics." —PDL

## HBO PREPARING TO BREAK THIRD-PARTY DAM

**W**hen the Satellite Broadcasting and Communications Association (SBCA) holds its trade show in Nashville, July 9-11, HBO will announce new wholesale distribution agreements with as many as seven home satellite distributors. "We're more bullish about the market than we've ever been," said Robert Caird, vice president of HBO Satellite Services Inc. "The strategy is to expand distribution, to get HBO in more stores."

Unprepared to identify them by name until July, Caird described the parties currently negotiating with HBO as home satellite equipment and programing sellers that currently buy HBO at retail rates. All would fit a definition of third parties that do not have financial ties to cable programers or operators.

Caird said he believes that the "evolution" of DBS has led HBO to make the "coincidental" decision to do exact-

ly what Congress appears ready to mandate. Cable deregulation bills introduced this spring in both houses of Congress contain language addressing third-party packaging.

Predicting congressional action on third-party access, the SBCA board of directors—including Caird—earlier this spring authorized staff to work with Capitol Hill on third-party language.

Efforts have been focused specifically on a bill proposed by Representative Billy Tauzin (D-La.), which would require cable programers to make their product available to third parties at nondiscriminatory wholesale prices. The measure "to a broad degree addresses business concerns," said Mark Ellison, SBCA vice president and general counsel. It does, for example, recognize volume discounts—cable operators buy in larger volume—as long as they are not discriminatory.

However, several major cable programers other than HBO—notably Viacom's Showtime Satellite Networks, Turner Broadcasting System and ESPN, each of which is an SBCA member but holds no seat on the board—oppose access legislation (BROADCASTING, May 14).

Showtime believes that SBCA action on Capitol Hill was initiated "in advance of any specific bills," said McArdory Lipscomb, SSN senior vice president of corporate affairs, suggesting that the association may have contributed to the introduction of an unnecessary law.

Showtime is, however, "participating in the process of making sure that, in the context of formulating language, our point of view is included," said Susan Denison, SSN vice president and general manager. That point of view, said Lipscomb, is that "the marketplace is working" as it is. —PDL

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# TECHNOLOGY

## COMPRESSION: CHANGING THE WORLD OF TELEVISION?

*Proponents of digital technique hope to dramatically increase satellite capacity and speed advent of high-definition TV*

**W**hen General Instrument two weeks ago submitted its DigiCipher digital video compression system for FCC consideration as the nation's standard for high-definition television broadcasting, it focused attention on the high-tech field of video compression and its potential for broadcasting and cable.

If digital video compression can do what GI and its other proponents claim, it could radically change the economics of the electronic mass media and satellite distribution and dramatically increase the public's programing choices.

Video compression, which has evolved over the years along with digital transmission, is already in everyday use. ABC News, for example, has used it to transmit programing between New York and Washington over a dedicated fiber link for about three years.

ABC's and nearly all other transmissions of digitally compressed video in the U.S. today is done at a DS3 (45 megabits-per-second channel) rate. DS3 is a standard data transmission rate developed by the telephone industry for audio communications.

Such companies as Sony, NEC, the Grass Valley Group and Telettra of Italy have developed codecs (coder/decoders) capable of compressing and sending two video signals over one DS3 channel, permitting two-way video hookups.

But GI's DigiCipher and other advanced digital compression techniques under development hold the promise of much greater compression ratios with minimal losses in picture quality and, thus, much greater potential for HDTV and multiplying channels.

For broadcasters, video compression means they may be able to broadcast HDTV equal to that offered by other competitive media. And the use of digital transmission with its lower power demands also brings with it the ability to



Computer simulation of DigiCipher HDTV system by GI's Jerrold Heller, Woo Paik and J. Lawrence Dunham

space stations closer together and to use now-fallow television channels. As a result, it should be easier for the FCC to find extra channels for broadcasters desiring to simulcast HDTV.

For the broadcast networks and cable programing services that use satellites for distribution, there is the potential of delivering up to 10 signals per transponder, resulting in money savings for satellite time.

For would-be operators of direct broadcast satellite systems, such as Sky Cable, digital compression could create enough channel capacity to make DBS competitive with cable systems.

For cable operators, it may greatly expand the channel capacity of their systems, making room for the ever increasing number of programing services.

GI is not the only company promising to bring the benefits of video compression to broadcasting and cable.

■ Northwest StarScan Limited Partnership, Seattle, has developed a 14-to-1 video compression system that is now being demonstrated to potential custom-

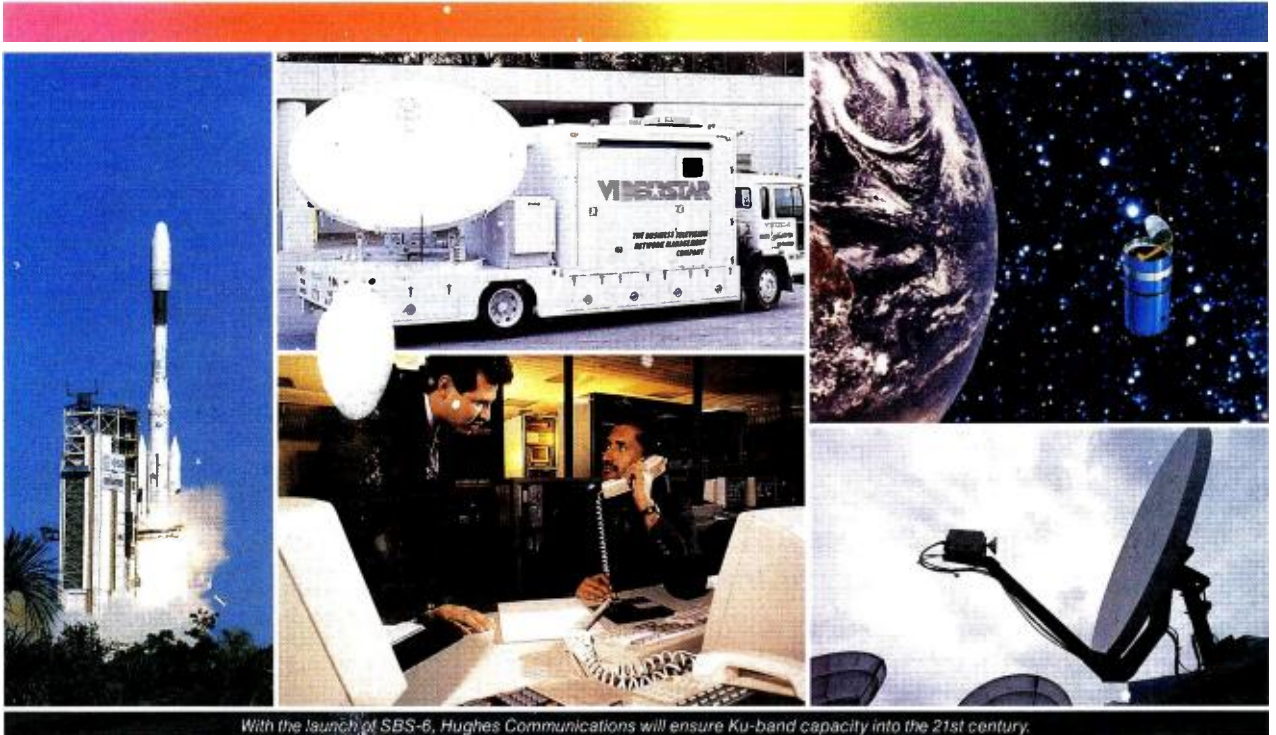
ers over a microwave link, according to Northwest's Brian McCauley. The system draws on technology developed by several companies, most notably Compression Labs Inc., of San Jose, Calif., a leading supplier of video compression systems for the teleconferencing industry.

McCauley was tight-lipped about the system and its potential users. "Everyone else is out there hyping [video compression]; we just want to do it," he said.

■ Global Entertainment System, a Boulder, Colo., startup company, claims to have developed a system that can squeeze two to four signals into a cable channel and up to 13 channels onto a satellite transponder. Global President Richard Schmelzer was stingier with details than McCauley.

■ Synchronous Communications, of San Jose, Calif., is incorporating video compression into a digital supertrunking system designed to transmit cable channels over fiber from headends of system hubs, according to SC President Vincent

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(SNG) and the occasional use video markets. These services feature a customized transponder reservation system that allows customers to respond to fast-breaking news and special events, quickly and efficiently, with more availability and less contention during peak periods.

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Borelli. With the compression, which is based on a system developed by C-Cube Microsystems of San Jose, cable operators will be able to beam 32 or, possibly, 64 channels over a single fiber.

Borelli acknowledged that he was not completely sold on video compression. "We're working on it because we see the potential, but there is a tremendous amount of work that needs to be done," he said.

■ The David Sarnoff Research Center, Princeton, N.J., like GI, is working on digital compression for HDTV that would complement the analog system it has already proposed.

Until the other systems come forward, GI's DigiCipher will remain center stage. "This is really a unified system for broadcast, cable and satellite. It doesn't penalize any of the media," said VideoCipher Executive Vice President

Jerrold Heller.

GI claims that its system will compress 10 NTSC signals or two HDTV (1,050/59.94) signals for transmission through a single satellite transponder. At the same time, the DigiCipher black box installed at a cable headend or TV transmitter could theoretically allow for an additional five NTSC signals to be sent over conventional 6 mhz channels.

Satellite distributors may be the first to fully realize the benefits of video compression. It could increase satellite capacity, drop prices, attract new users and spur the development of new services.

GI's business plan calls for its DigiCipher NTSC video compression system to go into commercial production by December 1991, just one and a half years after the first full-blown public demonstration (in computer simulation) at the Satellite Broadcasting and Communications Association trade show in Nashville, July 9-11.

Although sources contacted by BROADCASTING doubted that broadcast quality video could be delivered with as many as 10 signals per transponder, none disagreed with GI's claim that such compression could drive satellite costs downward as well as open up capacity for more services.

Estimates of satellite demand in the U.S. in the 1990's that led the operators to propose launching 19 new and replacement birds between 1990 and 1994 could be rendered moot by the introduction of compression.

But satellite operators will find that video compression "will increase applications—time zone shifting, more pay per view," said Larry Dunham, president of GI's Videocipher division, which developed DigiCipher. "They don't see it as eating into their satellite [capacity] sales. They're convinced it will just build more demand."

Satellite capacity could be so expanded that operators may choose not to launch some of those birds, said Heller, noting that Congress has already asked the FCC to reconsider its plan to space satellites closer together in the orbital arc to make room for more satellites.

Jerry Farrell, senior vice president of video services for Hughes Communications, said the introduction of compression would not lead Hughes to alter its plans to launch a new generation of satellites in the 1990's. He said he is skeptical that broadcast and cable users will accept the quality trade-off for any more than two to four signals per transponder.

Farrell said compression could increase demand. "If I weren't a believer

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in elasticity of demand. I would get worried" about compression, he said, noting that when in the past transponder prices dropped from \$150,000 a month to \$50,000 a month, "new users cropped up."

Jerry Porter, director of sales for GTE Spacenet, concurred: "As you reduce costs, demand grows. That's basic marketing. And cost is the only thing in the way of expanding some market applications." Conceding that the industry could expect some period of capacity surplus, Porter argued that compression could actually bring operators higher profits. "If you can reduce costs per transponder, you can probably increase the return per transponder," he said.

GI's plan has not left the home satellite market behind, said Heller. A prime prospect for DigiCipher is Sky Cable, the consortium of NBC, Cablevision Systems, News Corp. and Hughes Communications, for whom video compression lies at the very center of its plans to

launch a DBS service in early 1994 (BROADCASTING, Feb. 26). Without compression, Sky Cable has only 27 channels to offer at one orbital position—too few services to compete with, or adequately complement, cable, say all the Sky Cable partners. With 4-1 compression, it hopes to offer 108 channels.

DigiCipher is among the compression systems being analyzed by Sky Cable's technological team at Hughes, which plans to adopt a system by the end of the year. Hughes declined to comment on any specific compression system proponent.

GI has also shared information on DigiCipher with K Prime Partners, the consortium of nine MSO's, including Tele-Communications Inc. and Time Warner, which will launch a medium-power satellite broadcasting service early next year using Scientific-Atlanta's B-MAC satellite transmission system.

"We have had pretty thorough discus-

sions related to DigiCipher," said David Beddow, K Prime vice president and general manager, who added that K Prime's choice of B-MAC consumer equipment allows for reception of digital video and a move up to HDTV. Any "ironclad commitment" to a compression or HDTV system at this point, he added, "would be a terribly imprudent thing."

DigiCipher should, said Heller, deliver the same benefits for delivery to standard C-band and Ku-band dishes, as well as to K Prime's three-foot and Sky Cable's 18-inch proposed antennas.

More good news for cable programmers and operators accustomed to encrypting and authorizing reception of signals is that most experts agree that encrypted digitized signals can be more difficult to break than analog signals. Also, signal security, they say, will be "seamless," with an access control system that can "feed all the way through" to the consumer "and also allow local control" by cable operators.

—RMS, PDM

## MIT TO STUDY ABC'S OF COMPRESSION FOR CABLE LABS

**A**ttempting to keep pace with rapid developments in digital video compression, Cable Labs last week announced it has set up a \$300,000 research fund at the Massachusetts Institute of Technology for basic research into the computer-generated mathematical calculations or algorithms at the heart of compression technology.

Cable Labs President Richard Green said the research would be used to evaluate video compression schemes developed for multiplying the number of video signals or for squeezing wideband high-definition signals over satellites or cable systems.

"We are very interested in the technology because it does apply to several different aspects of our business," said Green. "It certainly applies to our competitors' business as well," he said. "It means the possibility of including more channels per transponder for [satellite broadcasting] than anybody had anticipated."

According to Green, the Boulder, Colo.-based labs, which are funded by leading cable operators, began looking at video compression nearly a year ago "before it became popular." It has hired consultants to investigate various compression schemes on the market and under development, he said.

The compression work also dovetails with the labs' research into the transmission properties of cable systems—conventional coaxial ones as well as hybrid coax-fiber ones, Green said. The research will yield information on how digital signals such as those used in video compression will behave on cable systems, he said.

Such information is critical to determining how much "error correction" or "overhead" must be added to compressed video signals so they can survive transmission over cable systems, Green said. The greater the error correction, the fewer the number of compressed signals that can be

transmitted over a cable channel, Green said. "Before we can really effectively use compression systems, we have to understand how much makes sense on cable systems," he said.

Two events over the last several months have brought video compression into the spotlight. In announcing plans to launch a high-power satellite broadcasting service in 1993 or 1994, Sky Cable said in February that it would use video compression to quadruple the number of channels it would beam to subscribers via its satellite system. Instead of 27 channels, it would offer 108 channels. Sky Cable is a joint venture of Rupert Murdoch's News Corp., Hughes Communications, NBC and Cablevision Systems (BROADCASTING, Feb. 26).

And two weeks ago, General Instrument submitted its DigiCipher video compression system to the FCC's Advisory Committee on Advanced Television Service for consideration as the standard for terrestrial broadcasting of high-definition television.

Video compression systems use computer-generated algorithms to analyze frames of video and drastically reduce the amount of digital information needed to recreate it on a screen.

According to Green, every algorithm at some level of compression produces artifacts. "The least objectionable artifact is noise, but there are other artifacts that are very objectionable. With some algorithms, a running horse will develop eight feet. It looks very weird."

The artifacts are not immediately apparent, Green said. But armed with the MIT research, he said, the labs will be able to evaluate compression systems to determine "where they fail and how they fail. One of the problems is that somebody who has developed an algorithm isn't going to show you how it fails."

—NAJ

# JOURNALISM

## GORBACHEVS MAKE THEIR WAY (AND NEWS) ACROSS U.S.

*Stations in Twin Cities and Bay Area have their hands full*

**P**resident Mikhail Gorbachev and his wife, Raisa, left American air space at 7:30 p.m. Monday, June 4, after a week in North America, leaving news organizations in two major markets still marveling over their experience with one of the world's major political figures. Network crews have dealt with the likes of Gorbachev frequently, but not correspondents, directors, cameramen and producers working for stations in Minneapolis and San Francisco. And it seemed it would be a while before the adrenaline stopped pumping, especially in the Twin Cities. "It was bigger than the Hubert Humphrey funeral in the late 1970's," said John Culliton, news director of WCCO-TV. "Bigger even than the one-day coverage when the Twins won the World Series in 1987."

The Gorbachevs had left Washington at about 12:30 p.m. ET on Sunday, following the Soviet leader's joint one-hour press conference with President Bush. The networks' intensive coverage of the Gorbachevs' visit ended then. Even the ubiquitous CNN eased off. There would be no more Gorbachev meetings with members of Congress for the all-news network to capture live, to the apparent surprise of those being covered, as it did of the meeting at the Soviet embassy on Friday morning (June 1). A fairly large contingent of international press was to continue following the Gorbachevs as they traveled west. But no one, it seemed, put more enthusiasm into the coverage effort than the journalists in Minneapolis-St. Paul and San Francisco.

In the two areas, affiliates and major independents formed pools to ease the burden of coverage that was often live and that went on hour after hour. In Minneapolis-St. Paul and San Francisco, both pool and unilateral cameras kept the Gorbachevs under surveillance. Cameras were in both motorcades. And in Minneapolis-St. Paul, a camera-equipped helicopter took pictures that

were transmitted to a satellite via WCCO-TV and Conus, another element of the pool. The visit also marked U.S. West's first use of its fiber optic capacity to transport video; the fiber carried signals from pool and unilateral cameras to the stations involved.

And in both areas—in Minneapolis-St. Paul, where the Gorbachevs spent about seven-and-a-half hours, and in San Francisco, where they spent Sunday night before leaving at 7:30 p.m. on Monday, both Gorbachevs led the crews following them a merry chase. No one seemed to mind.

"It was the most fun when Gorbachev would deviate from his schedule and jump out of his car," said Paul Baldwin, news director of KARE(TV) St. Paul. "Raisa, too. On her way to the Watsons [a family whose 13-year-old daughter had visited the Soviet Union last year], she stopped at a drug store to see the cosmetics. Then she stopped at a fast food place. Those were memorable moments." And many of them were captured live, or the pictures were taped and sent to the stations where the material was sometimes aired unedited.

In the Twin Cities, the three affiliates—KARE(TV) (NBC), KSTP-TV (ABC) and WCCO-TV (CBS)—along with KMSPTV, an independent, formed the pool, each staking out a different major venue. The noncommercial station, KTCA-TV, also had a hand in the coverage. "It was the first time all the television stations worked together to bring video to our viewers," said Baldwin. And the weather helped. It was cold and rainy in the morning, but the rain stopped when the Gorbachevs' plane was arriving. So while the crews could work out of the rain and crowds were not discouraged from lining the streets, it was, as some broadcast journalists noted, a good day to stay home and watch television.

In San Francisco, it was more of the same, with the Gorbachevs often fol-

lowing their own itinerary, rather than the one delivered to the media. "It was a huge story, a logistical nightmare, trying to cover every move from the airport to San Francisco to Stanford [where Gorbachev spoke] and back to San Francisco," said Al Corral, assistant news director of independent KTVU(TV).

There were a number of significant events—the arrival, the breakfast meeting of former President and Mrs. Reagan and the Gorbachevs, the speech at Stanford, the meeting with businessmen at the Fairmont Hotel and Gorbachev's meeting with South Korean President Roh Tae Woo (which produced a major story—on the two leaders' agreement to work toward normalization of relations between the two countries—a story KRON-TV's Asian affairs reporter, Vic Lee, broke first).

But "it was all a little disorganized," said Harry Fuller, news director of KPX-TV. "The PR people handling the visit kept changing the itinerary. They [the Gorbachevs] weren't where they should have been, where the camera positions were located. Things weren't firmed up until the last minute." And on Monday afternoon, the Gorbachevs were an hour behind schedule.

But the haphazard nature of the visit, not surprisingly, often resulted in good television. As the Gorbachevs' visit was drawing to a close and Gorbachev was leaving the residence of the Soviet consul general, one of a group of reporters waiting to follow him called out to him. The Soviet leader walked over to the group to answer questions and chat for about 15 minutes. It provided good pictures. "And that sort of thing happened all day long," said Fuller.

Meanwhile, the journalists are still decompressing. "It will take another week or two," said Mendes Napoli, news director of KSTP-TV. "We're still doing stories on the visit. It gives us something to do in the dull summer." **-LZ**



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# WASHINGTON

## TIA BACKS TELCO ENTRY PUSH

**T**he manufacturers of telecommunications equipment weighed into the telco entry debate last week when their trade association, the Telecommunications Industry Association, announced its backing of an amendment to cable legislation that would permit phone companies to offer video services. TIA also released the results of a study it commissioned that concluded fiber is "stalled on the way to the home," because there is no incentive for telcos to install switched broadband fiber to the home. Many of the TIA companies produce telephone equipment and fiber optics.

The study was unveiled at a press briefing held by Senator Conrad Burns (R-Mont.), who was slated to offer a telco amendment when the Senate Commerce Committee marked up cable legislation late last week (see "Top of the Week"). "As the TIA study concludes," said Burns, "the current absolute prohibition on telcos in video programming is bad public policy." The way Burns sees it, the U.S. must have "access to a broadband fiber optics system." He said the Japanese will have a fiber optic network in place by 2015. "Under current policy, we could take twice that long and rural Americans may never have such services," the senator said.

He emphasized that he has tried to address cable and broadcast industry concerns by narrowing the scope of the

amendment so that it deals only with independent telcos. Moreover, the phone companies would have a limited interest in programming (25% of channel capacity). They would be prohibited from buying out existing cable systems and they would have to treat their cable operations as a separate subsidiary. The phone companies would also have to carry all local broadcaster signals at no charge.

Senator Al Gore (D-Tenn.) could not attend the briefing but put out a statement endorsing Burns's amendment. "The telephone companies offer the potential for competition, and that can only work to the benefit of cable consumers," the senator's statement said.

The TIA report also found that once deployment of fiber systems to the home begins, the cost of fiber will drop "dramatically." And it concluded that the cost of upgrading narrowband fiber-to-the-curb systems to broadband would run about \$80 per subscriber through 1998. □

## COMMENTS TO NTIA ECHO FAMILIAR SENTIMENTS

**T**he latest Notice of Inquiry from the National Telecommunications and Information Administration (NTIA) solicited comments on the usual suspects in telecommunications debates: localism, fin-syn, competition, public interest, must carry and technical improvement incentives, to list a few. The filings are the first phase of NTIA's "Comprehensive Study of the Globalization of Mass Media Firms."

Several comments either articulated ways in which globalization undermines localism or explained how the two dis-

### NEW LOGO, NEW NAME

Marking the anniversary of its founding on June 1, 1956, the Association of Maximum Service Telecasters, Washington, has changed its name to the Association of Maximum Service Television (MSTV). At the same time, MSTV adopted a new logo (below).

The change was made, said Margita White, MSTV chairman,

MAXIMUM SERVICE TELEVISION

because "it puts television into the name," replacing the more "old-fashioned" telecaster title. Also, the initials AMST, by which the group was sometimes known, often caused confusion, with some believing it was an AM, radio association.

Along with the name change, MSTV's board rewrote the association's mission statement. Its three stated goals are to: 1. support free, high-quality and community-oriented television service throughout the U.S.; 2. promote government action to maintain high quality TV transmission, and 3. inform the industry and the general public about changes that could affect the technical quality of television.

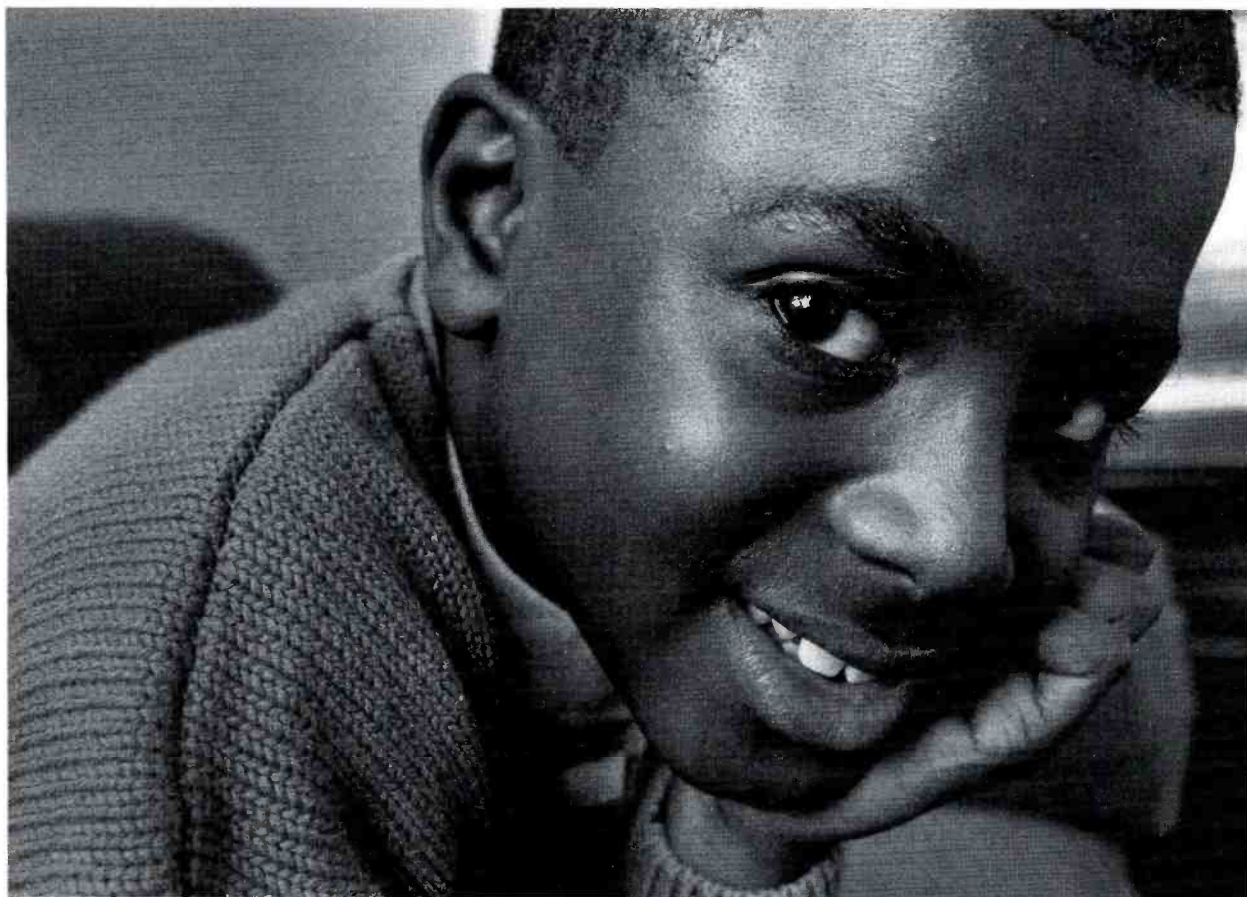
parate concepts could be reconciled.

Sony perhaps did it best by incorporating both with its stated philosophy of "global localization," which holds, in part, that international companies that



Senator Conrad Burns

Continuing on page 84



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# BUSINESS

## CABLE'S WEAK WALL STREET SIGNALS

*Uncertainty rules the sentiment and money of many investors; some 'bears' talk*

It should be easy to figure out who was behind the first-quarter cable stock massacre...but it isn't. The breadth and the unhesitating direction of the decline—that left most MSO issues at a half to three-quarters of what they were at the start of the year—should have left clues of widely increased short-selling, a trimming of "institutional" portfolios or some other causal agent. But in fact, a survey by BROADCASTING of trading and holdings indicates not so much a liquidation but rather mild selling pressure left unchallenged by aggressive buying.

Uncertainty about cable's "triple whammy"—regulation, financing and competition—appears to still be keeping many potential buyers of cable stocks on the sidelines. There are also a few investors who have fundamental questions about the industry's operating performance. Any weakening of operating margins, they say, could prove disastrous for some stocks, given those companies leverage.

There are actually few prominent "bears" among institutional investors—defined as those holding more than \$100 million in equity securities registered with the Securities and Exchange Commission. The "institutions" hold large shares of MSO stock: for instance, 67% of Jones Intercable, 74% of Tele-Communications Inc. and 82% of American Television & Communications (see chart). According to SEC-filed data compiled by CDA Investment Technologies, the institutional component in four of seven MSO stocks actually showed a net increase during the first quarter. And in the other three stocks, TCI, Cablevision Systems and Jones, the extent of net selling was minimal compared to the trading volume for that period.

Another potential explanation for the cable stocks' decline might be short selling (the sale of borrowed stock). Here again the increase in short interest was noticeable in some stocks (see chart), but in general is not considered to repre-

Company	% of stock held by institutions as of March 30	1st quarter net change in inst. holdings	1st quarter change in short interest	Days-coverage ratio as of March 15
Adelphia	91%	2.1%	508.5%	4.9
ATC	82%	3.5%	-67.3%	0.3
Cablevision Systems	29%	-1.1%	40.2%	12.2
Comcast	38%	5.4%	179.9%	1.0
Jones Intercable A	67%	-0.3%	-15.1%	9.1
TCA Cable TV	35%	0.9%	-10.8%	2.4
TCI	74%	-1.0%	25.6%	0.9

Indicators may be affected by factors unrelated to investor sentiment, and by March 15 some of short interest may have declined due to short-seller profit taking. "Days-coverage ratio" is number of borrowed shares sold short divided by average daily volume of stock. Short interest change is between Dec. 15 and March 15. "Institution" is defined as investor owning more than \$100 million worth of equities registered with the SEC. Line showing stock prices is unweighted average of MSO stocks listed above, excluding Adelphia, between Dec. 27, 1989, and May 30. Institutional holdings data provided by CDA Investment Technologies.

sent an exceptionally large amount compared to those stocks' trading volume.

Unless non-institutional investors ran for the doors, so to speak, the answer to who and why cable stocks fell so precipitously, and continue to trade below year-ago levels, may be that "shorts," institutions and other sellers combined, had a strong effect given a weak buying sentiment. And in fact, trading volume for six of the seven stocks was lower, in some cases significantly, than during the similar period a year ago. Said Harvey Sandler, general partner of Sandler Capital Management: "It is a case of who is more aggressive [buyers or sellers], than of what the market makers do. Buyers weren't aggressive, but rather bought at their convenience."

Still, Sandler, whose various funds own cable stocks worth hundreds of millions of dollars, said he was bothered by the price decline: "This is the first time I can remember that this group ran differently than the market; it [cable] used to act better. It would almost be OK that we were down 25% if the market was down even 7% or 8%."

What is causing some investors to sell and some buyers to refrain from adding to their portfolios? Most often mentioned by those contacted last week were financial concerns, reregulation and potential competition. Until some of those

issues are resolved there is a lingering uncertainty about the cable industry's future, especially discouraging those institutions that have to produce short-term investment results and thus can't afford to wait for the long term to be proven right.

First-quarter sellers among the institutional investors contacted last week said that the collection of various issues deemed "financial" was the primary cause of their "lightening up" on the MSO stocks.

Mark Regan, an analyst with Massachusetts Financial Services, noted that stocks continue to be interest-rate sensitive and that rates had increased during the first quarter—yields on 10-year treasury bills went from 7.93% at the end of December to 8.51% at the end of March: "TCI had been up by 70% or 80% by last summer on a year-over-year basis. I think largely because the market anticipated a low interest rate recession. But when rates moved the other way, some of the people who had that position blew the stock out of their portfolios."

Of equal concern to investors are cable's reported problems obtaining credit, exacerbated by recent criteria discouraging bank financing of HLT's (highly leveraged transactions), a definition that includes most cable acquisitions (BROADCASTING, June 4). Keith Glee-

son, a senior investment analyst at IDS Financial Corp., said: "Our in-house economist, who has written a book on the Federal Reserve, said it will not be months but maybe years before the HLT restrictions will be eased up on. That is because of the savings and loan mess and new problems with banks...nobody wants to see any more problems." Gleeson said this was despite the fact that, in general, loans to cable have not been problem loans. He added that additional financing resources, including foreign sources, should fill the gap left by domestic banks' reluctance but that the development of alternatives would "take a while." Beth Dater, a managing director at Warbrug Pincus & Co., was a bit more optimistic, saying she thought cable's HLT problem could be resolved

within six months to a year.

Both interest rates and HLT considerations have affected the marketplace for buying and selling cable systems, eliminating transaction prices that had helped guide the pricing of cable stocks. If anything, recent transaction prices, the investors said, have been coming down, said David Jellison, analyst with San Francisco-based RCM Capital Management. "The buy side [institutions] may need that confidence of seeing [TCI President John] Malone or [Comcast Chairman Ralph] Roberts go out and pay \$2,500 per subscriber," he added. Said IDS's Gleeson: "Since the UAL deal collapsed last October, almost any 'asset' story has been death, and cable has never been an earnings story."

Regulation is also a concern, although

for some time regulation concerns had presumably been discounted in the stock price.

But at least one investor suggested the regulatory process has affected cable stocks in another way by leading industry executives to "low key" rebuttals of negative industry forecasts. National Cable Television Association President Jim Mooney, for instance, has made no well publicized sales pitch to Wall Street as he did two years ago when stocks, regulation and telco competition were said to be depressing MSO stocks prices. In fact, Mooney recently canceled a luncheon keynote speech at a New York financial community gathering.

The investor said the low-key ap-

## FOCUS ON FINANCE

A major factor affecting media stocks last week seemed to be overall market gains rather than Washington maneuverings on questions affecting cable, HDTV or financial interest. Cable programmers had some of the bigger moves, including QVC Network which climbed to 15½%, up 3% for the week and up 40% from one month ago, and which last Wednesday announced new 10-year contracts covering two million additional subscribers. Financial News Network was up 12%, to 9½%, on no particular news but the recommendation of *Individual Investor* magazine whose founder, Jonathan Steinberg, has recently built an initial prognostication reputation on the backs of small cap media/entertainment stocks, such as FNN, American Film Technologies and Management Co. Entertainment Group.

Meanwhile Telemundo, controlled by Steinberg's father, Saul, saw a 13% gain last week to 7½% over the preceding Wednesday. Heritage Communications was up 8% to 5½%, perhaps because of a favorable report on the company recently issued by Donaldson Lufkin & Jenrette analyst Susan Decker. A favorable Standard & Poor's revision of \$525 million in Great American Communications subordinated debt did not work magic on the equity side, with the stock falling for the fourth week in row, to 5½%.

Leveraged MSO stocks also did not participate in gains, with Adelphia and Cablevision Systems down for the week (see story, page 76). Clear Channel Communications last week issued a 50% stock dividend, splitting 3 for 2.

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 and Poor's or as obtained by Broadcasting's own research.

### BROADCASTING

	Closing Tue Jun 5	Closing Wed May 30	Net Change	Percent Change	Market Capitali- zation	
					P/E	Ratio(000,000)
N (CCB) Capital Cities/ABC	596	1/2	595	1 1/2	00.25	20 10,461
N (CBS) CBS	199	3/4	200	1 3/4	00.87	15 4,747
A (CCU) Clear Channel	15	1/4	10	4 1/2	-29.50	-46 41
O (JCOR) Jacor Commun.	4	1/2	4	1/4	-05.55	-3 42
O (LINB) LIN	72	1/4	73	3/8	01.55	68 3,782
O (OBCCC) Olympia Bcst.	5/8	1/16	9/16			1
O (OSBN) Osborn Commun.	10	7/8	10	5/8	-05.74	-64 71
O (OCOMA) Outlet Comm	19	1/4	19	3/8	01.94	12 128
A (PR) Price Commun.	3	4	5/8	3/8	-09.37	-2 33
O (SAGB) Sage Broad.	1	11/16	1		00.00	.1 6
O (SCRIP) Scripps Howard	61	1/4	57	1/4	07.42	30 635
O (SUNNC) SunGroup Inc.	3/4	3/4			00.00	-1 1
O (TLMD) Telemundo	7	3/4	6	3/4	14.81	-3 177
O (TVXGC) TVX Broadcast	5	1/8	5	1/8	00.00	37
O (UTVI) United Television	35	1/4	35	1/2	-00.70	6 384

### BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Tue Jun 5	Closing Wed May 30	Net Change	Percent Change	Market Capitali- zation	
					P/E	Ratio(000,000)
N (BLC) A.H. Belo	35	7/8	35	7/8	00.00	30 697
N (AFL) American Family	15	1/4	15	1/4	00.81	15 1,249
O (ACCM) Assoc. Comm.	32	3/4	31	3/4	01.18	-73 598
N (CCN) Chris-Craft	34	34			00.00	1 851
O (DUCO) Durham Corp.	28	1/2	28		01.78	18 240
N (GCI) Gannett Co.	42	1/8	41	1/8	02.73	17 6,801
N (GE) General Electric	69	3/8	69	3/8	00.72	15 62,803
O (GACC) Great Am.	5	1/4	6	3/8	-06.00	-1 205
A (HTG) Heritage Media	5	7/8	4	7/8	05.12	-6 228
N (JP) Jefferson-Pilot	42	5/8	41	5/8	02.40	11 1,592
N (LEE) Lee Enterprises	25	1/2	24	7/8	02.51	15 613
N (LC) Liberty	49	3/4	49		01.53	11 421
N (MHP) McGraw-Hill	55	1/4	55	1/4	00.90	81 2,713
A (MEGA) Media General	30	3/4	29	3/4	01.68	68 780
N (MDP) Meredith Corp.	31	1/2	29	5/8	06.32	18 585

		Closing		Net	Percent	P/E	Market		
		Jun 5	May 30				Change	Ratio(000,000)	
		Jun 5	May 30						
O (MMEDC) Multimedia	80	1/2	81	-	1/2	-00.61	24	910	
A (NYTA) New York Times	24	3/4	24	1/8	5/8	02.59	7	1,932	
N (NWS) News Corp. Ltd.	15	3/4	15	1/2	1/4	01.61	6	4,228	
O (PARC) Park Commun.	21	20	1/2	1/2	1/2	02.43	23	434	
● (PLTZ) Pulitzer Pub.	25	1/4	25		1/4	01.00	8	264	
O (RTRSY) Reuters Ltd.	61	1/8	61	3/4	-	5/8	-01.01	28	27,767
O (STAUF) Stauffer Comm.	144		144			00.00	48	144	
N (TMC) Times Mirror	34	3/8	32	3/4	1	5/8	04.96	14	4,441
O (TMC1) TM Comm.		3/16	3/16			00.00	-1	1	
N (TRB) Tribune	44	7/8	43	5/8	1	1/4	02.86	14	3,169
A (TBSA) Turner Bestg. 'A'	52	3/8	52	5/8	-	1/4	-00.47	-68	2,596
A (TBSB) Turner Bestg. 'B'	50	3/8	50	7/8	-	1/2	-00.98	-65	1,349
N (WPO) Washington Post	257		259	-	2	-	00.77	16	3,242

## PROGRAMING

O (ALLT) All American TV	3	3/4	3	3/4		00.00		7		
A (CLR) Color Systems	1	3/8	1	1/2	-	1/8	-08.33	-1	8	
O (DCPI) dick clark prod.	6	1/4	6		1/4	04.16	28	51		
N (DIS) Disney	131	1/4	125	3/4	5	1/2	04.37	23	17,744	
O (FNNT) Fin. News Netwk	9	3/8	8	3/8	1		11.94	36	169	
A (FE) Fries Entertain.	1	1/2	1	1/2		00.00	-1	7		
A (HHH) Heritage Ent	1	3/8	1	1/2	-	1/8	-08.33	-1	10	
A (HSN) Home Shop Net	8	7	3/8	5/8	08.47	-88	718			
N (KWP) King World	35	1/4	37	3/8	-	2	1/8	-05.68	11	890
O (KREN) Kings Road Ent		7/32	7/32			00.00		1		
N (MCA) MCA	59	7/8	59	7/8		00.00	22	4,398		
N (MGMT) MGM/UA Comm	18	1/4	17	5/8	5/8	03.54	-27	928		
A (NNH) Nelson Holdings	6	6	1/8	-	1/8	-02.04		25		
O (NNET) Nostalgia Net		3/4	3/4			00.00	-1	4		
N (OPC) Orion Pictures	19	3/4	19	3/4		00.00	24	356		
N (PCI) Paramount Comm	49	1/8	49	5/8	-	1/2	-01.00	27	5,838	
N (PLA) Playboy Ent.	12	1/2	13		-	1/2	-03.84	-78	117	
O (QNTQE) Qntex Ent.	1	1/4	1	1/4		00.00		26		
O (QVCN) QVC Network	14	1/2	14	5/8	-	1/8	-00.85	-41	219	
O (RVCC) Reeves Comm	6	3/4	6	3/4		00.00	-6	85		
O (RPICA) Republic Pic. 'A'	8	8	1/2	-	1/2	-05.88	34	34		
O (RPICB) Republic Pic. 'B'	7	7/8	7	7/8		00.00	87	33		
O (SP) Spelling Ent	8	1/4	8	3/8	-	1/8	-01.49	34	273	
O (JUKE) Video Juke Net.	7	3/4	7	3/4		00.00	-31	72		
O (WONE) Westwood One	6	1/2	6	1/2		00.00	-4	95		

## SERVICE

O (AGRPC) Andrews Group	2	3/8	2	3/8		00.00	-1	21		
O (BSIM) Burnup & Sims	13	3/4	14	1/4	-	1/2	-03.50	29	173	
N (CQ) Comsat	35	3/4	35	7/8	-	1/8	-00.34	10	595	
N (DNB) Dun & Bradstreet	48	1/4	47		1	1/4	02.65	16	8,934	
N (FCB) Foote Cone & B.	29	3/8	29	1/2	-	1/8	-00.42	15	314	
O (GREY) Grey Advertising	165	1/8	173	1/4	-	8	1/8	-04.68	15	188

		Closing		Net	Percent	P/E	Market	
		Jun 5	May 30				Change	Ratio(000,000)
		Jun 5	May 30					
O (IDBX) IDB Comm	10	3/8	9	1/2	7/8	09.21	28	51
N (IPG) Interpublic Group	33	1/2	33	1/8	3/8	01.13	15	1,158
O (OMCM) Omnicom Group	25	5/8	24	3/4	7/8	03.53	14	672
N (SAA) Saatchi & Saatchi	5	5/8	5		5/8	12.50	-5	891
O (TLMT) Telemation	2	1/4	2	1/4		00.00	4	10
A (UNV) Unitel Video	9		9			00.00	-39	18

## CABLE

A (ATN) Acton Corp	11		11			00.00	2	17		
O (ATCMA) ATC	37	1/2	37		1/2	01.35	40	4,088		
O (CTEC) C-Tec Corp	20	1/2	19	7/8	5/8	03.14	341	349		
A (CVC) Cablevision Sys 'A'	27	5/8	28	3/4	-	1	1/8	-03.91	-3	611
A (CTY) Century Comm.	9	1/8	8	3/4	3/8	04.28	-8	596		
O (CMCSA) Comcast	14	3/8	14	1/4	1/8	00.87	-10	1,613		
A (FAL) Falcon Cable Sys	15	1/4	15	1/8	1/8	00.82	-19	97		
O (JOIN) Jones Intercable	10		9	3/4	1/4	02.56	-4	124		
N (KRI) Knight-Ridder	52	50	1/4	1	3/4	03.48	10	2,674		
T (RCLA) Rogers Comm 'A'	11		11			00.00	-17	349		
T (RCLB) Rogers Comm 'B'	8	1/8	8		1/8	01.50	-12	560		
O (TCAT) TCA Cable TV	15	5/8	15	5/8		00.00	42	378		
O (TCOMA) Tele-Commun.	15		14	3/4	1/4	01.69	-20	5,293		
N (TWX) Time Warner	110	1/4	109		1	1/4	01.14	-25	7,091	
O (UAECA) United Art Ent A	15	3/8	15	3/8		00.00	-8	2,141		
O (UAECB) United Art Ent B	15	1/2	15	5/8	-	1/8	-00.80	-8	1,035	
N (VIA) Viacom	54	7/8	54		7/8	01.62	25	2,928		

## EQUIPMENT & MANUFACTURING

N (MMM) 3M	84	3/4	82	5/8	2	1/8	02.57	14	18,870	
N (ARV) Arvin Industries	16	3/4	17		-	1/4	-01.47	30	314	
O (CCBL) C-Cor Electronics	13	1/4	12	3/4	1/2	03.92	11	56		
N (CHY) Chyron	1	5/8	1	3/8	1/4	18.18	-9	18		
A (COH) Cohu	12	5/8	11	3/8	1	1/4	10.98	10	24	
N (EK) Eastman Kodak	40		41	1/8	-	1	1/8	-02.73	24	12,983
N (GRL) Gen. Instrument	35	1/2	36	3/8	-	7/8	-02.40	10	977	
N (HRS) Harris Corp.	35	3/4	35		3/4	02.14	36	1,431		
N (IV) Mark IV Indus.	14	1/8	13		1	1/8	08.65	3	198	
O (MATT) Matthews Equip.	1	5/8	1	7/8	-	1/4	-13.33	81	9	
O (MCDY) Microdyne	4	1/8	4		1/8	03.12	137	16		
O (MCOM) Midwest Comm	3	5/8	3	1/4	3/8	11.53	10	10		
N (MOT) Motorola	82	3/4	82		3/4	00.91	21	10,790		
A (PPI) Pico Products	1	3/8	1	3/8		00.00	-1	4		
N (SFA) Sci-Atlanta	27	1/2	27	3/4	-	1/4	-00.90	16	608	
N (SNE) Sony Corp.	56	7/8	57	1/4	-	3/8	-00.65	25	16,073	
N (TEK) Tektronix	14	14	7/8	-	7/8	-05.88	-13	407		
N (VAR) Varian Assoc.	27	7/8	27	5/8	1/4	00.90	18	530		
O (WGNR) Wegener	2	1	1/2	1/2	33.33	15	14			
N (WX) Westinghouse	37	3/4	35	2	3/4	07.85	5	5,463		
N (ZE) Zenith	8	7/8	9	1/8	-	1/4	-02.73	-13	237	
Standard & Poor's 400		426.74	421.62		5.12	1.2				

proach was probably intentional; that advertising to Wall Street what a good business cable is would contradict, and thereby disserve, the industry's worried posture on Capitol Hill: "There is a big war out there [in Washington], we don't want to just win a battle."

Additionally, investors who sold cable stocks in the first quarter also expressed concern about cable's familiar possible competitors: direct broadcast satellites, telephone companies and multi-point distribution system operators.

All three components of the "triple whammy"—financial, regulatory and competitive—continue to be very uncertain, a quality not appreciated by Wall Street, according to Warburg Pincus's Dater: "We still like the industry for the long-term, and have not eliminated our holdings but have reduced them in light of the fact that there would be confusion in the marketplace and that would not be good." She said, however, that as MSO stock prices continued to fall, "we did purchase some stocks back six weeks ago, when you could buy them at \$1,000 to \$1,100 per sub in the public market."

Agreeing that uncertainty was discouraging investors, IDS's Gleeson said that while long-term there was "nothing that leads me to believe [cable stocks] won't get back on track, some of our fund managers get measured monthly. They say: 'Call me just before it happens.'"

It is rare that investors have been outright "bearish" on the cable industry, but at least a few investors contacted last week said that cable "fundamentals" are worsening. A fund manager at one of the country's larger institutional investors said: "I sold lots of my cable stocks early in the year...and within the past few weeks have taken the opportunity to sell more stocks. I don't buy into the theory that everything is fine."

The problem, according to the fund manager, is not just constraints on revenue, but also that cable operators will have to "spend more to operate, on programming, on customer service...on head count. They won't be able to raise prices as much as they would like to."

Declining margins are also fundamental to the negative forecast of at least one short-seller, Jim Chanos of Kynikos Associates, a private New York-based investment firm: "I think one misconception that bulls have is that shorts are negative primarily because of reregulation. But even now, before reregulation, the cash flow of many of these companies does not cover [total] interest after capital expenditures. For some companies, like Cablevision Systems, interest expense isn't covered, even forgetting

capital expenditures." Chanos said that non-cash interest expense is part of his analysis: "We are not of the belief that zero coupon interest doesn't count."

One problem, said the short-seller, is that capital spending levels have not declined as much as people expected: "Every year since 1983 analysts have been saying that while heavy, capital spending is going to decline. But the trucks wear out, the dishes need replacing, and now in five years there will be major fiber rebuilds."

Most investors conceded they do not expect cable to continue growing cash flow at the same rates as in prior years, but that the industry should be a good investment in the long-term. Said Massachusetts Financial Services's Regan: "I don't think annual cash flow growth will be in the 15%-20% range any more. But even a 10% growth rate, combined with leverage giving you a 2-to-1 kick, implies cash flow per share up 20% each year. Most businesses aren't that good. But there will be years when the stocks are up 40% and years when they will be flat; it is difficult to know when they are ahead of themselves." —GF

## FOR SALE?

LIN Broadcasting is preparing to retain an investment banker, said to be Lazard Freres, to advise it on the possible sale of two stations: WANE-TV Fort Wayne, Ind. and WAND(TV) Decatur, Ill. Reasons for considering a sale might include a desire to reduce the significant debt LIN incurred in its recent merger transaction with McCaw Cellular and in the purchase of Metromedia's cellular interests.

The stations are said to have a low tax basis—and thus much of proceeds could be taxed—but the group owner is said to still have a \$32 million tax certificate (which LIN obtained by selling WUSL(FM) Philadelphia to TAK Communications) which could be used to increase the basis of TV stations, thereby reducing taxable gain. A decision is expected soon, since the tax certificate is due to expire Dec. 31.

May 1990

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## BURGER KING-'SIMPSONS' AD MAY NOT AIR ON NBC, ABC

*Because of 'Simpsons' character's association with Fox, CBS may be only one of three major networks to carry \$20 million Burger King-'Simpsons' campaign*

**H**omer Simpson may not be the only one screaming "Bart!" these days. A \$20 million Burger King-'Simpsons' advertising campaign may not be cleared by NBC and ABC because of the show's identity with Fox Broadcasting Corp. CBS said that it has approved the ads.

This is not the first time that a *Simpsons*-endorsed product has had trouble getting air time on other networks. A commercial for Nestle's Butterfinger candy bar currently airs on Fox and was also approved by CBS. But ABC rejected the spot outright and NBC changed its mind after initially airing the spot. For NBC it was a matter of popularity, according to Richard Gitter, vice president, advertising standards, who said that NBC aired the Butterfinger's spot before the *Simpsons* became such a big hit.

Gitter told BROADCASTING that it has rejected the recently announced Burger King-'Simpsons' advertising campaign that is due to start in July.

Matthew Margo, CBS vice president, program practices, said that airing the spots is "not inconsistent with our fundamental interests." Margo said that the decision to air the ads was difficult, but since the spots do not mention either the show, the time of the show or Fox, CBS will "support the creative process."

ABC's Harvey Zodin, vice president, commercial clearance, said that the whole matter is under review. "How



directly do we cross-promote other networks' shows?" said Zodin. He added that the tradeoff is a lot of money: "Are we being pennywise and dollar foolish?"

Bart Simpson is not the first TV celebrity to make his competing networks nervous. Earlier this year, ABC and CBS excluded a Maxwell House commercial featuring NBC's *Today* show weatherman Willard Scott from airing during their morning shows. The ad fea-

tured Scott as he is often seen on the *Today* show—out in the middle of the country talking to local residents.

Bill Cosby may be the one man who is immune to network standards and practices, as long as he stays Bill Cosby. Zodin said that ABC will take Jello ads featuring Bill Cosby but would not take ads featuring Cosby as Dr. Huxtable (his character on the *Cosby Show*), or any ads done on the *Cosby Show* set or with other *Cosby Show* characters.

That may be Bart Simpson's problem. He has no pre-Fox identity to speak of. Another potential marketing battle may be waged over the ever-popular "Teenage Mutant Ninja Turtles." The show, a success in syndication and in the movie theatre, is set to air in the fall on CBS as an hour-long Saturday morning cartoon. The "Turtles," like the *Simpsons*, are heavily promoted and will most likely be used by advertisers as a selling tool. With its track record of success, the other networks have already expressed concern about inadvertently promoting for CBS.

Of course, network television is far from the last resort for advertisers. The *Simpsons*-Butterfinger ad found life on Fox and on independent stations. Advertisers can also turn to unwired networks and syndicated programming as a network alternative. It may all come down to an ad-by-ad decision as well as a financial one. —JF

## CBS AND NBC USING OTHER MEDIA TO WOO NEW VIEWERS

*Encouraged by last year's cross-promotions, networks plan new, bigger efforts; contests, direct mail among tactics on tap; ABC steers clear of them*

**C**BS and NBC, pleased with last year's cross-promotion efforts, are gearing up to do even more this year in attempts to motivate viewers to tune in to the networks' new fall programming.

Last week, NBC announced its cross-marketing promotion plans with McDonald's, Toys-R-Us and Stouffer Foods. CBS will announce the details of its cross-marketing plans to promotion directors this week and to affilia-

tes at the end of the month. ABC generally steers clear of cross-marketing promotions.

Of NBC's three cross-promotion efforts, the McDonald's campaign is clearly the most ambitious. The promotion, called "McMillions on NBC," combines the reach of the number-one network and the number-one restaurant chain. The promotion has been described by the network as a "watch and win game in which more than \$35 mil-

lion will be given away over a 28-day period."

For NBC, the choice of McDonald's as a partner couldn't be better. Explained Alan Cohen, vice president, network marketing: "If you want to drive ratings, you want to find the biggest partners you can find... bigger is usually better in this game of network promotion." The network hopes that by working with McDonald's, which serves an estimated 18 million people daily, it can





NBC hopes Jeffrey the Giraffe will get kids to tune in

avoid segmenting the population. McDonald's, Cohen said, has run similar contests that have been successful.

The three promotions aside, NBC may also try to reach viewers via a fall preview magazine that would be distributed in supermarkets. Details of the plan have not yet been announced.

CBS has announced very little of its fall promotion plans except to say that the theme of the 1990 season is "Get Ready" (the network has already licensed the song of the same name by the The Temptations) and that it will again be working with K mart, one of the nation's largest retailers. CBS Senior Vice President George Schweitzer told BROADCASTING that the promotion with K mart is "a very targeted campaign."

CBS also said last Wednesday (June 6) that it is working with Quaker Oats on a direct-mail promotion effort. The "Quaker Direct" mail package will promote all CBS shows in all dayparts. The campaign hopes to reach more than 18 million homes. (Earlier this year, the network had met with the Pizza Hut chain to discuss a promotion, but nothing came of those talks.)

Included in the Quaker Oats mailing are 16 full-page coupons from Quaker Oats and six noncompeting marketers. The mailing will also allow CBS affiliates to promote themselves.

Quaker Direct, CBS said, will do three mailings within a 12-month period to a "targeted audience with \$25,000-plus income levels, children and pets, 80% with microwaves and 70% with VCR's."

Schweitzer said that last year's K mart promotion was a success, attracting 28% additional viewers for the season pre-

miere, compared to 1988. (During the fall of 1988 there were also the Olympics and a writers' strike to consider.)

After the 1989 premieres, the ratings dropped. "These promotions," said Schweitzer, "as good as they are, are no substitute for good programming."

ABC is not planning any cross-promotions for the fall season. "As a company we are not opposed to the idea of cross promotions. However, we are reluctant," said Mark Zakarin, vice president, marketing, ABC. One reason for the reluctance, Zakarin said, are the hidden costs which is "the amount of your own on-air time that you have to give up." Explained Zakarin: "We have been in conversations with various cross-promotion partners, and it really does not make any sense to do a 'watch-and-win' like other networks unless you devote a substantial amount of air time promoting a contest that has nothing to do with the TV shows." Zakarin is also not convinced that a viewer lured to the show by a contest is the kind that sticks around.

As for the competition, Zakarin said "NBC and CBS have made a judgment that the hoopla and forced sampling because of the contest will ultimately benefit them, but you don't judge [success] by week one, two or three, you judge by week eight and the sweeps."

ABC has not totally boycotted all types of marketing promotions. Last year, "theme weeks" for advertisers—special weeks where all commercials in the last half hour are related to the theme of the program segment—were introduced on *Good Morning, America*. Theme week advertisers can choose whether they want to be a regular sponsor of theme week or take part in an "interactive/couponing opportunity that viewers can receive by calling a 900 number broadcast during the show." However, the network does not give up any on air time promoting theme weeks.

Others, besides ABC, question the effectiveness of cross-market promotions. A recent study by Lintas Advertising said that most adult viewers were unaware of last year's NBC-Sears promotion and the CBS-K mart effort.

But Louis Schultz, Lintas executive vice president, media services, was optimistic about NBC's announcements, saying that working with McDonald's and Toys-R-Us could benefit the network. "McDonald's is the best in promotion around. They get the best registration of awareness," said Schultz, adding that "just having McDonald's gives NBC's promotion a 90% chance of being a winner." —JF

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# CHANGING HANDS

*This week's tabulation of station and system sales (\$250,000 and above)*

**KMGC-FM Dallas, Tex.** □ Sold by Shamrock Broadcasting Inc. to Alliance Broadcasting Inc. Price was not disclosed. Sources estimate price between \$18 million and \$20 million. Earlier sale of station to Cook Inlet Radio Partners for \$22 million ("Changing Hands," Jan. 22) fell through. 80% of station sold for \$7 million in 1982. **Seller** is headed by Roy E. Disney and Bill Clark, and owns KMLE(FM) Chandler, Ariz.; KABL(AM) Oakland and KABL-FM San Francisco, both California; KXKL-AM-FM Denver; WFOX(FM) Gainesville, Ga.; WHB(AM)-KUDL(FM) Kansas City, Mo.; WTVQ-TV Lexington, Ky.; WCXI(AM)-WWW(FM) Detroit, and WWSW-AM-FM Pittsburg, KTAB-TV Abilene, KZFX(FM) Lake Jackson and KXXV(TV) Waco, all Texas. **Buyer** is new group headed John P. Hayes Jr., whose principal investor is Goldman, Sachs & Co. Hayes is former president of Fairmont Communications, which owns nine radio stations.

## PROPOSED STATION TRADES

Station deals last week: **19**  
Dollar value: **\$36,731,510**  
1990 station deals: **381**  
1990 value: **\$1,094,500,709**

**KMGC-FM** is on 102.9 mhz with adult contemporary/Lite Jazz format, 100 kw and antenna 1,570 feet above average terrain. **Broker: Blackburn and Co.**

**KSAS(TV) Wichita, Kan.** □ Sold by Channel 24 Ltd. to Clear Channel Television Inc. for approximately \$7.9 million. Total is due, in cash, at closing. Channel 24 Ltd. put station on air in August 1985. **Seller** is headed by R. Alan Rudy, Harold Goldstein and Dale Bennett, and has no other broadcast interests. **Buyer** is subsidiary of

Clear Channel Communications Inc., and is headed by L. Lowry Owens. Clear Channel Communications Inc. owns WPMI(TV) Mobile, Ala.; KTTU-TV Tucson, Ariz.; WAWS(TV) Jacksonville, Fla.; WELI(AM) New Haven, Conn.; WHAS(AM)-WAMZ(FM) Louisville, Ky.; WQUE-AM-FM New Orleans; KTOK(AM)-KJYO(FM) Oklahoma City and KAKC(AM)-KMOD-FM-KOKI-TV Tulsa, both Oklahoma, and KPEZ(FM) Austin, KTAM(AM)-KORA-FM Bryan, KALO(AM)-KHYS(FM) Port Arthur and WOAI(AM)-KAJA(FM) San Antonio, all Texas. **KSAS(TV)** is Fox affiliate on channel 24 with 3,300 kw visual, 331 kw aural and antenna 1,120 feet above average terrain.

**WTRG-FM Rocky Mount, N.C.** □ Sold by Capitol Broadcasting Corp. to Joyner Communications Inc. for \$5.999 million. Total is due, in cash, at closing and includes \$1.5 million non-compete covenant for three years. Capitol Broadcasting bought station in July 1986. **Seller** is headed by Ken Johnson and has interests in WKSJ-AM-FM Mobile and WMJJ(FM) Birmingham, both Alabama; WCAW(AM)-WVAF(FM) Charleston, W.Va.; WRKA(FM) Louisville; WGFX(FM) Nashville, and KQFX(FM) Austin, Tex.. **Buyer** is headed by A. Thomas Joyner and David Weil, and is licensee of WZFX-FM Whiteville, N.C., and WROV-FM Martinsville, Va. Joyner owns 60% of Joyner Radio Inc., licensee of WTFX-FM Watertown, Wis., and WROV(AM) Roanoke, Va. Weil holds 40% voting stock of Joyner Radio Inc. **WTRG-FM** is on 100.7 mhz with adult contemporary format, 100 kw and antenna 1,968 feet above average terrain.

**WKNF-FM Oak Ridge, Tenn.** □ Sold by Key Broadcasting Co. to O.K. Broadcast Trust Inc. for \$1,362,500. Price includes \$300,000 consulting agreement for five years. Balance is due, in cash, at closing. Station was bought in December 1987 for \$750,000. **Seller** is headed by Anthony J. Ciano and has no other broadcast interests. **Buyer** is headed by William S. Scott and Marcelle T. Sailors. Sailors is wife of media broker Don Sailors. **WKNF-FM** is on 94.3 mhz with adult contemporary/oldies format, 1.82 kw and antenna 395 feet above average terrain. **Broker: Sailors and Associates.**

**KFHM(AM) San Antonio, Tex.** □ Sold by Angeline Morales to Hispanic Radio Broadcasters for \$1 million. Total is due,

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in cash, at closing. Hispanic Radio Broadcasters will finance total from within company. Seller is executrix of late husband, Felix H. Morales, and heads KLVJ(AM) Pasadena. Buyer is headed by Lincoln Dellar and has interest in KDIF(AM) Riverside, Calif. KFHM(AM) is on 1160 khz with Spanish format, 10 kw day, 1 kw night. Broker: Chet Wilke of Riley Reresatives.

**WFGX(TV) Fort Walton Beach, Fla.** □ Sold by TV 35 Ltd. to WEAR-TV Ltd. for \$810,000. Total is due, in cash, at closing. TV 35 Ltd. bought station in April 1987. Seller is subsidiary of Family Group Broadcasting, headed by Ian N. Wheeler. TV 35 Ltd. is headed by Marc W. Bowman, Thomas N. Moore, Charles P. Casson, Lawrence W. Hall, James P. Hines and Joel Goldberg. Hall and Goldberg have interest in WKWK(AM)-WAIL(FM) Key West, Fla. Casson and Goldberg have interest in WLAX(TV) LaCrosse and WGBA(TV) Green Bay, both Wisconsin. Family Group owns WFXD(TV) Panama City, Fla.; WLKT(TV) Lexington, Ky.; WVMJ(AM)-WQID(FM) Biloxi, Miss.; WVFT(TV) Roanoke, Va., and WVGN(FM) Charlotte, N.C. Buyer is headed by James M. Hoak Jr., David Walthall, James J. Robinette, James P. Lehr, Wayne Kern, Douglas N. Woodrum, Linda L. Williams, and owns WEAR-TV Pensacola, Fla. It is subsidiary of Heritage Media Inc., which owns WPTZ-TV North Pole, N.Y.; KDLT-TV Mitchell, S.D.; WCHS-TV Charleston, W.Va.; KEVN-TV Rapid City and KIVV-TV Lead, both South Dakota; WIL-AM-FM St. Louis; WBBF-AM-FM Rochester, N.Y.; WEMPI(AM)-WMYX(FM) Milwaukee, and KKSN(AM) Vancouver, Wash., and KKSN-FM Portland, Ore. Heritage Media Corp., parent of Heritage Media Inc., owns KDAY(AM) Santa Monica, Calif.; KRPM(AM) Seattle; KRPM-FM Tacoma, Wash., and KAUT-TV Oklahoma City. WFGX(TV) is independent on ch. 35 with 635 kw visual, 63.6 kw aural and antenna 280 feet above average terrain.

**KDJQ(FM) Red Bluff, Calif.** □ Sold by California Radio Inc. to ERALP Ltd. for \$725,000. California Radio bought station in 1987. Seller is headed by Steve Marriott and Wallace Heusser, who have interests in KKDJ(FM) Fresno, KCZN(AM) Oxnard and KZTR(FM) Ventura, all California. Buyer is headed by Paul Aaron, who is former general manager of KFBK(AM)-KAER(FM) Sacramento. KDJQ(FM) is on 102.7 mhz with adult contemporary format, 3 kw and antenna 1,746 feet above average terrain. Broker: Elliot B. Evers of Media Venture Partners.

**KXMK(FM) Arizona City, Ariz.** □ Sold by Cosmico Broadcasting Inc. to Arizona City Broadcasting Corp. for \$605,000. Price includes \$100,000 cash at closing.

## ON THE DOTTED LINE

Apollo Radio Ltd. closes a \$12 million deal for Brown Broadcasting Co.'s KKAT(FM) Salt Lake City and WEZL(FM) Charleston, S.C. The year-old company also owns KLSI(FM) Kansas City, Mo., and KJRB(AM)-KEZE(FM) Spokane, Wash. Apollo is an affiliate of Apollo Partners Ltd. and is headed by Bill Stakelin, former president and chief executive officer of the Radio Advertising Bureau and chairman of the National Association of Broadcasters. Apollo operates its stations in affiliation with MH Equity

Corp., a subsidiary of Manufacturers Hanover Corp. and Equitable Capital Management Corp. Brown Broadcasting is headed by Phil Melrose and Willet H. Brown, and has interests in KPOP(AM)-KGB-FM San Diego, KXOA-AM-FM Sacramento and KKSF-FM San Francisco, all California. The sale is the first step of a tax-free exchange of assets, valued at about \$10 million, between Brown and Gannett Broadcasting for KNUA(FM) Seattle. Paul Leonard of Americom brokered the deal.

\$375,000 promissary payable over 5 years at 8%, 5 year non-compete covenant and assumption of \$20,000 in liabilities. Cosmico put station on air in April 1985. Seller is headed by John Saathoff and has no other broadcast interests. Buyer is headed by Steven M. Taslitz, Douglas Becker, Eric D. Becker, Bruce Goldman, Rudolph C. Hoehn-Saric, Marrick M. Elfman, D. Geoff Armstrong, who are paying

\$625,000 for KLFF(AM) Glendale and KONC(FM) Sun City, both Arizona ("Changing Hands," Feb. 5). KXMK(FM) is on 106.3 mhz with Spanish format, 35 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 85.

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"Washington" continues from page 74

fail to deliver programs sensitive to local culture would be "self-defeating."

NTIA has been a busy place the last few months with the filing of comments on spectrum management and future telecommunications infrastructure.

The impact on local broadcasters was a chief concern in the earlier NTIA notices, and the same holds true now.

"Localism should remain as a cornerstone of communications policy," said David L. Donovan, vice president, legislative affairs of the Association of Independent Television Stations (INTV). Globalization, he said, "does not justify the wholesale abandonment of domestic policy considerations governing the mass media."

The communications industry move to globalization "has little to do with the goals and objectives of individual, local broadcasters," most of whom have no desire to be "global media firms," said Henry L. Bauman, Barry D. Umansky and Steven A. Booksheter of the National Association of Broadcasters.

The Public Broadcasting Service and the National Association of Public Television Stations, in a joint filing, listed "the continued validity of localism, diversity, quality, education, and universal access as fundamental policy goals." The comments were submitted by Paula A. Jameson and Nancy H. Hendry of PBS, and David J. Brugger and Richard Gefe for APTS, who said: "It would be foolish to expect that the commercial media of communications could repeal the laws of economics and serve public needs before private profit. It would be foolhardy to let our public television system founder in reliance on such expectations."

CBS Inc. disagreed. In its comments, the network said that allowing "the networks to compete more effectively in the global market will only enhance their capacity to serve their local affiliates."

This notice also elicited divergent opinions on the network financial interest and syndication rules, especially on their effect on both domestic and international competition. It appears that Fin-syn either ensures competition or stifles it.

The Coalition to Preserve the Financial Interest and Syndication Rule said that fin-syn has been "critical to enhancing creative diversity and maintaining a competitive balance in the domestic television marketplace and promoting international competition."

News Corp. Ltd. said that "opportunities for growth and expansion depend directly on governmental policies and

regulations." Fin-syn and crossownership rules are "inconsistent with the policy of allowing market forces to guide and determine the nature of competition, and should be reconsidered." Government restriction of the mass media, said News Corp., "is even more suspect than economic regulation in other industries" because it restricts the "free flow of information that is necessary to preserve and promote democratic government."

CBS Inc. said: "A variety of domestic U.S. regulations prevent the efficient and economical operation of the mass media, and severely impair the ability of American broadcasters to compete internationally with foreign global firms." CBS advocates the repeal of fin-syn and the lifting of network-cable crossownership as well as the multiple ownership restrictions.

The Motion Picture Association of America claimed that fin-syn rules are necessary because "they ensure that those companies that take the financial risk—losing money on virtually every episode they produce for the networks—are not denied the opportunity" to recover those costs through both domestic and foreign syndication markets. MPAA said: "The U.S. motion picture industry contributes some \$3 billion annually in favorable balance of trade to this nation," while the extent "of foreign investment in American television program producers is comparatively modest."

"Foreign entry and economic integration in the U.S. television market is a response to investment opportunities created by the expansion of distribution outlets and consequent growth in demand for television programs," according to Capital Cities/ABC Inc. The fin-syn rules may be limiting export revenue from reaching its potential, and "prevent full U.S. participation in international markets, have no compensating domestic benefit, and therefore ought to be repealed or modified," Capacities/ABC said.

But INTV said there are unresolved problems with this proliferation of stations, especially in the absence of any must carry legislation. It wondered why "this nation must endure the dislocations and excessive prices resulting from a concentrated cable industry in order to facilitate America's position in a global economy." Competition, the association continued, "is the catalyst that makes corporations efficient...it is not evident," it concluded "that large multinational structures are necessarily the most efficient."

# FOR THE RECORD

As compiled by BROADCASTING from May 31 through April 6 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presurise 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

■ **KXMK(FM) Arizona City, AZ** (BALH900511HV; 106.3 mhz; 35 kw; ant. 300 ft.)—Seeks assignment of license from Cosmico Broadcasting Inc. to Arizona City Broadcasting Corp. for \$605,000. Seller is headed by John Saathoff and has no other broadcast interests. Buyer is headed by Steven M. Taslitz, Douglas Becker, Eric D. Becker, Bruce Goldman, Rudolph C. Hoehn-Saric, Marrick M. Elfman and D. Geoff Armstrong, who have not closed on deal for KLFF(AM) Glendale and KONC(FM) Sun City, both Arizona, from Resources Media Inc. Filed May 11.

■ **KFMF-FM Chico, CA** (BALH900522HX; 93.9 mhz; 2 kw; ant. 1,128 ft.)—Seeks assignment of license from Fuller-Jeffrey Broadcasting Corp. to Nova Broadcasting for \$1.9 million ("Changing Hands," May 28). Seller is headed by Robert Fuller and J.J. Jeffrey and has interest in WBLM(FM) Portland, ME; WOKQ(FM) Portsmouth, NH; KJYY(AM) Des Moines and KJYY-FM Ankeny, both Iowa, and KRXC(AM)-KRXQ(FM) Sacramento, KHOP(FM) Modesto, KSRO(AM) Santa Rosa and KHTT(FM) Healdsburg, all California. It recently sold KLR5(FM) Santa Cruz, Calif. to Viacom Inc. for \$5.75 million ("Changing Hands," May 14). Buyer is headed by Gregg Peterson, and recently purchased KRQK(AM) Santa Maria and KTME(FM) Lompoc, both California, from Crystal Broadcasting Inc. for \$1,427 million ("Changing Hands," Feb. 5). Filed May 22.

■ **KBLF(AM) Red Bluff, CA** (BAL900522EB; 1490 khz; 1 kw-U)—Seeks assignment of license from McNulty Broadcasting Corp. to Theodore S. Stork for \$220,010. Seller is headed by Burton F. and Mary C. Wilkerson, husband and wife, and Gary D. and Laura W. Herron, husband and wife. Buyer has no other broadcast interests. Filed May 22.

■ **KVRE(AM) Santa Rosa, CA** (BAPL900524EA; 1150 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Cardinal Communications Inc. to First Down Promotions Inc. for \$25,000. Seller is headed by Joseph Stampler and has no other broadcast interests. Buyer is headed by John A. Paye, Don Hogue and Danielle Donahue, and has no other broadcast interests. Filed May 24.

■ **KSCH(TV) Stockton, CA** (BTCCT900425KM; ch. 58; 5,000 kw-V; 500 kw-A; ant. 1,890 ft.)—Seeks assignment of license from Pegasus Broadcasting of Augusta, GA, to General Electric Capital Corp. for undisclosed amount. Deal includes WJBF(TV) Augusta, GA, and WAPA-TV San Juan, PR. Seller is headed by Christopher J. Brennan and Terry R. Sans and has interest in KCAP(AM)-KZMT(FM) Helena, MT. Buyer is headed by John F. Welch Jr., Lawrence A. Bossidy Jr., Edward E. Hood Jr., John M. Trani, John A. Urquhart Sr. and Paul W. Van Orden, and is subsidiary of General Electric (GE). GE owns National Broadcasting Co. (NBC), licensee of WNBC-TV New York; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland; KNBC-TV Los Angeles; KCNC-TV Denver, and WTVJ-TV Miami. April 25.

■ **WLWH-FM Hartford, CT** (BAPLH900420HV; 93.7 mhz; 21 kw; ant. 780 ft.)—Seeks assignment of license from Sage Hispanic Broadcasting Corp. of Connecticut to Multi Market Communications Inc. for \$6.4 million ("Changing Hands," April 30). Earlier deal for station ("Changing Hands," July 17) from Sage to First City Broadcasting Co. for \$7.618 million fell through. Seller is subsidiary of Sage Broadcasting Corp. and is headed by Jerry Poch and owns WBSM(AM) Providence, RI; WACO-AM-FM Waco, TX; WFLK(AM) Waterbury, CT, and WAMY(AM)-WGNE(FM) Titusville, FL. Sale of WCGL(AM)-WGGD-FM Carbondale, PA, to S&P Broadcasting Ltd. III for \$2 million ("Changing Hands," May 14) is pending. Buyer is new company headed by David Pearlman, formerly of First City Broadcasting Co. Filed April 20.

■ **WFGX(TV) Ft. Walton Beach, FL** (BALCT900515KI; ch. 35; 635 kw-V; 63.6 kw-A; ant. 280 ft.)—Seeks assignment of license from TV 35 Ltd. to WEAR-TV Ltd. for \$810,000. Seller is headed by Marc W. Bowman, Thomas N. Moore, Charles P. Casson, Lawrence W. Hall, James P. Hines and Joel Goldberg. Hall and Goldberg have interest in Family Radio Ltd. I, licensee of WKWK(AM)-WAIL(FM) Key West, FL. Casson and Goldberg have interest in Family Group Ltd. III, licensee of WLAX(TV) LaCrosse and WGBA(TV) Green Bay, both Wisconsin. Buyer is headed by James M. Hoak Jr., David Walthall, James J. Robinette, James P. Lehr, Wayne Kern, Douglas N. Woodrum and Linda L. Williams, and is licensee of WEAR-TV Pensacola, FL. WEAR-TV Ltd. is subsidiary of Heritage Media Inc., which owns 100% of Rolling Telecasting Inc., licensee of WPTZ-

TV North Pole, NY; Heritage Broadcasting Group Inc., licensee of KDLT-TV Mitchell, SD; WCHS Ltd., licensee of WCHS-TV Charleston, WV; KEVN Inc., licensee of KEVN-TV Rapid City and KIVV-TV Lead, both South Dakota; WIL Music Inc., licensee of WIL-AM-FM St. Louis, MO; WBFF Inc., licensee of WBFF-AM-FM Rochester, NY; Heritage-Wisconsin Broadcasting Corp., licensee of WEMP(AM)-WMYX(FM) Milwaukee, WI, and KKSJ Inc., licensee of KKSJ(AM) Vancouver, WA, and KKSJ-FM Portland, OR. Heritage Media Corp., ultimate parent of Heritage Media Inc., is licensee of KDAY(AM) Santa Monica, CA; KRPM(AM) Seattle, WA; KRPM-FM Tacoma, WA, and KAUT-TV Oklahoma City, OK. Filed May 15.

■ **WBIV(AM) Natick, MA** (BAPL900522EA; 1060 khz; 25 kw-D; 2.5 kw-N)—Seeks assignment of license from Boston SRN Inc. to International Communications Group for undisclosed amount. Seller is subsidiary of Satellite Radio Network (SRN), and is headed by Michael B. Gliner. SRN is parent company of Houston SRN Inc., licensee of KGOL(AM) Humble, TX, and Detroit SRN Inc., licensee of WLQV(AM) Detroit. Gliner has interest in Voice of Charlotte Broadcasting Co., licensee of WQCC(AM) Charlotte, NC; is permittee of new AMs in Fairview, NC, and Florence, SC. He is licensee of LPTV W29AC Charlotte, NC. Buyer is headed by Antonio Molina, Ruben P. Moreno, Fradeque A. Rocha, David Cortiella and Jose M. Perez, and has no other broadcast interests. Filed May 22.

■ **WFLT(AM) Flint, MI** (BAL900511EG; 1420 khz; 500 w-D, 142 w-N)—Seeks assignment of license from Stuart A. Gold, trustee, to Metropolitan Missionary Baptist Church for \$225,000. Seller has no other broadcast interests. Buyer is headed by Arthur J. Pointer, Julia Adams, Willa Hawkins, Sammy Beard, T.J. Pointer, O.J. Roberts, Monroe Adams, Wilmot Austin, John Allen, Thomas Davis, Nobel Jones and Alvin Phillip, and has no other broadcast interests. Filed May 11.

■ **KFBT(TV) Las Vegas** (BTCCT900508KG; ch. 33; 1,349 kw-V; 500 kw-A; ant. 1,906 ft.)—Seeks assignment of license from Channel 33 Inc. to Channel 33 Inc. for no financial considerations. Seller is headed by Lawrence G. and Teri J. DePaulis, husband and wife, and has no other broadcast interests. Buyer is headed by Daniel and Mary Koker, husband and wife, and has no other broadcast interests. Filed May 8.

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■ **WPNF(AM) Brevard, NC (BAL900511ED; 1240 khz; 1 kw-U)**—Seeks assignment of license from Pisgah Broadcasting Co. to Radio Hendersonville for \$60,000. Seller is headed by Stella A. Trapp and has no other broadcast interests. Buyer is headed by Kermit Edney, and is licensee of WHKP(AM) Hendersonville, NC. Filed May 11.

■ **WTRG-FM Rocky Mount, NC (BALH900502HW; 100.7 mhz; 100 kw; ant. 1,968 ft.)**—Seeks assignment of license from Capitol Broadcasting Corp. of Mobile to Joyner Communications Inc. for \$5.999 million. Seller is headed by Ken Johnson and has interests in WKSJ-AM-FM Mobile and WMJJ(FM) Birmingham, both Alabama; WCAW(AM)-WVAF(FM) Charleston, WV; WRKA(FM) Louisville, KY; WGFY(FM) Nashville, and KQFX(FM) Austin, TX. Buyer is headed by A. Thomas Joyner and David Weil, and is licensee of WZFX-FM Whiteville, NC, and WROV-FM Martinsville, VA. Joyner owns 60% of Joyner Radio Inc., licensee of WTFX-FM Watertown, WI, and WROV(AM) Roanoke, VA. Weil holds 40% voting stock of Joyner Radio Inc. Filed May 2.

■ **WKNF-FM Oak Ridge, TN (BALH900510HY; 94.3 mhz; 1.82 kw; ant. 395 ft.)**—Seeks assignment of license from Key Broadcasting Co. to O.K. Broadcast Trust Inc. for \$1,362,500. Seller is headed by Anthony J. Ciano and has no other broadcast interests. Buyer is headed by William S. Scott and Marcelle T. Sailors, who is wife of media broker Don Sailors. Filed May 10.

■ **KLVL(AM) Pasadena, TX (BAL900511EC; 1480 khz; 1 kw-D, 500 w-N)**—Seeks assignment of license from Angelena Vera Morales, executrix, to Angelena Vera Morales for no financial considerations. Seller is court appointed executrix of last will and testament of Felix H. Morales, her husband. Buyer is sole heir to licenses of KLVL(AM) Houston and KHFM(AM) San Antonio, both Texas. Filed May 11.

■ **WOAY(AM) Oak Hill, WV (BAL900514EB; 860 khz; 10 kw-D, 5 kw-CH)**—Seeks assignment of license from Adventure Communications Inc. to Commissioned Communications Inc. for \$100,000. Seller is headed by Michael R. Shott, Karen A. Shott and John H. Shott, and is licensee of WHIS(AM)-WHAJ(FM) Bluefield, WV. Adventure Communications has interests in Adventure Two Inc., licensee of WKEE-AM-

FM Huntington, WV and Adventure Four Inc., licensee of WSIC(AM)-WFMX(FM) Statesville, NC. Michael R. Shott owns 49% of Adventure Three Inc., permittee of WBJY-FM Wheeling, WV. Buyer is headed by Eugene C. Ellison and Judith L. Ellison, and has no other broadcast interests. Filed May 14.

#### Actions

■ **KIXT(AM)-KLAZ(FM) Hot Springs, AR (AM: BAL900315EE; 1420 khz; 5 kw-D, 87 w-N; FM: BAPLH900315EF; 105.9 mhz; 95 kw; ant. 994 ft.)**—Granted assignment of license from Noalmark Broadcasting Corp. to KZ Radio Ltd. for \$800,000 ("Changing Hands," March 26.) 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 KKTZ(FM) Kilgore, both Texas; and KYKK(AM)-KZOR(FM) Hobbs, NM. 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 WXLS(FM) Gulfport, both Mississippi. Action May 23.

■ **KFRG(FM) San Bernardino, CA (BALH900314HM; 95.1 mhz; 50 kw; ant. 321 ft.)**—Granted app. of assignment of license from Keymarket of California Inc. to The Tremont Group Ltd. for \$8 million. Sale is first step of two-stage transfer. Tremont will sell share of station to Keymarket of California Ltd. for \$3 million. Keymarket of California will then be general partner, while Tremont will become limited partner. Tremont uses tax certificate earned in earlier sale. Seller is headed by Kerby Confer, who, through various companies, is 100% stockholder of WILK(AM)-WKRZ-FM Wilkes-Barre and WHGB(AM)-WNNK-FM Harrisburg, both Pennsylvania; KFON(AM)-KKMJ-FM Memphis; WWL(AM)-WLMG-FM New Orleans; WQSF(FM) Williamsburg, VA, and KFRG-FM San Bernardino, CA. Buyer is headed by Joseph C. Amaturro, Winifred J. Amaturro, Douglas Q. Amaturro, Lawrence V. Amaturro, Winifred L. Amaturro, Elizabeth M. Eisenstein and Loma J. Amaturro. Joseph C. Amaturro, as court receiver, is licensee of KHGI-TV Kearney, KSNB-TV Superior and KWNB(TV) Hayes Center, all Nebraska. Action May 25.

■ **KBQC(AM) Davenport, IA (BAL900321EC; 1580 khz; 500 w-D, 7 w-N)**—Granted app. of assignment of license from Valley Broadcast Ministries Ltd. to Christian Family Media Inc. for \$200,000. Seller is headed by Jonathon B. Detherage, Larry and Aleta Lewis, husband and wife, and Shannon Speak, and has no other broadcast interests. Buyer is headed by Scott and Tonya Culley, husband and wife, Jeff and Caralee Rath, husband and wife, and Don and Joan Langan, husband and wife. They have no other broadcast interests. Action May 22.

■ **KWOF(AM) Waterloo, IA (BTC900108EA; 850 khz; 500 w-D)**—Granted app. of assignment of license from Life-Unlimited Communication Corp. to Life-Unlimited Communication Corp. for no financial consideration. Seller is headed by Jeffrey D. Smith and Melene Facciani and has no other broadcast interests. Buyer is headed by Jeffrey D. Smith and Debra B. Smith, husband and wife, and has no other broadcast interests. Action May 16.

■ **KREJ(FM) Medicine Lodge, KS (BAPED900412GE; 95.9 mhz; 3 kw; ant. 328 ft.)**—Granted app. of assignment of license from Randy Henry to Florida Public Radio Inc. for no financial considerations. Seller has interest in Florida Public Radio Inc. Buyer is headed by Henry, Harry Sheder, Carol Henry, Sheila Wright, and Art Wilson, and is licensee of WPIO-FM Titusville, WEGS-FM Milton, and WPGS(AM) Mims, all Florida, and KSKB-FM Brooklyn, IA. Action May 25.

■ **WKZT(AM) Fulton, KY (BAL900322EB; 1270 khz; 1 kw-D, 54 w-N)**—Granted app. of assignment of license from Ken-Tenn Broadcasting Corp. to River County Broadcasting Inc. for \$80,000. Seller is headed by Kenneth Z. and Clara A. Turner, husband and wife. Buyer is headed by Alvin McClain and Charles Whitlow, and has no other broadcast interests. Action May

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CPS <sup>1</sup>	TOTAL <sup>2</sup>
Commercial AM	4,981	250	5,231
Commercial FM	4,282	859	5,141
Educational FM	1,425	278	1,703
■ Total Radio	10,688	1,387	12,075
Commercial VHF TV	549	19	568
Commercial UHF TV	550	188	738
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
■ Total TV	1,448	233	1,681
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,831	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	395	2,606

### CABLE

Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.7%

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

■ **WWL-TV New Orleans (BALCT900122KH):** 1420 khz; 5 kw-D; 87 w-N.—Granted app. of assignment of license from Loyola University to Rampart Operating Partnership for \$102.85 million (see "Changing Hands," Jan. 1). Seller is headed by Rev. James Carter and has no other broadcast interests. Buyer is headed by J. Michael Early, Phillip Johnson, Jimmie B. Phillips, Debra A. Barnewold and Carol A. St. Martin, who are principals of Rampart Broadcasting Co., which is 99% owner of Rampart Operating Partnership. SMG/61 Corp. holds other 1% and is headed by Harvey Sandler, Eli S. Garber, Leon Meyers and Barry Lewis. Sandler and Barbara Lewis, wife of Barry Lewis, each own 20% interest in WRKL(AM) New City and WZFM(FM) Briarcliff Manor, both New York. Sandler, Barry Lewis and Kornreich are principals of Sandler Capital Management, which owns 12.6% interests in Multimedia Inc., 11.4% of Gray Communications Systems Inc. and 9.3% of Outlet Communications Inc. which collectively are licensees of WMAZ-AM-TV and WAYS(FM) Macon, GA; KEEL(AM)-KITT(FM) Shreveport, LA; KSDK(TV) St. Louis, MO; WLWT(TV) Cincinnati, OH; WFBC-AM-FM Greenville, SC; WBIR-TV Knoxville, TN; WEZW(FM) Wauwatosa; WALB-TV Albany, GA; WJHG-TV Panama City, FL; KTVE(TV) El Dorado, AR; WTOP(AM)-WASH(FM) Washington, DC; WATL(TV) Atlanta, GA; WXIN(TV) Indianapolis, IN; WCMH-TV Columbus, OH, and WJAR(TV) Providence, RI. Action May 23.

■ **WFXT-TV Boston (BALCT891129KE):** ch. 25; 1950 kw-V; ant. 1,170ft.—Granted app. of assignment of license from Fox Television Stations Inc. to Boston Celtics Communications Inc. for \$10,000,000 ("In Brief, Sept. 25). Seller is licensee of KTTV(TV) Los Angeles; WTTG(TV) Washington; WFLD(TV) Chicago; WNYW(TV) New York; KDAF(TV) Dallas and KRIV(TV) Houston and is headed by Robert M. Kreek. Buyer is headed by Don Gaston and Alan Cohen and is also purchasing WEEI(AM) Boston. Action April 24.

■ **KWBE(AM) Beatrice, NE (BAL900314EC):** 1450 khz; 1 kw-U.—Granted app. of assignment of license from ERM Associates to Community Media Inc. for \$325,000. Seller is headed by J. Taylor Monfort and has no other broadcast interests. Buyer is headed by Norton E. and Diana H. Warner, husband and wife, and who are officers and directors of Warner Enterprises Inc., 100% stockholder of KRLN Inc., licensee of KRLN-AM-FM Canon City, CO; KABI Inc., licensee of KABI(AM)-KSAJ(FM) Abilene, KS; KLIN Inc., licensee of KLIN-AM-FM Lincoln, NE, and First Star Corp., licensee of KSTR-AM-FM Grand Junction, CO. Action May 25.

■ **KPAH(FM) Tonopah, NV (BTCH891128HF):** 92.7 mhz; 280 watts; ant. 970 ft.—Granted app. of assignment of license from Roughrider Broadcasting Inc. to Sigmund Rogich Trust for no financial considerations. Transfer is result of Sigmund Rogich being appointed assistant to President Bush for special activities and initiatives, which requires him to relinquish earned income from for-profit organizations and other business activities in which he might have financial interest. Seller has no other broadcast interests. Buyer is Nevada Title Co., which is headed by Terry Wright, Robbie Magby, Cathy Gage and Nikki Wilcox, and has no other broadcast interests. Action May 24.

■ **KZZX(AM)-KINN(FM) Alamogordo, NM (AM: BTC900215EE; 1270 khz; 1 kw-D; FM: BTCH900215EF; 105.5 mhz; 3 kw; ant. 209 ft.)**—Granted app. of 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. None of the principals have any other broadcast interests. Action May 23.

■ **KXOL(AM) Clinton, OK (BAL900130EA):** 1320 khz; 1 kw-D.—Granted app. of assignment of license from Ray H. Potts to Gentry Broadcasting Inc. for \$75,000. Seller has no other broadcast interests. Buyer is headed by Frank and Cathy S. Gentry Jr., husband and wife, and Dennis Burton, and has no other broad-

cast interests. Action May 25.

■ **WBPC(AM)-WWKS(FM) Beaver Falls, PA (AM: BAL900321EA; 1230 khz; 1 kw-U; FM: BALH900321EB; 106.7 mhz; 47 kw; ant. 520 ft.)**—Granted app. of assignment of license from MT Communications Inc. to The Baltimore Radio Show Inc. for \$2,910,000 ("Changing Hands," April 9). Seller is headed by Ted and Marilee Ruscitti and has no other broadcast interests. Buyer is headed by Harry R. Shriver, Daniel A. Bowles, Vilma J. Smith, Hope H. Barroll III and Lewis A. Noonberg, and is licensee of WKHI-FM Ocean City, MD. Action May 29.

■ **KOSZ(AM)-KVHT(FM) Vermillion, SD (AM: BAL900321ED; 1570 khz; 500 w-D; FM: BALH900321EE; 102.3 mhz; 3 kw; ant. 255 ft.)**—Granted app. of assignment of license from Vermillion Radio Inc. to Christensen Broadcast Group Inc. for \$183,344. Seller is headed by Honoe Longstreet, Joseph LeTendre and David Linnemeyer, and has no other broadcast interests. Buyer is headed by Wallace M. and Diane Christensen, husband and wife, and is licensee of KLOH(AM) and KISD(FM) Pipestone, MN. Action May 23.

## NEW STATIONS

### Applications

■ **Lompoc, CA (BPH900504MD)**—Lion's Share Broadcasting seeks 104.9 mhz; .7 kw; ant. 678 ft. Address: 2811 Lewis Dr., Lompoc, CA 93436. Principal is headed by Robert D. Janeczek and has no other broadcast interests. Filed May 4.

■ **Palatka, FL (BPED900521MD)**—Putnam Radio Ministries Inc. seeks 91.9 mhz; 3 kw. Address: 3111 St. Johns Ave., Palatka, FL 32177. Principal is headed by Michael Rippey, Jim Czerwinski, Larry Collier, Barry Hayes, Phil Heilman and Ben Maltby, and has no other broadcast interests. Filed May 21.

■ **Panama City, FL (BPED900504MA)**—Gulf Coast Community College seeks 89.1 mhz; 100 kw; 123 m. Address: 5230 West Hwy. 98, Panama City, FL 32401. Principal is headed by William C. Cramers Jr., J.V. Gander, Ted I. Haney, Raymond W. Lopez, James A. Poyner, George H. Smith, Amelia G. Tapper, Deborah P. Taylor and Charles A. Whitehead, and has interest in noncommercial, educational WKGC-FM Panama City, FL. Filed May 4.

■ **Zebulon, GA (BPH900419MU)**—Stephen D. Tarkenton seeks 92.5 mhz; 6 kw; ant. 328 ft. Address: 138 Boone Dr., Newman, GA 30264. Tarkenton is son of Dallas M. Tarkenton and brother of Dallas M. Tarkenton III and Christopher N. Tarkenton. Dallas M. Tarkenton is president and 75% stockholder of Tarkenton Broadcasting Inc., licensee of WJGA-FM Jackson, GA; is president and 65% stockholder of Carroll County Media Inc., licensee of WBTR-FM Carrollton, GA; is president and 90% stockholder of Newman Broadcasting Co., licensee of WCOH(AM) Newman, GA, and is president and 75% stockholder of South Metro Broadcasting Inc., licensee of WMKJ-FM Newman, GA. Filed April 19.

■ **Princeville, HI (BPED900418ML)**—North Shore Radio Inc. seeks 98.9 mhz; 100 kw; ant. -52.48 ft. Address: 435 South Lafayette Park Place, Suite 105, Los Angeles, CA 90057. Principal is headed by Iris E. Lindstedt, Charles Carrell, Forrest Romas, Judith A. Romas, Newton Bellis and Rita Bellis, who are stockholders of Radio Hawaii Inc., licensee of KPUA(AM)-KWXX(FM) Hilo, HI. Carrell and Lindstedt are officers and stockholders of WLBE 790 Inc., licensee of WLBE(AM) Leesburg, FL. Filed April 18.

■ **Island Park, ID (BPH900418MM)**—T.C. Monte Inc. seeks 106.5 mhz; 100 kw; 1,016 ft. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence and Frank E. Wood, and has no other broadcast interests. Filed April 18.

■ **Preston, ID (BPH900423MA)**—Zeldon A. and Mary Lynne Nelson seeks 96.7 mhz; .105 kw. Address: 1133 E. Glendale Rd., Preston, ID 83263. Nelsons own KACH(AM) Preston, ID. Filed April 23.

■ **Syracuse, IN (BPH900417MR)**—William Andrew Dixon seeks 103.5 mhz; 3 kw; ant. 328 ft. Address: R.R. 3, Box 211 Syracuse, IN 46567. Dixon has no other broadcast interests. Filed April 17.

■ **Bar Harbor, ME (BPH900502MG)**—Action Communications seeks 107.7 mhz; 12 kw; ant. 885 ft. Address: P.O. Box 610, Whippowill Rd., Litchfield, ME 04350. Principal is headed by Beverly E. Dodge and Howard L. Soule and has no other broadcast interests. Filed May 2.

■ **Beulah, MI (BPH900419MV)**—Roger L. Hoppe II seeks 92.1 mhz; 1.65 kw; ant. 442 ft. Address: 8420 Deadstream Rd., Box 51G, Honor, MI 49640. Hoppe has no other broadcast interests. Filed April 19.

■ **Bridgman, MI (BPH900510ME)**—MC Broadcasting Inc. seeks 97.5 mhz; 3 kw; ant. 328 ft. Address: 110 E. Broadway, Mt. Pleasant, MI 48858. Principal is headed by Joseph D. Mackin, Dorothy L. Mackin and Michael Cook. Joseph D. Mackin is sole stockholder of Mackin Broadcasting Inc., licensee of WCFX-FM Clare, MI. Filed May 10.

■ **Bridgman, MI (BPH900510MH)**—Susan Vandersteen seeks 97.5 mhz; 3 kw; ant. 987 ft. Address: 50855 Cherry Rd., Granger, IN 46530. Vandersteen has no other broadcast interests. Filed May 10.

■ **Winona, MN (BPED900514MA)**—Minnesota Public Radio Inc. seeks 101.1 mhz; 2 kw; 166 m. Address: 45 E. Eighth St., Saint Paul, MN 55101. Principal is headed by Addison L. Piper, Joanne Von Blon, William H. Kling, Robert Aurit, John A. Rollwagen, William J. Cosgriff and H. George Anderson, and is

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■ **Sargent, NE (BPH900503MD)**—Sandhills Giant Inc. seeks 92.1 mhz; 100 kw; ant. 760 ft. Address: 1211 10th Ave., Central City, NE 68826. Principal is headed by E. Eugene McCoy Jr., Michael S. O'Connor, E. Eugene McCoy Sr. and William P. Turney. E. Eugene McCoy Jr. owns 35% of Osage Radio Inc., licensee of KZOC(FM) Osage City, KS, and KZEN(FM) Central City, NE. Turney owns 35% of Osage Radio Inc. E. Eugene McCoy Sr. owns 30% of Osage Radio Inc. Filed May 3.

■ **Atlantic City, NJ (BPED900522MC)**—New Jersey Public Broadcasting Authority seeks 89.7 mhz; .025 kw-H, 6 kw-V. Address: 1573 Parkside Ave. CN777, Trenton, NJ 02625. Principal is headed by Robert Berkowitz, Vera King Farris, V. George Muller, Gerald Ebner, Stephen N. Aduabato, Clifton C. Crocker, J. Garfield De Marco, Ronald B. Hermann, John D.

Sheahan, T. Edward Hollander, Douglas C. Berman, Robert J. Del Tufo, Melvin R. Primas Jr. and Saul Cooperman, and is licensee of WNJT(TV) Trenton, WNJB(TV) New Brunswick, WNJM(TV) Montclair and WNJS(TV) Camden, all New Jersey, and is permittee of new ITFS station WHR821 at Montclair-Newark and WHR822 at New Brunswick, both New Jersey. Filed May 22.

■ **Vineland, NJ (BPED900522MB)**—New Jersey Public Broadcasting Authority seeks 91.3 mhz; .15 kw-H, 2 kw-V. Address: 1573 Parkside Ave. CN777, Trenton, NJ. Principal is headed by Robert Berkowitz et al. (see Atlantic City, NJ, above). Filed May 22.

■ **Nyack, NY (BPED900516MA)**—Long Island University seeks 89.9 mhz; 3 kw; ant. 544 ft. Address: 239 Montauk Hwy., Southampton, NY 11968. Principal is headed by Timothy Bishop, and is licensee of noncommercial, educational WPBX-FM Southampton and WCWP-FM Brookville, both New York. Filed May 16.

■ **Ridge, NY (BPED900522MA)**—Long Island Educational Television Council Inc. seeks 88.3 mhz; 4 kw H&V; 185 m. Address: 1425 Old Country Rd., P.O. Box 21, Plainview, NY 11803. Principal is headed by Robert A. McBride, Frank M. Corso, Elliott Landon, Norman B. Adams, John G. Moran, Roger L. Flore

and Thomas J. Hartman, and is licensee of WLIW(TV) Garden City, NY. Filed May 22.

■ **Southampton, NY (BPED900516MB)**—Long Island Educational Television Council Inc. seeks 89.9 mhz; 5 kw. Address: 1425 Old Country Rd., P.O. Box 21, Plainview, NY 11803. Principal is headed by Robert A. McBride et al. (see Ridge, NY, above). Filed May 16.

■ **Edmond, OK (BPH900501MF)**—Premiere Radio Networks Inc. seeks 97.7 mhz; .82 kw; ant 501 ft. Address: 6255 Sunset Blvd., Suite 2203, Hollywood, CA 90028. Principal is headed by Steven Lehman, Timothy Kelly, Louise Palanker, Ed Mann, Kraig Kitchin, Harold Wrobel, Roger Schnur and Stephanie Lehman, and has no other broadcast interests. Filed May 1.

■ **Beaver Springs, PA (BPH900502MF)**—Susan A. Bernstein seeks 106.1 mhz; .17; ant 1,312 ft. Address: 14 Spruce St., Selinsgrove, PA 17870. Bernstein has no other broadcast interests. Filed May 2.

■ **Beaver Springs, PA (BPH900503MC)**—Beaver Springs Broadcasting Ltd. seeks 106.1 mhz; .158 kw; ant. 1,312 ft. Address: R.D. 1, Box 460, Cogan Station, PA 17728. Principal is headed by Elaine C. Kennedy and G. Michael Hoy. Hoy owns 2% of WMHU-FM Renovo, PA. Filed May 3.

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## RADIO

### HELP WANTED MANAGEMENT

**North to Alaska!** Program director for public radio station in Alaska's interior region. Responsible for program acquisition and scheduling, supervision of personnel, budgeting, some announcing and fund raising, and assisting with planning and marketing. Requires extensive experience in public radio, personnel management skills, familiarity with audience research analysis and audience building techniques. Should also have good announcing and audio production skills and be prepared to work with volunteers and students. Requires familiarity with broadcast regs. Salary: \$30,680 to \$35,790. Excellent fringe benefits. Deadline: July 1, 1990. Send letter of application, resume, list of references and audition tape to Bruce Smith, General Manager, KUAC TV/FM, University of Alaska, Fairbanks, AK 99775-1420. The University of Alaska is an EO/AA employer and educational institution.

**General manager:** Long Island's monster AC powerhouse, WALK FM/AM, is looking for exceptional leader/motivator. Rare opportunity for take-charge professional with successful track record in sales and programming. Join strong, progressive group at flagship station in nation's 13th MSA. Resumes to Linda Healy, WALK FM/AM, PO Box 230, Patchogue, NY 11772. EOE, M/F

**General sales manager** for the #1 CHR (WZDQ-FM) and Country (82Q AM) for the Washington-Baltimore corridor, Frederick, Maryland. Lead a 6 person sales team to awesome sales figures in America's fastest growing market! Call Jack Alix, VP/GM, at 301-663-5400. EOE.

**General sales manager needed** for WTMI, 93.1-FM in Miami/Fort Lauderdale/Palm Beach. All applicants need high energy, have high aspirations, be able to motivate and lead a team of eight. Recruiting and training abilities a must. If this is you, send resume to Allen Stieglitz, 3225 Aviation Ave., Miami, FL 33133. WTMI is an equal opportunity employer.

**General Manager** for established Wyoming radio stations. Send resume to: KWYO, 130 South Main, Buffalo, WY 82834 or call 307-684-2207. EOE.

**GM/GSM** wanted for Columbia, MO market. Startup FM needs leader with strong selling skills to hire, train, motivate sales staff. Strong in sales promotions. Resume, references, salary requirements. Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63702. EOE.

**General manager/sales manager.** Coastal Florida Combo need sales oriented GM. Sales, promotion and management experience a must. Ideal position for results oriented leader with strong organizational skills who is highly motivated. Send resume and salary history: Box D-25. EOE.

**Sweat equity** with opportunity for 100% ownership available to honest, ethical and experienced individual(s) dedicated to small market radio. Powerful AM/FM Southwestern Combo. EOE. Box D-26.

**Terrific opportunity:** Looking for a qualified sales manager to build a sales staff for a new CHR in Lincoln, NE. Send resume to KKNB, 5601 South 27th, Lincoln, NE 68512. EOE.

**Director/station manager** of WUAL/WQPR, 100,000 watt and 20,000 watt CPB qualified radio stations licensed to The University of Alabama. Successful applicant must be familiar with policies and operation of National Public Radio, Corporation for Public Broadcasting, SECA, and related organizations as well as federal and state agencies which affect licensing and/or funding of public radio; must show personnel supervisory abilities; must understand public radio fund raising and promotion techniques and have ability to implement projects to increase station funding; should be familiar with technical aspects of radio broadcasting. Public radio experience, some as supervisory, required. Bachelor's degree required; Master's preferred. Some teaching duties in College of Communication may be assigned. Salary competitive, commensurate with experience. Target start date: On or before September 1, 1990. Send cover letter, resume, and a list of at least four professional references to: Employment Office, Box 870364, Tuscaloosa, AL 35487. The University of Alabama is an Equal Opportunity/Affirmative Action Employer. Women and minorities are encouraged to apply.

**Premier sales management** position is opening for the first time in eight years. Green Bay and Northeastern Wisconsin's top rated-top biller, 100,000 watt WIXX needs a highly experienced professional to manage a top notch eight person sales staff. The successful applicant will have an excellent sales management track record, the ability to teach and motivate, a good understanding of ratings and how to use and not use them, strong collection skills, superior knowledge of radio promotion and promotion materials and an unending desire to win and win and win. If you think you have what it takes to sales manage a multi-million dollar biller in beautiful Northeastern Wisconsin, send a complete resume to D. E. Wright, President, Midwest Communications, PO Box 1991, Green Bay, Wisconsin 54305. We are proud to be an EOE.

### HELP WANTED SALES

**WVEE and WAOK** are looking for a very unique sales person. The individual we are looking for must be able to negotiate with decision makers, be customer focused, understand Urban Contemporary radio and have at least two years of radio sales experience. If you're looking for a growth opportunity, we'd like to hear from you regardless of market size. Send your resume immediately to Howard Toole, General Sales Manager, WVEE/WAOK Radio, 120 Ralph McGill Blvd., Suite 1000, Atlanta, GA 30365. Summit Atlanta Broadcasting is an equal opportunity employer.

**WKIK-AM, Leondertown, Maryland,** has an immediate opening for a sales manager. 3-5 years of experience preferred. Must be able to write and produce spots, do remotes, etc. Will handle top station accounts, train and supervise other sales people. Send resumes to PO Box 510, Leonardtown, MD 20650. Call 301-475-8937. EOE.

**Top-rated Sunny Southern California FM CHR & AM Country Combo** is looking for an experienced and successful radio salesperson. Please rush your resume to: Sales Manager, KDUC/KSZL Radio, PO Box 250, Barstow, CA 92311. EOE.

**National and vendor sales manager:** Responsible for national billing and development/maintenance of vendor revenue among local staff. Assist GSM with administrative duties. Four years of sales experience in a large market. Detail oriented, excellent communication skills and strong knowledge of all research required. Contact: Jim Robinson, Fax: 202-244-4700. EOE.

**The Last Great Place:** Come to Montana ARB's 256th rated market. Top Country FM, top Oldies AM. Sell 25-54 adults to non-agency direct accounts. Earn 20% + commission. Very strong team of friendly people. We are looking for one or two sales people who want to earn \$25,000-\$30,000 per year. EOE. Send resume to General Manager, PO Box 1239, Great Falls, MT 59403.

### HELP WANTED ANNOUNCERS

**Southwest Florida's** all new KISS 103.7 is looking for a morning talent with great production skills. Send tape and resume with references to WAKS, PO Box 1506, Ft. Myers, FL 33902. Attn: Mark Hayes. EOE.

### HELP WANTED TECHNICAL

**Major group** is looking for engineers of all talents. Please reply to Box C-56. EOE.

**Systems Technologist II** (Broadcast) for public radio KRWG-FM. B.A. or B.S. degree in Engineering Technology or related field with 3-4 years experience; or Associate's degree with 5 to 7 years experience; considerable knowledge of radio broadcast equipment: installation, trouble shooting, repair and operation; possess a Restricted Permit or General Radio Telephone License; SBE and/or NARTE technical certified preferred; have recent demonstrated technical ability. Salary: \$24,046. Deadline for applications: July 3, 1990. Cover letter, resume and 3 references to: Colin Gromatzky, General Manager, KRWG-FM, PO Box 3000, Las Cruces, NM, 88003. KRWG RADIO/NMSU are an equal opportunity employer. Women and minorities are encouraged to apply.

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

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**General manager available.** Excellent and interesting track record. Can win big for you! Call Ken Patch - 508-775-7400 or 508-540-8216.

**Canada Manager** with 35 years broadcast experience. 15 in Canada, and Canadian wife want to return. History of success in Canada and U.S. Know CRTC rules, license renewal process, co-op and how to improve bottom line. Dave Cummins 806-327-5355.

**Talented 25-year** radio veteran seeking key position in mid/major market. All markets considered; especially Texas, New Mexico, Arizona and Colorado. Talk, news, production, copy, narration, promotion, dances, music, computers, automation, management - Name it! Christian family man. 47, with young children. 3-5 year contract. Serious inquires only. Ron Wortham, 214-564-5401.

**Successful suburban** San Francisco GSM seeks GM's position in East or South. Opportunity more important than starting salary. Turnarounds okay! Call 717-321-9035 (Messages). Available soon. EOE.

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**15 year Pro,** family man, 10 years in Los Angeles. Mornings at number frive station. Can do it all: AC programing, AT, news, reviews and talk. Call Tom 818- 242-4373.

**Many years experience,** mature, wholesome, nonsmoker. College graduate. Appealing, voice, excellent quality, speech background, creative writing talents. 804-253-0939.

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**SITUATIONS WANTED TECHNICAL**

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**Engineer/air talent.** Airshift required on Rock FM. Will engineer AM/FM Combo. Prefer milder winters: metro 125K plus. Experienced. Eric, evenings, 219 924-7004.

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**SITUATIONS WANTED NEWS**

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**Sportscaster,** currently employed, with outstanding experience at network level in radio-TV seeking major market opportunity or major college opportunity. Available at your convenience. Excellent PBP. 812-424-6020.

**Texas metro:** Take-charge veteran broadcaster. Seeking ND or strong anchor position. Proven track record. 13 years in present job. Want to return home. Box D-15.

**Sports pro.** 5 yrs. exp. incl. P/T in suburban NYC. Sophisticated, exciting PBP and solid anchoring. Impeccable knowledge. Bob, 201-546-5546.

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**HELP WANTED MANAGEMENT**

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**Local sales manager** for midsize Texas market. Network affiliate seeks savvy LSM. Strong personal salesperson, leader. 5 years experience. Computer available knowledge, strategist, proven record, integrity. Send resume, references and salary requirements. Strictly confidential. Please send your confidential reply to Box C-65. EOE.

**Marketing manager** to supervise station marketing, promotion and operations, station on-air look and news look. College degree, 3-5 years of promotion or marketing experience. Applicants must be creative and possess superior visual talents. Position reports to the general manager. Send resume and tapes to: Lee Brantley, VP/GM, WAFF-TV, Dept. AA, Box 2116, Huntsville, AL 35804. EOE.

**Production manager:** KSBW-TV, an NBC affiliate in Salinas, California, is seeking a production manager. The individual we are looking for must have a "hands-on" technical background, creative talents, and strong people skills. To apply for this position, please send a resume and demo reel to: General Manager, KSBW-TV, PO Box 81651, Salinas, CA 93912.

**If you would like** to live in a beautiful part of the country (NE) surrounded by exciting things to see and do. If you like a challenging job and have local sales management experience and solid people skills, then this top 50 Fox affiliate may be for you. We're looking for a motivator, teacher, promotion oriented local sales manager. Box D-18. EOE

**Local sales manager:** Dominant independent in top 30 market seeks highly motivated and competitive individual to lead sales staff. Successful LSM experience required. Terrific, growing company with excellent benefits and potential. All replies are confidential. Send resume to: Box D-29. EOE.

**National sales manager:** Seeking sales professional with national sales experience for growing network affiliate in desirable Southeast midsize market. Individual should be able and ready to take immediate control of department. EOE. Send resume to D-17.

**Promotion manager:** Top 50 Sunbelt market. Fox affiliate is seeking an aggressive hands-on promotion manager. If you are an innovative, take-charge professional who can visualize and take advantage of marketing opportunities, build a strong creative team and are looking for career growth in an exciting new company we want you to be part of our team. The perfect opportunity for a large market number two or small market number one. Indy experience a must. Fox affiliate a plus. EOE. Send resume to: Box D-30. We will be at BPME.

**Traffic manager:** Southeastern CBS affiliate in top 50 market needs take-charge traffic manager. Five years of television traffic experience required. Inventory management, experience on JDS systems, and supervisory skills are a must. Send resumes to Box D-31. EOE.

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**HELP WANTED SALES**

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**General sales manager.** Solid NBC affiliate located in Mid-South looking for sales leadership. Excellent opportunity for person with proven track record in local and national sales management. Must have strong people skills. Paper pushers need not apply. Send resume to: Box C-54. EOE.

**NBC affiliate** in medium-size Mid-South market needs sales manager. Must have solid experience in all areas of sales. Strong management skills a must. Resume to Box C-5. 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 D-16. EOE, M/F.

**National sales manager:** Unhappy with the national biz in your market? Is your GM putting on the pressure to do something with your dark time? Call 213-550-1122, ext. 105 to turn your 2nd and 3rd quarters around! EOE.

**Local sales manager:** ABC affiliate, seeks local sales manager with previous sales management experience. Must have proven leadership ability and be skilled in all aspects of local sales. Send resume to: Jeb Baker, General Sales Manager, WTVO-TV, P.O. Box 5590, Lexington, KY 40555-5590. EOE.

**Account executive:** The NBC affiliate in Bristol, VA, WCYB-TV5, seeks an individual who is sales driven, creative, highly motivated and detail oriented. Successful applicant must have strong presentation skills and a minimum of two years broadcast sales or related experience. Please send resume, work sample and sales philosophy to Local Sales Manager, WCYB-TV5, PO Box 2069, Bristol, VA 24203.

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**HELP WANTED TECHNICAL**

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**South Texas station** needs well qualified assistant chief engineer with proven ability. EOE. Box C-51.

**Engineer** with five years hands-on maintenance with XMTR and studio systems. EOE, a Trinity station KTBW-TV, 1909 So. 341st Pl., Federal Way, WA 98003, FAX# 206-874-7432.

**Due to expansion** of facilities, Lodestar Towers Inc. seeks an experienced engineer skilled in RF transmissions, antenna combining systems and with a good knowledge of communications tower site requirements. Freedom to travel is a requirement, along with good verbal and written communications skills. No calls accepted. Resume and salary requirements to: Director of Engineering, PO Box 14485, North Palm Beach, FL 33408. EOE.

**Engineering manager.** Major satellite communications firm seeking experienced engineer to manage extensive transportable satellite network. Minimum of four years experience in satellite communications operation and maintenance. Thorough knowledge of video and C-band transmission system necessary. Component level maintenance experience. Experience with encryption a plus. Strong interpersonal and leadership skills essential. Travel involved. Only self-motivated individuals need apply. Competitive salary and benefits. Send detailed resume with salary history and references to: Helen Hunter, Telecom Broadcasting, 1930 S. Hill St., Suite 206, Oceanside, CA 92054. FAX# 619-439-8838. EOE.

**Chief engineer:** Great television station for the right person. CBS affiliate. Must be experienced, technically sound, good with people. Respond to: Jerry Dalrymple, KWTW, Box 14159, Oklahoma City, OK 73113. EOE, M/F.

**Small market network affiliate TV** in Rocky Mountains seeking chief engineer with UHF transmitter experience. Past experience with start-up operations helpful. Good communications/budgeting skills a must. Send resume and salary requirements to Box D-9. EOE.

**Video control center operator:** Los Angeles, IDB Communications Group, Inc., a leading supplier of satellite transmission services, seeks a video control center operator for its Los Angeles facility. Candidates should have 3-5 years experience in satellite operations, or broadcast master control in a medium-to-major market. Uplink experience is essential. Qualified applicants should submit resumes and salary history to: IDB Communications Group Inc., 10525 W. Washington Blvd., Culver City, CA 90232, Attn: Manager of Video Transmission. No phone calls, please. EOE, M/F.

**TV maintenance engineer needed** for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word Of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Maintenance engineer:** Florence/Myrtle Beach, South Carolina. Progressive company, excellent benefits. Three years minimum TV studio maintenance experience required. Extensive background in Odetics, Beta, Sony ENG systems and general digital systems servicing a necessity. Send resume to: WPDE-TV, Personnel Dept., PO Box F-15, Florence, SC 29501. EOE, M/F.

**Spanish network** has opening for maintenance engineer for 40' mobile unit. Experience on Grass Valley, Utah Scientific, Ikegame, Ampex. Flexible hour and travel. Send resume and salary requirements: Univision, 6392 NW 84 Ave., Miami, FL 33166. EOE.

**KOKH-TV,** Oklahoma's #1 Independent, has a career opportunity available for a UHF transmitter engineer. If you have a thorough knowledge and hands-on experience with UHF transmitters, we have the perfect opportunity for you. Call Spec Hart or send resume to 1228 E. Wilshire Blvd., Oklahoma City, OK 73111. 405-843-2525. EOE.

**TV microwave supervisor.** State-wide, five station network has an opening for a technician with five years hands-on maintenance experience with 7 GHz microwave systems, 450 MHz Marit radios, remote control equipment and at least two years of maintenance experience on VHF and UHF TV transmitters. Will be based to provide maintenance for northern portion of system. Candidates must have two years post HS technical training, an FCC First/General Class Radiotelephone license and valid driver's license. Position requires 80% travel, vehicle provided. Applications, including salary history and the names and phone numbers of three professional references must be submitted by June 20 to: AETN Personnel, PO Box 1250, Conway, AR 72032. AETN is an EO/AA employer. Minorities and women are encouraged to apply.

**News videographer:** Shoot and edit for newscasts, and special projects as assigned. At least one year TV experience required. Non-returnable tapes/resumes to: Steve Hawkins, WCYB-TV5, 101 Lee Street, Bristol, VA 24201. EOE.

**Kansas City Independent** is renewing its search for chief engineer. Must be well-versed in UHF transmitter maintenance as well as general, overall television station equipment. This is a hands-on position requiring good people skills and ability to work well with other department. We offer an excellent opportunity in the nation's 30th market at a station recently acquired by a growing broadcast group. Send resume to General Manager, KZKC-TV, Television Place, Kansas City, MO 64126. EOE.

**Chief engineer:** DeSoto Broadcasting seeks a chief engineer/director of engineering for our new television station on the West Coast of Florida. The person for this job will be a motivated self starter, experienced in television station design, construction and operation. If selected, you will be responsible for the planning, design, construction and commissioning of our new television facility, including hiring of technical staff. This project is on a rapid timetable so motivation so a proven ability to "get things done" is essential. This position requires technical and administrative experience, including budgeting and people skills. Industry certification and a BSEE are pluses. You will work closely with our consultants, contractors and equipment vendors during the construction phase of the project. If you're looking for an exciting position in one of America's most desirable areas, this job may be for you. Send resumes only to DeSoto Broadcasting, Inc. WBSV-TV, 1549 Ringling Blvd., Suite 411, Sarasota, Florida 34236, Attention: Mr. Steven L. Gross, Chief Executive Officer. No phone calls, please. EOE, M/F.

**California dreaming?** Odetics Inc., manufacturer of Broadcast Cart Machines has immediate opening for video maintenance technician. A sound video fundamentals background required. Experience on U-matic, Betacam or MII preferred. As one of the 100 best companies to work for, we offer exciting opportunities, excellent benefits and an unbeatable location. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE.

**Studio technician:** Heritage Cablevision has an opportunity for an experienced studio technician. Will report to studio engineer. Responsibilities include maintenance/repair of new Sony decks, chip cameras and all other production equipment. Previous TV production equipment maintenance experience and formal electronics training required. Heritage serves 120,000 customers with two new studios, and daily live, 1/2 hour newscast, plus over 50 remote van events annually. Submit resumes to: Heritage Cablevision, Attention: Personnel Manager, 2215 N. DuPont Highway, New Castle, DE 19720. EOE Employer - Minorities & Females encourage to apply. A condition of employment with Heritage is satisfactory completion of a pre-employment physical, which includes a drug screen.

#### HELP WANTED NEWS

**Co-anchor** 6 and 10 pm newscasts. NBC, medium-size Southwest station looking for enthusiastic and motivated polished anchor. Send resume to: Box C-52. EOE. Tapes upon request.

**News director:** Top market seeks aggressive manager. Must be able to combine top level competitiveness with superb people skills. We have all the tools along with the best staff in the region. Send resume, letter of philosophy, references and salary requirement to KWTW, Attention: Jerry Dalrymple, Vice President, PO Box 14159, Oklahoma City, OK 73113. All replies will be handled confidentially. This position will be filled as soon as we find the right person, so if you're that person, apply now! No phone calls, please! EOE, M/F.

**Sports reporter/producer:** WTNH-TV is looking for a sports reporter/producer who knows how to make sports interesting to all viewers. Skilled at segment and story production. Potential to fill-in sportscasts. Send resume & tape to Bob Feldman, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. No calls. EOE.

**Two reporters** for the Western Pacific where breaking hard news abounds. Solid news and academic credentials with demonstrated news judgement. One position available, Saipan. One in Guam. Outstanding company benefits package inc. retirement and profit sharing plans. Tropical isle lifestyle isn't half-bad either. No-return tapes, resumes and references the first time to Ken Booth, ND, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910. FAX: 671-477-7847. EOE.

**Weeknight co-anchor.** Looking for anchor with minimum two years anchor/reporting experience to complement current male anchor. Salary negotiable. Send tape and resume to: Tom Mock, News Director, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. No phone calls, please. EOE.

**Producer:** In the words of that great philosopher, Mr. Springsteen, "you've got to learn to live with what you can't rise above." Unfortunately, we're looking for a 5:00 producer. We lost a good one, and a terrific guy, in a tragic accident. We're looking for a good, prolific writer with good news judgement, strong production skills, a positive attitude, heart of a champion, will to win, good perspective, and a sense of humor. Send tapes and resumes to: Tim G. Gardner, News Director, KTBC-TV News, PO Box 2223, Austin, TX 78768. Don't call us. We'll call you. EOE, M/F.

**Upscale top 60's market** continues to expand news commitment. Seeking aggressive reporters who can dig up and tell a good story. Newscast producers with good writing skills, creativity, and hard news sense. No phone calls, no beginners, please. Send resume and 3/4" tape to: Rich Klos, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE.

**General assignment reporter:** Creative, hard-working reporter with good writing skills and proven ability in live situations should apply. At least two years experience in reporting and/or anchoring at a commercial television station is required. Send resume and non-returnable tape to Lee Meredith, News Director, WTVB 11 News, PO Box 2009, Durham, NC 27702. EOE.

**Health reporter:** Candidate should have at least two years experience reporting and/or anchoring on health issues at a commercial station. Good writing skills and an ability to generate good, solid stories independently are necessary. Send resume and non-returnable tape to Lee Meredith, News Director, WTVB 11 News, PO Box 2009, Durham, NC 27702. EOE.

**News director:** Need experienced, creative professional to lead dedicated team. Midwest affiliate, send resume and salary requirements to Box D-20. EOE.

**WSMV Nashville** has an opening for a general assignment photojournalist. Minimum 2 years experience. Send tape and resume to: Pat Slattery, Chief Photographer, WSMV-TV, 5700 Knob Rd., Nashville, TN 37209. EOE.

**Anchor** to compliment our present co-anchor, must be an excellent writer, communicator (not a reader) and most of all a team player. Must be able to lead a staff of top rated journalists. Requires a minimum of 5 years experience. Salary DOE. EOE. Box D-23.

**Producer** for major weeknight newscast at aggressive top 60 affiliate with 40+ news staff and Ku-truck. Excellent writing, teasing, leadership skills a must. Resumes to Box D-24. EOE. No tapes yet.

**Personable weather anchor**, for main newscasts, charismatic and energetic, a people person who lives to talk weather. Box D-27. EOE. No tapes yet.

**Two openings:** News reporter/photographer. You can shoot, report and edit your stories. Three station network in western Montana. Tapes and resumes to: Newscenter Network, KECI-TV, Box 5268, Missoula, MT 59806. Entry level considered. No calls. EOE.

**WICS-TV**, Springfield, Illinois seeks to fill two positions: 10PM PRODUCER who is aggressive and has experience incorporating live and satellite technology for late newscast. ANCHOR/REPORTER to manage a new broadcast bureau in Decatur, IL. Experienced self-starter will be responsible for daily news gathering, packaging, and anchoring live reports. Three years commercial experience required. Send resumes, salary requirements and non-returnable videotapes to WICS-TV, Personnel Dept., 2680 E. Cook St., Springfield, IL 62703. No phone calls, please. EOE.

**Sports anchor/reporter:** WFSB, a Post Newsweek Station, is looking for a terrific Sports Anchor/Reporter. The person we'll choose will have an encyclopedic sports mind, a distinctive anchor style, and a feel for local sports reporting. If you know how to package and anchor with a mix of flair and substance, and want to join Southern New England's number one newscast, send resume and tape to: Mark Efron, Vice President/News & Station Manager, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. We are an equal opportunity employer.

**Producer:** Must be able to produce quality newscasts and special projects. Strong writing and organizational skills are a must. Minimum two years experience in medium market. No calls please. Send resume to Chuck Samuels, Executive Producer, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. EOE.

**News Director** for public TV station in Southwest. Requires Master's degree in related field plus three years in TV broadcast news, including assignment editor experience. Will supervise news operation, assign stories, oversee production of newscast using journalism students, teach broadcast journalism course, produce public affairs programs. Minimum \$26,500 plus benefits. Send resume, names of three professional references to: Jim Dryden, KRWG-TV, Box 30001, Las Cruces, NM 88003. Deadline June 27, 1990. New Mexico State University is an EEO/AA Employer.

**Southeastern coastal NBC affiliate** seeking producer for 6PM newscast. Three years experience required. Will produce energetic, two-anchor show in aggressive market. Send non-returnable tape, resume, references to Deborah Tibbetts, News Director, WCIV-TV, PO Box 22165, Charleston, SC 29413. No calls, please. EOE.

**Detroit's #1 affiliate** is seeking a news technical manager to supervise technical operations of all newsroom operations, news programs, satellite feeds, ENG, SNG and maintenance of all related equipment. Must participate in establishing technical facility and crew requirement; recommending various technological and operating methods to production units. Liaison between news and engineering. Must have Assoc. degree or equivalent experience in engineering or communications, significant TV technical operations experience and 3 to 5 years of management background. Strong interpersonal skills required. Send resume to WDIV-TV, Personnel Department, 550 W. Lafayette, Detroit, MI 48231. Equal Opportunity Employer.

**Small market West Texas affiliate** is expanding its current news operation and seeks a knowledgeable, self-motivated and hands-on Executive News Producer. Solid news judgement and strong people skills. Degree in Journalism or related field; plus a minimum of 3 to 5 years of managerial experience preferred. Send tape, resume and salary requirements to News Director, KLST, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Weeknight co-anchor**, writer, producer, ambassador. We're looking for all these skills in one reliable, personable, self-motivated person. Commitment necessary, experience preferred, entry-level grads considered. Minorities encouraged to apply. Tape, resume, and broadcast writing sample to Doug Maughan, KMVT-TV 1100 Blue Lakes Boulevard N., Twin Falls, Idaho 83301. EOE.

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#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

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**Promotion manager:** If you've taken a number three news and made it number one with great promotion, then we need to talk. We're a top 40 market that is on the go and we need your help. If you want the challenge, send a resume to Box C-20. No tapes yet. 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.

**Morning show producer:** Top 20 station needs an experienced producer to take charge of our creative M/F morning show. We're committed to good local TV and want someone who can make us sizzle. We don't need another booker. Send resume to Box D-12. EOE. No tapes yet.

**Creative producer w/strong writing, directing and production skills** needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word Of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Graphic artist needed** for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word Of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Director:** Director for news, local programs, commercials and remotes is needed by KTVU, San Francisco. Call Sterling Davis, 415-874-0104. EOE.

**Senior writer/producer:** Top 30 market seeks innovative news promotion producer. 2-3 years experience in writing and producing news promotion. Must have knowledge of top-shelf production techniques combined with award-winning creativity and team player attitude. If it's time for a change...rush resume and tape to: Scott Steffey, WITI-TV6, 9001 N. Green Bay Rd., PO Box 17600, Milwaukee, WI 53217. Please, no phone calls. EOE.

**Senior editor** wanted to join downtown Chicago post production facility. Work with top clients in a friendly atmosphere. Required: Strong aesthetic, technical and client relations skills, experience working with agencies a must. Prefer experience with GVG41 editor, GV200 switcher, Ampex ADO and Abekas A-62. Reel and resume to Mike O'Neill, Edit Express, 727 N. Hudson, Chicago, IL 60610. EOE.

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#### SITUATIONS WANTED MANAGEMENT

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**Fifteen years** in television production, engineering, management. MA Communications Management Business Administration. Seeking an appropriate position to which I can apply my experience, education, leadership abilities. I am a skilled individual and a good teacher, looking for the right opportunity. Box D-28.

**General manager/sales manager:** Proven leader in management, sales, and news. Considerable experience in tunarounds with bottom line results. 814-695-6166.

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#### SITUATIONS WANTED TECHNICAL

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**Former NURAD engineer** available. Experienced in design and repair of all models of NURAD microwave equipment. Contact Tom Padwa, 301-235-7225.

**TV operations technician** seeks entry level position or internship program. SBE certified. 206-385-1770 or Box C-53.

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#### SITUATIONS WANTED NEWS

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**Excellent, experienced sportscaster** looking for a fine station in which to work. 216-929-0131.

**Experienced, award-winning anchor** seeks top six relocation. Quality shops only. Call 904-439-1425.

**Top 20 veteran** chief meteorologist with impeccable credentials, AMS seals TV and radio, coming off sabbatical seeking medium market with "happiness factor." Station must strive to be weather authority and be so equipped. No one has a stronger weathercast. Call Miles at 503-684-7558 for resume and tape.

**Black male:** Charismatic, polished college grad with production skills. Great for talk, magazine or infotainment format. Current national cable personality. Box D-22.

**Weathercaster:** Experienced male TV weathercaster seeking television weathercasting position. Call Cynthia Dalton at 601-736-5429 for tape and resume.

**16 years** radio and TV sports experience, AP award winner, looking for medium to large market position. Call John, 517-485-0321.

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#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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**Veteran movie and video critic/entertainment reporter.** Currently employed. Looking for a bigger audience and bigger bucks. Station, syndication and agent inquiries welcome. Box D-5.

## SITUATIONS WANTED ANNOUNCERS

**Big Ten football** and basketball PBP veteran looking for full time college or pro PBP spot. Call John, 517-485-0321.

## MISCELLANEOUS

**Nationally recognized** broadcast music producer seeks cash buyer for inventory. Over 500 orchestrated tracks incl: ID packages, news, commercial jingles. Reply Box D-11.

**Bill Slatter and associates** gets you that better job in TV. Talent coaching and placement help for reporters, anchors, producers. Help with audition tape. 601-446-6347.

**The Hot Sheet:** Broadcasting's most comprehensive job-journal! Published twice weekly. Same-day subscription processing. Hundreds of listings — from major market to entry level. Television, radio, corporate communications. No blind boxes. Now in our 6th year! Money-back guarantee. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**IVC-format 1" videotape** needs to be transferred to either 1" Tyco 'C', 3/4" or VHS cassette. Box D-21.

**Career Videos:** Our broadcast professionals prepare your personalized video resume tape. Unique format, excellent rates, many references. 708-272-2917.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**\$10,000 Olin F. Morris Fellowship** in media management has just been announced at Memphis State University. The fellowship is for one academic year's study in the journalism master's program. In addition, all tuition and fees are paid. For information/application, contact Dr. Dan Lattimore, Chair, Department of Journalism, Memphis State University, Memphis, TN 38152. 901-678-2401. Deadline July 1. MSU is an Equal Opportunity/Affirmative Action University.

**Manager, Television Training studio** College of Arts & Sciences. Manage operation and development of television student training studio. Train and assist faculty and students in technical production, and operation and integration of various equipment systems. Work with faculty to organize instruction, and participate in teaching courses. Insure maintenance and production-readiness of facility. Work with coordination committee on planning and policy matters. Create and manage budget. Supervise student assistants. Minimum of five years of experience in the field, including experience in the range of TV production activities; in the training of students and faculty in TV production; in studio and editing facility planning, installation, operation and maintenance; and in supervising, scheduling and budget management. \*Position contingent upon continuation of funding. Send resume to: Search for Manager-TV Training Studio, 315 Ryder Hall, Northeastern University, 360 Huntington Ave., Boston, MA 02215. Northeastern is an Equal Opportunity/Affirmative Action, Title IX University.

**Broadcast Journalism:** Position to teach courses in broadcast journalism sequence and advise campus FM radio station. Master's required, PhD preferred, in addition to teaching and professional experience. Application review will begin July 1. Send resume, letters, transcripts to Tom Whitehead, Journalism Coordinator, Northwestern State University, Natchitoches, LA 71497. EOE/AA.

## EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

**Attention: Earn money** reading books! \$32,000/year income potential. Details. 1-602-838-8885, Ext. Bk 8435.

**Attention - hiring!** Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885. Ext R-8435.

## EDUCATIONAL SERVICES

**On-camera coaching:** For TV reporters. Sharpen anchoring, standups, interviewing, writing. TELE-PROMPTER. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

## MISCELLANEOUS

**Radio/Television:** "Love is a Lonely Clown": Inventive romantic musical production. Great for Easy Listening-Lover's only. Sample: Pirot Productions, 2101 Browns Lane, A, Jonesboro, AR 72401.

## WANTED TO BUY EQUIPMENT

**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Used 1", 3/4", VHS videotape.** Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video. 301-694-3500.

**Top dollar** for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

**Strobe parts:** We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

## 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:** RCA BTF20E (1976 and 1972), Harris/Gates FM-20H3, (1970), RCA 5D (1967), CSI T-3-F (1981), Transcom Corp., 800-441-8454, 215-884-0888. FAX 215-884-0738.

**5/10 AM transmitters:** Collins 828E-1 (1978), RCA BTA-5L tuned and tested (1977), Harris BC10H (1972), McMartin BA5K (1980), McMartin BA 2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888. FAX 215-884-0738.

**1Kw AM transmitters:** Harris BC1H1 (1974), Sparta SS1000 (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

**Transmitters, radio & television:** TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

**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.

**FM antennas.** CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, coping, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

**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.

**Newly constructed 26' GMC** remote truck. Sony BVH-1100, Dubner 5K, Grass 1600 16 input, 2 M/E switcher, Clearcom 4 channels intercom/IFB. Available May 1990 for only \$185,000. Call to see: 919-977-3600. Don't forget to call Media Concepts when you need to buy or sell used equipment. We need your listings! Call Gary or Marv at 919-9773600.

**Satellite teleport** for sale, with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land. Megastar, 800-328-2546.

**Recortec video tape evaluators 2", 1", 3/4",** Cheap. 702-386-2844.

**Newly constructed 26' GMC** remote truck. Sony BVH-1100, Dubner 5K, Grass 1600 16 input, 2 M/E switcher, Clearcom 4 channel Intercom/IFB. Available May 1990 for only \$185,000. Call to see 919-977-3600. Don't forget to call Media Concepts when you need to buy or sell used equipment. We need your listings! Call Gary or Marv at 919-977-3600.

**Fidelipac audio cartridges,** model 300. New \$2. 702-386-2844.

**Utah-Scientific MC-502** stereo master control switcher and SAS-1 automation. NEW. Save 40%. Maze Broadcast, 205-956-2227.

**Beta SP - A/B roll w/Chyron & DVE** scopes, rack mounted Sony BVW 60, 65, BVH 3100, Convergenice 195+, Crosspoint latch switcher, Chyron VP-2+ with Videofex, DSC Eclipse w/curve & page turn scroll, 6 monitors, Ikegami 79-EAL w/component output & servos, BVW 35. Helicopter mount & monitors. Make offer. Phil: Days 201-681-4493, Eve. 201-974-0579.

**Equipment financing:** New or used, 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding, 800-342-2093.

**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.

**1000' tower,** Standing in Albion, Nebraska. Heavy Kiine tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

**Shively 5 Bay CP FM** antenna with 3 1/8 EIA input and Finematcher on 97.5 Mhz. 5 port 3 1/8 EIA manual patchfield. 519-354-2200, Carl.

**For sale: Bauer FV-5** AM transmitter, Ikegami SC-500 studio cameras. Gates Diplomat mixer, all in good condition. Call Joe Seibert at 907-543-3131.

**Strobe parts:** We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

**Used/new TV transmitters**, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

**Used towers**. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

**50Kw -AM** transmitter RCA-50H: \$15,000. 10Kw -AM transmitter RCA-BTA10: \$9,000. Call 804-685-3128.

**Switchers, must sell!** Production switcher: American Data 2104-16. 16 inputs, \$2,500. Television master control switcher: American Data 3110 complete with rack and D.A.'s \$4,000. Both units for \$5,000 or make offer. Each has audio follow video and was working when removed from service. Pinnacle Productions. 804-270-4288.

**Sony edit suite**. 2-Sony 2860 decks. 1-Sony RM 440. Includes control cables. Excellent condition. \$3,000. Pinnacle Productions. 804-270-4288.

**Lease purchase option**. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000.00. Carpenter & Associates, Inc. Voice: 504-465-0908. Fax: 504-465-0910.

**7&13' tower**: Less than 5 years old. Soon to be dismantled in Arkansas. \$24,000. Call Frank Giardina, 205-933-9274.

**5Kw, AM transmitter**: Like new - RCA BTA-5F (BC-6499) remote control, solid state rectifiers, no PCB's. Spare modulation transformer. See it operate, make offer. Contact John Kanzius, 814-864-4902.

**RCA BTF-10E1** 10 kilowatt FM transmitter including BTE-15 exciter. Terry Denbrook, KUOW, Seattle, WA 98195. 206-543-2710.

## RADIO

### Situations Wanted Management

#### FLORIDA & SOUTHEAST MKTS

Qualified/Experienced GM looking for station in need of Manager who can increase sales, reduce costs. MAKE MONEY Solid experience in Sales, Sales Promotion, Sales Recruiting/Training AM's with good signals O.K. Equity deals with ownership potential especially attractive. All mkt's considered

Box D-8.

### Help Wanted Management

## AmericanMedia

### General Manager WALK FM/AM

Long Island's monster AC powerhouse. WALK FM/AM looking for exceptional leader/motivator. Rare opportunity for take-charge professional with successful track record in sales and programming. Join strong, progressive group at flagship station in nation's 13th MSA.

Resumes to:  
Linda Healy, America Media,  
66 Colonial Drive,  
Patchogue, New York 11772.

EOE M/F.

### Help Wanted Management Continued

## GENERAL MANAGER NEW ENGLAND

The Barnstable Broadcasting radio group is now accepting applicants for General Manager of WHOM-FM. This is one of the country's most powerful and unique radio stations with its transmitting facility on top of Mt. Washington in Central New Hampshire and studios in Portland, Maine. WHOM-FM's recent switch from Beautiful to Lite AC is already meeting with significant success. We're looking for a General Manager who can build on our progress through his/her leadership, creativity, experience in small to mid-size markets, and passion for the customer and the employee. Northeast preferred. Send your letter and resume to:

**DAVID S. GINGOLD, President,**  
**Barnstable Broadcasting Inc.**  
125 Technology Drive, P.O. Box 9042,  
Waltham, MA 02254-9042



**BARNSTABLE BROADCASTING, INC.**

EQUAL OPPORTUNITY EMPLOYER

### Help Wanted Programing Production & Others



### MARKETING AND PROMOTION DIRECTOR NO LITEWEIGHTS

Radio and Marketing Experience Preferred

K101 SAN FRANCISCO, Western America's most powerful FM Radio Station has a unique opportunity for a highly motivated qualified and talented individual with a solid background in Marketing and/or Promotion.

As K-101's Marketing and Promotion Director, you will be highly involved in all aspects of strategy development, tactics and execution of the station's marketing efforts. In addition, candidates should have a working knowledge of database marketing, interactive telephone systems (Audiotex) and all advertising media. Experience in media buying, public relations, creative, copywriting and design/layout is necessary.

The ability to display exemplary communication, management and supervisory skills as well as effectively interface with other departments (particularly Sales, Programming and Production), is a must. You will also be expected to deal with suppliers and vendors in a professional manner.

For consideration,  
resume should be immediately directed to:  
Nick Marnell or Bobby Cole  
VP/General Manager VP, Programming  
K1-101 Fairmont Communications  
700 Montgomery Street  
San Francisco, CA 94111  
415/956-5101 415/986-1467

K-101 is owned by Fairmont Communications Corporation  
and is an Equal Opportunity Employer.

Do not send tapes, transcripts or oversized materials to Blind Boxes.  
Please do not use folders.

## SPORTS POSITIONS WEEI NEWSRADIO, BOSTON

Flagship station for the Celtics and Bruins is accepting applications for sports talk host and sports producer. TALK HOST must have complete knowledge of Boston and national sports scene, energetic and opinionated style, extensive on-air experience. PRODUCER must have complete knowledge of Boston and national sports scene, unlimited imagination and energy, extensive experience producing sports talk and play-by-play. Minorities encouraged to apply.

Tapes and resumes to  
**Sports Positions,**  
**WEEI Newsradio,**  
**529 Main Street,**  
**Boston, MA 02129.**  
NO PHONE CALLS. EOE/M-F.

## TELEVISION

### Help Wanted Programing Production & Others

## DESIGNER/PRODUCER ON-AIR GRAPHICS

We're a large market television station, looking for the hottest most creative on-air graphics in the nation. This person must also have a strong post production technical background and want to be part of a team to develop a new in-house electronic graphic facility. If you fit these requirements and feel you have what it takes, send your resume & we'll call you back for your reel.

Box D-33

**Help Wanted Programing  
Production & Others Continued**

**WRITER/PRODUCER**

KDFW-TV is looking for a writer/producer with 3 to 5 years experience in major broadcast market. Must have experience in Beta and/or 3/4" editing and post production techniques. Knowledge of Vidifont and Quantel Paint system helpful. College degree in Broadcasting, Marketing and/or Advertising preferred. Send resume and tape to:

Jim Monroe  
Marketing director  
KDFW-TV  
400 N. Griffin St.  
Dallas, Tx 75202



AN EQUAL OPPORTUNITY EMPLOYER

**Help Wanted News**

**NEWS DIRECTOR**

KDFW-TV in Dallas is looking for an innovative, energetic and experienced professional with a strong background in T.V. news.

Must have at least five years experience in medium to large market television news management. Strong leadership and managerial capabilities required.

Send resume and tape to:

Jeff Rosser  
vice president  
general manager  
KDFW-TV  
400 N. Griffin St.  
Dallas, Tx. 75202



AN EQUAL OPPORTUNITY EMPLOYER

**Help Wanted Technical**

**CHIEF ENGINEER**

WSEE-TV 35, Erie, Pennsylvania seeking Chief Engineer with previous Chief Engineer and UHF experience required. Department Head position overseeing 8 person staff. EOE. M/F. No calls, please. Send resume to:

Bob Hoffman,  
Vice President, General Manager,  
WSEE TV 35,  
1220 Peach Street,  
Erie, PA 16501

**PRESIDENT/GENERAL MANAGER**

**WQIN -TV/FM, Erie Pa**  
seeks a creative

**PRESIDENT GENERAL MANAGER**  
With a minimum of ten years experience in public broadcasting, a significant amount of which has been in responsible management positions.

Understanding of marketing and development, team leadership and aggressive programming is essential.

A Baccalaureate degree is required. A graduate degree is preferred.

The individual selected will project a high profile in the community, will define, plan and stimulate for the future growth of the station, further builds

and motivates a strong staff in both radio and TV, and will maintain strong ties between WQIN and other public broadcasting organizations.

This is an excellent growth opportunity for a goal-oriented manager. Salary commensurate with background, expertise and demonstrated experience, excellent benefits package.

Send resume, including salary requirements to:

Search Committee  
Public Broadcasting of N.W. Pa., Inc.  
J. L. Nick & Associates  
4934 Peach Street  
Erie, PA 16509

EOE, M/F.

**ON-AIR PROMOTION  
SUPERVISING  
PRODUCER**

Cable's Most Popular Network is seeking a Senior Level Producer to assist the Director in shaping the on-air look of TBS. Qualified candidates must have three years' experience, writing samples that will make me weep, and strong management skills.

Find me at BPME or:

Send resume and 3/4" tape to:  
**Peter A. Moore**  
Director, TBS On-Air Promotion  
1050 Techwood Drive  
Atlanta, Georgia 30318  
EOE

**TBS**

**ARE YOU IN DEFAULT  
on a student loan?**

If you're in default on a guaranteed student loan (FISL, GSL, Stafford, SLS, or PLUS loan), you may be eligible to pay it back without penalty or collection charges. For information about this special program, call the guarantee agency that holds your loan, or call the U.S. Department of Education's toll-free number:  
**(800) 333-INFO**



## Help Wanted Technical

### SENIOR SYSTEMS ENGINEERS SAN DIEGO, CA

Science Applications International Corporation, an employee-owned R & D firm with over 11,000 employees and annual sales exceeding \$1B, is a nationally recognized leader in high technology development and application, support services and systems integration in the areas of national security, energy, environment and health, and high technology products.

We are seeking SENIOR SYSTEMS ENGINEERS for the development and integration of major broadcast television projects. Ideal candidates will have a BSEE with over 5 years systems engineering and integration experience in the broadcast industry. Position requires effective verbal communication. As an employee-owned company, we offer an opportunity for growth with an excellent salary and benefits package. For confidential consideration, please submit your resume and salary history to: SAIC, 10260 Campus Point Dr., San Diego, CA 92121, Attn: Cynthia Bullock M/S 44-B

**SAIC** Science Applications International Corporation  
An Employee Owned Company

Equal Opportunity Employer

## Employment Services

**JOBPHONE**  
1-900-234-INFO ext. TV (00)

- Inside Job Listings
- No upfront membership fees
- Small Stations to Networks
- Continuously Updated

\$2 per minute From any touch tone phone

California

### Broadcast Job Bank

For application information call  
(916) 444-2237

California Broadcasters Association

## ALLIED FIELDS

### Help Wanted Management

#### ASSOCIATE GENERAL SECRETARY Public Media Division United Methodist Communications

United Methodist Communications, an agency of the United Methodist Church, is seeking candidates for the position of Associate General Secretary, Public Media Division. The candidate must be a committed United Methodist with graduate work or extensive experience in the field of communications. Knowledge of radio and television programming, press and public relations are essential. Position may be based either in Nashville or New York City.

All inquires and nominations should be sent before June 30 to  
**UMCom Search Committee**  
c/o Dr. Roger L. Burgess  
P.O. Box 320  
Nashville, Tenn. 37202  
An Equal Opportunity Employer

## Employment Services Continued

### JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in television. Access a daily report by phone. For more information call:

**800-237-8073**  
in CA: 408-648-5200

  
THE BEST JOBS ARE ON THE LINE  
PO Box 51909, Pacific Grove, CA 93950

Don Fitzpatrick Associates presents:

### THE PIPELINE 1-900-456-2626

Lets you be among the first to know...  
Instant TV information by phone:

- job openings
- tips for improved on-air performance
- Rumorville, the source for industry news and gossip!

\$1.95 for the first minute. \$.95 each add'l.  
Call Now!



## Business Opportunities

### HOT DEALS!

Need \$\$\$? Want to invest/play?

We broker projects!

#### OMPOWER PRODUCTIONS

One Canal Place, Ste. 2300,  
New Orleans, LA 70130.

Phone: 504/521-8662 Fax: 504/522-2662.

## For Sale Equipment

### LEASE PURCHASE

Now available for complete and partial turn-key installations and modifications. TV and Radio. Can include all equipment, materials & labor for furnishing & installing buildings road.s transmter. STLs. towers. antehnnas & lines. vehicles, etc etc etc! All or part. Your engineer or oursdi included.

No down required.  
Just start making monthlys.  
Some balloons possible.

#### OMOWERS PRODUCTIONS,

One Canal Place, Ste. 2300  
New Orleans, LA 70130.

Phone: 504-521-8662.  
Fax: 504-522-2662.

**I WANT TO BUY:**  
SMALL MARKET AM, FM OR COMBO  
WITHIN 100 miles  
of Washington, DC  
for less than \$700,000  
(301) 652-3746 after 6 pm.

**WE WANT TO BUY**  
YOUR FM OR COMBO  
IN SOUTHERN CALIFORNIA.  
LARGE EQUITY TO BUY  
YOUR SMALL MARKET STATION.  
CALL BRAD PRESSMAN  
(619) 328-7728

**PLEASE NOTE:**  
When answering a Blind  
Box ad, **DO NOT** send  
tapes. BROADCASTING  
does **NOT** forward  
tapes or other oversized  
materials to Blind  
Boxes.

## ALLIED FIELDS

### For Sale Stations Continued

#### PRICED FOR QUICK SALE!

Upgradable Class A FM serving 100,000+ pop. in scenic Pacific Northwest. Priced at less than 2x 1989 revenue. \$330,000. Terms. Serious inquires write: PO Box 15971, N. Hollywood, CA 91615.

#### 2 Combos - SELLER FINANCED!

**Valuable realty. No debt!**  
1Kw AM 3Kw FM CP (25kw pend)  
Metro Idaho: \$390K terms/\$250 terms  
5Kw/3Kw FM (12.5 Kw CP)  
Metro Utah: \$525K terms/\$400K cash  
CALL NOW!  
G.P. Broadcasting 305-386-3842

## FULL POWER UHF HYBRID

### TOP 5 MARKET

**\$4 mil cash**

Serious inquiries only

**Box D - 2**

#### TOP 40TH MARKET

Fulltime AM, updated equipment and real estate. Highly recognized call letters. Also AM construction permit. Will serve top 50 market. Good frequency. Cash or terms for either Day and night 817-430-3548



**HONOLULU, HAWAII**  
**AM/FM COMBO**  
**ESTABLISHED FORMAT**  
**\$3,000,000**  
**REPLY TO BOX D-19**

## VR BUSINESS BROKERS

NATION'S LARGEST NETWORK OF BROKERS

### NEW LISTINGS

#### TELEVISION

WILLAMETTE VALLEY UHF  
\$1,200,000

#### RADIO

PACIFIC NORTHWEST AM  
\$150,000 1-Kw — Full time  
\*Terms Available

PACIFIC NORTHWEST FM  
\$160,000 C-2 Authority  
\*Terms Available

MICHIGAN AM  
\$150,000 5-Kw — Full time  
\*Terms Available

VR Business Brokers/Norwest Acquisitions  
11300 NE HALSEY ST., #210  
PORTLAND, OR 97220 FAX 503-255-2744  
OFFICE 503-253-2407

*Mike Symons or Ladd McClellan*

GA AM'S FM'S 300 to 5M  
KS FM METRO MKT. 3 to 5M  
KY AM/FM 900 to 2.2 M  
TN AM/FM SMALL MKT.  
MS FM C-2 LG. MKT. 1.8 M  
Buying or selling  
PAUL E. REID, 404-882-1214  
BOX 2669, LAGRANGE, GA. 30240

#### POTENTIAL POWERHOUSES

Selma, AL. movin 100 kw  
Priced for quick sale at \$300K.  
Owner financing available.  
Anchorage, AK C2 upgrade. The best deal in the state at \$250K. Owner financing available  
Contemporary Communications  
Phone 404-460-6159 Fax 404-460-6129

#### COASTAL CAROLINA

N.C. SINGLE MARKET AM/FM  
CLASS FM FULLTIME AM  
EXCELLENT FACILITIES INCLUDE REAL ESTATE  
CASH OR TERMS  
CALL RICK GOINES for 919-447-0101

**SUNBELT AM/FM COMBO**  
**150,000+ POPULATION**  
**AND GROWING!**  
**ASKING \$4,000,000**  
**TERMS AVAILABLE**  
**BOX D-34**

#### FM OWNERS POWER UPGRADES

We do comprehensive appraisals based on equipment, billings, and real property, in format your lender will understand. Reasonable fees.

\*Graduate Engineer  
\*Licensed Real Estate Broker  
\*FCC License  
\*SBE Senior Broadcast Engineer  
\*Appraisal Certificate, Atlanta Tech. Inst.  
THE JESSE NEAL BROWDER COMPANY  
1-404-928-7906

## FULL POWER UHF TOP 60 MARKET

450,000+ ADI Households  
\$6 mil

Serious inquiries only

**Box D - 1**

S.C. F/T - Real Estate - 30 year owner retiring - strong single station market priced at two times gross at \$550,000/terms.

Large Western N.C. 5kw F/T - Lots of potential - \$360,000 Great terms.

S.C. Large market FM - 6kw. \$650,000 - Good terms

S.C. Small market with RE - Less than \$200,000 Very low down.

Large N.C. (near Greensboro) - 10,000 watts full time - clear channel covering over 1 million people - with RE - \$750,000 with terms

Other stations for sale in V.A. N.C. & S.C.

Ted Gray - Broker  
Box 900, Graham, NC 27253  
Phone (919) 227-4254 or (919) 229-1703

Kepper,  
Tupper &  
Fugatt

Brokers and Consultants  
For Radio, Television and  
Cable Television Properties

300 Knightsbridge Parkway, Suite 360  
Lincolnshire, Illinois 60069  
Phone: 708 / 634-9258

#### 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. F.J. correct delivery: MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Mondays issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders changes and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS. CHANGES AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad indicate the EXACT category desired. (Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted, Management, Sales, News, etc.) If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display) Per issue Help Wanted \$120 per word \$22 weekly minimum. Situations Wanted 60¢ per word \$17 weekly minimum. All other classifications \$1.30 per word \$24 weekly minimum.

Word count: Count each abbreviation if it is a single figure or group of figures or letters as one word each. Symbols such as \$, %, etc. COD, PD, etc. count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch below a 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 Pub. 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 material as such materials are returned to sender. Do not use color binders or the like.

Replies to ads with Blind Box numbers should be addressed to Box (letter & number) c/o BROADCASTING 1705 DeSales St. N.W. Washington DC 20036

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964 as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

# FATES & FORTUNES

## MEDIA

**Sharon M. Sidello**, director of event marketing, Viewer's Choice, joins Turner Home Entertainment, Atlanta, as VP, pay per view.

**Kevin P. Heslin**, senior manager, Ernst & Young, Atlanta, joins Cox Enterprises Inc. as director of pension and qualified benefits.

**Gwynne McConkey**, director of operations, Lifetime Television, Astoria, N.Y., named VP, operations.

**Scott A. Wheeler**, general manager, Jones Intercable cable television system, Walnut Valley, Calif., named assistant to president, Jones Intercable Inc., Englewood, Colo.

**Anna Berg**, operations manager, Northwest Mobile Television, division of King Broadcasting Co., Seattle, named VP, operations.

**Dana Horner**, president, WPLJ(FM) New York, joins KKAT(AM) Ogden, Utah (Salt Lake City), as VP and general manager, and VP Apollo Radio Ltd.

**Paul Bures**, president and general manager, KTRK-TV Houston, retires.

**David F. McAtee**, president and general manager, WSET-TV Lynchburg, Va., joins WGAL-TV Lancaster, Pa., in same capacity.

**Goeff Rose**, general manager, WTX(TV) Waterbury, Conn., named executive VP in charge of operations, Renaissance Communications Corp.

**John Broomfield**, VP, Ragan Henry Broadcast Group, joins WQOK(FM) Raleigh, N.C., as VP and general manager.

**Michael L. Scott**, sales manager, KMTW(AM)-KKLZ(FM) Las Vegas, joins KZZ(FM) Fresno, Calif., as general manager.

**Kevin Fennessy**, sales representative, WFPG-AM-FM Atlantic City, joins WTYO(AM) Hammonton, N.J., as VP and general manager.

## SALES AND MARKETING

**Rita Parpan**, director of office services,

DDB Needham Worldwide, Chicago, named VP.

**Peter Moore**, president and executive director, Radio Network Association, joins CBS Radio Networks, New York, as VP, affiliate sales. **Thom Leidner**, account executive, CBS Radio Networks, named Eastern sales manager.

**Bernice Peparah**, senior manager, research, red sales team, Seltel, New York, named associate director, research services. **Jack Whalen**, manager, independent division, Blair Television, joins Seltel, New York, as national sales manager, rockets team.

**Howard Smith**, director of network development, MTV Europe, named VP of marketing, Universal Studios Florida, Nickelodeon Studios, Orlando, Fla.

**Mike Walsh**, account executive, Arbitron Co., New York, joins Group W Radio Sales in same capacity.



**Behrmann** Appointments at Ross Roy Communications, Bloomfield Hills, Mich.: **William V. Behrmann**, senior VP, media director, named senior VP, director of media. **Patrick Kinney**, technical writer and editor, Creative Universal, Warren, Mich., named technical training supervisor; **Theodore Villella**, director of training, Tech Training Inc., Farmington, Mich., named associate creative director, and **Susan Marie Sage**, designer, Quorum, Ann Arbor, Mich., and **Beth Wise**, graphic design manager, Winkelman's, named art directors.

**Chris J. Winter**, of Central Banc System Inc., Fairview Heights, Ill., joins SRH Direct Marketing, division of D'Arcy Masius Benton & Bowles, St. Louis, as senior account executive.

**Lorraine Catalano**, executive producer, Wunderman Worldwide, joins Lawrence Butner Advertising Inc., New York, as broadcast producer/business manager. **Craig Spolsky**, assistant account executive, Lawrence Butner Advertising Inc., named account executive.

**Glenna R. Wiseman**, director of corpo-

rate communications, MultiMedia Group Inc., Culver City, Calif., named VP, marketing.

**Kevin G. Jackson**, senior sales representative, Media Cybernetics Inc., Silver Spring, Md., joins Kamber Group communications firm, Washington, as sales director, media department.

**Rick McGuire**, assistant manager, account executive, CBS Team, Blair Television, New York, joins CBS Television Stations, national spot sales, as account executive.

**Dick Tracy**, local sales manager, WBBM-TV Chicago, named general sales manager.

**Melissa Ennis**, of Earle Palmer Brown, Bethesda, Md., joins Demaine Vickers advertising, marketing and public relations firm, Alexandria, Va., as copywriter; **Terri Wessel**, sales assistant, WUSA(TV) Washington, joins as media assistant.

**Darcy Provo**, director of public relations and advertising, Hyatt Regency, San Francisco, joins KGO(AM) there as marketing director.

**Toni Griffin-Schneider**, traffic director, KULR-TV Billings, Mo., named account executive.

**Elaine Kaufman**, director of affiliate relations, Braiker Radio Services, joins Broadcast Programing reel-to-reel format syndicator, Seattle, as marketing manager.

**Jennifer Lyon**, VP, client services, Ron Foth Advertising, joins Shelly Berman Communicators advertising and public relations agency, Westerville, Ohio, as management supervisor, account services. **Craig Cowman**, account executive, Lord Sullivan & Yoder Inc., joins Shelly Berman Communications, Westerville, Ohio, as senior account executive. **Gino Valli** and **David Horn**, copywriters, Shelly Berman Communicators, named senior copywriters.

Appointments at Katz Communications Inc.: **Joseph Klasner**, executive VP, New York Bay Co., named sales executive, lancers team, Katz Independent Television; **Neil Viserto**, sales trainee, Katz American Television, named sales executive, stars team, New York, and **Richard Karolczak**, account executive, WVIT(TV) New Britain, Conn. (Hart-

ford), joins Katz American Television, Chicago, as sales executive, white team.

**Cliff Snyder**, general sales manager, KSL-TV Salt Lake City, named VP, general sales manager.

**Jill Anderson**, national television sales assistant, KGW-TV Portland, Ore., joins KINK(FM) there as account executive.

**Laura Miller**, West Coast manager, DIR Radio Networks, joins Premiere Radio Networks, Los Angeles, as national accounts manager.

**Susan S. Wallace**, general manager, National Cable Advertising, Midwest region, joins Strategic Concepts Inc. marketing and communications firm, Chicago, as president and senior partner.

Appointments at KPDX(TV) Vancouver, Wash.: **Lynne Turnstill**, owner, Adline Marketing Inc., named art director; **Julia Larson**, senior broadcast negotiator, J. Walter Thompson, named account executive, and **Steve Henderson**, VP, account supervisor, Lutes, Sobolik & Howard, named account executive.

**Pamela Hightower**, account executive, WPRI-TV Providence, R.I., joins WJAR(TV) there in same capacity.

**Frank Comerford**, national sales man-

ager, WSBK-TV Boston, named general sales manager.

## PROGRAMING

**Jack R. Friedman**, counsel, broadcasting, Viacom International Inc., New York, named VP, counsel, broadcasting. **George Franciscovich**, senior attorney, cable, Viacom International Inc., named counsel, cable, legal department, Viacom International Inc., Pleasanton, Calif.

**Linda Berkley**, director of strategic planning and research, Walt Disney Co., joins MCA-Universal, Universal City, Calif., as VP, business development.

**Karla Davidson**, senior VP, MGM/UA, Culver City, Calif., retires.

**Gail Patterson**, director of production operations, Aaron Spelling Productions Inc., Los Angeles, named VP, production.

**Barbara Black**, executive in charge of production, Phoenix Entertainment, Los Angeles, joins Ventura Entertainment Group as VP, and Ventura Media Center, Orem, Utah, as president, succeed-

ing **Jimmy Osmond**, named chairman of board, Ventura Media Center.



Black



Pinks

**Jerry Pinks**, director, domestic sales services, Viacom Enterprises. New York, named VP, operations.

**Amy Kimmelman**, former public relations and publicity consultant, Hemdale Film Corp. and Atlantic Entertainment Co., joins Turner Network Television, Los Angeles, as VP, talent.

**Christy Welker**, producer, ITC, joins Republic Pictures Productions Inc., Los Angeles, in same capacity.

**Mitchell Berman**, VP, Western region, E! Entertainment Television, joins Sky Network TV, Auckland, New Zealand, as marketing director.

**Dave Mitchell**, supervisor of sales reporting, Showtime Networks Inc., New York, named manager, sales reporting.

# 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)

**Broadcasting Yearbook 1990**

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$95). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery. Off press April 1990.

ORDER TOLL-FREE USING VISA OR MASTERCARD 1-800-638-7827

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
(required)  No

For renewal or address change  
place most recent label here

## NEWS AND PUBLIC AFFAIRS

**Dan Woo**, associate producer, ABC News, Washington, named full producer, *Weekend News* and *This Week With David Brinkley*.

**Richard Roth**, news correspondent, CBS News, Northeast bureau, New York, joins Los Angeles bureau in same capacity.

**Ann Curry**, reporter, KCBS-TV Los Angeles, joins NBC News, New York, as domestic correspondent. **Deborah Roberts**, NASA reporter, weekend news anchor and Brevard County bureau chief, WFTV(TV) Orlando, Fla., joins NBC News, New York, as general assignment correspondent.

Appointments at Associated Press: **T. Lee Hughes**, assistant chief of bureau, Chicago, named chief of bureau, Milwaukee, succeeding **Rick Spratling**, named bureau chief, San Francisco; **Katherine A. Wilhelm**, newswoman, Beijing, named chief of bureau, succeeding **Jim Abrams**, moving to new assignment in Washington; **Sally Stapleton**, picture editor, *The Boston Globe*, joins New York bureau as senior

photo editor, Latin America. **Kathleen Carroll**, former assistant city editor, *San Jose (Calif.) Mercury News*, joins Washington as news editor.

**Warren Cereghino**, acting news director, KTLA(TV) Los Angeles, named news director.



Cereghino



Melisso

**Bob Melisso**, news director, KREM-TV Spokane, Wash., joins KTTV(TV) Los Angeles as executive producer.

## TECHNOLOGY

**Edward E. David Jr.**, president, EED Inc., joins Cable Television Laboratories Inc., Cambridge, Mass., as liaison to universities and research centers.

**John Greene**, of Peirce Phelps Inc., joins JVC Professional Products Co., Elmwood Park, N.J., as district sales representative.

**Don Burkheimer**, of RCA Records, joins Digital House Ltd., New York, as VP, marketing.

**Jonathan Applebaum**, director of editorial services, Broadway Video, New York, named VP, engineering and editorial services.

**James Nevill**, regional computer center operations manager, Quotron System Inc., joins Arts & Entertainment Net-

## Academy appoints Collyer new chairman



At the semi-annual trustees meeting of the National Academy of Television Arts and Sciences, Vice Chairman Michael Collyer (center), television and entertainment attorney and partner of Washington-based Kay Collyer & Boose, was elected chairman, succeeding Robert Wussler (l), president and CEO, Comsat Video Enterprises Inc., Washington. David Louie (r), business editor, Capital Cities/ABC-owned KGO-TV San Francisco, and reporter, ABC Network, replaces Collyer as vice chairman.

work, New York, as director, management information systems.

## PROMOTION AND PR

**Kelly Peterson**, manager of press and publicity, WRC-TV Washington, named manager of marketing and sales promotion. **Julia Mitchell**, press coordinator, WRC-TV Washington, succeeds Peterson.

**Felice Linder**, writer and producer, WNBC-TV New York, joins USA Network there as director, creative services.



Brown

**Gracelyn Brown**, director of marketing, WPRI-TV Providence, R.I., joins WLVI-TV Boston as creative services director.

**Alexandra Zarb**, office manager, WFAN(AM) New York, named marketing and promotion coordinator.

**Michael Felicetti**, promotion assistant, WFAN, named promotion director.

**J. Mathy Wasserman**, director, creative services, Twentieth Television, Los Angeles, named VP, creative services.

**Abby Alten**, art director, Sonder/Levitt Advertising, Philadelphia, joins McAdams Richman & Ong, Bala Cynwyd, Pa., in same capacity.

Appointments at Medialink: Washington: **Kevin Kingree**, account executive, Burrelle's Press Clipping Service, named broadcast research analyst; **Meg Schryver**, recent graduate, Ohio State University, Columbus, Ohio, named station relations coordinator. New York: **Mike Lee**, writer and editor, *Austin Chronicle*, Austin, Tex., named news-wire editor.

## Prime appointments

K Prime announced the appointment of five vice presidents last week, all but one of them drawn from the ranks of the cable operators comprising the consortium, particularly from American Television and Communications. **W. Brewster Mitchell**, vice president of finance for ATC Southwest Division, Dallas, was named K Prime's vice president and chief financial officer. **Jeffrey Smith**, vice president of marketing and programming for ATC Oceanic Division, Honolulu, was named vice president of marketing. **Gary Traver**, vice president of system development for Comsat Video Enterprises (not a K Prime Partner), was named vice president of system operations. And **Kim Johnson**, director of administration for Warner Cable Communications in Cincinnati, joined K Prime as vice president of distributor services. Beginning today (June 11), those executives will occupy K Prime's newly acquired, 10,000-square-foot headquarters in Bala Cynwyd, Pa., outside Philadelphia, (215) 660-6100.

## ALLIED FIELDS

**Eric Bremmer**, president, King Broadcasting Co., Seattle, named board chairman, NBC Television Network Affiliate board of directors. **F. Robert Kalthoff**, president, Midwest TV division, Granite Broadcasting Corp., and general manager, KBJR-TV Superior, Wis. (Duluth, Minn.), named board member.

**John D. Hardy**, former senior counsel, Senate Committee on Commerce, Science and Transportation, joins Wilkinson Barker Knauer & Quinn, Washington, as counsel.

**Stephen M. Mosko**, VP and station manager, WPHL-TV Philadelphia, elected president, Philadelphia Advertising Club.

**Kathleen Collins**, attorney, common carrier bureau, FCC, Washington, joins International communication office, FCC, as attorney advisor.

**Thomas W. Sarnoff**, first VP, Academy of Television Arts & Sciences, Burbank, Calif., named acting president, ATAS Foundation, succeeding **Elton Rule** ("Fates & Fortunes," May 14).

**Lonna M. Thompson**, of Wilkes Artis Hedrik & Lane, Washington, joins Fletcher Heald & Hildreth law firm there as associate, communications law.

**Pat McMahon**, programmer, KEZB-AM-FM El Paso, Tex., joins Vallie Consulting Inc., Chantilly, Va., as consultant.

**Kate Samoszuk**, affiliate relations manager, Midwest Sports Channel, Minneapolis, named associate member, board

## WNYW vs. State of N.Y.



In a one-on-one basketball challenge between New York Governor Mario Cuomo and WNYW(TV) New York's Jim Ryan, anchorman of *Good Day New York*, a program the governor is a regular interviewee on, Cuomo defended his honor by taking two straight games 7 to 1, claiming in the second game he gave Ryan one.

of directors, North Dakota Cable Television Association.

## DEATHS

**Robert N. Noyce**, 62, electronics industry pioneer, died June 3 of cardiac arrest at Seton Medical Center in Houston.

Noyce co-founded Fairchild Semiconductor Corp. in 1957 and Intel Corp. in 1968, latter of which he was vice chairman. Credited as co-inventor of integrated circuit, Noyce most recently was president and CEO of Sematech semiconductor manufacturing technology consortium. He is survived by his wife, Ann; four children, William, Pendred, Priscilla and Margaret, and 12 grandchildren.

**Harold Israel**, 60, media researcher, died June 4 of brain tumor at his home in Pound Ridge, N.Y. After 18 years with W.R. Simmons & Associates Research Co. as VP and director of research, Israel co-founded Scarborough Research Corp. in 1974 and held position as president. He is survived by his wife, Rose; three daughters, Debra, Jane and Nancy; three stepsons, Robert, John and Richard Ubaldo, and two sisters, Julie and Rebecca.

**Art Lund**, 75, actor, died of cancer May 31 at his home in Holliday, Utah. Lund's television credits included *Gunsmoke*, *The Rockford Files*, *Little House on the Prairie* and *The Winds of War*. He is survived by his wife, Janet; daughter, Kathleen; son, Arthur; sister, Ruth, and three grandchildren.

**Thomas E. Brown**, 75, actor, died of cancer June 3 at Motion Picture and Television Hospital, Woodland Hills, Calif. Known for his 10-year role as rancher "Ed O'Connor" in *Gunsmoke* television series, Brown is survived by his daughter, Cathleen, and two sons, Tuttle and Chris.

**William C. Applegate**, 60, reporter, WKBN-TV Youngstown, Ohio, died of heart attack May 29 at St. Elizabeth's Hospital Medical Center, Youngstown. Applegate had been reporter and anchor with station since 1968. He is survived by his wife, Diane; daughter, Juliane, and five sons, Robert, James, Richard, William C. Jr., and Frank.

**Kipp Alan Rogers**, 32, entertainment lawyer, died of AIDS May 26 at his home in Los Angeles. Rogers worked at Paul Weiss Rifkind Wharton & Garrison law firm, New York, before joining Home Box Office, Los Angeles, as director of business affairs. He is survived by his parents, Mr. and Mrs. Gerald Rogers; sister, Anne, and two brothers, Jeffrey and John.

**Virgil C. Roberts**, 70, engineer, died May 11 of heart attack at his home in Miami. Most recently, Roberts was staff engineer at WLRN-FM-TV Miami and was supervisor for installations with United States Information Agency for several Voice of America stations. He is survived by his daughter, Sharon; granddaughter, Sarah; father, Virgil C., and brother Sterling.

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# FIFTH ESTATE

## McLAUGHLIN FOR THE INQUISITION

**A** former Jesuit priest and scholar, conservative columnist, Senatorial candidate, Nixon speechwriter, radio talk show host and current television producer/host, John McLaughlin has had many lives. Most recently, it is as the bellicose moderator of *The McLaughlin Group*, a collection of Washington columnists and reporters who gather once a week for a sometimes heated discourse on public policy.

Since April 1989, he has appeared daily on the cable network CNBC with his own show, *McLaughlin*. NBC President Bob Wright is among those who believe the cable network is lucky to have him. "I think very highly of him; there are not many people like him," says Wright. NBC and CNBC parent General Electric is *The McLaughlin Group's* key sponsor.

McLaughlin also produces and hosts a weekly interview program, *John McLaughlin's One on One*, which originates on WRC-TV Washington and airs on 123 public stations.

McLaughlin believes his group has injected some needed life into the format: "When we arrived on the scene in 1982, these public talk shows had become very stilted," he says. "The journalists saw themselves as high priests. They were stuffy and starchy and not very lifelike creatures."

Group regular and syndicated columnist Jack Germond credits McLaughlin for recognizing there was a market "for unrestrained, direct dialogue." McLaughlin attributes the show's success to "good reporting, cogency of expression and, more than anything else, honesty."

One cloud on an otherwise bright horizon was the filing of a sexual harassment lawsuit against McLaughlin—later settled out of court—by a former employee. But he seems to have weathered that storm.

His oratory skills were likely honed behind the pulpit and lectern as a Jesuit teacher. "I always wanted to be a Jesuit. Jesuits were teachers; that's what drove me to the order." His academic record includes a bachelor's degree in divinity from Boston College, and a masters in philosophy and English, both from Boston College. He received a doctorate in communications from Columbia Univer-



sity in 1967.

After ordination in 1960, McLaughlin continued his studies, this time in communications. It was a new discipline, he says. "There were a lot of courses (including studio and production work) that interested me." From 1967 to 1970, he wrote a column on communications issues for *America* magazine, a Jesuit publication. "I did a lot of writing about the FCC."

In 1970, the priest whose politics were leaning more and more to the right despite his "dyed in the wool" Democratic upbringing, decided to run for the U.S. Senate as a Republican against incumbent Democrat John Pastore of Rhode Island. Pastore, who chaired the Senate Communications Subcommittee, advanced one piece of communications legislation that McLaughlin disagreed with. He felt Pastore's license reform legislation was excessively permissive.

When it came to politics, being a Republican in Rhode Island was a "venial sin," he says. "And to run as a Republican in Rhode Island, for an Irish Catholic, was almost a mortal sin. Then to run as a Republican in Rhode Island as an Irish Catholic Jesuit

was almost a sacrilege."

Despite his defeat (with 32% of the vote) Father McLaughlin had attracted the attention of the Nixon White House and was offered a job as a speechwriter in 1971. He was a staunch defender of the President. "I felt that my role during those days was to explore the notion of impeachment of a President. I felt that impeachment would be very bad for the nation and paralyze us for six to eight months. I spoke to that issue."

Shortly after Nixon resigned, McLaughlin left the White House. About a year later, in 1975, his life took an even more sudden turn: He left the priesthood to marry Ann Dore, whom he had known since 1968. Dore, who later was appointed Labor Secretary by President Reagan, served as his Senate campaign manager.

"I think that anybody who knew Ann understood completely why I would take this step," says McLaughlin. For the next four years, he ran a public policy consulting firm, McLaughlin Company. But by 1979 he was hosting a radio talk show for WRC(AM) Washington. Then, in

1981, he produced the pilot for *The McLaughlin Group*, which initially aired on noncommercial WETA(TV) Washington. WRC-TV picked up the program in 1982 and it soon became a staple. It is now carried on three other NBC-owned-and-operated stations and 282 public stations.

The show's detractors often accuse him of being too flamboyant and a showboater. And Germond told BROADCASTING that he is frequently approached by people who say, "I wish you

would put that guy in his place."

McLaughlin concedes his direct manner. "It is not a stylistic affectation. I am that way," he says. "Sometimes I am loud, sometimes I am less loud, but I guess I am always pretty loud." ■

### John Joseph McLaughlin

*President, Oliver Productions, and executive producer/host, The McLaughlin Group; producer-host, John McLaughlin's One on One; producer-host, McLaughlin; b. March 29, 1927, Providence, R.I.; degrees, all Boston College: AB, 1951; MA, philosophy, 1952; BA, divinity, 1959; MA, English, 1961; Ph.D., Columbia, 1967; associate editor, America, 1967-70; candidate, U.S. Senate, 1970; speechwriter in Nixon administration, 1971-74; president, McLaughlin Co., 1975-79; talk show host, WRC(AM), 1979-82; editor, National Review, 1981-89; present position since 1982; m. Ann Dore, Aug. 23, 1975.*

# IN BRIEF

**House Telecommunications Subcommittee approved "Emerging Telecommunications Technologies Act of 1990"** (H.R. 2965) and forwarded it to parent Commerce Committee. Bill, which was introduced last year by Commerce Committee Chairman John Dingell (D-Mich.), proposes to reallocate 200 mhz of government-controlled spectrum on band below 5 ghz to commercial users for purposes of advancing new communications technologies. "Without additional spectrum allocations for the next generation of technology, we may miss potential opportunities such as HDTV," said Telecommunications Subcommittee Chairman Edward Markey (D-Mass.).

**Decision is expected today** (June 11) from New York State Supreme Court Justice Thomas Galligan **on whether cameras will be allowed into New York courtroom to cover so-called "Central Park jogger**

**trial,"** slated to begin preliminary jury selection on Wednesday. Last week, both Manhattan district attorney's office and defense lawyers objected to TV coverage of impending trial, which will involve three of six teenagers charged with rape and attempted murder in April 1989 attack on 29-year-old investment banker.

**National Association of Broadcast Employees and Technicians** network coordinator Thomas Kennedy **dispatched letter to NBC** in response to company's June 4 communication in which Day Krolik, NBC's VP, labor relations, informed union that management will implement its "final" contract offer of March 30, 1990, on June 20. Kennedy said NABET's position is that declaring an "impasse is premature at this point and fully illegal." NABET said it remains available to continue negotiations.

Boards of directors of Dallas-based **TM Communications Inc. and Century 21 Programming** have unanimously **agreed to merge** two companies. Dan Scott, president of Century 21, says two companies "will retain their separate identities, products and creative and service staffs." TM President Don Turner said he expects merger to be completed in about eight weeks. Century 21 produces and distributes digital music libraries, station ID jingles and on-air production music. TM produces commercial production music and advertiser jingles.

**CBS has come to agreement with Lorimar Television**, producers of *Paradise*, for another season of Western series, which will have back-up status on fall schedule. Also, **Pam Dawber**, former co-star of *Mork and Mindy* and *My Sister Sam*, **has agreed to star in half-hour comedy for CBS**. Project will be produced by Grant/Tribune Productions, with Dawber and Bud Grant as executive producers. In addition, Dawber will star in CBS made-for, *Face of Fear*, to air next season.

## GTE POLL SAYS CABLE SUBS WANT TELCO COMPETITION

A Gallup poll released last week by GTE found that a majority of cable TV subscribers feel they would "benefit" if cable had competition. GTE is an independent phone company that has been lobbying Senate Commerce Committee members to support a proposal that would allow them to provide cable services in their franchise area. The poll was circulated on Capitol Hill three days before the Commerce Committee's vote on cable legislation (see "Top of the Week").

At a press briefing in Washington, Kent Foster, president of GTE Telephone Operations, discussed the results which he said show a "clear indication that the public would favor competition and innovation as the answers to the current problems with cable television." GTE commissioned the Gallup Poll, which surveyed 1,000 consumers between April 30 and May 2; 64% were cable subscribers.

Among the other findings:

- 68% believe competition from telcos would be "beneficial."
- 64% think U.S. communications technology is currently "about the same or better than other countries'."
- 79% believe the U.S. will have the "same or better technology" by the year 2000.

Foster said the poll also backs up GTE's chief argument that telco entry would provide the incentive for the phone industry to put in a fiber network and offer interactive video. A majority of the respondents, he said, indicated they would use such services as movies on demand and library services such as reserving books and viewing encyclopedia texts.

A spokesman for the National Cable Television Association was not buying the results of the Gallup Poll. "It's interesting that they are making a big deal over 68% who say they favor telco entry while 71% professed no knowledge of the issues," said the NCTA spokesman. He also pointed out that GTE's poll did not ask consumers if they were satisfied with their cable service. -KM

**K-Prime**, medium-powered DBS service set to launch on test basis in autumn with tentative schedule of seven superstations (BROADCASTING, Jan. 29), **might switch two for alternative stations not currently superstations**, according to David Beddow, K-Prime VP-GM. Service will also launch three PPV channels, which Beddow said would probably include existing PPV networks and originally programed channel, which would have K-Prime dealing directly with studios. He announced research showing five million potential subscribers for K-Prime, including 2.7 million current cable subscribers. K-Prime expects to have between 500,000 and one million subscribers by time it goes to high-power DBS transmission in 1996. Almost all current equipment will still work in high-powered environment, Beddow said.

**Pathé Communications is extending its tender offer** for all outstanding shares of **MGM/UA common and preferred stock** to 4 p.m. PT, June 15, 1990. Pathé's tender offer was set to expire June 7. Under



terms of deal with MGM's majority stockholder, Tracinda Corp., Pathé can complete its tender offer on or before June 23. Pathé also announced that it has amended its April 9 agreement with Time Warner Inc. so that 100% of "available cash from new pictures (as defined) after deduction of TWI's servicing fees and servicing expenses will be available to Pathé, whereas under the original agreement 65% of such available cash was to be applied to repay TWI's loan."

**John Long**, executive VP-general manager, **WJLA-TV Washington**, resigns to establish his own broadcasting consulting business there. **Michael Moore**, president and CEO, **WJLA-TV Washington**, will assume Long's duties.

**Moreland Broadcast Associates** sold **wryr-TV Watertown, N.Y.**, to **Watertown Television Corp.** for **\$4.4 million**. Seller is head-

### NBC'S EUROPE EXPERIMENT

NBC plans to test the waters for business news programming in Europe.

In a three-week experimental transmission beginning next Monday, June 18, segments of the company's CNBC cable service will be carried via Intelsat to cable operators in London and possibly Paris, and to hotels in the UK and France. Discussions with cable operators in Stockholm are being held as well, according to NBC Cable VP Tom Wolzein.

NBC's president of cable and business development, Tom Rogers, said the test would help determine if a market exists for a premium niche business service. Business conscious viewers are also being wooed by CNN International, which has added a global business program to its international feed, and by Financial News Network, which is producing a daily business program in association with Japan's NHK.

The 12-hour weekday block of mostly business and financial news and stock information drawn from CNBC's domestic feed will be fed live from New York on an Intelsat V-A occasional-use Brighstar/Visnews transponder, beginning 11 a.m. in the UK and noon on the continent.

### EMERSON HALL OF FAME INDUCTEES HONORED



Fifteen radio legends were honored last week at the third annual Emerson Radio Hall of Fame induction ceremonies at the Plaza hotel in New York (BROADCASTING, April 16). Among those who were inducted, or who accepted the awards on behalf of others, were: Dwight Weist, who accepted the award for anthology/drama series honoree, CBS Radio's *The March Of Time*; talk show host inductee Charles Osgood, CBS Radio news commenta-

tor; Olan Soule, who accepted for dramatic serial honoree, CBS Radio's *The Romance of Helen Trent*; newscaster inductee Paul Harvey, ABC newscaster and commentator, and WHTK(FM) General Manager Bo Sanders, who accepted the special public service award.

All recipients received a trophy shaped like the cathedral-style radios sets of the late 1920's and early 1930's.

ed by George W. Kimbal and Craig L. Fox, who have interest in three AMs and three TVs. Buyer is headed by Harold E. Protter, Steven J. Pruett and Sheldon Markoff. Protter is VP of Pappas Telecasting of Midlands, owner of KPTM-TV Omaha. Pruett is VP of MMC Television Corp., licensee of KASN-TV Pine Bluff, Ark., and director of WMSN-TV Madison, Wis. WFYF-TV is on ch. 50. Broker: R.C. Crisler and Co.

According to Pier Mapes, president NBC Television Network, **struggling soap opera *Generations* has until end of year to prove itself**. Mapes said network will "put a lot of resources" toward show and its promotion over next six months. But, said Mapes, at this point "the show is a question mark." In another development, Mapes said introduction of new game to daytime morning lineup, *To Tell the Truth*, being paired with *Classic Concentration* is "short term" fix that will be replaced by "long term" strategy that could be implemented by 1992. Still on drawing board, **network wants to develop talk and information show block for morning**, replacing games. Block would lead into affiliate noon newscasts, or into afternoon soap block.

Member countries of Coordinating Committee for Multilateral Export Controls (CoCom) meeting in Paris last week **agreed to lift restrictions on export** of 30 of 116 categories of **high-technology equipment to Soviet Union and Eastern Europe**, including audio and video telecommunications equipment. Group adopted most of changes proposed by U.S. last month in preparation for CoCom meeting (BROADCASTING, May 28).

**Opening today in Washington: The Law Offices of Michael R. Gardner**. Attorney is prominently identified with Hollywood interests, headed entertainment law section of Akin, Gump, Strauss, Hauer & Feld, was on Reagan transition team for FCC in 1980.

**Jones Intercable came away winner in settlement of lawsuit with Stevens Point, Wis.**, which revoked Jones franchise after it dropped USA and wwor-TV New York. U.S. District judge sided with Jones in January on USA question, and last week company and city reached settlement on wwor-TV matter. Jones said town extended franchise agreement another five years to 2000 and agreed to pay \$2,000 in legal costs.

# EDITORIALS

Committed to the First Amendment and the Fifth Estate

## GO FOR IT

**L**itigation," the saying goes, "is the failure of negotiation." By the end of this week the full force of that truism may be apparent to all now engaged in the controversy over modification of the financial interest and syndication rules. On June 14 the mills of the FCC will begin to grind out their own solution to the problem—a process that, with subsequent congressional or court embellishment, could continue for years.

That, of course, may be in the best interests of Hollywood, which has nothing to gain and quite a lot to lose from changing either jot or tittle of the existing rules. It may, on the other hand, not be, if Hollywood can get a better deal in negotiating now rather than being left to the tender mercies of the FCC.

One could write that same paragraph in reverse to describe the hazard or reward for the networks.

The way we read it, the parties are as close together now as they're likely to be after years more of wrangling and acrimony. On Tuesday they will once again meet on the Warner lot for a meeting that no one believes will succeed. What a great time to confound the skeptical.

## ONE STEP FORWARD, TWO STEPS BACK

**T**he reregulatory pendulum that swung in cable's favor four weeks ago when Representative John Dingell (D-Mich.) came up with his draft bill in the House swung back with a vengeance last week as the Senate marked up its version. After Dingell, it very much looked as though cable would attain its long-sought goal: a rereg bill it could live with. After Hollings-Inouye-Gore et al., it looks as though cable will have to expend all its legislative capital just trying to kill a bill. For Jim Mooney and the National Cable Television Association, the prospect looks bleak.

The sticking point in the Senate bill is a provision that requires cable to make its programming available to competing media—a kind of brigandry out of favor since Blackbeard was leveling the economic playing field on the high seas. Under the Senate proposal, for example, such supplicants as Rupert Murdoch and General Electric would be able to take advantage of existing cable programming for their projected Sky Cable direct broadcast satellite service, avoiding the bother of creating their own. MMDS operators, on a less grand scale, would similarly be able to pick up cable offerings to use in competing against the wired medium. What it amounts to is nationalization of cable assets. It has the ring of unconstitutionality about it, but that may not stop the Senate.

The prospect of that congressional initiative at first gave broadcasters pause as well. By extension, no network would have been able to have an exclusive contract with one affiliate

in a market, but would have to serve all comers. And the entire syndex proceeding, conducted to assure broadcasters exclusivity to syndicated programming, would be knocked into a cocked hat. Broadcast lobbyists were able to secure language protecting against the threat to affiliations.

In the final analysis, the cable industry concluded that, no matter how much it needed to end the suspense of reregulation, it could not live with so flagrant an abridgement of its rights. So, knowing it would incur the wrath of friend and foe alike, it has elected to fight. In the long run, that may be the right course.

In the short run, cable's regulatory malaise will intensify. The industry and its representatives have been under siege for several years now—and, we hasten to note, they have survived with some resiliency. But stock values have tumbled and new investment has slowed—negatives that will now be compounded. Unless, of course, cable can pull another rabbit out of its legislative hat. That looks unlikely in 1990, prolonging cable's suspense—and agony—for still another year.

## TAX TALK

**I**t did not take turning Boston harbor into a teapot, but thanks in part to the lobbying efforts of advertising and media interests in that city and around the state, an unwanted tax is being successfully combated.

Last week, the Massachusetts House and Senate were preparing to hammer out differences in committee on a revenue bill to boost the state's ailing fiscal fortunes. The House version of the bill confines itself to an income tax, while the Senate, although it is proposing a sales tax on services, from the outset has excluded advertising from the tax, due in part to the prodding of the American Association of Advertising Agencies and the Ad Club of Boston.

Although Massachusetts is no model of fiscal management, it has the opportunity, by its example, to reinforce for other state legislators the illogic of discouraging media spending in a weak economy.



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